

HYDRATION DRINKS

MORE THAN JUST WATER



1
BENEFIT FROM A
FUNDAMENTAL NECESSITY

HYDRATION IS KEY

Water is one of the body's most valuable players.

We are losing water and valuable minerals every second. Even if we just breathe. And much more when we sweat it out. We have to refill to keep on running.

Hydration drinks with a balanced mix of minerals, vitamins and sugar are said to be more effective than plain water.

2
IT IS
COMMON
WISDOM

PROFIT FROM THE

GROWING AWARENESS

of people to avoid dehydration in order to affect physical and cognitive performance. And mood.

The concept clicks. The positive benefits are evident.



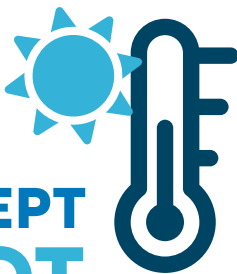
3
JUMP ON A CONCEPT WHICH OFFERS MANY POSSIBILITIES OF PRODUCT PLACEMENT

ONE IDEA - INFINITE DESIGNS

- for sporty outdoor enthusiasts – bikers, hikers and even golfers
- for dancefloor heroes
- for office mavericks
- for frequent travellers
- for silver agers



4
THE
CONCEPT
IS HOT



Help people to combat climate challenges – more and longer periods of high temperatures – with refreshing resilience.

A balanced water and electrolyte level is important for regulating body temperature.

5
HYDRATION OFTEN
TAKES A BACK SEAT
IN PEOPLE'S ROUTINES

MAKE IT EASY & TASTY

to fuel up and boost people's everyday performance and well-being.



esarom
YOUR
PARTNER
IN TASTE.

ESAROM GMBH
AUSTRIA
2105 OBERROHRBACH
ESAROMSTRASSE 51
OFFICE@ESAROM.COM
T +43/22 66/804 44-0
WWW.ESAROM.COM