

September 10th, 2018

## PRESS RELEASE

### **“Absolutely Wild” Organic Birch Water Chosen as SIAL Innovation Selection**

**Absolutely Wild Birch Water has been chosen by an independent expert jury as a SIAL Innovation Selection for 2018. Our organic birch water is sustainably hand-harvested in the wild forests of Northern Europe, so it is really absolutely wild! The newest generation of birch water - with SUPERFOODS - is Europe’s powerful alternative to Coconut Water.**

#### **Birch Water – A Traditional Drink from Nature**

For centuries, birch water is known in Northern and Eastern Europe as a traditional natural drink that has many positive benefits for the body. The harvest of birch sap takes place only for a few weeks in the Spring, when the trees come back to life. During this short period, the sap is filled with the nutrients that have been stored in the tree roots during the Winter, providing energy to the new birch buds. Thanks to its valuable mix of minerals, micro-elements and anti-oxidants, birch water has been highly valued for many generations.

#### **“Absolutely Wild” Organic Birch Water – tapping the power from the trees!**

*Absolutely Wild* Organic Birch Water comes from wild harvests in Northern Europe. The birch trees are tapped using traditional methods, when the sap has the highest levels of nutrients. The birch water is carefully pasteurised in order to best preserve its positive characteristics. The unique varieties of *Absolutely Wild* Birch Water are described on the website: [www.absolutely-wild.com](http://www.absolutely-wild.com).

#### **New at SIAL: Absolutely Wild BIRCH POWER**

The newest generation of Absolutely Wild Organic Birch Water will be presented at the SIAL exhibition in Paris: BIRCH POWER – Birch Water with SUPERFOODS. Four exquisite new flavours: PURE, CLASSIC (modestly sweetened with organic agave), with ARONIA Superfruit from Europe, and with MATCHA Superfood from Japan. Adding organic Aronia Juice and organic Matcha Tea to birch water makes it even more powerful. These exceptional combinations are not only delicious – they and have less calories than coconut water!

#### **Prestigious International Awards**

Absolutely Wild Birch Water was already selected by the expert jury of **ANUGA 2017** from more than 7,000 new products for the **Taste Innovation Show in Cologne**. In November 2017, our Birch Water received first place as **“Best New Organic Drink”** at the **Nordic Organic Food Fair** in Sweden. In 2018 our organic birch water was selected at the **GULFOOD Innovation Award** in the category **“Best Soft Beverage.”**

#### **About BELORGANIC**

BELORGANIC ([www.belorganic.com/en](http://www.belorganic.com/en)) was founded in 2014 by Natalia Schindler, who grew up in Northeast Europe and in East Asia. As a child, Natalia regularly participated in the wild harvests of birch sap and learned about the great benefits of this unique gift from nature. From its main office in Austria, BELORGANIC brings the North European tradition of birch water to consumers throughout Europe, the United States, and to the Middle East.

*For more details and high-resolution images, please contact:*

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