



**GOLDENIRE**

IMPORT SUPPLY CHAIN LIMITED

**VIVA**

VITAMIN WATER



# VIWA VITAMINWATER IN THE LALIGA

Viwa has become the official vitamin water of Celta Vigo, opening up numerous opportunities for marketing communication and market growth. We can feature on LED walls and giant screens inside the stadium, showcasing our functional drinks across various segments of the club's social media. The club's leadership anticipates that the 'Sky Blues' will secure a position within the Europa League within three years. Meanwhile, we continue to work on captivating consumers with a plethora of innovative product ideas!



VIVA  
VITAMINTEA



VIVA  
VITAMINTEA

# PRODUCT OF THE YEAR 2024 IN SPAIN



VIVA  
VITAMINWATER

¡Más de 10.000 personas  
no se equivocan!

The voice of the consumers



ABOUT US

# VIWA PRODUCT



## MISSION

To provide exciting, delicious and meanwhile healthy beverages alternative for people living active, health – conscious lives.



## VISION

Healthy / functional beverages will be more popular than carbonated soft drinks and energy drinks.



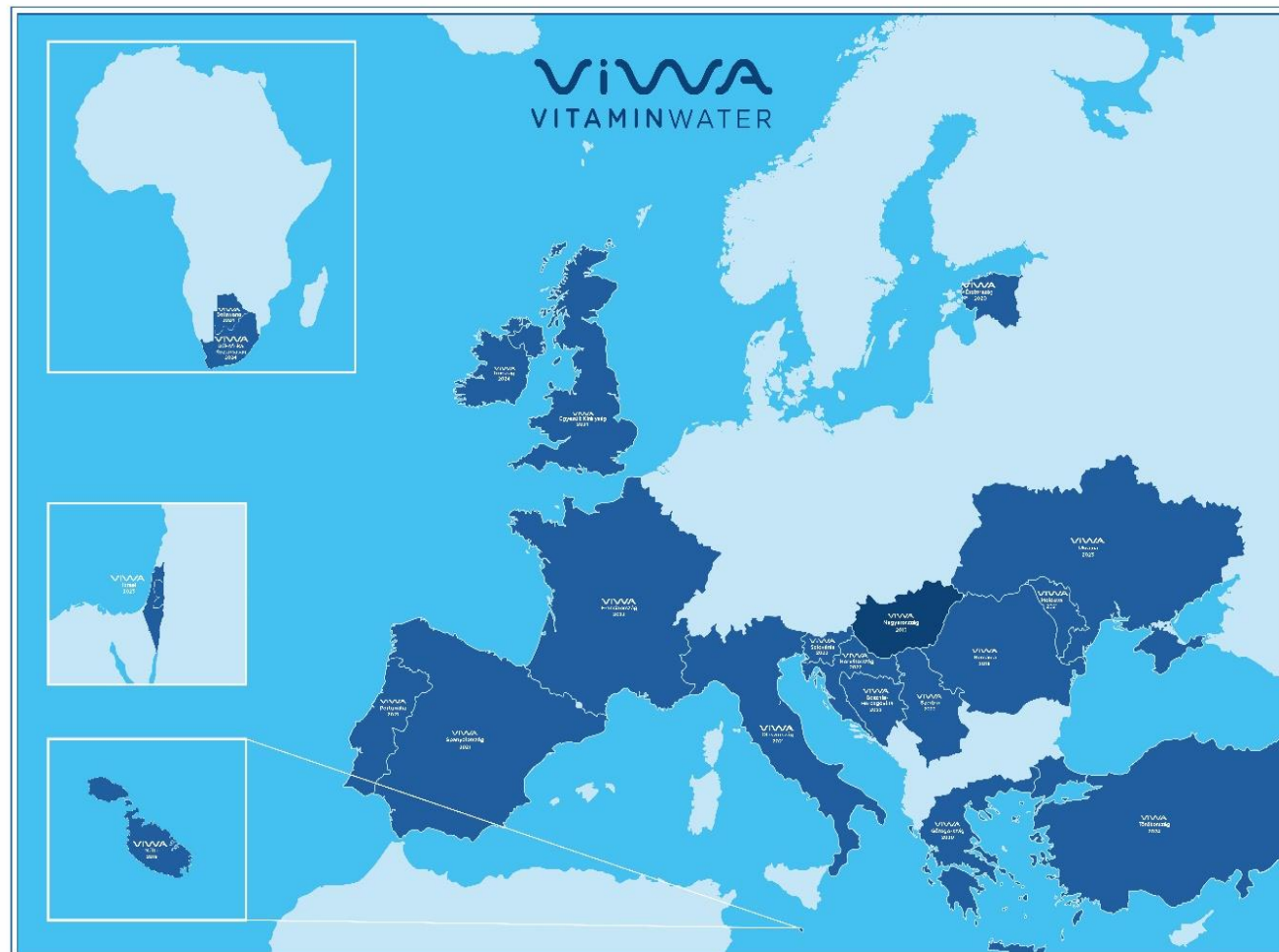
ABOUT US

# VIWA PRODUCT

## SINCE 2012

### MARKETS

- › 2013 - Hungary
- › 2016 - Romania
- › 2019 - Malta
- › 2020 - Greece, Estonia
- › 2021 - Spain, Moldova
- › 2022 - Slovenia, Croatia, Slovakia
- › 2023 - France, Israel, Portugal, Ukraine
- › 2024 - Botswana, Republic of South Africa, Turkey, Ireland, UK, Italy



# ABOUT US

Product development &  
Compound source from Germany



Manufacturing in a brand new factory



# WHAT IS VITAMIN WATER?

Vitamin water is a new generation of refreshments with benefits for people living an active, health conscious lifestyle.



Each product has a different exciting flavour & each serves different needs of the human body. They bear the advantages of both water and soft drinks – are refreshing, low in calories, have unique fruity flavours and contain vitamins that are essential for a healthy life.

Sales volumes are increasing dynamically, even exceeding that of flavoured mineral waters in some markets.



# THE ADVANTAGES OF VIWA VITAMINWATERS

COMPARED TO WATER AND SOFT DRINKS



## CONTAINS VITAMINS

Vitamins are substances essential for life which the human body is unable to produce, therefore the demand for vitamins must be met from an external source. Viwa provide higher NRV% than average Vitaminwaters

## REFRESHING

High water content in every bottle.

## LOW IN CALORY

Sweetened with fruit-sugar (fructose) and Stevia, so the calorie content is really low.

## DIFFERENT FLAVORS AND COMBINATION OF VITAMINS

Viwa Vitaminwaters are manufactured in six different flavours and compositions, to fulfill various functions and meet the daily vitamin demand of the body.





SWEETENED WITH

# INKA SWEET STEVIA

THE PUREST NATURAL SWEETENER FROM PERU

## Stevia is an ancient herb, which:

- Normalizes metabolism
- Stabilizes blood pressure
- Stimulates insulin production
- Lowers cholesterol levels
- Has a regenerating effect on skin
  - › + 0% calories and carbohydrate content
  - › + Not only for sweetening: it also cleanses and helps the optimal functioning of the body
  - › + Contains prebiotics (inulin fibers) and omega 3 fatty acids (from seaweed)



# OUR TARGET GROUP

Age between 12-49

Health conscious lifestyle

Regular exercisers

Open to innovations



## RECOMMENDING FOR PEOPLE

- › Who wants a healthier substitution for the regular soft drinks
- › Who struggles with the daily intake of water
- › Who likes to drink both delicious & healthy beverages





# PRODUCTS

# NEW! COMING 2024 MARCH

VIWA BODYPRO ZERO+COLLAGEN

**Zero sugar, orange-passion fruit flavored vitamin water with collagen, vitamin C and B, and zinc.**

- › Made with premium-quality collagen (3000 mg/bottle)
- › Contains only high-quality, natural ingredients
- › Sweetened with stevia & sucralose, with ZERO sugar content
- › The presence of Vitamin C plays a key role in collagen synthesis (100% NRV/bottle)
- › Vitamin B3, B6, B7 and B12 supports energy metabolism, cognitive function, and the maintenance of healthy skin, hair, and eyes (100% NRV/bottle)

## **What are the benefits of consuming collagen?**

- › Improves the condition of the skin and hair
- › Reduces joint pain and cartilage degeneration
- › Boosts metabolism, muscle mass, and energy
- › Strengthens nails, hair, and teeth
- › Supports cardiovascular health

**NOW WITH ONLY 10  
CALORIES/BOTTLE!**



# VIWA VITAMINWATER IMMUNITY

- VIWA Immunity is a real immune system booster! A vitamin bomb of 1000 mg (1256% NRV) Vitamin C + 12 µg (240% NRV) Vitamin D3 which, when consumed regularly, fills up the vitamin C and D3 stocks of the body for a long period of time. It is one of the best healthy refreshments thanks to its pleasantly sourish citrus flavour.
- Vitamin C: Also known as ascorbic acid helps to protect cells and keeping them healthy, while maintaining healthy skin, blood vessels, bones and cartilage.
- Vitamin D3: It's important for growth and development of bones, as well as improved resistance to certain diseases as contributes to the normal function of the immune system.

**ONLY 60 CALORIES  
/ BOTTLE!**



# VIWA VITAMINWATER IMMUNITY

ZERO SUGAR

- VIWA Immunity ZERO is a real immune system booster! A vitamin bomb of 1000 mg (1260% NRV) Vitamin C + 12 µg (240% NRV) Vitamin D3 which, when consumed regularly, fills up the vitamin C and D3 stocks of the body for a long period of time. It is one of the best healthy refreshments thanks to its pleasantly sourish citrus flavour.
- Vitamin C: Also known as ascorbic acid helps to protect cells and keeping them healthy, while maintaining healthy skin, blood vessels, bones and cartilage.
- Vitamin D3: It's important for growth and development of bones, as well as improved resistance to certain diseases as contributes to the normal function of the immune system.

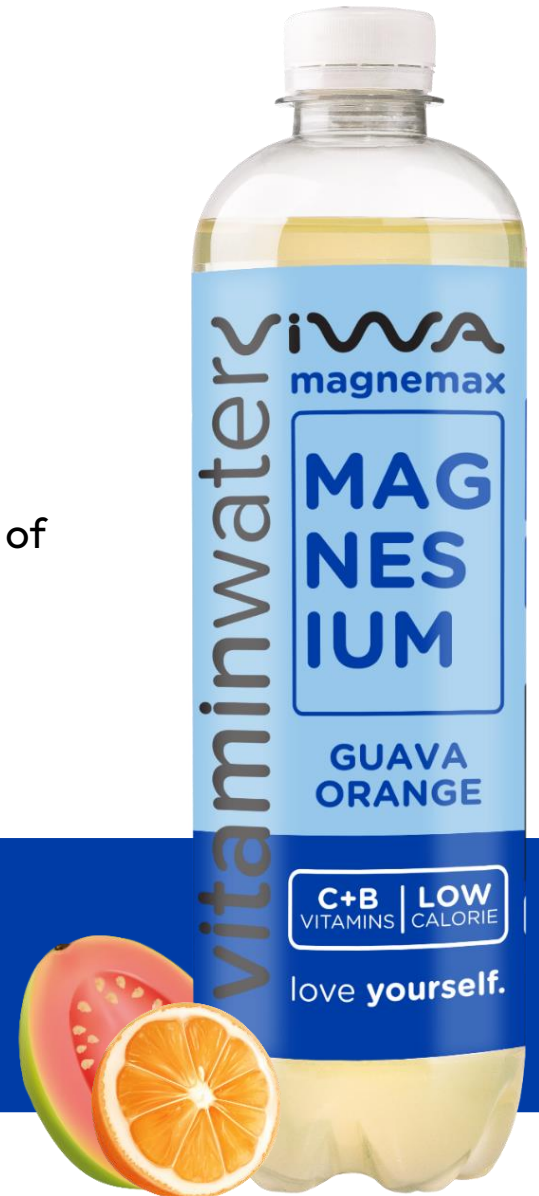
**ONLY 6 CALORIES /  
BOTTLE!**



# VIWA VITAMINWATER MAGNEMAX

- Guava-orange flavoured Magnemax helps your muscles recovering with providing the necessary magnesium for the body.
- Magnesium (180 mg): It's the fourth most abundant mineral in the human body. It plays several important roles in the health of your body and brain, it supports healthy muscle function. – 48% NRV
- Vitamin B6: It's significant to protein, fat and carbohydrate metabolism and the creation of red blood cells and also can improve your mood.
- Vitamin C: Also known as ascorbic acid helps to protect cells and keeping them healthy, while maintaining healthy skin, blood vessels, bones and cartilage.
- Vit. B3 has a positive effect on the nervous system, lifts the energy level of the cells. Vit. B12 is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking. Vit. B7 strengthens hair, skin and nails. Each Vitamin is 120% NRV!

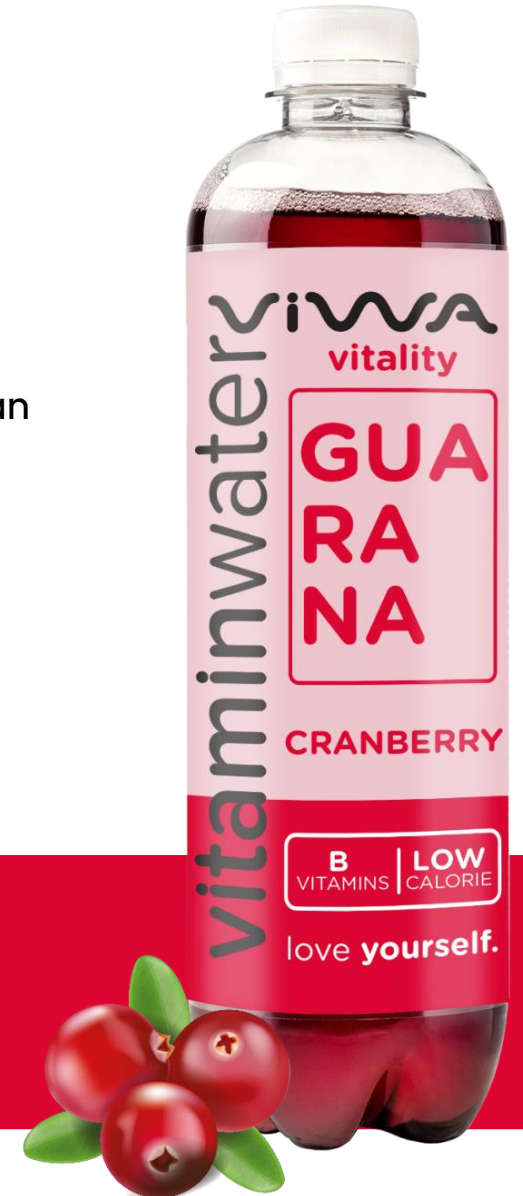
**ONLY 54 CALORIES  
/ BOTTLE!**



# VIWA VITAMINWATER VITALITY

- Cranberry flavoured Vitality was developed for those who would like to increase their vitality in order to be able to face every-day challenges with full energy. – with 60 mg natural caffeine from guarana!
- Caffeine: Can improve memory, decrease fatigue, improve your mental functioning. It can also improve your short-term memory and speed up your reaction times.
- Guarana: Can reduce fatigue, boost energy and aid learning and memory. It also boasts antioxidant, and has been linked to weight loss, pain relief, and healthier skin.
- Vit. B3 has a positive effect on the nervous system, lifts the energy level of the cells. Vit. B6 is responsible for the correction of the metabolism, the strengthening of the immune system. Vit. B12 is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking. Vit. B7 strengthens hair, skin and nails. Each Vitamin is 120% NRV

**ONLY 48 CALORIES  
/ BOTTLE!**





# VIWA VITAMINWATER VITALITY

- Mango-lime flavoured drink with Ginkgo Biloba & Green tea extracts to keep you mentally fresh!
- Ginkgo Biloba: Can improve memory and brain function, and helps the brain to absorb more nutrients and O<sub>2</sub>. – 90 mg / bottle
- Green tea: It's full of antioxidants. The caffeine in the tea has a good effect on your mood, stimulates memory and brain function. – 90 mg / bottle
- Vitamin C: Also known as ascorbic acid helps to protect cells and keeping them healthy, while maintaining healthy skin, blood vessels, bones and cartilage.
- Vitamin B3 has a positive effect on the nervous system, lifts the energy level of the cells. Vit. B6 is responsible for the correction of the metabolism, the strengthening of the immune system. Vit. B12 is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking. Vit. B7 strengthens hair, skin and nails. Each Vitamin is 120% NRV!

**ONLY 6 CALORIES /  
BOTTLE!**



WHY YOU SHOULD LIST

# VIWA VITAMINWATERS

- Fast growing category
- Category extension and growth
- Innovation for consumers
- Growing number of health conscious consumers demanding these kind of products
- Great taste, low calorie
- Only natural sweeteners (fructose, stevia)
- Higher NRW % than category average
- To improve the affordability of the category
- Competitive price
- Competitive margin



vivva  
VITAMINTEA

with  
**organic**  
tea

# VIWA VITAMINTEAS

## With all the popular features of **regular ice teas & more**

- › High quantity (2,4 gr/liter) organic tea content
- › Highest quality natural fruit aromas
- › ZERO added sugar, sweetened with stevia & sucralose

## And we even added **high portions vitamins**

- › Vitamin C: 500 mg/bottle (625% NRV)
- › Vitamin D3: 12 µg/bottle (240% NRV)
  - Vitamin C + D3 is a real immune system booster
- › B3, B6, B7, B12 - 120% NRV/bottle - B vitamins play a vital role in maintaining good health and well-being



WHY YOU SHOULD LIST

# VIWA VITAMINWATERS

- Constantly growing ICE TEA category
- Organic innovation for customers
- The number of health-conscious customers is increasing as well as the sales figures
- Naturally fruity flavours with zero sugar and calories
- Sweetened with stevia & sucralose
- Organic green tea with lemon-lime flavour
- Organic black tea with peach flavour
- This is not just a tea or a soft drink...it's VITAMINTEA!
- Competitive price, even with the ORGANIC ingredients
- A product that can be sold with a high margin



# BRANDING

- › Classic media: TV, radio
- › Social media: Facebook, Instagram
- › Online: PR articles, banners, ads
- › Event sponsorship
- › Sponsoring athletes, teams
- › Sponsoring universities
- › Working with a nutritionist
- › Other events, exhibitions



# AWARDS

- Functional drink of the year 2014
- Sport drink of the year 2015
- Innovation award sirha 2016
- Functional drink of the year 2017
- Marketing ambassador award 2018
- Innovation of the year inno d'or 2021,2022,2023



CSR

# CORPORATE SOCIAL RESPONSIBILITY



The mission statement of our company dedicates us to take part in several actions **that serve helping a noble cause.**

We are supporting:

Orphanages

Hospitals

Maternity homes

Sport events

Sport teams and sporters

Animal shelters





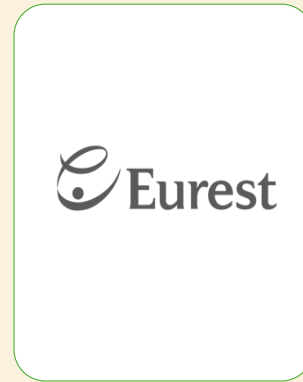
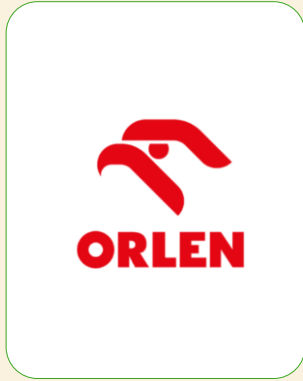
WHERE YOU CAN FIND US

# RETAIL

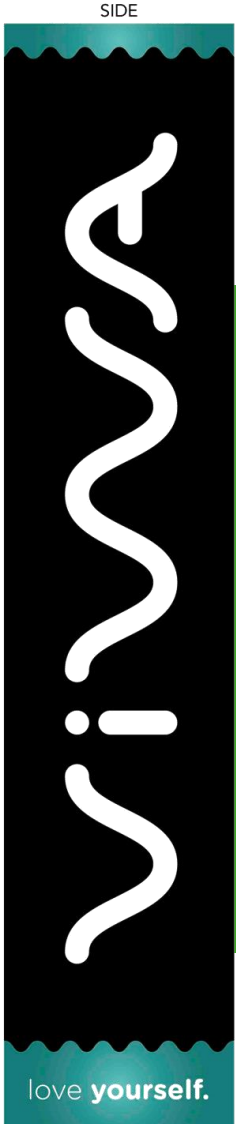


WHERE YOU CAN FIND US

# IMPULSE



PRODUCT  
**SUPPORT**  
AVAILABLE





THANK YOU  
FOR YOUR ATTENTION

