

Press release

Launch of the extravagant returnable glass bottle: the unique new Oriental look for haji water and haji cola

Both trend-setters from Hamburg will be available in 0.25l glass bottles – ideal for the catering industry and the hotel business.

Hamburg, September 2010 – haji water and haji cola, the two trend-setting drinks launched last year, have been given a new look, an extravagantly elegant 0.25l returnable bottle designed for use in the national market and perfect for the catering industry and the hotel business which has already won the Red Dot Design Award 2010. Until now, haji water, the pure mineral water from the Rhön, and its caffeinated cousin haji cola, sweetened with natural fructose and date syrup, have only been available in 0.5l and 1.5l PET bottles.

Besides the new bottles, there's also a sparkling new member of the family: haji water classic, carbonated with CO₂.

Some of the biggest names in the beverage industry have been involved in producing the new bottles. Thüringer Behälterglas GmbH in Schleusingen, one of the most modern glassworks in Europe, manufactured the bottles in embossed, clear white glass. The finishing touches, the haji water and cola logos, were added in an elaborate ceramic screen-printing process by DECO-GLAS GmbH in Montabaur. As hitherto, filling is undertaken by Mineralbrunnen RhönSprudel Egon Schindel GmbH, a powerful partner for this ambitious project.



reddot design award
winner 2010



reddot design award
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Klaus P. Ohlenforst, one of Germany's leading food photographers, supplied the imagery for the elegant new design.

Initially, the beverages will be distributed nationally by the renowned Bauer Fruchtsaft GmbH, which has offices in Weinstadt-Großheppach and Bad Liebenwerda. Coupled with its distribution network, Bauer's competence in the catering industry, innovation, product quality and experienced staff make it an ideal partner for haji.

Discussions regarding international distribution for our products are ongoing.

Interested catering companies and retailers should please go to www.haji.com for further details about haji products.

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About haji

About haji GmbH

The Hamburg-based haji GmbH distributes both hajj cola and haji water under the slogan “It’s your choice”. The internationally registered haji trademark will soon revolutionise the drinks market under the guidance of two experienced and innovative businessmen – Gregor vom Endt and Ali Eghbal. Along with selected, high-quality ingredients – especially in the case of haji cola – it is the philosophy behind the products that makes them unique. This is underlined by the extravagant look of the new returnable glass bottle which has been honoured with the Red Dot Design Award 2010. Top-flight partner for the ambitious project is the MineralBrunnen RhönSprudel Egon Schindel GmbH, a member of the RhönSprudel Group and in the top ten of more than 220 mineral water springs in Germany. And Bauer Fruchtsaft GmbH, a company with more than 80 years’ experience in the beverage business, is responsible for distributing haji products nationally. For further information, visit www.haji.com

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