



Enriching the Everyday Drinking Experience

Because hydration is an essential part of people's lives, we want to provide the product variety necessary to satisfy many individual needs. While ensuring our beverages remain accessible and easy to consume, we are adding new types of value to our product line-up as modern consumer attitudes change. We also set ourselves apart by creating enjoyable products that specifically support healthy lifestyles. Our vision expresses how we will become an integral part of people's lives through the beverages they choose.



VISION

Enrich our drinking-experiences to be more natural, healthy, convenient, and fulfilling, by leading the next drinks revolution.

