

Press release

Lemonaid Beverages
Hamburg, 11 June 2015

DRINKING HELPS. THE STORY OF LEMONAID AND CHARITEA.

“Drinking helps” is the simple concept behind Lemonaid and ChariTea, which together form one of the most exciting developments on the European beverage market. As well as providing refreshment with high-quality organic lemonade and freshly brewed iced tea, each sip contributes to making the world a little better. Every bottle sold finances the company’s own social projects in the regions where the drinks’ ingredients are grown.

An idea that started out in a small shared flat now helps people all over the world. In 2009, three friends – Jakob Berndt, Paul Bethke and Felix Langguth – came up with their company’s recipe for success in the kitchen of their Hamburg apartment.

The team developed their products according to a very simple principle: the drinks must be exactly as if they were homemade. They do not contain any artificial flavours, flavour enhancers, extracts or preservatives. The lemonades include nothing but pure, not-from-concentrate juice, a little sugar and water. The iced teas, meanwhile, are made of the finest freshly brewed loose-leaf tea, slightly sweetened with fruit juices and honey or agave syrup. No sugar, no additives.



Not only are all ingredients up to 100% organically grown, but they are also fairly traded, sourced from socially sustainable farms where there is no child labour, exploitation or risk of poverty. Every bottle makes a difference.

The Lemonaid brand currently adorns three varieties of lemonade made with fresh fruit juice: Passion Fruit, Blood Orange and Lime. Four iced teas (Black, Green, Red and Mate) retail under the ChariTea brand.

Today, these soft drinks are sold in more than 4,000 hip cafés, restaurants and stores throughout Germany, Austria and Switzerland. In 2015, the Lemonaid and ChariTea team introduced their “social drinking movement” to other major European cities, including Amsterdam, Copenhagen, Paris and London.

How drinking helps:

Every bottle sold actively supports social initiatives in the farming regions where the raw ingredients for the drinks are grown. The non-profit organisation Lemonaid & ChariTea e.V. forms the philanthropic heart of the company. Unlike the World Bank, this organisation does not try to impose its own agenda on recipients of aid; instead, it is dedicated to fostering local development. The

projects in Asia, Africa and South America are personally selected by the Lemonaid & ChariTea team, and several members of the team visit the farmers and social initiatives each year. Filmmakers and photographers accompany them so that the project work can be recorded and reported as transparently as possible.

The organisation's principle aim is to help people to help themselves, because empowered people hold the key to overcoming many of the world's problems. This is why the organisation supports projects that promote social, economic and cultural participation, such as the *Diyanilla Technical Institute* in Sri Lanka and the *San Juan* agricultural school in Paraguay. So far more than €750,000 has been raised for Lemonaid & ChariTea's unique development projects. In addition, farmers who supply Lemonaid and ChariTea receive further financial support in the form of Fairtrade Premiums, sums paid on top of the agreed Fairtrade prices to help farmers enhance the quality of their lives.

Back in Germany, Lemonaid is now the drink of choice at top music, art and cultural events, including internationally renowned music festivals like Dockville, Haldern Pop and the Reeperbahn Festival. Lemonaid and ChariTea have also been the official soft drinks of the Berlinale, the world's biggest international film festival, since 2014.

The first customers of Lemonaid and ChariTea included celebrated German chefs like Tim Mälzer and Vincent Klink, who continue to offer the drinks on their menus. Today, you can also find the drinks in some of Germany's most iconic restaurants, such as Kater Blau (formerly Bar25) and Feinkost Käfer, as well as in Berlin's legendary Hotel Adlon Kempinski. Outside Germany, uber-trendy shops like Colette in Paris and Selfridges in London serve the lemonades and iced teas too.

What is even more remarkable about Lemonaid and ChariTea products is how they capture the zeitgeist by successfully combining the philosophy of socially sustainable consumption with state-of-the-art design. Another example of this is the way in which the bottles and crates are upcycled to create smart furniture pieces and design products for homes, restaurant and cafés.

In the company's video series "My utopia", Lemonaid co-founder Jakob Berndt interviews leading artists, activists and scientists, including film director Dominik Graf, Berlinale CEO Dieter Kosslick and activists The Yes Men, about their ideas for a better world. This series establishes the brand as a major contributor to the sustainability discourse.

Almost all leading German magazines, including *Süddeutsche Zeitung*, *Die Zeit*, *Der Spiegel* and *Greenpeace Magazin* have carried detailed reports on Lemonaid & ChariTea, describing it as one of the most interesting social business models of recent years.

Find out more about Lemonaid & ChariTea in the company's other press releases.

www.lemon-aid.com

www.charitea.com

www.lemonaid-charitea-ev.org