



# Sodaly

NO SUGAR · 100% NATURAL · SOFT DRINK



They say you can't have it all.

They were wrong!

Sodaly is a deliciously different, **ALL-NATURAL** soft drink.

Big on **FLAVOUR**, low on cals. Full of ACV prebiotic goodness, with **NO SUGAR**.

**GUILT-FREE** just got better for you.

Australia's **Favourite BFY drinks brand**<sup>1</sup> is shaking up the soft drink aisle.

**Drives Incrementality** Almost 50% would buy Sodaly in addition to current drinks<sup>2</sup>.

**Low Cannibalisation** Targeting a different consumer and occasion to kombucha.

71% of potential consumers do not regularly drink kombucha<sup>3</sup>

Fully supported by ATL and BTL marketing campaign.

# Delicious, Guilt-Free, Prebiotic Soft Drink

FULL FRUIT FLAVOUR



NO SUGAR & 100% NATURAL

BETTER FOR YOU

ACV provides a balance of gut-friendly prebiotics known to aid in digestion and delivers other benefits, like enhancing immunity and healthy skin.

## DID YOU KNOW?

All soft drinks include acids to improve the taste by balancing sweetness. ACV is a natural way to do this.

### PREBIOTICS

FOOD FOR THE MICROORGANISMS

Prebiotics feed the healthy gut bacteria and promote a robust and healthy microbiome.

ACV, banana, oats, garlic.

### PROBIOTICS

MICROORGANISMS THAT LIVE IN THE GUT

Probiotics are beneficial organisms (aka gut bacteria) that promote digestive health.

Kombucha, yoghurt, miso.

VS

Range in the fridge with premium & no sugar soft drinks and in the ambient aisle with premium soft drinks/mixers & zero alc

Wanna know more? Visit [remedydrinks.com/nz](http://remedydrinks.com/nz) to hear more about our story and our drinks.

