

Press release

Cola and water, black and white, night and day, Yin and Yang, Orient and Occident – a profile of haji GmbH

Hamburg, September 2010 – With subsidiaries in Hong Kong and Teheran/Iran, the Hamburg-based haji GmbH has been in existence since 2003 and is now proud to announce the launch of their elegant new returnable glass bottle, winner of the Red Dot Design Award 2010 and containing new trend drinks haji water and haji cola, which are set to redefine the world of soft drinks. The haji Group is the owner of the national and international haji brand, which covers the whole food and drinks sector.

haji water is sourced from one of Germany's top mineral water springs, the RhönSprudel Quelle – one of the oldest in the world. As a high quality, pure, natural mineral water, it can hold its own against any of the established premium waters.

haji water's counterpart haji cola stands out with the first class, natural quality of its ingredients. For example, unhealthy refined sugar is replaced by two-thirds pure natural fructose and one-third natural date syrup, with no added phosphoric acid. The production process is also different to conventional cola products in that industrially processed and modified water is not used, but instead natural mineral water from the UNESCO Rhön biosphere reserve.

The water and cola, which can be found at opposites ends of the world of drinks, stand out from the rest of the competition thanks to their special spirit and choice natural ingredients. The result is a product pairing which at first glance seems a contradiction: cola and water together in a homogenous brand. The exciting dual nature of the products is underlined by the use of the colours black and white, with each in direct contrast to its counterpart and both united in the uniquely elegant returnable glass bottle.

The nationally and internationally registered slogan "It's your choice" highlights the balancing act performed by this product pairing and addresses a target group aware of quality and natural products.

The internationally experienced advertising man vom Endt and the management consultant and merchant Eghbal had for years dreamed of a natural water and of a cola produced without artificial additives, yet still tasting of (great) cola.

Partners with haji in the project are MineralBrunnen RhönSprudel Egon Schindel GmbH, an active spring operator in the Rhön biosphere reserve since 1781 and a member of the RhönSprudel group, which also includes among others Mineralquellen Bad Liebenwerda GmbH, Bauer Fruchtsaft GmbH, Adelbodner Mineral- und Heilquellen AG and Spreequell Mineralbrunnen GmbH. The spring is one of the top 10 of 220 in Germany.

In particular, the company's wide selection of products underlines their long experience in producing and distributing innovative and health-oriented products.

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

The Mineralbrunnen RhönSprudel Egon Schindel GmbH provides the haji Group with high-quality water for haji water and haji cola and is also the bottler for both products. Distribution by Bauer-Fruchtsaft GmbH will focus on the catering and hotel trade in all important conurbations. Both managing directors see the power of viral marketing as vital to the launch of both drinks – various creative routes will be used to establish the products on the market. The products and their philosophy will also be contributing to this. As Ali Eghbal says: “We’re convinced that people will appreciate the taste of the new drinks and the philosophy behind them, which doesn’t divide and polarise target groups, but builds bridges and brings people together. These people will then spread the message of the haji spirit.” For the next few years, the company will concentrate on export and the international market. Preparations for this are already underway: international brand and comprehensive domain registrations are complete, while haji subsidiaries in Hong Kong and Teheran/Iran represent further platforms for international expansion.

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

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