

Introducing

BOX

A new drink to offer a new taste sensation.  
All wrapped up in an exclusive design that  
stands out and becomes the center of attention  
faster than you can pop it open!







Curiosity is

# FOREVER

A refreshingly different drink. A new sensation that you will want to experience again and again and again...

That's the thinking behind BOX.  
An exciting flavour that brings refreshment to a new level  
- and new business opportunities!



Consumers around the globe are always on the lookout.  
For new experiences. New sensations. New flavours.

The market is huge, *and the potential is only matched by the profitability.*

BOX is here to make a difference. Both in the product we offer, and in the way we do business. We take advantage of not being a big brand, in order to make a big difference.

We want to offer consumers a new choice.

And here's your chance to join us.



98%

of testers loved the taste of BOX





# THE TWO FACES OF BOX.





# ENERGY

Energy drinks are everywhere – and for good reason! The profitability translates into very good business sense that attracts many brands and manufacturers. But in a crowded market you need to stand out, and that's where BOX really makes a difference. With a more mature flavour we claim an identity that is distinctly our own!

BOX Energy comes in 25 cl. cans.



*What are you in the mood for?*



## Extravagance

The classy taste of BOX appeals to many different target groups. It can be enjoyed on its own, or as a mixer with spirits to create a refreshing and unique drink to get the party started.

However you prefer it, you will enjoy the business benefits it brings.

BOX Extravagance comes in 25 cl. cans.

The

BOX

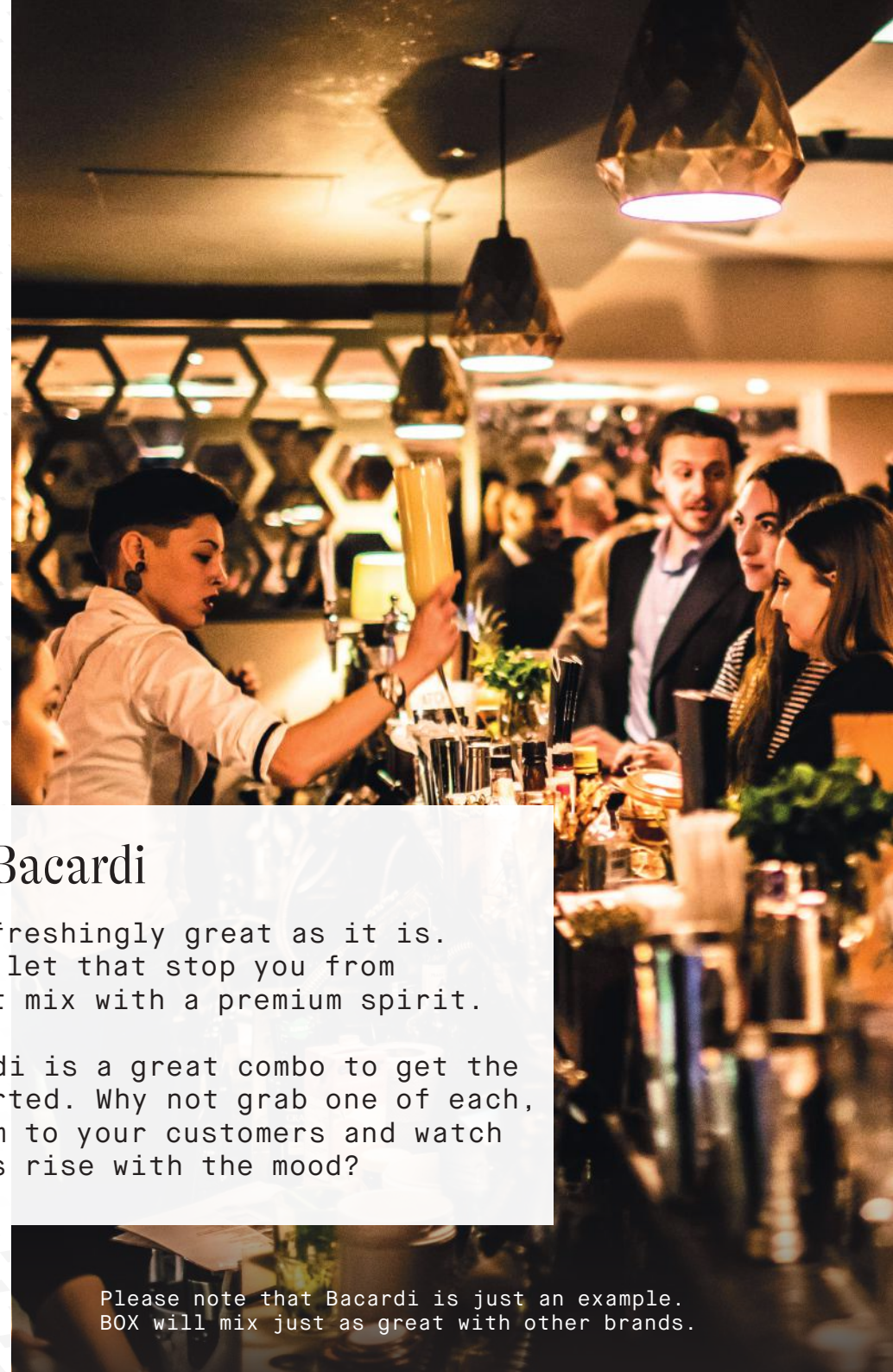
BFF



## BOX ❤️ Bacardi

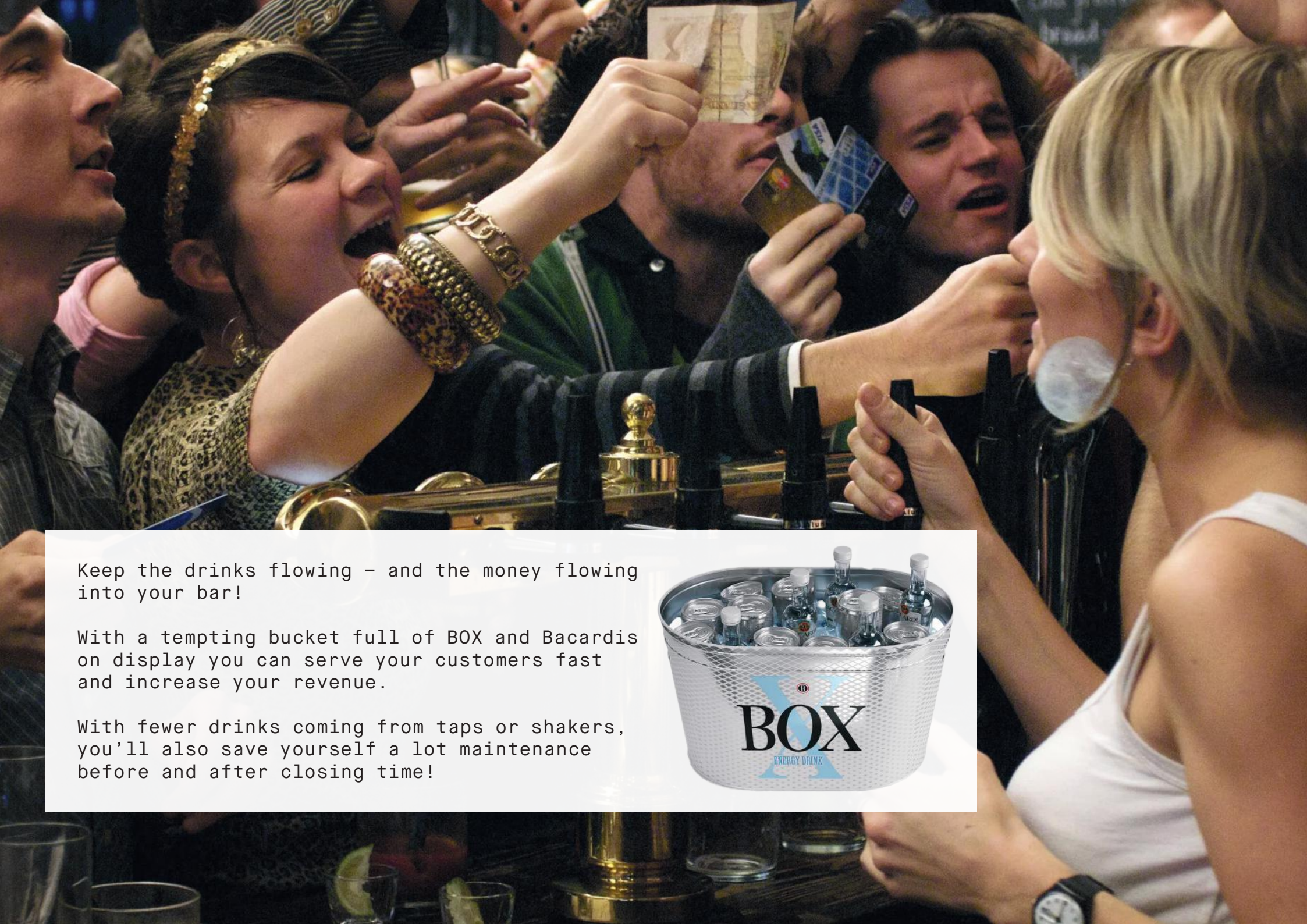
BOX is refreshingly great as it is. But don't let that stop you from letting it mix with a premium spirit.

BOX/Bacardi is a great combo to get the party started. Why not grab one of each, serve them to your customers and watch your sales rise with the mood?



Please note that Bacardi is just an example. BOX will mix just as great with other brands.





Keep the drinks flowing – and the money flowing into your bar!

With a tempting bucket full of BOX and Bacardis on display you can serve your customers fast and increase your revenue.

With fewer drinks coming from taps or shakers, you'll also save yourself a lot maintenance before and after closing time!







# Who are YOU?

BOX offers you a brand new opportunity.

We open up a new and fast way into the market.  
We'll save you a lot of time going from brand to beverage,  
and provide an profitable way to get cans to customers.

When we think of our new partner, you might have experience  
from FMCG. Perhaps you're in the restaurant or brewing  
business. But more importantly, we think you have an eye  
for spotting great ideas.

(And that's probably why you've made it  
this far into the presentation)





WANT TO GET IN ON THE **BOX** ACTION?





We're ready for take-off!

# Are you?

We're looking for new partners, innovators and explorers who want to reach the next level.

This will be a business venture where you can influence every stage. We don't have all the answers. What we do have, is a great recipe for an unforgettable drink. The rest will be co-created by us. Together.

We'll put a complete marketing platform at your disposal. From there, your ideas, energy and initiatives will come into play to launch a fun and profitable journey...





# Why BOX is your next business venture:



1. We believe in real partnerships. That's why we don't put anyone between you and BOX, or between you and your customer. There will not be anyone between you and the customer. You'll have a direct line. You get to make the decisions, and you stand to reap the rewards. Because we believe that those who do the work should get the credit, influence and payback they deserve.

2. The market is always thirsty for new flavours and ideas. We'll give you the tools you need to spread the message. As part of the team, BOX gives you access to our marketing expertise and support, including social media campaigns, offline advertisements, and special promotions. All in order to reach a wider audience and increase market share.

3. Softdrinks is a market with high margins and profitability. By buying into an existing recipe and extracts, the whole chain from production to marketing becomes more efficient and cost-effective. BOX can be an excellent extension to an existing portfolio, as it not only offers a faster production process but also a quicker delivery-to-market strategy.



Get in

# touch!

Do you want to know more about BOX, or join our merry gang right away?  
Drop us a line on [info@boxlite.ch](mailto:info@boxlite.ch).





ENERGY

or

Extravagance

?





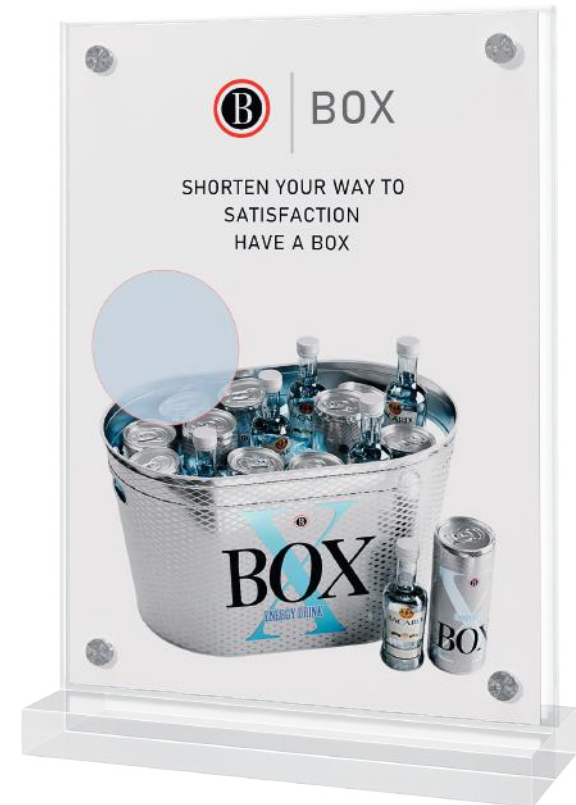
In a market that is constantly evolving, and where consumers are always on the lookout for new and exciting products, BOX offers a cost-efficient way to present a new product. Explore the potential in attracting new customers without investing in R&D or brand development.

BOX delivers a concept with unique design and flexible packaging solutions that match existing production lines or demands from customers.

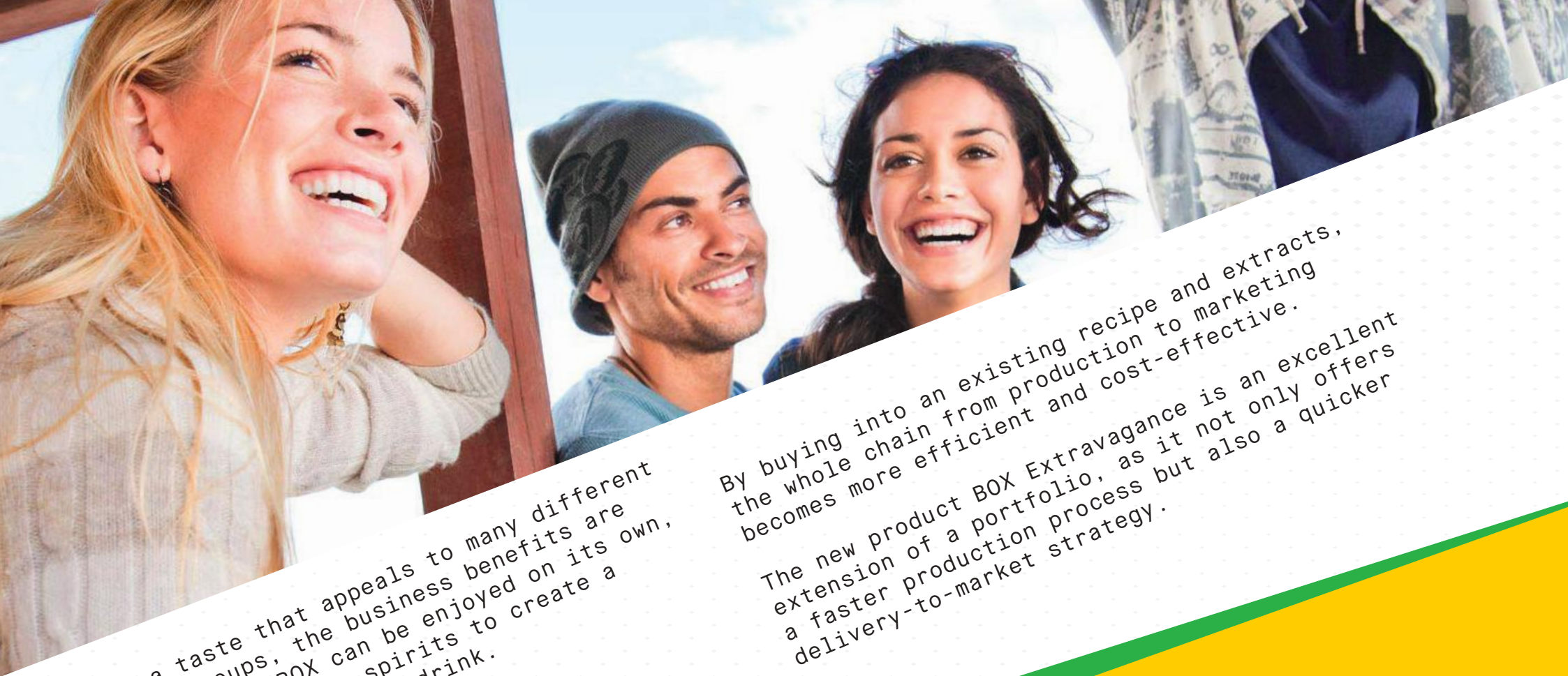
A full set of marketing materials will be provided with the launch package, including digital and POS.



SHORTEN YOUR WAY TO  
SATISFACTION  
HAVE A BOX







With a taste that appeals to many different target groups, the business benefits are substantial. BOX can be enjoyed on its own, or as a mixer with spirits to create a refreshing and unique drink.

By buying into an existing recipe and extracts, the whole chain from production to marketing becomes more efficient and cost-effective.

The new product BOX Extravagance is an excellent extension of a portfolio, as it not only offers a faster production process but also a quicker delivery-to-market strategy.







# Ingredients and nutritional information

Recommended declaration guideline: Regulation (EU) No. 1169/2011

Product name:

Malt Drink Mango-Passion Fruit

Ingredients:

Water, sugar, BARLEY malt extract, carbon dioxide, natural flavouring, acidifiers lactic acid and citric acid, colour E150c

Nutritional information (average content per 100 ml):

Energy	141	kJ
Energy	33.0	Kcal
Fat	0	g
- of which saturates	0	g
Carbohydrate	7.9	g
- of which sugars	7.5	g
Protein	0.0	g
Salt	0.0	g

Simplified nutritional information (average content per 100 ml):

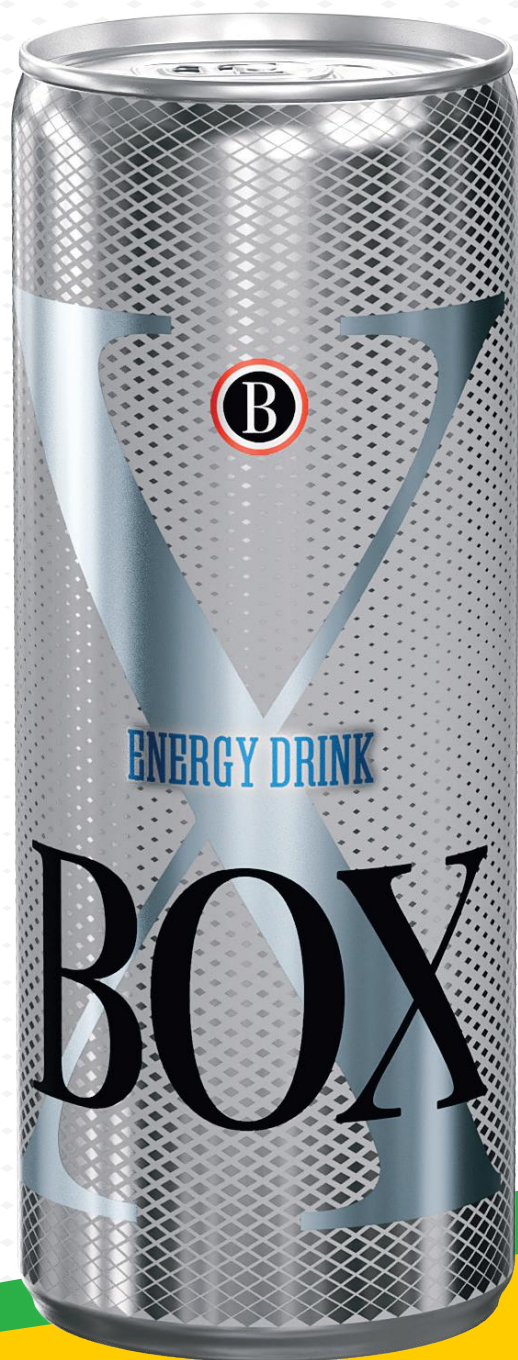
Energy 141 kJ  
Energy 33.0 Kcal  
Carbohydrate 7.9 g  
- of which sugars 7.5 g

Contains negligible amounts of fat, saturates, protein, salt.



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# Ingredients and nutritional information

Recommended declaration guideline: Regulation (EU) No. 1169/2011

Product name:

Energy drink with mango taste with sugar and sweetener. High caffeine content.  
Not recommended for children or pregnant or breast-feeding women (32 mg/100 ml).

Ingredients:

Water, sugar, acid citric acid, carbon dioxide, taurine (0.4%), acidity regulator trisodium citrate, caffeine (0.032%), stabiliser E 414, antioxidant ascorbic acid, sweetener E 960a, flavouring, niacin, stabiliser E 445, E 444, pantothenic acid, vitamin B6, colour E 160a, E 160e, vitamin B12

Nutritional information (average content per 100 ml):

Energy	141	kJ
Energy	33.0	Kcal
Fat	0	g
- of which saturates	0	g
Carbohydrate	7.1	g
- of which sugars	7.0	g
Protein	0.0	g
Salt	0.18	g
Niacin	6.4	mg 40*
Vitamin B6	0.2	mg 14.3*
Vitamin B12	0.4	µg 16 *
Pantothenic acid	2.0	mg 33.3*

\* % NRV = percentage of the nutrient reference values



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# Let's get down to business!



We can keep up with your sales!  
Our production capacity is  
180.000 cans/hour.

Are you ready to come onboard? Before we get started  
we want to share the fine print with you:

(That's right. There isn't any.)

We believe in making business simple and honest.  
We offer a straight and transparent deal because  
we believe that's better for everyone.

Let's get in touch to discuss the details!



We look forward to hearing from you!





SHORTEN YOUR WAY TO  
SATISFACTION  
HAVE A BOX



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