

## Press information

### haji – history and background of the term

Hamburg, September 2010 – haji – what an unusual name for a drink! haji sounds exotic, mysterious and spiritual. haji is not, however, a made-up word. It is a historical, originally religious term that stands for friendship and togetherness transcending all borders. A term which in the context of cola and water may surprise some people.

What is behind this mysterious name haji? In its original form, Haji is a courtesy title for a Muslim who has fulfilled his religious duty and made the pilgrimage to Mecca.

Haji also stands for a person who is honest and good-tempered and whose company is highly sought after. The term Haji is used in many countries – whether a person is Muslim or has completed his pilgrimage to Mecca or not. It is often found as part of someone's name, conveying friendship with and respect for that person.

The word Haji can also be found in the West. In ancient Greece and Bulgaria, Christian pilgrims to Jerusalem were given the title Haji. In Iran, the Jewish minority also call members who have completed a pilgrimage to Jerusalem Haji.

In this respect, the name evokes togetherness and transcends national and religious differences. Visually, the name connects Orient and Occident and is thus the perfect symbol to represent a blending of cultures and nations. True to the original meaning, haji cola and haji water will not polarise or separate people, but build bridges and bring people together.

### 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 trademark haji will soon revolutionise the drinks market under the guidance of two experienced and innovative businessmen – Gregor vom Endt and Ali Eghbal. In addition to specially selected and high-quality ingredients – especially in the case of haji cola – it is the philosophy behind the products that make them particularly 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)

### Press contact

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