

WHY MALT DRINKS?

- ◆ MENA is one of the fastest growing regions for Malt Drinks;
- ◆ Volumes have more than doubled over the past six years.

Concept Features

- ◆ Premium
- ◆ Natural
- ◆ Promoted in very similar ways to beer
- ◆ Original beer types and fruit flavored types
- ◆ More natural & authentic
- ◆ Less Calories
- ◆ 0,0% Vol. –alternative to alcoholic beverages



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MALT DRINKS



Photos
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Breweries Ltd

Responsibility / Reliability / Growth

PILSNER TYPE

0,0% vol.



Beer-Type Malt Drink

Low- and Non-Alcoholic Beer are the growth drivers for the Beer industry. Lifestyle & Health trends, demographic & legislative changes & improved taste profiles will contribute to the strong performance of the Non-Alcoholic Beer category in both mature and emerging markets.

Characteristics

- Added Beer Type Flavours including Malt and Hops.
- Appearance: Clear • Non-alcoholic

APPLE GREEN TEA

0,0% vol.



Juicy Malt Drink

Growing health consciousness amongst consumers has led to an increasing demand for authentic, healthy, vitamin containing & non-alcoholic beverages. Naturalness trend has led to demand for homemade-style products. Combination of malty character with delicious apple juice offers a unique taste profile and therefore the possibility to differentiate from classic drinks. Also available as Gluten-Free variant to meet the free-from trend.

Characteristics

- Added Juice for a more natural positioning
- Added Flavours • Appearance: Clear • Non-alcoholic

CUCUMBER LIME & MINT

0,0% vol.



Flavoured Malt Drink

Flavoured Malt Drinks are part of Clear Malt Drinks which is the strongest growing Malt category globally. Cucumber, Lime & Mint Malt Drink meets the demand of young target groups which are looking for new enjoyable sensory experiences.

Characteristics

- Added Flavours • Minimum Juice Content for Colouring Purposes
- Appearance: Clear • Non-alcoholic