

**hora**<sup>TM</sup>  
multivitamin drink



**Company Profile**



# FULL

## of enthusiasm and values.

### About us

Hora Beverage Company Srl: an innovative Start Up, (pursuant to articles 25 and following sections of Law no.221 dated 17 December, 2012), created with the aim of producing healthy, multi-vitamin drinks, rich with natural ingredients for everyone, for all ages and for all occasions.

### We make

good and healthy products suitable for any age with a strong intrinsic functional component.

### Our aim is to

become the reference drink, worldwide, that has thirst-quenching properties, that strengthens the immune system and that is naturally energizing for both the body and mind.

### Our business model

The business model adopted by Hora Beverage Company srl is characterized by a pool of organizations that have shared the company's Mission and Vision and that fully integrate the supply chain.



- **Bottling:**  
Enrico Giotti S.p.A



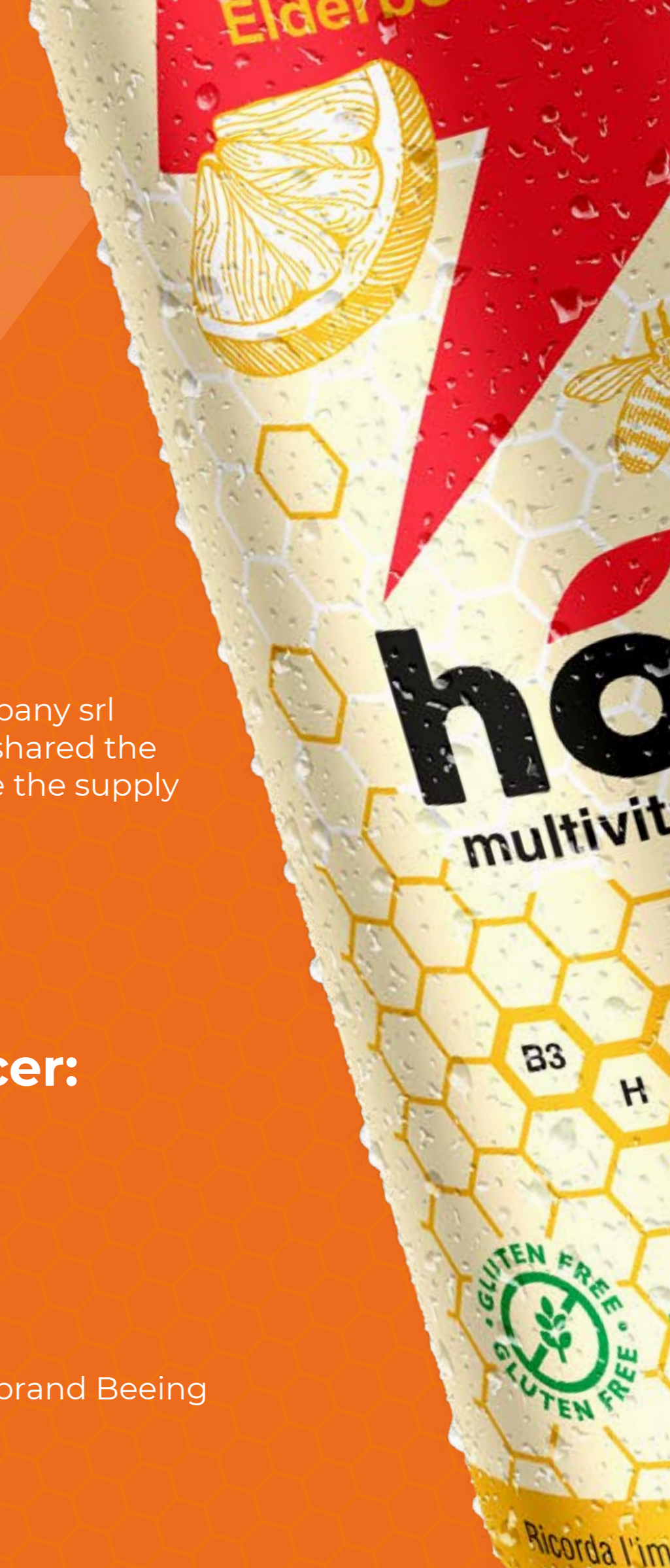
- **Compound Producer:**  
IPRONA S.p.A.



- **Honey supplier:**  
Matrunita Italica S.r.l.



- **CSR:**  
partner ACME21 S.r.l., with its own brand Beeing



# Let's get to the **JUICE:** it's all natural

## What we focused on.

With as much as 20% of orange, lemon, honey, elderberry juice and vitamin complex (B, C, H, E) and zinc, Hóra Natural Energy is the full-energy, all-natural soft-drink.

## What we left out.

We purposely left out **taurine, caffeine, stimulants and sucrose**.

## Why it's healthy.

The **vitamin complex and zinc** help preserve and fortify the immune system. The presence of **honey as a natural sweetener** helps fight metabolic and glycemid disorders by providing roughly 60% of **fructose**.

## Why it's tasty.

A truly natural flavour, enhanced by a pleasant and light **effervescence**.



# TOWARDS

## new market trends.

Thanks to its characteristics, Hóra Natural Energy is the answer to the increasingly high demand in the drink and food sector for products that are **rewarding in terms of taste experience and functional with regard to well-being.**

### Every age group and every consumption occasion for:

- Those seeking to quench their thirst
- Those seeking to enrich their body with natural elements and vitamins essential for a healthy and balanced diet
- Those looking for a regenerating and energizing break for both the body and mind

### Multiple market segments in a single solution:

- Multivitamin drinks
- Isotonic drinks
- Energizing drinks



# A TOAST

to the awards.

## Taste:

**Superior Taste Award** from the International Taste Institute in Brussels: leader in the certification of food and beverages awarded the taste, appearance and smell of Hóra Natural Energy with **2 stars**

## Wellness:

**TGD (Targeting Gut Disease Srl)**, a spin-off of the University of Bologna specializing in the analysis and design of food or nutraceuticals made with natural extracts, has certified the naturalness and benefits of the product.



# The **INGREDIENTS** that make us unique.

## Italian Patent

n. 102021000020054  
Submitted 27/07/2021

n. 102021000020036  
Submitted 27/7/2021

## International Patent Pending

PCT/IB2022/056807  
Filed on 22/07/2022  
international patent application

## Italian Registered Trademark

n. 302021000171659  
Submitted 15/10/2021

## International Registered Trademark

n. 1665696  
Submitted 12/04/2022



# To everyone's **HEALTH,** including the environment!



## Company Social Responsibility:

Via the beehora.com platform, in collaboration with our partner Beeing, we develop a social responsibility plan on two levels:



## Consumer:

**Drink As You Are:** we promote conscious consumption by involving our consumer in identifying the nutritional needs covered by our product.



## Environment:

**Drink Me, Adopt a Bee:** we support the eco-system of pollinating insects by investing in the protection of their environment while involving the consumer.



# A TASTE

## of Hóra Natural Energy

### Our Strengths

#### Healthy

Preserves and strengthens the immune system thanks to the presence of vitamins and zinc as certified by the collaboration with the research and analysis laboratory - TGD, a spin-off of the University of Bologna.

#### Tasty

Awarded with two stars of the Superior Taste Award by the International Taste Institute in Brussels, leader in certification of food and beverages.

#### Ethical

It is a product that actively contributes to supporting and preserving the ecosystem of pollinating insects thanks to the collaboration with Beeing.

#### Functional

Thirst-quenching and energizing, it strengthens the immune system defences helping to improve its normal functioning, naturally lacking any stimulants.

#### Marketing

Hora Beverage Company Srl has developed a transversal distribution plan based on consumption occasions (both at home and away from home) with appropriate formats and specific POP materials.

# THE TASTE

of being heard

Instagram

Facebook

Tik Tok

YouTube

LinkedIn



## Contacts

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