

# hora™

multivitamin drink



Brochure Trade



# A SIP of energy for your business

## Hóra Natural Energy.

An innovative and unique energizing drink for consumers because it is completely natural and a great business opportunity for you.

It differs from exciting drinks because it is made **without taurine and without caffeine**: substances that are not only dangerous for our health, but that also limit the consumption of the drink.

A further opportunity to respond to the needs of your customers with an offer that meets their requirements, to make them even more satisfied and loyal to your brand.

**Hóra Natural Energy** is a product that interprets the philosophy of the Hora Beverage Company: to develop **good and healthy products suitable for any age with a strong intrinsic functional component**.



# THE JUICE?

**It's all natural!**

## **What we focused on.**

Each can contains 1 tablespoon of honey, 20% orange, lemon, elderberry and vitamin complex. Hóra Natural Energy is a soft-drink full of energy, completely natural

## **What we left out.**

A product made **without taurine, without caffeine or stimulants**, without sucrose

## **Why it is good for you.**

The **vitamin complex and zinc** help preserve and fortify the immune system. **Honey, as a natural sweetener**, helps fight metabolic and blood sugar imbalances by providing roughly 60% of fructose

## **Why it tastes great.**

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



# TOWARDS

## new market trends

Thanks to its characteristics, Hóra Natural Energy responds to the increasingly high demand in the drink and food sector for products that are both **rewarding in terms of taste experience and functional to well-being**. An increasingly growing trend, which became more acute during the lock-down and pandemic period, and which makes consumers more and more demanding, informed, aware and selective.

This trend is corroborated by recent Mintel market research



# To everyone's **HEALTH** on all occasions.

Hóra Natural Energy is ideal for every lifestyle and every age, for sports and non-sports enthusiasts alike.

It is also a drink that is suitable for people who need more dietary attention such as children, expectant and breastfeeding mothers.

Various formats will be developed according to market destinations: Future consumption (or at home consumption) and Immediate consumption (or outside the home consumption).

Thanks to its beneficial properties, Hóra Natural Energy is a valuable alternative to energy drinks: products not suitable for consumption by young people, as indicated by law on the packaging.

The age group of children currently constitutes an **important slice of the market with regard to energy drinks.**



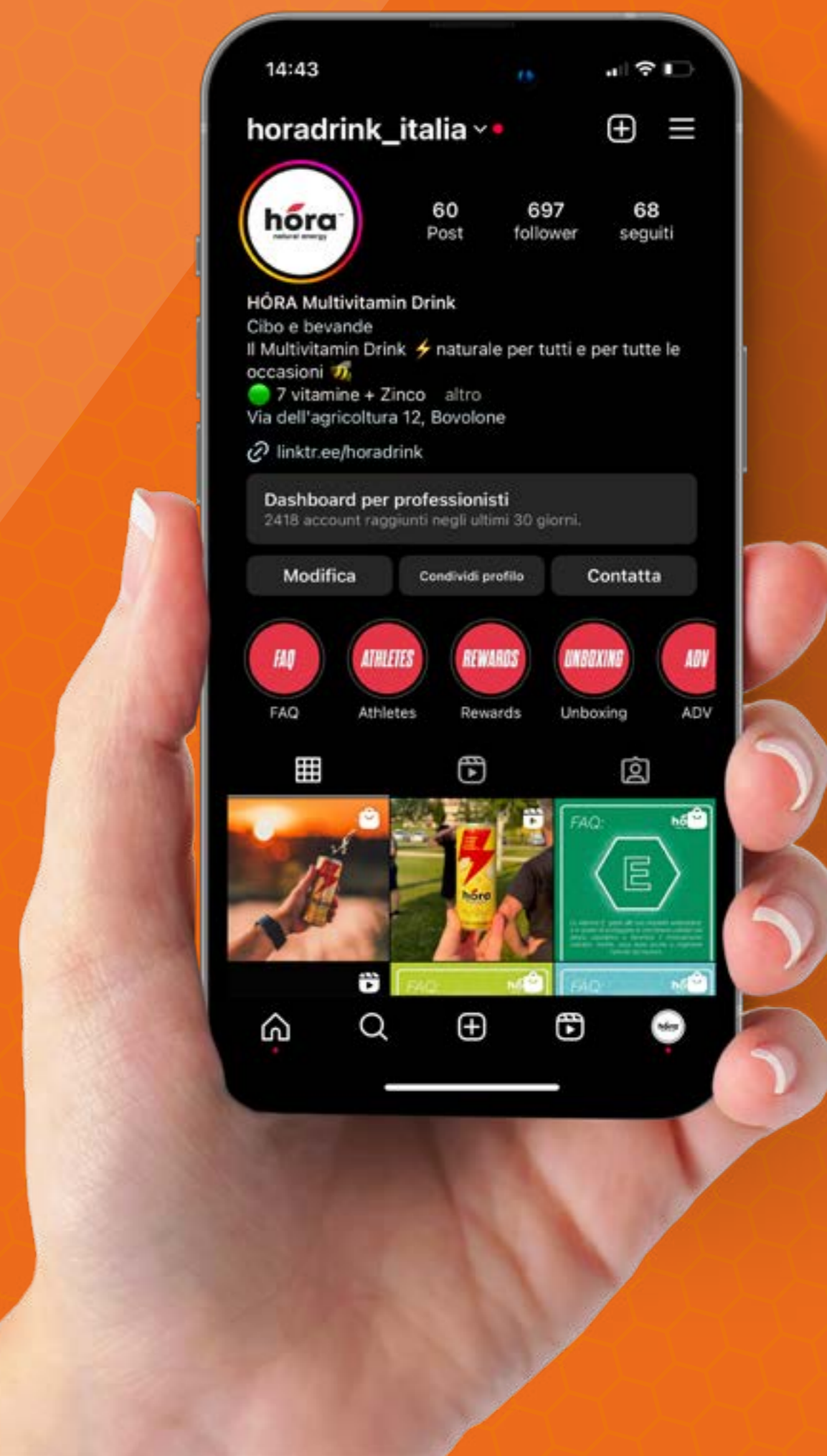
# The **PLEASURE** of being noticed

Hóra Natural Energy is a premium product with a clear and strong personality. It is a drink dedicated to those who want quality for a healthy lifestyle. We continuously support the project with ongoing investments aimed at developing the business. The actions we have in place and planned are:

- **On-line e off-line communication**
- **POP Material**
- **Hostesses for guided sales**
- **Leaflets for consumers**

Precisely because of its strong and particular identity, we want to enhance Hóra Natural Energy by placing it within stores in:

- **first shelf display**
- **second display with exhibitor**



# OPEN

## to a new concept of responsibility



### ENVIRONMENT

#### **Drink Me, Adopt a Bee:**

we support the eco-system of pollinating insects by investing in the protection of their environment and involving consumers.



### CONSUMER

#### **Drink As You Are:**

we promote conscious consumption by involving our consumer in identifying the nutritional needs covered by our product.



# A TOAST

## to the awards

Hóra Natural Energy will be rewarded by the market, because it has already been rewarded by the sector's specialists. Here are the awards already obtained.

- **Superior Taste Award**

from the International Taste Institute in Brussels: leader in the certification of food and beverages, it has awarded the taste, appearance and aroma of Hóra Natural Energy giving it 2 stars

- **TGD (Targeting Gut Disease Srl),**

a spin-off of the University of Bologna specializing in the analysis and development of food products or nutraceuticals made of natural extracts, has certified the naturalness and benefits of the product.



# A TASTE

## of communication: the strategy

We've launched structured communication activities by developing creativity so as to convey the distinctive values of the product and the brand compared to competitors.

**The tools**, while coordinated by the institutional image, are designed to reach the general **public, buyers and stakeholders**.

The messages were designed for both **on-line and off-line** channels, yet consistently with a coordinated **corporate image**.

The tone of voice is fresh, modern, captivating, so as to be recognizable and to differentiate itself from the competition.



# A TASTE

## of communication: the channels

### 1. CORPORATE IMAGE

It enhances the natural characteristics of the product, while inspiring and coordinating the styles of the messages on various communication tools.

### 2. WEB SITE

In line with the institutional image, it communicates the main values with a particularly graphic impact and immediate contents

### 3. SOCIAL NETWORKS

An Editorial Plan has been developed for Instagram and Facebook and a dual creativity has been studied for two types of content:

Consumption moments: with a visual/copy game to enhance the infinite situations where you can enjoy the drink

Product: a more specific form of communication, made to emphasize the characteristics, ingredients and naturalness of the product

As for LinkedIn, more specific contents are provided by sharing articles regarding the product (such as GDO Week, Beverfood), market research and more technical information.

### 4. POP

We are creating a range of displays/exhibitors in line with the institutional image to facilitate the sell-out and the communication of the product to consumers.

## Contacts

Via dell'Agricoltura, 12 - 37051 Bovolone (VR) Italy

Tel. +39 045 4912245

cco@hora-beverage.com

[www.hóra-beverage.com](http://www.hóra-beverage.com)

[www.beehóra.com](http://www.beehóra.com)

 Instagram: @Hóradrink\_italia

 Facebook: @Hórabeverageitalia

 LinkedIn: Hóra Beverage Company Srl