

FOCUS AND NEWS 2020



Why Biotta ?

For 60 years we've loved to give humanity and nature a treat with every little sip of Biotta.

We do so by responsibly transforming organically grown fruits and vegetables into healthy and delicious juices.

The highest Swiss quality— straight from field to bottle.

All the goodness of nature in a bottle.



Why Biotta ?

We are building the future !

With the completion of our woodchip heating plant in the fall of 2019, we will reduce our CO₂ emissions in the long term and, from 2020, produce climate-friendly products for you.

2'500 tons CO₂ reduction per year

100% use of the wood energy



Why Biotta ?

Biotta stands for vegetable competence + functional benefits

- Vegetables have been the core competence of Biotta for over 60 years
- The success story began back in **1957** with Biotta Carrot Juice
- Biotta has an extremely **high credibility** in the vegetable segment
- Biotta is the **Swiss market leader for organic vegetable juices**
- We source our vegetables from the region and thus support local farmers
- Our claim is: **straight from field to bottle**
- Vegetable juices are very healthy and contain less sugar in the form of fructose compared to fruit juices



An assortment for the highest demands

Biotta Vegetable Juices



An assortment for the highest demands

Biotta Juice Blends



An assortment for the highest demands

Biotta Fruit Juices

Biotta Fruit'n Veggie



An assortment for the highest demands

Biotta Vital Line



Biotta Breuss – The original is being freshened up

FOCUS

Rudolf Breuss was a trendsetter when it came to detox. Long before the term had even been heard, Breuss created a vegetable juice blend that is ideal for fasting cures or juice fasting days. Biotta obtained the world rights to manufacture this exclusive Breuss juice. Biotta Breuss was and still is an absolute **top seller**, combining the key nutrients of five different vegetables. This creates a unique blend of **plant-based vitamins, minerals, antioxidants and phytonutrients** that complement each other perfectly. Biotta has always held the worldwide trademark for this very special juice.

What is Biotta Breuss?

- ✓ A unique blend of vegetable juices developed by well-known naturopath **Rudolf Breuss**
- ✓ The ideal **daily portion of vegetables**
- ✓ Breuss is the ideal **detox juice**
- ✓ Source of **natural potassium**
- ✓ **Supports the body's acid-base balance**
- ✓ **Easily digestible** thanks to lactic acid fermentation of the vegetables

For 2020, this Biotta classic is being **updated in line with the times**:

- New concept spotlights the unique qualities of the juice.
- Repositioning: Biotta Breuss is the **daily dose of well-being**.
- **The label design will be revised** (timing: scheduled for Q2 2020).
- New **POS material and online communications material** will be available.



Rudolf Breuss



Worldwide celery hype is increasing demand for juice

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Anthony Williams («Medical Medium») is the self-proclaimed originator of the global «celery movement». His books and instagram page are widely popular all around the world

- Williams advises his followers to drink 16oz (ca. 500ml) organic celery juice on an empty stomach each morning
- Celery is seen as a «healing plant» by Williams
- He says it can be beneficial for chronic illnesses and autoimmune diseases including eczema, diabetes, lyme disease and many more
- The celery craze has reached all parts of the world, including Europe and Asia

What's the difference between **celery root** and **celery (stalk)**?

- Celery root is cultivated for its root or base instead of for its stalk or leaves.
- Slightly different composition, which can also be seen by its shape and colour.
- Both kinds of celery are very rich in vitamin and contain many bioactive plant compounds.
- Both kinds have a high potassium content. Potassium can e.g. have positive effects on blood pressure.
- Due to its diuretic properties, celery juice can help detoxifying the body. These properties are said to be true for both kinds of celery.



Anthony Williams



Beispiel Post von Williams auf Instagram



Fruit'n Veggie

The innovative juice blend with valuable vegetable content and fruity-fresh note.

Biotta Fruit'n Veggie meets the spirit of the times and combines local vegetables with exotic fruits. The juices contain a nutritionally **valuable vegetable content** and are nevertheless an **absolute pleasure**.

Fruit'n Veggie stands for new, enjoyable fruit-vegetable juice blends in a slightly different, refreshing Biotta design.

- ✓ Refined juices with nutritionally valuable vegetable content (40%)
- ✓ Refreshing, different design with the strong brand "Biotta" on the front
- ✓ In the high-quality Biotta glass bottle (500 ml)

Zutaten:
Organic Carrot Juice (40%) (Germany)
Organic Mango purée (30%) (India)
Organic Orange Juice (30%) (Italy)
Organic Lemon Juice

Energy	220 kJ (52 kcal)
Fat	0 g
- of which saturates	0 g
Carbohydrate	13 g
- of which sugars	13 g
Protein	0 g
Salt	0 g



The new stars in the assortment

Biotta Vital Immune

- ✓ Vitamin A contributes to a normally functioning immune system.
- ✓ Supports a balanced diet and healthy lifestyle.
- ✓ With **wheat germ oil** for improved vitamin A intake.

Biotta Vital Iron

- ✓ Contributes to the normal formation of **red blood cells**.
- ✓ Contributes to the normal formation of **hemoglobin**.
- ✓ Covers **30% of an adult's daily iron needs**

Biotta Vital Antioxidant

- ✓ Biotta Vital Antioxidant
- ✓ Protection of cells from oxidative stress.
- ✓ Natural Vitamin C - natural and without artificial additives.
- ✓ 200ml contains the daily vitamin C needs of an adult.

Biotta Vital Plus

- ✓ Comparatively very high value of PAC in Vital Plus.
- ✓ High **bioavailability**.
- ✓ Pain relief & anti-inflammatory.
- ✓ Relaxation, antispasmodic and calming.
- ✓ Prevention of recurring infections.
- ✓ **Prevention of infections.**



Biotta Wellness Woche

FOCUS

Revitalise quickly and naturally.

- ✓ The Swiss original since more than 20 years.
- ✓ Bestselling Swiss package on detox / fasting
- ✓ Developed in collaboration with nutritionists.
- ✓ A natural method of purging.
- ✓ High customer satisfaction.
- ✓ 1 preparatory day, 5 juice fasting days and 1 recovery day.

Inhalt Biotta Wellness Woche

- 3 x Biotta Wellness
- 2 x Biotta Vita 7
- 2 x Biotta Dörrpflaume
- 2 x Biotta Tomato
- 2 x Biotta Breuss
- 1 x Biotta Organic Herbal Tee, 75g
- 1 x Organic linseed bag, 100g
- Detailed instructions with valuable tips + weekly schedule



Biotta Bio Energy in neuem Kleid.

Since its launch, Biotta Bio Energy has been regarded as a **natural alternative** among energy drinks.

In 2019, the traditional design was modernised and the fructose content revised. We have paid attention to a fresher taste and at the same time **reduced the fructose content** (12% less sugar).

In contrast to the artificial energy sources used in conventional energy drinks, the effect of caffeine in Bio Energy is more **long-lasting**. The **natural caffeine from guarana and mate tea** are absorbed by the body, released slowly and are therefore a **lasting** stimulant.

- ✓ **Fruity-fresh taste**
- ✓ **Natural caffeine from guarana and mate**
- ✓ **100% Bio**
- ✓ **100% natural**
- ✓ **Without artificial additives and preservatives**
- ✓ **No added sugar**



C-ICE - cult and unique since 2003

Hemp flowers of the highest quality give the C-ICE its characteristic taste which is complemented by notes of black tea and lemon.

NEW: From spring 2020 available in organic quality

The C-ICE presents itself in an environmentally friendly and trendy cardboard can, and can, despite the cannabis, be legally consumed without fear of any effect. On the contrary, the C-ICE contains important nutrients such as vitamins B and E, calcium, magnesium, potassium and iron.

- ✓ From spring 2020 in organic quality
- ✓ Prohibited good, but completely legal
- ✓ From Swiss production
- ✓ With Swiss hemp
- ✓ Cult product with potential



POS Material

Various attractive POS material for an eye-catching appearance at the POS.
We are also happy to provide print data for self-printing



Floor and counter stands

Hangers

Displays

Posters

All the Goodness of Nature in a Bottle!

Biotta[®]
The Swiss Organic Pioneer



Thank you.



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Tägerwilen, Switzerland

**Manufacturer,
Marketing,
Sales,
Customer Services**

www.biotta.ch