



Ethnic Collection

*A flavor collection of India's
favorite local drinks*



Why Ethnic Drinks ?

Indian consumers are more Health Conscious now than ever ! In the post Covid 19 world, they are not willing to compromise on **health and hygiene** and there is a continuous search for authentic and **traditional** recipes with health benefits. Another trend we observe - with busy lifestyles, Indian consumers are always on the lookout for **convenient** products. Interestingly, **75%** of urban consumers have consumed juice in the last three months and **66%** of Indians agree that packaged juice is healthy*. Our Symrise Ethnic Drink Collection is a result of this trend understanding to bring to you, the best assortment of healthy, authentic, trendy and traditional drinks !

*IPSOS/Mintel Study



Healthier
Formulation



Authentic and
Traditional Taste



Convenient

Discover our range of Ethnic Drinks with a focus on Health and Wellness !

Indian Super fruit Drink



Jamun
Flavor
707726

Jamun Kaala Khatta

Symrise Jamun Kala Khatta comes in a ready to drink form which can be relished chilled, spiked with Himalayan pink salt to balance its mild after taste

Health and Wellness Benefits

- ✓ Jamun is rich in Folic Acid, Calcium and other minerals and nutrients.
- ✓ Himalayan Pink Salt has many benefits such as regulates blood pressure and blood sugar levels, improves body's natural sleep cycle.

Desi Summer Coolant



Aam
Panna
Flavor
450866

Aam Panna

India's favorite fruit Mango, can be enjoyed in another way – a drink full of nutrition and taste. Aam Panna is Pulpy drink with Green, Mango and Masala notes

Health and Wellness Benefits

- ✓ Re-hydrates. Maintains electrolyte balance. Strengthens Immunity.
- ✓ Rich in nutrients. Vitamin A,C and Iron. Protein pectin is only found in raw mango

Drink of The Gods !



Panagam
Flavor
441365

Panagam

Panagam is a traditional drink with a sweet Jaggery and Ginger note. A healthy summer beverage that can be enjoyed with the whole family.

Health and Wellness Benefits

- ✓ Stimulates digestive system to build a healthy appetite.
- ✓ Rich in Iron and Magnesium. Natural thirst quencher. Brings down body heat.
- ✓ Jaggery is rich in Iron. Purifies blood and build immunity

India's most versatile street drink



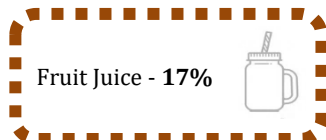
Nimbu
Pani
Flavor
802497

Nimbu Pani

A perfect thirst quencher – Nimbu Pani can be enjoyed in the morning to cleanse your body or during the day to beat the heat and re-energize yourself.

Health and Wellness Benefits

- ✓ Source of Vitamin C. Builds immunity. Aids digestions
- ✓ Helps weight loss and improves Skin quality. Helps Prevent kidney stones.



Discover our range of Ethnic Drinks with a focus on Health and Wellness

Nutri boost drink of the Konkans



Kokum Sharbat

Kokum Sharbat is a refreshing drink with a cooling efficacy – Sweet, Mild Tangy, Woody, Fruity and Spicy.

Health and Wellness Benefits

- ✓ Good for digestion
- ✓ Cooling . Prevents sun stroke
- ✓ Controls cholesterol
- ✓ and helps in weight loss



Magical Mosambi



Mosambi

Mosambi juice is just like its name – Sweet and Mildly Citrusy with a Fruity, Seedy note to enhance the authentic Mosambi fruit taste.

Health and Wellness Benefits

- ✓ Rich in Antioxidant Vitamin C. Builds Immunity
- ✓ Helps treat Scurvy. Reduces Muscle cramps. Promotes Bone health



India's Wonder Drink

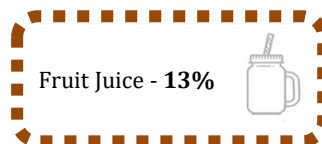


Jeera Masala Soda

Jeera Masala Soda with its roasted Jeera note can be consumed as an appetizer or meal accompaniment.

Health and Wellness Benefits

- ✓ Aids in weight loss
- ✓ Regulation of blood sugar level.
- ✓ Lowers cholesterol.
- ✓ Good for skin.



Ethnic Collection – Flavor Details



Nature – Identical Flavoring Substance



Shelf Life - 360 Days



Water Soluble Flavors

Please contact your local Symrise sales representative for any further information.