

****JuicyTEA: Celebrating Three Years of Success in Europe and
Launching into Asia****



[Hamminkeln, Germany] - Building on three years of exceptional success in Europe, Obstkellerei van Nahmen GmbH & Co. KG is thrilled to announce the expansion of its “Sparkling JuicyTEA” range into the Asian market. This strategic move is set to be unveiled at the prestigious PROWINE trade fair in Singapore, marking a significant milestone in the company's global journey.

Introduced to the European market by Obstkellerei van Nahmen, a company renowned for its dedication to tradition and innovation in producing high quality juices, “Sparkling JuicyTEA” has established itself as a premier choice among the upscale gastronomy sector. As a non-alcoholic aperitif,

JuicyTEA has captivated consumers with its unique blend of pure, fruity fresh fruit juices and the slightly tart taste of fine teas, offering a refreshing and sophisticated drinking experience.

Peter van Nahmen, the visionary behind “Sparkling JuicyTEA”, remarks, "Our journey began with a simple yet innovative concept: to marry the rich flavors of juice and tea in a harmonious blend. Our success in Europe has been a testament to our commitment to quality and innovation. We are excited to bring our Sparkling JuicyTEA to Asia, where we believe it will resonate with consumers' growing preference for refined, non-alcoholic beverages."

The “Sparkling JuicyTEA” range, celebrated for its exquisite cuvées such as White Tea – Tahiti Vanilla – Quince, Verbena - Jasmine - Riesling, and Rose - Darjeeling - Rhubarb, is produced using the sophisticated cold brew process. This method ensures the full development of all tea flavors, complemented by the addition of mild carbonic acid to enhance the taste experience. Moreover, all ingredients in “Sparkling JuicyTEA” are certified organic, with a focus on local sourcing and sustainability.

In addition to its successful penetration of the European market, JuicyTEA's launch in Asia is seen as a strategic step to tap into the burgeoning market for premium, non-alcoholic beverages. With an already established fan base in Europe, the company is optimistic about replicating this success in Asia, appealing to consumers' sophisticated palates and desire for high-quality, refreshing drink options.

Obstkelterei van Nahmen remains committed to its philosophy of combining tradition with innovation, as it continues to explore new markets and opportunities for its beloved JuicyTEA. The company invites attendees at the PROWINE fair in Singapore to experience the unique taste and quality of JuicyTEA, as it embarks on this exciting new chapter in its global expansion.

****About Obstkelterei van Nahmen GmbH & Co. KG****

Obstkelterei van Nahmen is a family-owned fruit juice company based in Hamminkeln, Germany, with a rich history dating back over a century. Specializing in high-quality, artisanal juice products, van Nahmen combines traditional methods with innovative techniques to create unique and delicious beverage experiences. For more information, please visit www.vanNahmen.com.

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