

PRESS RELEASE

Lemonaid Beverages
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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 soft drinks and freshly brewed iced tea, each sip contributes to making the world a little better. Every bottle sold finances social projects that are supported through our own Foundation, in the regions where the raw 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 Founders juiced limes, brewed tea, crushed sugar, invited friends over and clinked glasses, all with a greater vision in mind, “to incite and shape the process of social change”.

The team developed their products according to a very simple principle: the drinks must be exactly as if they were homemade. Totally free from preservatives, artificial sweeteners and flavorings.

Lemonaid’s lightly sparkling organic soft drinks are made from the very best fresh juices and are sweetened with cane sugar juice, using up to 50% less sugar than regular soft drinks; choose from the thirst-quenching and zestfully refreshing Lemonaid Lime, Lemonaid Passion Fruit and Lemonaid Blood Orange.

ChariTea’s clean-tasting, uplifting organic iced-teas are made from freshly brewed loose leaf tea, which is refined with pure fruit juices and lightly sweetened with natural sweeteners, agave syrup or honey. Choose from ChariTea red (Rooibos tea with passion fruit), ChariTea green (Green tea with ginger and honey) and ChariTea black (Black tea with lemon). ChariTea’s mate is a lightly carbonated, real brewed iced tea from full yerba mate leaves. A natural caffeine boost with no artificial added. Furthermore in 2016, ChariTea launched a collection of 18 organic hot teas.

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

Today, the soft drinks are sold in more than 5,000 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. Now they distribute amongst others in the United States, South Korea, Japan, Scandinavia, UAE and will soon launch the drinks in Southern Europe, too.



Lemonaid is now the drink of choice at top music, art and cultural events, including internationally renowned festivals like Berlin Fashion Week, Festival de Cannes, 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 Katerkiosk (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.

How drinking helps:

Every bottle of Lemonaid & ChariTea that is sold, actively supports social initiatives in the farming regions where the raw ingredients for the drinks are grown. The non-profit Lemonaid & ChariTea Foundation forms the philanthropic heart of the company. The projects in Asia, Africa and South America are personally selected by the Lemonaid & ChariTea team together with the Advisory board, 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 Foundation'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 Foundation 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 € 2.000.000 have been raised for Lemonaid & ChariTea's 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.

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 directors Dominik Graf and Ken Loach, 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 *Stern*, *Süddeutsche Zeitung*, *Die Zeit*, *Der Spiegel* and *Greenpeace Magazin* have published detailed reports on Lemonaid & ChariTea, describing it as one of the most interesting social business models of recent years. International press coverages includes *BBC*, *Independent* and *The Guardian*, *VOGUE* and *ELLE* to name just a few.

In 2016, Lemonaid Beverages won the most prestigious business award in Germany – the

“Gründerpreis”, broadcast on national German television. In France the “Profit for Non Profit Awards” was won.

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