



**GLETSCHER
COLA**

Press release / No.01a/ en / 2013 / BioFach

Gletscher Cola – the world's first fair trade organic cola with herbal extracts is well on the way to conquering the market and heralding a completely new era of cola enjoyment. The combination of lifestyle, functionality, sustainability and social responsibility forms the basis for this innovative product.

The invigorating soft drink contains fair trade organic cane sugar from small farmers in Paraguay. In this way, the producer fulfils his social obligation of ensuring a social and fair production and value chain. Functionality was also taken into account: Gletscher Cola contains a generous pinch of guarana, perking you up entirely naturally. Guarana is a stimulant and energiser which has been used for centuries and contains more caffeine than coffee or tea. In addition to this, the finely balanced herbal flavours give a completely new and unique taste experience. For the first time, a drink is available which appeals to both the party people generation as well as the particularly health-conscious who attach great importance to sustainable and value-oriented consumption and who are looking for alternatives for their everyday enjoyment.

As co-owner and founder of the agency for brand communication kgm, Martin Gianmoena has been serving major and medium-sized clients in the food and beverage industry for over a decade. Inspired by his passion for good, sustainable food products, he fostered a desire to use all of his accumulated experience to develop a new product. With views across Lake Constance and the Alps, the result was an organic cola with "mountain views" and much "passion".

The incomparable panorama of the alpine glaciers is also partly responsible for Gletscher Cola's appearance, name and taste. Another important aspect was the fact that although the organic drink segment is growing every year, manufacturers often lack the necessary passion to inspire the beverage market with an innovative product. Martin Gianmoena boasts extensive industry knowledge as well as a keen sense for market trends and the "zeitgeist", all of which has contributed to the creation of Gletscher Cola.