

## Press Release

### Taste has a new name – haji

**haji water and haji cola – two new trend drinks in an unusual product pairing are now available in elegant returnable glass bottles with an oriental touch.**

**Hamburg, September 2010** – “It’s your choice”. This was the slogan that last year launched haji water and haji cola in practical PET bottles. From July 2010, the two trend drinks have been available in 0.25l returnable glass bottles for the catering industry that immediately won the Red Dot Design Award 2010. Water and cola, two drinks usually seen as representing opposite ends of the drinks spectrum, stand out from the competition thanks to their unique spirit and selected natural ingredients. It’s these elements that give the drinks similarities that are not immediately obvious.

Founders of the haji brand are the Hamburg-based Iranian Ali Eghbal and his long-term German business partner and friend Gregor vom Endt who works out of Düsseldorf. Many years ago, they had the idea of revolutionizing the drinks market with completely new products with strong personalities. The result is a product pairing which at first glance seems a contradiction: cola and water together in a homogenous brand, united by the extravagant look of the elegant glass bottle. The exciting dual nature of the products is underlined by the use of the colours black and white, each in direct contrast to its counterpart.

As vom Endt says, “All life starts with water” and haji water comes direct from the Rhön-Sprudel spring, which is to be found in the Rhön UNESCO biosphere reserve. “This is one of the purest and most natural sources of mineral water available – which fits the haji philosophy perfectly.”

“The counterpart to haji water is haji cola, a very special kind of soft drink. The recipe does not contain any phosphor or refined sugar. It is sweetened with fresh date syrup and pure natural fructose. Oriental ingredients such as coriander, ginger, vanilla, nutmeg and cinnamon make the drink a unique taste experience,” according to Ali Eghbal. “Ultimately, by using high-quality natural mineral water as the basis for our cola instead of the usual industrially processed water, we’re setting new standards as regards healthy recipes. It was clear to us from the start that we also wanted people who don’t usually drink cola to enjoy haji.”

Both business partners are certain that haji cola and haji water offer an attractive alternative to the conventional drinks of the big companies. Especially in the face of consumers increasingly choosing brands not just according to taste, but also their attitude to life and group identification. As Eghbal puts it: “We’re convinced that people will appreciate the taste and look of the drinks, as well as the philosophy behind them, which doesn’t separate target groups

The logo for 'haji' features the word 'haji' in a bold, lowercase, sans-serif font. Below it, the Arabic word 'حجبي' (Hajbi) is written in a stylized, white, calligraphic script. The entire logo is set against a dark, curved background that resembles a horizon line.

but brings them together, and that these people will spread the haji message.”

Following the launch in Germany, first to drinks wholesalers and large and medium-sized retailers, then in the hotel and catering sector, a nationwide expansion programme will begin. With international haji trademarks – name and logo – and several web domains registered, as well as subsidiaries in Hong Kong and Tehran/Iran, the two businessmen are in an excellent position to succeed.

### **About haji GmbH**

The Hamburg-based haji GmbH distributes both haji cola and haji water under the slogan “It’s your choice”. The internationally registered haji trademark will soon revolutionise the drinks market under the guidance of two experienced and innovative businessmen – Gregor vom Endt and Ali Eghbal. Along with selected, high-quality ingredients – especially in the case of haji cola – it is the philosophy behind the products that makes them unique. This is underlined by the extravagant look of the new returnable glass bottle which has been honoured with the Red Dot Design Award 2010. Top-flight partner for the ambitious project is the Mineralbrunnen RhönSprudel Egon Schindel GmbH, a member of the RhönSprudel Group and in the top ten of more than 220 mineral water springs in Germany. And Bauer Fruchtsaft GmbH, a company with more than 80 years’ experience in the beverage business, is responsible for distributing haji products nationally.

For further information, visit [www.haji.com](http://www.haji.com)

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