

100%\* NATURAL

# **BLOOD ORANGE**



ONLY 8 CALORIES

# **GINGER BEER**



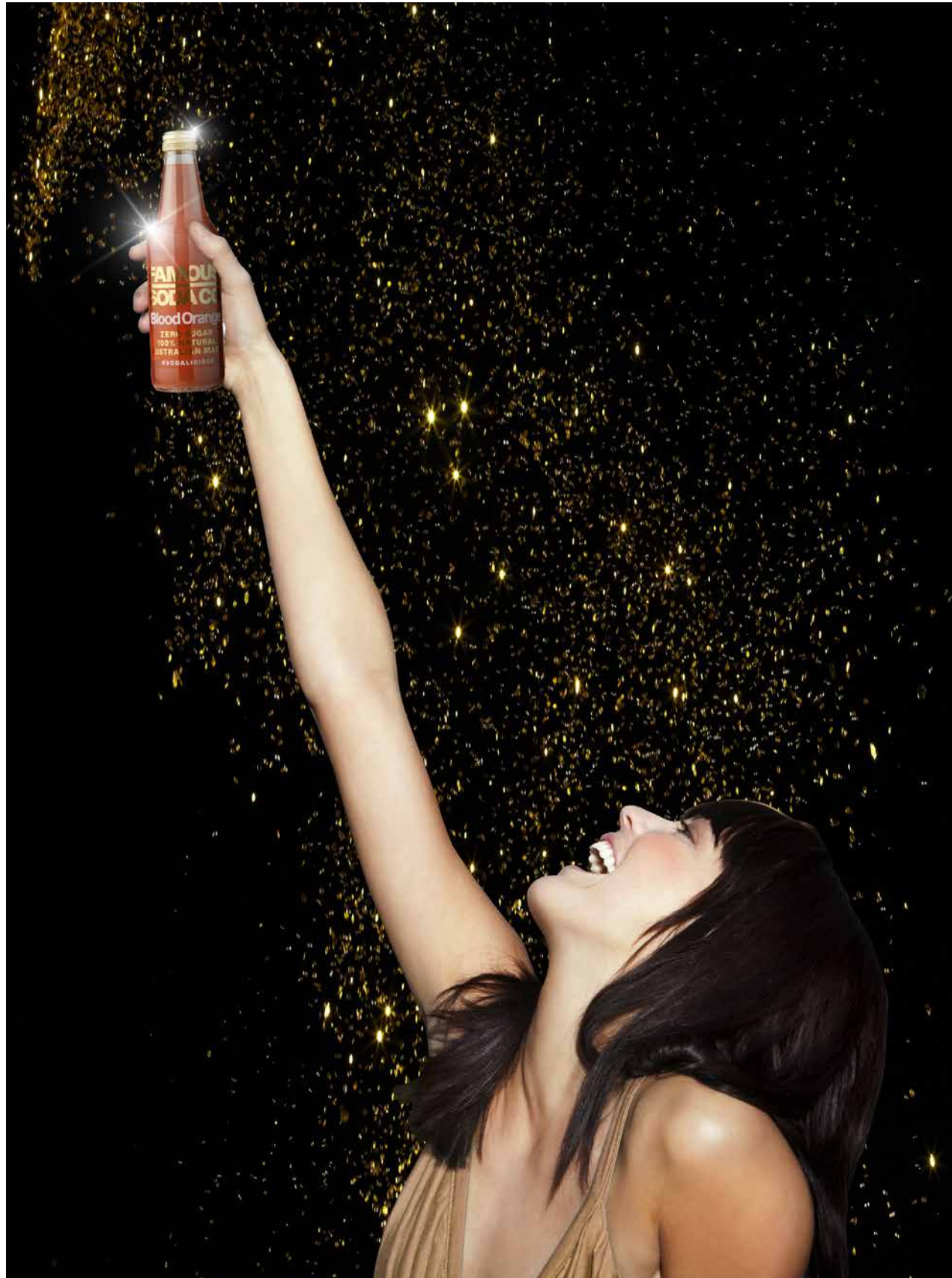
# **LEMON**



ZERO SUGAR

AUSTRALIAN MADE





**A  
IS**

# **STAR BORN**

**We're not trying to do something new.  
We're just trying to do something right.**

**Unlike most people in our generation -  
we didn't set out to be famous, we just  
wanted to create a soda that was so  
unforgettable that it lived forever.**

**We wanted to create something that  
not only looked good and tasted good  
but was better for you. We wanted  
to change the world a little bit for the  
better.**

**We worked with a local genius to  
perfect our flavours and create  
something truly groundbreaking.  
After months of research, gallons of**

**taste testing, the stars aligned and we  
perfected our recipes.**

**We created a deliciously refreshing  
soda that has Zero Sugar, is 100%  
Natural, Australian Made and every  
flavour has 8 calories or less.**

**Like all of life's greatest journeys,  
there's been plenty of twists and turns  
along the way.**

**But perseverance pays off.**

**We look forward to sharing a Famous  
Soda with you.**

**What will you be remembered for?**



100%\* NATURAL



ONLY 8 CALORIES

# BLOOD ORANGE

**There's just something about our Famous Blood Orange Soda, that ruby red blush and superior sweetness.**

**And if that weren't reason enough to crack open a bottle then the enticing ruby red colour with a distinctive berry like taste will have you begging for more.**

- Made from 100% Natural Ingredients
- We've used a natural sweetener Stevia to take out the Sugar
- No additives or preservatives
- Only 8 calories per serve

330 ml Bottle  
Carton: 12 Bottles  
Shelf Life: 12 months

AUSTRALIAN MADE

ZERO SUGAR

100%\* NATURAL



ONLY 8 CALORIES

# GINGER BEER

**It takes imagination and determination to develop a Ginger Beer with Zero Sugar that tastes great and has that famous smooth well rounded gingery zing. But, we've done it and that's why we're Famous.**

**There's a long prestigious history behind this famous drink. Originating in London pubs back in the 18th Century we've paid homage to the full flavour and recreated a tasty tangy brew that will have you coming back for more.**

- Made from 100% Natural Ingredients
- We've used a natural sweetener Stevia to take out the Sugar
- No additives or preservatives
- Only 8 calories per serve

330 ml Bottle  
Carton: 12 Bottles  
Shelf Life: 12 months

AUSTRALIAN MADE

ZERO SUGAR



100%\* NATURAL



ONLY 8 CALORIES

# LEMON

**Our Famous Lemon Soda is a real star. The zesty flavour has been curated with a full bodied feel and a mouth watering finish that leaves your pallet with a lemony zing.**

**Here at Famous we call it our thirst quencher, its an absolute must on a hot summer's day.**

- Made from 100% Natural Ingredients
- We've used a natural sweetener Stevia to take out the Sugar
- No additives or preservatives
- Only 8 calories per serve

330 ml Bottle  
Carton: 12 Bottles  
Shelf Life: 12 months

AUSTRALIAN MADE

ZERO SUGAR



# WHY ARE WE FAMOUS?



## Zero Sugar

Famous Soda has the sweet effervescent experience of a classic soda, but contains not a drop of sugar.

## 100% Natural

Our Sodas are 100% natural. Zero chemicals, zero preservatives, zero artificial sweeteners, we keep all the bad stuff out to let the good stuff in.

## Only 8 Calories

We realise calorie intake is important to our customers, we want to ensure that not only do we look good, we are also better for you.

## Australian Made

We source the best ingredients from across the Globe and make our Sodas right here on Australian soil to ensure we maintain the highest quality standards and to take care of the Country we love.



# OUR INGREDIENTS



## Erythritol

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A sweet substance extracted from algae (seaweed) and lichens (a slow growing plant) is about 60 – 80% as sweet as sucrose (sugar). Erythritol occurs naturally in pears, soy sauce, watermelon and grapes. In fact, erythritol has even been found to exist naturally in human tissue and body fluids. Erythritol has zero calories is non-glycemic, does not cause tooth decay and does not raise blood sugar hence erythritol is considered the only choice for people with diabetes because it does not raise plasma glucose or insulin level



## Malic Acid

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Malic acid is perhaps one of the most under-valued compounds in natural medicine, as it can bring huge benefits to our health and give tremendous support to our digestive system, as well as help our bodies metabolise and detoxify. Derived from plant foods, especially apples, malic acid is a colourless, crystalline compound that can work well to aid digestion and help us absorb the nutrients our body needs.



## Natural Flavours

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Our natural flavours capture the essence of full flavour enjoyment with a natural sweetness. We can't tell you everything about this ingredient because it's our secret. Other than to say our range of natural soda flavours is the solution to the sugar crisis epidemic in the Soda Industry. Allowing consumers to make a healthier choice, while embracing great taste.



ONLY 8 CALORIES

# OUR MISSION

Here at the Famous Soda Co. we've set out to change the world a little bit for the better!

We think every person in the world should be able to experience the pure joy of a great soda. The exciting hiss as you open a bottle for the first time, the refreshing rush of that first mouthful, the tasty zing that tantalises your taste buds.

Mixing, brewing and blending all natural ingredients requires masters of the trade.

Before you experience the full flavours and intoxicating taste of our Famous Sodas, please consider this.

Our Famous Sodas not only taste good and look good, but are better for you. A soda that can be shared by everyone, with the knowledge that there's Zero Sugar, Zero Preservatives, 100% Natural, Australian Made and only 8 Calories a bottle. A soda that's good for you, how refreshing!

#sodalicious.

AUSTRALIAN MADE

100%\* NATURAL



ZERO SUGAR





**50%**

of Australian kids  
are overweight or  
obese



**30%**

increase of youth  
admitted to hospital  
with heart disease in  
past 10 years



**95%**

of young people  
don't meet the daily  
recommended  
vegetable intake



**20%**

of young Aussies  
have high  
cholesterol



**41%**

increase in insulin  
dependant diabetes



**61%**

of youth admitted  
to doing little to no  
exercise



**74%**

of consumers  
believe companies  
should be doing  
more to reduce  
sugar in their  
products



**12%**

of products  
launched in  
Australian in 2017  
claimed to have low  
/no sugar



**15%**

of products  
launched globally  
in 2017 claimed to  
have low/ no sugar



**1.5b**

Adults are obese  
or overweight  
worldwide



# MERCH





# BROCHURE

# FAMOUS SODA CO

ZERO SUGAR, 100% NATURAL, 6 CALORIES & AUSTRALIAN MADE

**A SODA THAT'S GOOD FOR YOU, HOW REFRESHING.**

FEATURING FLAVOURS FROM **BLOOD ORANGE, PINK LEMONADE**  
ALSO INCLUDING **GINGER BEER** AND **LEMON SODA**

EDITION 01. ON SALE NOW

9 369998 310111

# LEMON LEMON LEMON

Our Famous Lemon Soda is incredibly popular for a reason. The fact it tastes so sweet yet contains not a drop of sugar will keep you wanting more. Blended with the finest ingredients to create the premium taste that's both refreshing and invigorating.

**Vitamin C**  
Plays an important role in the body. It is needed to maintain the health of skin, teeth, bone and blood vessels. It is also used to protect your body's cells from damage.

**Lutein liquid**  
A Natural Supplement that protects the eye's tissues from the harmful effects of free radicals.

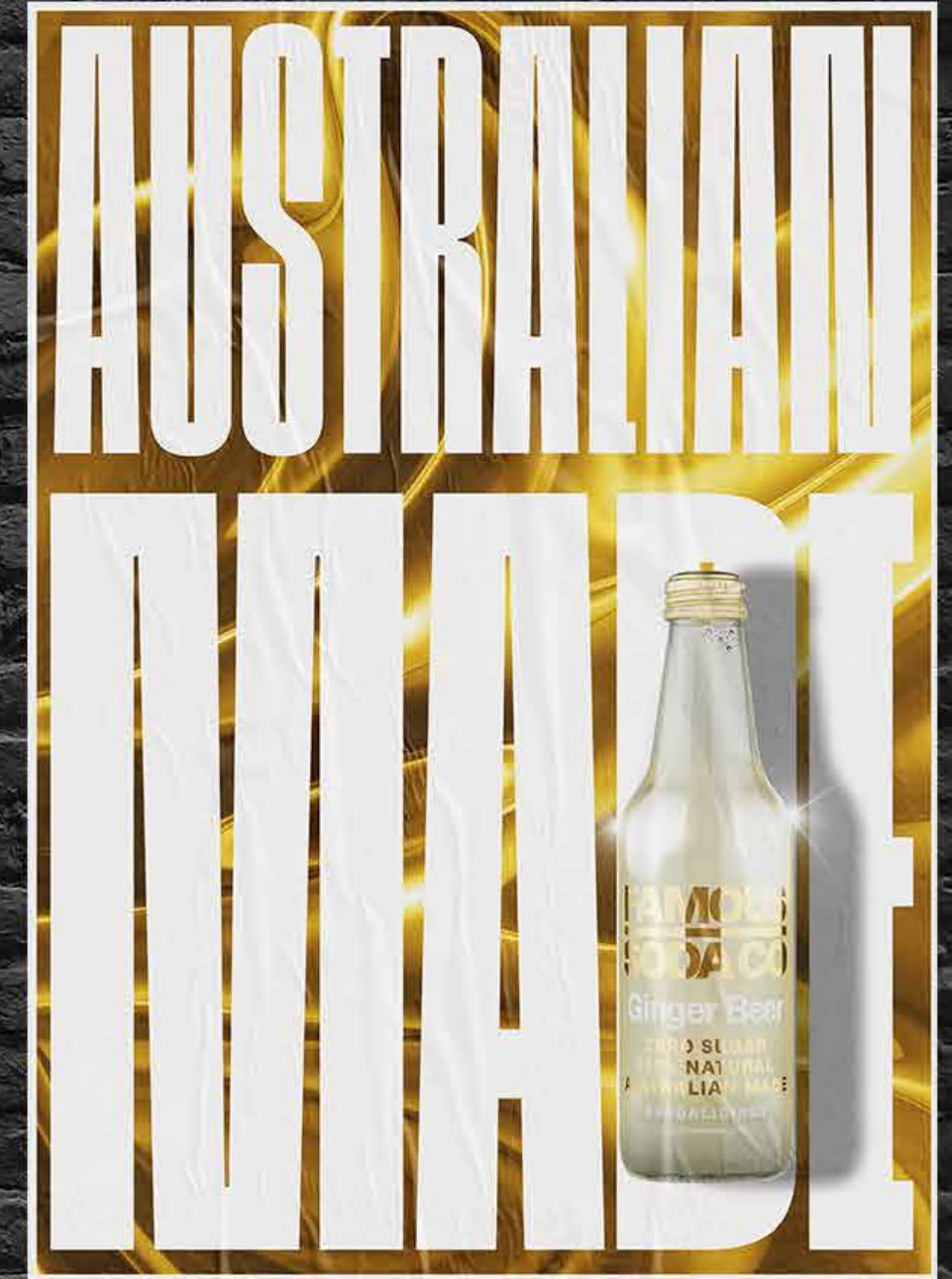
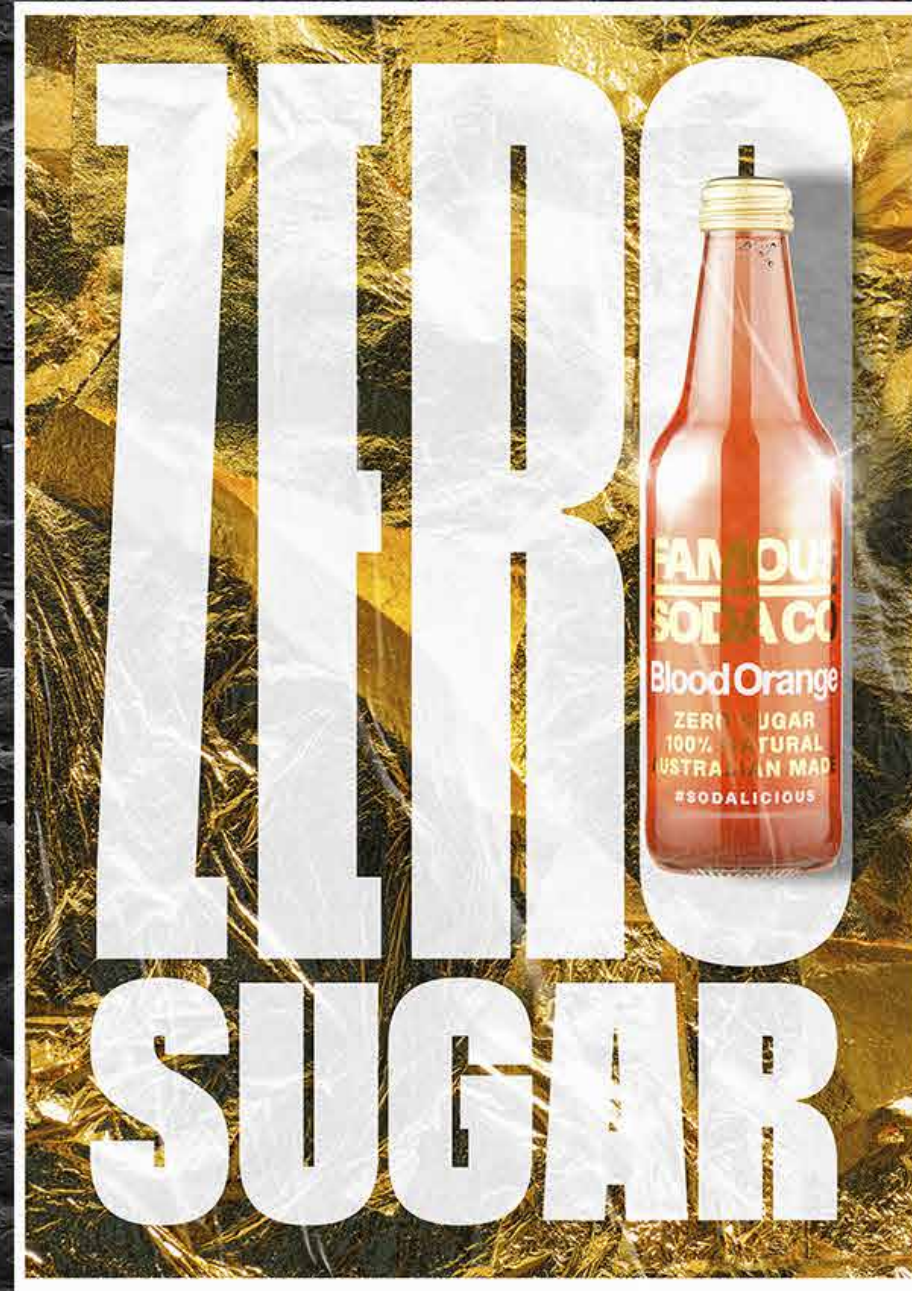
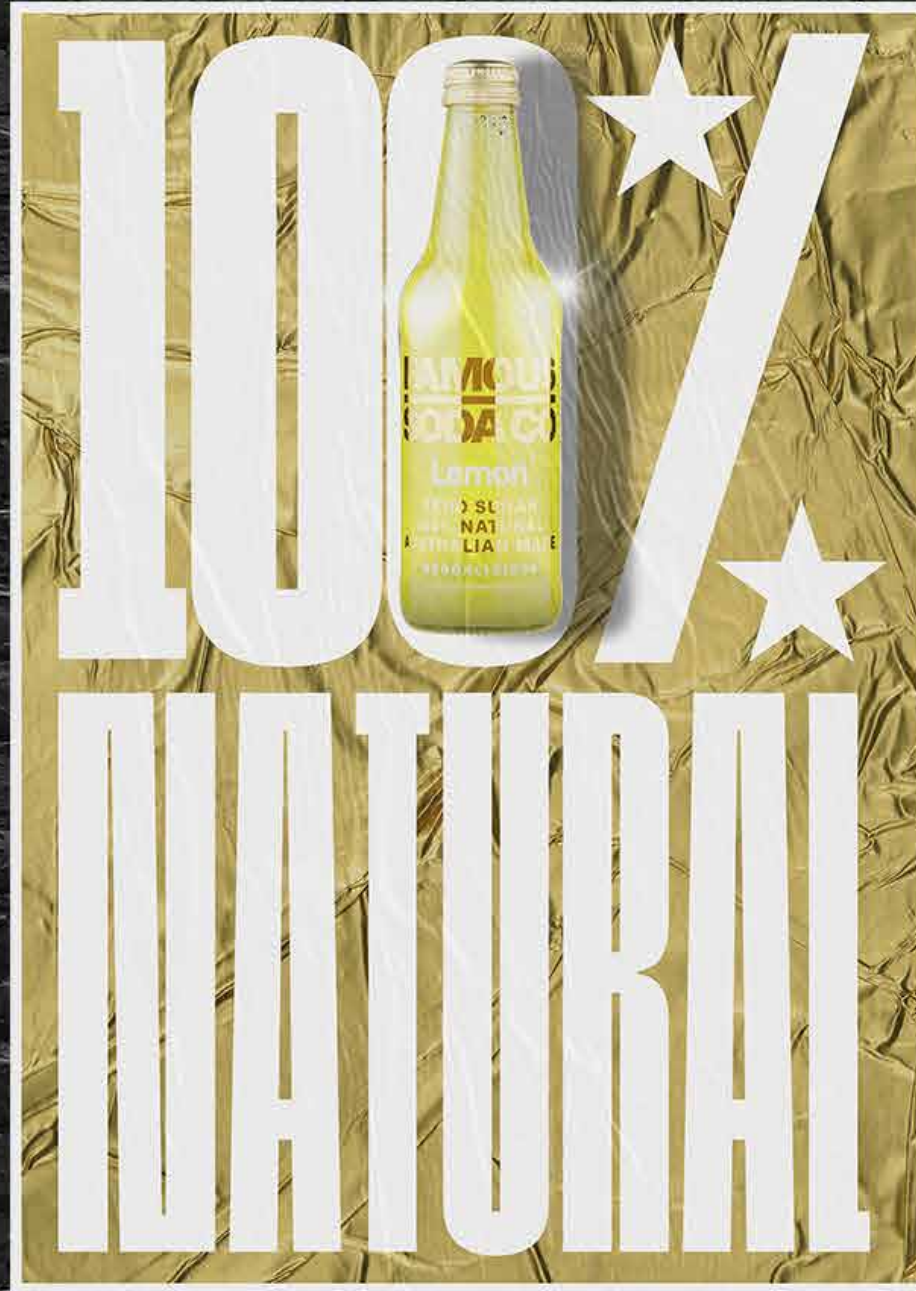
**Stevia**  
A sweetener and sugar substitute extracted from the leaves of a plant.

# BLOOD ORANGE

...you're wondering about our Famous Blood Orange Soda, that ruby red blush and...  
...that immediately transports you to the southern Italian island of Sicily  
...where blood oranges still grow on the fertile slopes of Mount Etna.  
...won't reason enough to crack open a bottle then the enticing ruby red colour  
...with a distinctive berry like taste will have you begging for more.  
...gives a cheeky shot of Vodka and you have one very delicious Sugar and Carb Free  
...Cocktail, one for the girls!  
...we'll ask, 'how do you get that flavour with Zero Sugar?' and we will answer  
...that's why we're Famous"



# POSTERS





FAMOUS SODA CO PRESENTS

# FAMOUS SODA CO

ON SALE NOW

FEATURING FLAVOURS FROM **BLOOD ORANGE** ALSO  
INCLUDING **GINGER BEER** AND **LEMON SODA**

NO SUGAR



MADE IN AUSTRALIA



NATURAL

8	ONLY 8 CALORIES
	#SODALICIOUS

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