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MATCH TONIC WATER: SHAKING UP THE CATEGORY

Find the perfect drinks match, housed in recycled square glass bottles beautifully designed to help minimise breakage and maximise storage space, set to disrupt the soft drinks category



Disruptive beverage innovator, Curius, is introducing its first product to market - MATCH Tonic Water. Set to disrupt the soft drinks category, the range of accessible luxury tonic waters is packaged in fully sustainable, square glass bottles.

A category first, the range of MATCH Tonic Water bottles are sustainability in its purest form. Made from recycled glass collected from old wine bottles and car windscreens. MATCH Tonic Water bottles optimise weight as they are lighter, creating less CO2 impact whilst also delivering more efficiency in the quality control of the finished product. The unique design welcomes small imperfections and colour variations depending on the source of post-consumer recycled glass.

Rolling out across 14 markets in both retail and hospitality, MATCH Tonic Water's iconic design includes a powerful visual identity, with its perforated label and pastel colours, creating stand out on shelf whilst also delivering 0% breakage and optimising load with outlets able to stack +30% more bottles versus traditional brands. What's more, the rounded edges of the retail packs of four are perfect for delivery and e-Commerce, avoiding damage to the packaging, with other multipacks often getting bent in transportation - ensuring that the product looks great from warehouse to consumer homes.

The range consists of four SKUs at an RRP of 1,80€ per bottle, including MATCH Indian Tonic Water and MATCH Mediterranean Tonic Water, for G&T fans, MATCH Floral Tonic Water, ideal for low-ABV Spritz or to mix with pink gin and finally, MATCH Spicy Tonic water, for heat-lovers looking to spice up a highball or mix with an agave spirit. As well as providing consumers with the ultimate mixer for spirits, all four variants are made using superfoods to tap into the growing wellness trend in adult soft drinks.

Speaking about the MATCH Tonic Water launch, Alexander Curiger, Founder at Curius said: *"MATCH Tonic Water is the first of our innovations to be introduced to the market, and it's a huge opportunity for us. With the global soft drinks business valued at \$805 million in 2019 and*

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projected to reach \$1-2 billion by 2027, a growth of +7%¹, MATCH is set to create waves within a monotonous market. At Curius, we want to turn the thinking behind drinks production on its head by changing the stigma of a classic tonic water to something beyond how a product tastes. MATCH not only tastes great but it looks good too, and all without impacting its functionality and sustainability credentials.”

If that's not enough, MATCH Tonic Water has already been recognised for its unique qualities, having been nominated for numerous awards. These include, Best Bottle, Best Label and Best e-Commerce Packaging in the Formes de Luxe awards, as well as the gold accreditation for Juices and Soft Drinks and Silver for the Sustainability award at the Pentawards. In addition to this, MATCH Tonic Water recently walked away with the top prize for the European Carton Excellence award in the Food and Drink category at the Pro Carton Young Designers awards. The brand has also been shortlisted for various wins at the PLD awards and the German Desing awards.

To find out more about stocking MATCH Tonic Water, contact info@curius.com now. Follow MATCH Tonic Water on social media and check out the hashtag #Neverordinary.

The range includes:

MATCH Indian Tonic Water - This is a contemporary twist on a classic tonic water, with a fresh hint of the citrus superfood, lemongrass, and a beautiful secondary aroma of grapefruit and orange peel. The liquid is rounded off with juniper, which provides extra dryness to an outstanding citrus profile, perfect for Classic London Dry Gin. MATCH Indian Tonic Water is a perfect mixer for a number of dry gins and vodkas. Best served over ice with a grapefruit twist.

MATCH Mediterranean Tonic Water - Like all the variants in the MATCH range, this tonic is made using only the best quality ingredients, but combined with plenty of time. Crafted with superfood aromatic herbs - sage, rosemary and basil, MATCH Mediterranean Tonic Water compliments any western gin and can be served with flavoured vodkas too as a secondary option. The fresh herbal notes mingle with the citrus profile of grapefruit and lemon peel, with a finish of green cardamom and juniper. Perfect over ice with an orange peel and topped with a sprig of rosemary.

MATCH Floral Tonic Water - A complex and aromatic bloom in the glass. This is Curius' unique take on a pink gin mixer with superfood açai berries and Asian jasmine. MATCH Floral Tonic Water is a balance of jasmine aromas, offset with the sweetness of lavender, orange blossom and elderflower. This variant works incredibly well with flavoured or pink gins and spritzes. It opens up beautifully over ice with some strawberries, goji berries and edible flowers.

MATCH Spicy Tonic Water - Created for the adventurous and the brave. This is an unexpected mixer for dark spirits and agave distillates, or an excellent alternative for ginger beers. MATCH Spicy Tonic Water gives a burst of heat to the tastebuds created with The Bird's Eye Chillies and Timut peppers. This variant tastes great served over ice and topped with some fresh ground

¹ AlliedMarket Research

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black pepper.

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For further information, imagery or interview requests, please get in touch with LX PR
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About Curius

Curius is a new beverage producer launched to disrupt how drinks brands are created, managed, marketed and distributed across global markets by focusing on three key pillars – Brand, Courage, and Swiftness. Founded by industry veterans Alexander Curiger, Mats Olsson and Juan Carlos (JC) Maroto Jara, Curius will offer a long-overdue value proposition by fearlessly mixing disciplines and looking critically at approaches in other industries and territories to craft the most effective brand advocacy and tailored RTM. Committed to only launching products with a purpose, they hope to act as a breath of fresh air in the current ecosystem of the drinks business, Curius will draw on their motto “curiosity with a purpose” and apply the lessons of the three founders’ experience across fashion, beauty, design and technology to create and launch unique products with a purpose.

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