



## Case Study

# Urban Lemonade

### THE BEVERAGE

The Cocoa Sirsak Lemonade has a slightly creamy consistency, tastes of white peach and ripe pears with a «mysterious», tropical note. Koa emerges as a single component in the «Urban Lemonade». Combined with the sourish sirsak fruit, the result is a fresh, tropical beverage with a pink colour that is unlike any other lemonade.

### WHY KOA?

«We're fascinated by Koa's story because of its socially sustainable character,» Kevin Högger, Urban Lemonade co-founder and creator of Cocoa Sirsak lemonade, emphasises. In addition, the diverse and interesting taste of Koa Pure has contributed to the decision of the Urban Lemonade team to include the cocoa fruit juice in their lemonade creations.

«The raw materials that we use for our lemonades come from sustainable cultivation,» Kevin Högger emphasises. «People should see that there our beverages contain natural fruit juices which is why they can be turbid.»

<b>Product name</b>	Cocoa Sirsak Lemonade
<b>Ingredients</b>	Koa Pure, sirsak juice, lime juice and some currant juice for the colour
<b>Content</b>	33 cl
<b>Price</b>	Retail EUR 3.25 Gastronomy EUR 6.00

«It's important to source raw materials from responsible sources, making sure that the social conditions in the production countries are fair.»

Kevin Högger, Urban Lemonade



## ABOUT URBAN LEMONADE

<b>Sector</b>	Beverage producer
<b>Team</b>	3 employees
<b>Production</b>	30'000 L (in 2020)
<b>Target group</b>	A curious, open-minded audience that enjoys sustainability and innovative flavours.

[www.urbanlemonade.ch](http://www.urbanlemonade.ch)



## DISTRIBUTION & SALES

Urban Lemonade is available in retail for individuals and at beverage wholesalers for the gastronomy. The product is sold primarily in bars, restaurants and cafés that are interested in new and trendy drinks.

## INNOVATION

Urban Lemonade is always on the lookout for innovations. Koa has particularly impressed through the story that can be shared with customers across both digital and offline channels. This potential is yet to be exploited to a greater extent in the future. In addition to the social aspect, customers are convinced by the aroma of the cocoa fruit juice. The sweetness of the juice in combination with the tropical, fruity notes makes Koa an exciting «mixing partner» for lemonades.

## PRODUCT DEVELOPMENT

All Urban Lemonades are blended from natural fruit juices and then carbonated. The development process for the Cocoa Sirsak Lemonade took a total of two months until the three creators of Urban Lemonade had worked out the right ratio of ingredients and the right colour. Together with a production partner, they mix the lemonades, pasteurise and carbonise them, then fill the beverages in glass bottles and label it.

## CHALLENGES

There have been no challenges in production so far. However, finding the desired colour for the Cocoa Sirsak Lemonade was tricky at the beginning. «This was a purely aesthetic requirement,» Kevin Högger explains. Also, there was the decision to use plastic or glass for the bottle. «It was important for us to ensure a high-quality presentation of the product and in Switzerland, glass is reused to a large extent.»

## COCOA SIRSAK LEMONADE

