



# Twist and Drink | Basic Press Information 2016

## The traditional Austrian brand

The recipe: 85% mountain spring water, 100% flavour

The design: 6 characters, 24 emotions

The vision: Schneeberg lemonade refreshes the world

The principle: quality, from the raw material to the twist top

The path: single-source sales

The success: infinitely colourful and popular

The philosophy: we practice responsibility in balance with nature

## Everything you ever wanted to know about Twist and Drink

Data, facts and brand history

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## Twist and Drink – An Austrian Success Story

**Natural mountain spring water. An easy-to-hold bottle in playful colours. Fruity fresh flavour. A unique twist opening. With this successful combination, the Austrian cult brand Twist and Drink has made children of all ages happy all over the world for over 40 years.**

Not far from Vienna, in Gutenstein in Lower Austria, a village of 1,300 people in the region of the Schneeberg mountain, family-owned Klosterquell Hofer produces 50 million bottles a year of the most popular kids drink in Austria.<sup>1</sup> They produce this drink for the domestic market and for over 20 countries around the world. Especially for kids from the ages of 3 to 8, the easy to hold, unbreakable bottle is a popular treat for excursions and hikes. After all, Twist and Drink is the first drink that small children can open without help and in a package that can also be used to play with and for arts and crafts after drinking. The Twist and Drink family offers a fruity variety with its six flavours and the extra limited-edition seasonal flavours. No matter if it is Apple, Cherry or Wildberry: Twist and Drink also brings up childhood memories for many parents.

### 85% mountain spring water, 100% flavour

For Twist and Drink, everything centres on the most valuable resource: fresh mountain spring water. The source are three springs in the immediate vicinity of the production facilities at the foot of the 2,076 metre high Schneeberg. The water is sent fresh to the production facilities in only 6 minutes. High-quality fruit juice concentrate, Austrian beet sugar and citric acid give the soft drink its fruity-sweet taste. We have consciously chosen not to use artificial colourings,<sup>2</sup> artificial flavours and sweeteners or flavour enhancers.

At the Gutenstein production facilities, Twist and Drink is filled into the 200 ml polyethylene tube bags completely automatically. In only one work step, they are shaped, filled and sealed, and then they are labelled and packed. In this way, each day around 400,000 Twist and Drink bottles can be produced and prepared for transport.

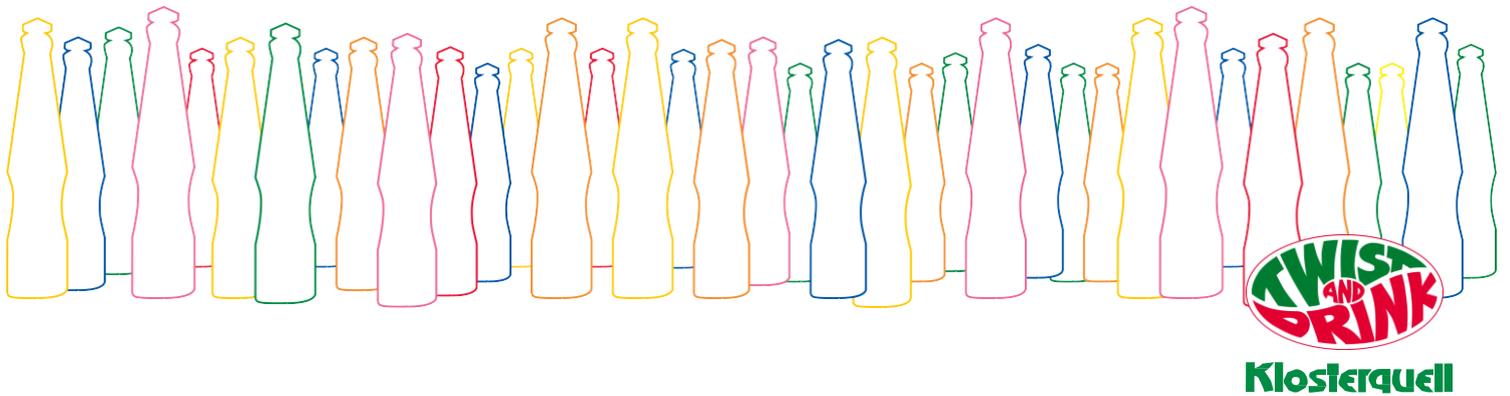
### Twist and Drink in a new look

The popular Twist and Drink varieties have a fresh new design since January 2016. The concept behind the relaunch: With the new labels, each flavour gets a little personality. Whether it is Raspberry, Apple or Cherry – each member of the Twist and Drink family has four different, emotional faces. This doesn't change anything about the main distinguishing feature, the colourful and easy-to-hold bottle, as well as the naturally unique taste. Twist and Drink is as fruity and refreshing as ever.

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<sup>1</sup> Source: Market research from the Institut für Motivforschung upon request by Klosterquell Hofer, March 2015

<sup>2</sup> Exception: The Cola Mix variety



### **Schneeberg lemonade refreshes the world**

The foundation for the Twist and Drink success story was laid by Kurt Hofer, Sr. in 1973. The entrepreneur had the vision to create a very special children's drink that he wanted to fill into a unique bottle. No sooner said than done: The newly founded Klosterquell Hofer GmbH developed the innovative Twist and Drink concept. The company was named after the idyllic Klostertal valley where Twist and Drink is still produced today in Gutenstein. The invention quickly became a leading product in the young Austrian children's drink market and was also quickly successful in Germany, England and even Saudi Arabia. In 2008, one of the founder's sons, Kurt Hofer, took over the management of the company. Today Klosterquell Hofer employs 45 people. A strong sales and marketing team supports the company from their location in Vienna.

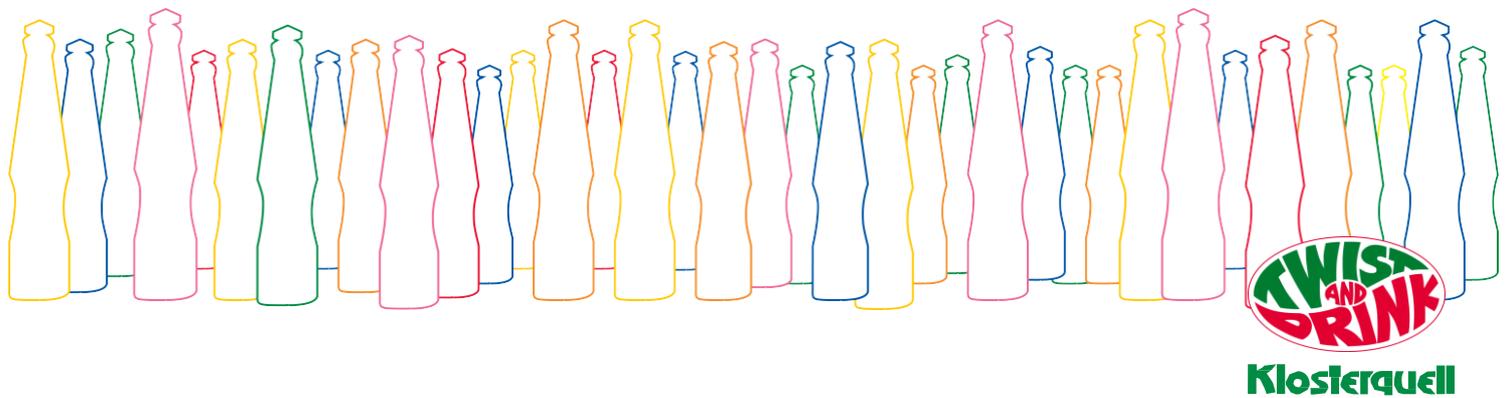
### **Quality – from the raw material to the twist top**

In the manufacture of Twist and Drink, Klosterquell Hofer not only relies on the highest quality raw materials, but also on the careful processing of the ingredients. The production methods are particularly precise: high-tech machines from the medical technology field are used for filling. The selection of the basic ingredients as well as regular inspections of the raw materials, production and product ensures the consistent high quality of Twist and Drink. Inspections are performed by internal quality assurance with an internal laboratory as well as with external inspectors. Klosterquell Hofer is certified correspondingly according to the IFS (International Food Standard). The high quality standards also apply to the food-grade polyethylene. It is neutral for taste and smell and does not contain any plasticiser. This ensures that the child-appropriate polyethylene bottles are a safe and hygienic packaging for Twist and Drink.

### **Single source sales**

Klosterquell Hofer has worked with strong sales partners for a long time – not only in Austria but also abroad. Since 2012, sales for Germany have been managed centrally from Austria. Austrian sales and marketing have also been based in Vienna since the end of 2014 with the subsidiary Klosterquell Hofer Vertriebs GmbH – after years of cooperation with Maresi Austria GmbH. Klosterquell Hofer now has all brand and sales rights in one hand.

In retail stores, Klosterquell Hofer is always noticeable with colourful promotional displays and appealing contests.



### **Infinately colourful and popular**

Making the world a bit more colourful: with an export rate of 80 percent, Twist and Drink has long made a name for itself beyond the borders of Austria. Along with Germany, Belgium and Great Britain, the most important markets are in Europe. Twist and Drink is also a hit in other international markets – the children’s drink is also particularly popular in many Arab countries and in Australia. In upcoming years, we plan to continue down the successful path of Twist and Drink, win over new markets and strengthen existing markets.



### **We practice responsibility in balance with nature**

Responsibility and sustainability are central values in the child and family oriented corporate philosophy of Klosterquell Hofer. Waste is avoided during the production of Twist and Drink bottles. The edges that are created when the bottle is sealed are re-granulated directly on site and made into new Twist and Drink bottles.

At a social level, the company supports children’s and youth clubs. Furthermore, Twist and Drink is also a partner of numerous events for children and supports a variety of charitable projects.

As the managing director of a family-owned company, Kurt Hofer also feels responsible for his employees and places a great deal of value on team spirit and a positive work environment. Special focus is placed on training and further education of employees and the employees are supported accordingly.

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#### **About Twist and Drink**

The traditional Austrian brand Twist and Drink has been exciting children for over 40 years. Produced by family-owned Klosterquell Hofer in Gutenstein (Lower Austria), Twist and Drink gets its unique taste from fresh mountain spring water from their own springs at the foot of the Schneeberg mountain. The colourful, unbreakable Twist and Drink bottle is especially suited for children with the unique, easy to open twist top and, once empty, can be used for play and fun. Klosterquell Hofer produces 50 million bottles yearly and sells about 80% of these in over 20 countries around the world.

More information can be found at [www.twistanddrink.com](http://www.twistanddrink.com)

**2014**

**Twist and go new directions**

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From December 1, Klosterquell Hofer Vertriebs GmbH took over the sales rights for Twist and Drink for Austria from Maresi Austria GmbH and is thus now responsible for all marketing and sales agendas in Austria.

**2012**

**Twist and develop further**

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Klosterquell Hofer takes over the sales and marketing rights for Germany from sportfit Fruchtsaft GmbH & Co.KG.

**2002**

**Twist and refresh the world**

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To promote the international expansion, the international brand "Twist and Drink" was launched.

**1973**

**Twist and invent**

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Kurt Hofer, senior founded Klosterquell Hofer GmbH and started with the production of his vision in Gutenstein.



**2016**

**Twist and show a new face**

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Twist and Drink has a new package design in Austria, Germany and Switzerland. Other countries are followed by the end of the year.

**2013**

**Twist and celebrate**

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The family business Klosterquell Hofer celebrates the 40-year anniversary of Twist and Drink.

**2008**

**Twist and look to the future**

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Kurt Hofer became the managing director of Klosterquell Hofer GmbH.

**1974**

**Twist and find partners**

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Twist and Drink has a strong partner for the Austrian market with Maresi Austria GmbH.



# Everything you ever wanted to know about Twist and Drink



**Traditional Austrian brand**  
since 1973



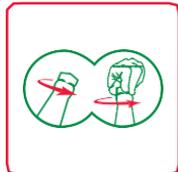
Produced in **Gutenstein in Lower Austria**



**Family-run company**  
in the 2nd generation



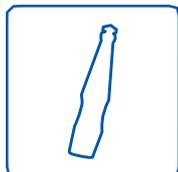
**Export quota of 80%**,  
successful in over 20  
countries around  
the world



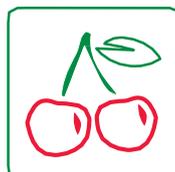
Unique, child-friendly  
**twist top**



**85% mountain spring water**  
from Schneeberg is the main  
ingredient in Twist and Drink



**Colourful, unbreakable**  
200 ml polyethylene bottle



**6 fruity varieties:** Apple,  
Raspberry, Cherry, Cola Mix,  
Wildberry, Strawberry  
(as well as special editions)



**50 million bottles**  
Yearly production



**45 employees** – one of the  
largest employers in the  
region



**Klosterquell**