

## Press information

### **haji water and haji cola – the discovery of taste in harmony with nature**

**With brand-new, elegantly bottled trend drinks, two innovative brains are looking to revolutionise the drinks market and increase our nutritional awareness. The message is as simple as it is catchy: “It’s your choice!”**

**Hamburg, September 2010** – water is water: table water, mineral water and co are all the same, with no real difference in quality - or so most people think. And cola is per se bad for you. Until now, you’ve always had to make a choice between what tastes good and what’s natural. And it’s increasingly difficult to distinguish between all the different brands of soft drink on the market.

Several years ago, passionate water and cola drinkers Ali Eghbal and Gregor vom Endt had the idea of bringing two things together which at first don’t seem to fit: water and cola – making both as pure and natural as possible. The idea of haji water and haji cola was born. “Our aim was to be able to enjoy something without feeling guilty, not only water but also cola” is how Eghbal describes the beginning of haji. As of July 2010, the product pairing is now available in an elegant Oriental look, which has already won the Red Dot Design Award 2010.

#### **haji water – from spring to bottle**

Healthy haji mineral water comes from the oldest springs in Germany. The bottler is MineralBrunnen RhönSprudel Egon Schindel GmbH, which has been active since 1781 in the UNESCO Rhön biosphere.

haji water consists exclusively of water from the RhönSprudel spring, which in 2009 received the top mark of “Very good” from *Ökotest* magazine. The water meets the highest standards and is completely pure and natural.

As befits the haji brand, Rhön water has a long journey through at times 800-metre deep layers of earth and stone which filter and clean it and add vital minerals and trace elements. Sulphate, sodium and chloride levels are very low and the water contains no nitrate or uranium, making haji water ideal for use in the preparation of baby food.

“Water is the origin of all life and a symbol for absolute purity. Respect for the source and the significance of water is reflected in haji water,” explains Eghbal. Vom Endt adds: “Drinking water is the natural way to quench your thirst. And people are made up of more than 50% water. One should think about this when choosing which water to drink.”

haji water is available in still and carbonated form in the uniquely elegant 0.25l returnable glass bottle, with a medium version on the way.



reddot design award  
winner 2010

**haji**  
حَجِّي وَاتَر



## **haji cola – healthy natural sweetness and 100% phosphor-free.**

haji cola is the uncompromising drink of the future that adds a distinctively fresh touch with its fine oriental ingredients. Reflecting the philosophy of the brand's founders, haji cola is full of nature's delicious gifts. The unhealthy refined sugar usually found in cola drinks is replaced by natural date syrup and natural fructose. Aromatic ingredients such as limes, oranges, lemons, coriander, ginger, vanilla, nutmeg and cinnamon combine with the date syrup to create a completely new taste sensation, while caffeine ensures the typical cola buzz. The basic ingredient for haji cola is natural mineral water from the Rhön biosphere reserve. The industrially processed water usually found in soft drinks is not used, nor is phosphoric acid that has been proven to be harmful. Thanks to the numerous positive ingredients of haji cola, they are not necessary. haji is thus probably the healthiest cola from Orient to Occident. Nature is, after all, the best provider of delicious, pure ingredients!

haji cola is also available in the elegant new 0.25l returnable glass bottle.



reddot design award  
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### **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 Rhön-Sprudel 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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