

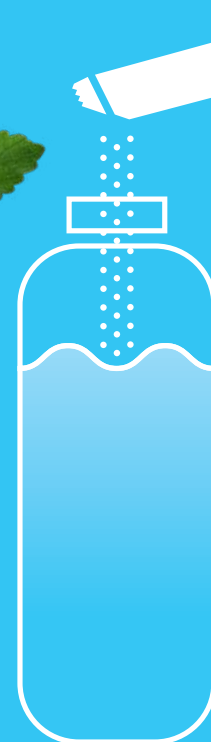
# mamiwata®

MAKE YOUR WATER TASTY



100%  
ORGANIC  
FLAVORS  
FOR  
WATER

BIO!



✓ WITHOUT  
SUGAR

✓ WITHOUT  
PRESERVATIVES

✓ WITHOUT  
SWEETENERS

✓ WITHOUT  
COLORINGS

Sales folder  
Material exclusively  
for internal use

ZUCCARI



# THE OPPORTUNITY YOU CANNOT MISS

In a landscape crowded with so many players, we've realized that no one has grasped what turns out to be a promising opportunity: **organic flavors to enhance water consumption experience.**

## THE BEST OF BOTH WORLDS



ZUCCARI'S PREMIUM WATER ENHANCERS  
+  
ORGANICS  
=  
ENDLESS OPPORTUNITIES

### WHAT

We've started with nature and we've decided to stick to it. Just adding flavors and nothing else.

- ✓ WITHOUT SUGAR
- ✓ WITHOUT SWEETENERS
- ✓ WITHOUT PRESERVATIVES
- ✓ WITHOUT COLORINGS

### HOW

Flavors sourced from **completely organic and natural raw materials** to obtain flavorings produced exclusively from these sources through unique technology.



### THE ORGANIC BANDWAGON EFFECT OR "WHY DOES EVERYBODY CARE"

**Organic-orthodox people** have raised their voice on social media and mainstream channels. As a result, **even consumers who don't have strong opinions** about the «zero-waste» and «fully-organic» lifestyle, **tend to adhere to the trend.** No matter how reluctantly, nobody wants to be the outcast. **Organic means sustainable and worthy of being purchased.**



# MAMIWATA BRAND DIVE-IN

## ARCHETYPICAL POWER OF LANGUAGE – THE «MA» ROOT

A baby vocalising will, at first, make a vowel-like sound (a). When they learn to briefly close their mouth and continue vocalising, they **start making the m-sound that is used in "mother" around the world (ma).** This is why mam- is the root of the first words spoken and the archetypes of our communication meaning warmth, love, affection, and care.



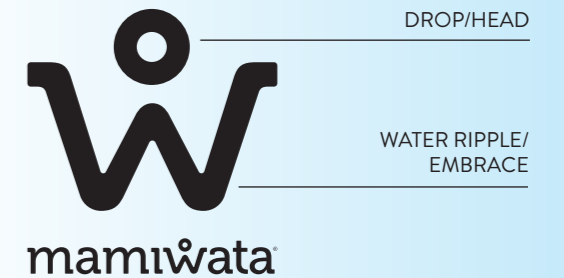
## MAMIWATA, THE ANCIENT SPIRIT OF WATER

Mamiwata is a **pan-African goddess** representing the **spirit of water.** Mamiwata literally means **Mother Water in Swahili:** her powerful spirit is thought to act for good (if she's respected), but she can also discipline and teach lessons.



## MAMIWATA, THE PALEO-LOGO

The Mamiwata logo is a tribute to the natural flow of water and a celebration of reassuring curves. The circle represent both a drop that creates a ripple and the head of a mother embracing consumers.



# OUR VALUES

## MORE THAN "JUST ORGANIC"

To us, **organic means real consistency between values and lifestyle.** The **greenwashing phenomenon** teaches us that many companies force themselves to adopt organic and bio-oriented certifications. We believe that organic and sustainable are, first of all, an attitude matching thoughts and nature's process. **We do not interfere: we protect and enhance.**

- ♥ WATER AS THE FOUNDATION OF WELL-BEING
- ♥ RESPECT FOR THE FIRST SOURCE OF LIFE
- ♥ WE OWN OUR FUTURE AND WE ARE ACTIVELY ENGAGED IN FINDING ENVIRONMENT-FRIENDLY SOLUTIONS
- ♥ MAMIWATA IS A FLUID BRAND, TALKING TO FLUID GENERATIONS





**AMBER-COLOURED • ENVELOPING • FLAVOURFUL**

Karkadè is obtained from hibiscus flowers and carries with it the amber hues of a tea sipped in a tent as evening falls on the desert. Dragon fruit becomes the envoy of the calm delicacy of oriental balance, while the acidity of acerola completes the blend, giving it a round and enveloping character.

**INGREDIENTS:** NATURAL FLAVOR OF KARKADÈ; NATURAL FLAVOR OF DRAGON FRUIT; NATURAL FLAVOR OF ACEROLA.

**KARKADÈ, DRAGON FRUIT AND ACEROLA**



**EXOTIC • BRIGHT • DELICIOUS**

The intense notes typical of a cocktail sipped on the beach. All the relaxing congeniality of a tropical summer, enhanced by a triumph of fruity freshness to regenerate you with a holiday that never ends.

**INGREDIENTS:** NATURAL FLAVOR OF PINEAPPLE; NATURAL FLAVOR OF PAPAYA; NATURAL FLAVOR OF PASSION FRUIT.

**PINEAPPLE, PAPAYA AND PASSION FRUIT**



**UNEXPECTED • EXUBERANT • PUNGENT**

A symphony of fresh and intense aromas in an unexpected combination. The unmistakable citrusy note of pink grapefruit combines the soft succulence of watermelon, while juniper adds its more balsamic and deep accent with hints of wood.

**INGREDIENTS:** NATURAL FLAVOR OF GRAPEFRUIT; NATURAL FLAVOR OF WATERMELON; NATURAL FLAVOR OF JUNIPER.

**PINK GRAPEFRUIT, WATERMELON AND JUNIPER**



**BRIGHT • VITAL • INDEPENDENT**

A strongly aromatic kiwi that melts on the palate, a bergamot with an independent soul, the exoticism of the caressing guava. This blend is the hidden treasure of an oasis, igniting with vital energy.

**INGREDIENTS:** NATURAL FLAVOR OF KIWI; NATURAL FLAVOR OF BERGAMOT; NATURAL FLAVOR OF GUAVA.

**KIWI, BERGAMOT AND GUAVA**



**VIGOROUS • MYSTERIOUS • DEEP**

The enigmatic anise, the digestive and mildly spicy fennel, the mysterious and persuasive liquorice. An intense blend that never tires.

**INGREDIENTS:** NATURAL FLAVOR OF ANISE; NATURAL FLAVOR OF FENNEL; NATURAL FLAVOR OF LIQUORICE.

**ANISE, FENNEL AND LIQUORICE**



**ENIGMATIC • THOUGHTFUL • RELAXING**

The most introverted indulgence, for when you feel the need to shut out the world. Savour the quiet serenity of wild berries and of a patiently grown apple. Clitoria flowers paint the night blue like the most restorative sleep. This blend is your quiet corner.

**INGREDIENTS:** NATURAL FLAVOR OF BLUEBERRY; NATURAL FLAVOR OF APPLE; NATURAL FLAVOUR OF CLITORIA FLOWERS.

**BLUEBERRY, APPLE AND CLITORIA FLOWERS**





**SOAVE • INEBRIATING • SOPHISTICATED**

The Mediterranean soul, the succulent potency and the warmth that ripens oranges meet the oriental wisdom of ginseng. As intoxicating as a summer stroll in a lush Southern garden.

**INGREDIENTS:** NATURAL FLAVOR OF ORANGE; NATURAL FLAVOR OF GINSENG; NATURAL FLAVOR OF JASMINE.

**ORANGE, GINSENG AND MEDITERRANEAN FLOWERS**



**REFRESHING • DYNAMIC • ELUSIVE**

Cucumber can be a fresh and thirst-quenching refuge even during the hottest summer. Cedar has a bold, invigorating aroma, while dandelion contributes unmistakable notes of purifying nature.

**INGREDIENTS:** NATURAL FLAVOR OF CUCUMBER; NATURAL FLAVOR OF CITRON; NATURAL FLAVOR OF DANDELION.

**CUCUMBER, CITRON AND DANDELION**



**CREAMY • CITRUSY • ETHEREAL**

The creaminess of the ripest melon, the lime with its citrusy tartness that awakens the senses and evokes exotic landscapes, the reassuring lemon balm that envelops and soothes give this ethereal blend a caressing nuance.

**INGREDIENTS:** NATURAL FLAVOR OF MELON; NATURAL FLAVOR OF LIME; NATURAL FLAVOR OF MELISSA.

**MELON, LIME AND MELISSA**



**SPRINGLIKE • ELEGANT • JOYFUL**

A gentle breeze stirs the leaves in the garden. A delicate spring day opens its doors to the invigorating and flowery taste of this blend, which brings with it the pleasantness of a cloudless sky.

**INGREDIENTS:** NATURAL FLAVOR OF LEMON; NATURAL FLAVOR OF MINT; NATURAL FLAVOR OF ELDERFLOWER.

**LEMON, MINT AND ELDERFLOWER**



**ENERGETIC • LUSH • WISE**

For you who crave carefree creativity, if you have goals to achieve and want to feel a vitamin-driven inspiration. Silky peach, sumptuous mango, awakening ginger. This is the blend of performance.

**INGREDIENTS:** NATURAL FLAVOR OF PEACH; NATURAL FLAVOR OF MANGO; NATURAL FLAVOR OF GINGER.

**PEACH, MANGO AND GINGER**



**CHARMING • FEMININE • SOPHISTICATED**

A surprising bouquet of flavors that alternate to leave you with an exquisite taste. The delicacy of lychee, the self-aware femininity of pomegranate and the minute perfection of goji berries embrace you with intense and passionate notes.

**INGREDIENTS:** NATURAL FLAVOR OF POMEGRANATE; NATURAL FLAVOR OF LYCHEE; NATURAL FLAVOR OF GOJI BERRIES.

**POMEGRANATE, LYCHEE AND GOJI**



# ZUCCARI

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MORE INFO

