



# **AMERICAN SPARKS, LLC.**

## **PRIVATE LABEL BEVERAGES**

# Target Products

## MAIN CATEGORIES

Energy  
Drinks

Alcopops

Aloe  
Vera

Juices  
and  
Nectars

Ice  
Coffee  
Drinks

Vitamin  
Waters

Milky  
Drinks

Sparkling

W  
GE  
AGES

## OUR CERTIFICATES

### FOR PRODUCTION

GMP

FDA

BRC

IFS A-GRADE

FSSC 22000

### FOR PRODUCT

KOSHER

HALAL

BIO

# OUR POSSIBILITIES

## AVAILABLE PACKAGING

CAN:



150 ml  
slim



200 ml  
slim



250 ml  
slim



330 ml  
base



330 ml  
sleek



355 ml  
sleek



500 ml  
base

GLASS: availability IIQ 2020



275 ml

PET:



450 ml



900 ml



1 L N



1 L S



1,2 L



1,4 L



1,5 L

**HOT  
NEW!**

# MILKY DRINKS - ICE COFFEE

## TOP flavors:

- ▶ Strong
- ▶ Cappuccino
- ▶ Caramel
- ▶ Vanilla
- ▶ Mocha

- ▶ **75 % MILK** – product based on milk, up to 75%
- ▶ **ENERGY BOOST** – contains caffeine – min. 80 mg per can
- ▶ **FRESH FOR A LONG TIME** – 12 months shelf life
- ▶ **TAKEAWAY** – ambient storage (from +2°C to +25 °C)

## DETAILS:

volume: alu can 250 ml

pieces per tray: 24, white tray

pieces per pallet: 2 880 for full truck / 3456 for container

Contains 75%  
of milk



# DAY&NIGHT – a COMPLETE OFFER

## ► FORMULA FOR DAY:

- For more
- For busy people
- For better brainstorming
- For success
- Idea 10 ingredients
- Contains caffeine, guarana extract, vitamins

## ► Do you want to be more efficient during the day?

choose **HAVE FUN**

## ► FORMULA FOR NIGHT:

- For chillout
- For better well – being
- For sleep well
- Contains: melatonin (1 mg per can)  
hops Extract  
lemon balm extract  
lavender Extract  
vitamins B6

► you fall asleep easier and helps you stay healthy throughout the night



Ultimate Day NPD/2020/63-1  
Ultimate Night NPD/2020/64-1



**HOT  
NEW!**

# MILKY DRINKS - ICE COFFEE

- ▶ **IN RESPONSE TO SUGAR LOWERING TREND:**
  - ▶ Ice coffee vanilla Flavour **NO ADDED SUGAR**
- ▶ **THE MAIN HIGHLIGHTS FOR PRODUCT:**
  - ▶ lactose free milk
  - ▶ No added sugar
- ▶ **75 % MILK** – product based on milk, up to 75%
- ▶ **ENERGY BOOST** – contains caffeine – 80 mg per can
- ▶ **FRESH FOR A LONG TIME** – 12 months shelf life
- ▶ **TAKEAWAY** – ambient storage (from +2°C to +25 °C)

**DETAILS:**

volume: alu can 250 ml

pieces per tray: 24, white tray

pieces per pallet: 2 880 for full truck / 3456 for container

**NO ADDED  
SUGAR**



**LACTOSE FREE  
MILK**

**HOT  
NEW!**

# MILKY DRINKS WITH VITAMINS

## ▶ INTERESTING TASTE PROPOSALS :

- ▶ Strawberry
- ▶ Banana
- ▶ Vanilla
- ▶ Cookie
- ▶ Freshboom

- ▶ **94% MILK** – product based on milk, up to 94%
- ▶ **CONTAINS VITAMIN D and K** - helps in the proper body functioning, formula 100% of daily demand
- ▶ **FRESH FOR A LONG TIME** – 12 months shelf life
- ▶ **TAKEAWAY** – ambient storage (from +2°C to +25 °C)  
Creates additional exposure possibilities.

### DETAILS:

volume: alu can 250 ml  
pieces per tray: 24, white tray  
pieces per pallet: 2 880 for full truck / 3456 for container

Contains 94%  
of milk



# ALOE VERA JUICE

## ▶ TOP flavors:

- ▶ Original
- ▶ Pineapple
- ▶ Mango
- ▶ Strawberry
- ▶ Coconut
- ▶ Cranberry
- ▶ Soursop
- ▶ Apple

- ▶ 10%,8%,6% Aloe Pulp
- ▶ Sugar or Sugar free
- ▶ FRESH FOR A LONG TIME – 24 months shelf life
- ▶ TAKEAWAY – ambient storage

## DETAILS:

volume: PET Bottle 500ml. / 1.5L





# COCONUT WATER

- ▶ **100% Pure Coconut Water**
  - ▶ Original
  - ▶ Organic
  - ▶ Fruit Mix
- ▶ **Carton Box 12 pack**
- ▶ **Shelf Life: 15 Months**
- ▶ Mix Version with Multiple Fruit Flavors available
- ▶ **Vietnam Product – HoChiMinh Port**
- ▶ ISO, HACCP, FDA, HALAL, USDA, ORGANIC

**DETAILS:**  
330ml. / 1L / 500ml – TetraPac / Can



# JUICES AND NECTARS

- ▶ TOP flavors:
  - ▶ Soursop
  - ▶ Guava
  - ▶ Pineapple
  - ▶ Mango
  - ▶ Apple
- ▶ 15%/30% Fruit Juice
- ▶ 2 Years Shelf Life
- ▶ Shelf Stable- Low Calories – ambient storage (from +2°C to +25 °C)

**DETAILS:**  
volume: alu can 250 ml / 330ml / 500ml.  
pieces per tray: 24, white tray



# COLD BREW NITRO COFFEE – NEW WAY FOR COFFEE

## OUTSTANDING SOLUTION

- ▶ **PERFECT FORMULA FOR COFFEE HAVY USERS – NITRO CAN!**
  - **Coffee with foam** – perfect in time for the way to work, meeting or picnic
  - **Refreshing coffee** – 60mg caffeine + nitro give you better effect of simulation
  - **Better taste coffee** – using of nitro strengthens the taste
- ▶ **100% COLD BREW COFFEE WITH FOAM, JUST LIKE FROM COFFEE MACHINE** – perfect solution for coffee and convinience lovers
- ▶ **TAKE AWAY–** let your customer enjoy the great taste of coffee in every place, without having to drink a drink immediately after the purchase
- ▶ **ALU CAN** – both Millennials and Generation Z prefer canned beverages - the ZERO WASTE trend

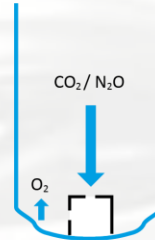


Take Me  
For A  
Picnic!

Take Me  
To Work!

# COLD BREW NITRO COFFEE – NEW WAY FOR COFFEE

## HOW DOES IT WORK ?



Purging



1. Filling



2. Liquid N<sub>2</sub> Dosing



3. Seaming



4. Inversion



5. Widget Activation

more information: [https://www.youtube.com/watch?v=WWgcE\\_pWb-E&t=4s](https://www.youtube.com/watch?v=WWgcE_pWb-E&t=4s)



# COLD BREW NITRO COFFEE – NEW WAY FOR COFFEE

## LEAD TIMES

- ▶ **PACKAGING PRODUCTION:** UP TO 6 WEEKS FROM THE ARTWORK APPROVAL
- ▶ **PRODUCTION & DELIVERY:** UP TO 2 WEEKS (REFERS TO THE QUANTITY OF 250 000 PCS)
- ▶ **PRODUCTION CAMPAIGNS** TAKE PLACE EVERY MONTH DURING THE FIRST TWO WEEKS OF EACH MONTH



# COLD BREW COFFEE & LEMONADE

## INNOVATIVE FORMULA

### MIX COLD BREW COFFEE & LEMONADE!

- ▶ 100% ARABICA COLD BREW COFFEE
- ▶ NATURAL SOURCE OF CAFFEINE
- ▶ PROVIDES HEALTHY ENERGY
- ▶ LOW SUGAR CONTENT – 5 g/100 ml
- ▶ 100% VEGAN DRINK

#### DETAILS:

volume: alu can 250 ml

pieces per tray: 24, white tray

pieces per pallet: 2 880 for full truck / 3456 for container

MIX  
of



# HOT NEW!

## IN LINE WITH TRENDS...

### ▶ FIZY AQUA:

- ▶ Lime - mint
- ▶ Pinkgrapefruit
- ▶ Lemongrass - mint
- ▶ Passionfruit
- ▶ Cucumber - mint

- ▶ SHORT LIST OF INGREDIENTS
- ▶ CONTAINS JUICIES & NATURAL FLAVOURS
- ▶ WITHOUT PRESERVATIVES
- ▶ QUENCHES CUSTOMERS' THIRST

### DETAILS:

volume: alu can 330 ml BASE

pieces per tray: 24

pieces per pallet: 2 376 for EURO pallet

without  
sugar



only  
juicies  
& natural  
flavours



Lime Mint NPD/2020/13-2; Pink Grapefruit NPD/2020/12-2  
Lemongrass Mint NPD/2020/10-2  
Passionfruit NPD/2020/11-2; Cucumber Mint NPD/2020/7-1

# VITAMIN COCKTAIL — DAILY DEMAND FORMULA

## VITAMIN COCKTAIL

### ▶ TOP FORMULAS:

- Magnesium + vitamins from B group
- Vitamin & mineral complex
- Vitamins: C, D and calcium

The most chosen formulas by Consumers

- ▶ 250 ML OF PRODUCT COVER 100% DAILY DEMAND for minerals and vitamins
- ▶ WITHOUT ARTIFICIAL COLOURS AND FLAVOURS
- ▶ WITHOUT GLUCOSE-FRUCTOSE SIRUP

### DETAILS:

Volume: ALU can 250 ml

Pieces per tray: 24, white tray

Pieces per pallet: 2 880 full truck / 3456 container





# ULTIMATE ELECTROLYTES DRINKS

Carbohydrate and electrolyte drink

- ▶ **THE BEST FLAVOURS:**
  - Pineapple – mint
  - Mango – aloe vera
- ▶ **CONTAINS MINERALS** – magnesium & potassium
- ▶ **ENRICHED WITH VITAMINS** – 37.5% of daily demand in a can
- ▶ **INCREASED WATER ABSORPTION** – perfect osmolality for active people
- ▶ **ENERGY FOR SPORTS** – 75% energy comes from glucose
- ▶ **FRESH FOR A LONG TIME** – 12 months shelf life
- ▶ **TAKEAWAY** – ambient storage

## DETAILS:

Volume: ALU can 250 ml

Pieces per tray: 24, white tray

Pieces per pallet: 2 880 full truck / 3456 container



# LET'S GET FUN!

## CARBONATED REFRESHING DRINKS

- ▶ **TOP FLAVOURS:**
  - Cola
  - Cola light
  - Orange
  - Lemon
- ▶ **WELL - KNOWN AND LOVED FLAVORS BY CONSUMERS**
- ▶ **QUENCHES THIRST & TASTES DELICIOUS**
- ▶ **GOOD CHOICE**
  - guarantee your alcohol drink is made perfectly

### DETAILS:

volume: alu can 330 ml  
pieces per tray: 24, white tray  
cans per pallet: 2 400 full truck & container



# FAVOURITE TASTE – FUN PACKAGE



## LIMITED EDITION

use our **SLEEVE**  
**TECHNOLOGY**

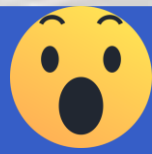
- ▶ **HIGH QUALITY OF PRINTING**  
better colours and clearer details
- ▶ **ONE RECIPE – DIFFERENT GRAPHIC** great idea for different editions of your best product
- ▶ **IMPLEMENTING A LIMITED EDITION OF CANS**  
the increase of the attractiveness of the product



### DETAILS:

volume: alu can 250 ml  
pieces per tray: 24, white tray  
pieces per pallet: 2 880 for full truck  
/ 3456 for container





# NEW IN! COLA TASTE...

A well - known product in the US and Japan but...

**You can be THE FIRST in your market!**

**SURPRISE YOUR CONSUMERS!!**

- ▶ **TRADITIONAL TASTE:** - cola flavour
- ▶ **AMAZING EXPERIENCE** – surprise the Consumer with a new version of tradition. YES! It is possible!
- ▶ **PERFECT FOR THOSE WHO CARE ABOUT THE LOOKS**– colourless formula does not stain the teeth
- ▶ **LIGHTNELSS THAT YOU CAN TASTE** – a great proposal for the summer period, the same taste - a lighter formula
- ▶ **PERFECT VOLUME 330ml**– a handy can at once! Reach for Fun Cola Pure to satisfy your curiosity

#### DETAILS:

Volume: can 330 ml; 450 ml PET

cans per tray: 24, white tray; PET: transparent foil

cans per pallet: 2 400 full truck & container

**PURE COLA –  
IT CAN BE DONE  
DIFFERENTLY!**



Food and Beverage Brokers



# LemoIMO – In My Opinion – The Best One

FROM A GRANDFATHER'S GARDEN ... -  
SENTIMENTAL JOURNEY

- ▶ Selected flavours
  - ▶ mirabelle plum
  - ▶ rhubarb
  - ▶ gooseberry
- ▶ RECIPE BASED ON JUICE
- ▶ THE OUTSTANDING ON-THE-GO REFRESHER
  - lightly carbonated

**DETAILS:**

volume: alu can 250 ml or glass bottle 275 ml  
pieces per tray: 24, white tray  
pieces per pallet:  
Can: 2 880 for full truck / 3456 for container  
Glass bottle: 1 440 for full truck



Mirabelle Plum NPD/2020/16-1  
Rhubarb NPD/2020/15-1  
Gooseberry NPD/2020/14-1

# LemoIMO – In My Opinion – The Best One

## MODERN COMBINATIONS – FRUITS & HERBS

- ▶ Selected flavours
  - ▶ Lime & mint
  - ▶ Grapefruit & rosemary
- ▶ RECIPE BASED ON JUICE
- ▶ THE OUTSTANDING ON-THE-GO REFRESHER
  - lightly carbonated

### DETAILS:

volume: alu can 250 ml or glass bottle 275 ml  
pieces per tray: 24, white tray  
pieces per pallet:  
Can: 2 880 for full truck / 3456 for container  
Glass bottle: 1 440 for full truck



Lime & Mint NPD/2020/5-1  
Grapefruit & Rosemary NPD/2020/4-1

# 5 o'clock ICE TEA

Ice tea drinks with tea extracts

- ▶ **THE BEST VARIANTS**
  - ▶ peach based on black tea extract
  - ▶ Lemon based on black tea extract
  - ▶ Green tea based on green tea extract
- ▶ **NATURAL INGREDIENTS** – tea, fruit juice
- ▶ **DELICIOUS TASTE THAT REFRESHES YOUR BODY AND MIND**
- ▶ **THE OUTSTANDING ON-THE-GO REFRESHER**

**DETAILS:**

volume: alu can 250 ml

pieces per tray: 24, white tray

pieces per pallet: 2 880 for EURO pallet





# ALCOPOPS

## ▶ SPECIALLY SELECTED VARIANTS:

- ▶ Fresh Vodka
- ▶ Gin&tonic
- ▶ Pinacolada
- ▶ Whisky&cola
- ▶ MeloLove – **NEW 2020**
- ▶ Aperol Spritz – **NEW 2020**
- ▶ Espresso Martini – **NEW 2020**

- ▶ ALCOHOL – minimum 4,4% vol.
- ▶ SURPRISE YOUR FRIENDS – high quality drink
- ▶ SHORT LIST OF INGREDIENTS
- ▶ RECIPES BASED ON NOBLE ALCOHOLS
- ▶ WITHOUT PRESERVATIVES, WITHOUT SWEETENERS
- ▶ DRINK CHILLED - a handy can at once!



**NEW  
2020**

MeloLove NPD/2019/846-1  
Aperol Spritz NPD/2019/847-1  
Espresso Martini NPD/2019/848-1



# ENERGY DRINKS - A WIDE RANGE OF FLAVOURS

Most often  
chosen variants

- ▶ 12 STANDARD RECIPES. TOP VARIANTS:
  - ▶ classic (tutti frutti)
  - ▶ mojito
  - ▶ sugar free
  - ▶ wild strawberry
  - ▶ any other? ask us!
- ▶ **CAFFEINE CONTENT:** 32 mg/ 100 ml
- ▶ **INCLUDES:** taurine, inositol, vitamins
- ▶ **LIKED VARIANTS** - which the Customers pick up with pleasure
- ▶ **BROAD OFFER** that is attractive for the Consumer

## DETAILS:

Volume: ALU can 250 ml

Pieces per tray: 24, white tray

Pieces per pallet: 2 880 full truck / 3456 container



# JUMP IN CANNABIS

## ENERGY DRINK WITH HEMP SEED EXTRACT

- ▶ **100% LEGAL**
- ▶ **CONTAINS HEMP SEEDS EXTRACT** – that give it this characteristic flavour and taste
- ▶ **WITHOUT NARCOTIC EFFECT**- does not contain THC
- ▶ **FANTASTIC TASTE** - be suprised by the taste that improve your mood for the whole day
- ▶ **CONTAINS CAFFEINE AND TAURINE** - fast boost of energy
- ▶ **CONTAINS SOURCE OF VITAMINS** - niacin, panthotenic acid, vitamin B12, vitamin B6

### DETAILS:

Volume: ALU can 250 ml

Pieces per tray: 24, white tray

Pieces per pallet: 2 880 full truck / 3456 container



# SLEEVE TECHNOLOGY

## Technology , Sleeve Can'

Do you need less amount of cans of your product?

**Now you can do it!** We offer you cans in shrink foil decoration– the same quality and lower price. Perfect solution for summer editions!

- ▶ **HIGH QUALITY OF PRINTING**  
better colours and clearer details
- ▶ **ONE RECIPE – DIFFERENT GRAPHIC**  
great idea for different editions of your best product
- ▶ **IMPLEMENTING A LIMITED EDITION OF CANS**  
the increase of the attractiveness of the product
- ▶ **MORE DETAILS ON A CAN**  
important for fruit and face pictures

**Ask us about details!**

Less  
means  
**MORE!**





# COPACKING

- ROBOTS MIXING THE PACKS ON THE PALLET
- PROMO PACKS: 4 PCS, 6PCS, FOIL, BOX
- STANDS
- MIX PRODUCTS IN TRAY/ PACK
- SLEEVE





# TRADING TOOLS - STANDS

- ▶ **CARDBOARD DISPLAYS** - allowing you to effectively draw the attention of a potential customer to the product and increase your sales opportunities - almost 80% of purchase decisions are made in the store
- ▶ **THE PERFECT SOLUTION** to carry out in/ out actions; limited edition sales, introduction of a new product
- ▶ **SIMPLE CONSTRUCTION AND INSTALLATION** - cheaper than wooden or plastic displays – the same function
- ▶ **PALLET-MOUNTED** - immediately ready to display the goods at the store
- ▶ **LARGE COMMUNICATION AREAS** - giving the opportunity effective eye-catching of the Customer

**DATA:**

Volume: : ALU can 250 ml x 308 pieces

Pieces per tray: 77 pieces

Pieces per stand: 308 pieces

Type of the pallet: ¼ euro pallet (600 mm x 400 mm)



# TRADING TOOLS - STANDS

## EXAMPLES OF OUR REALIZATIONS



# THANK YOU FOR YOUR ATTENTION! DON'T HESITATE TO CONTACT US



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