

SUMOL[®]

2019



LOOK
UP
OPENS
ORG

SUNNY OPTIMISM

FUN

CONTRASTS

BRIGHT &
VIBRANT

DYNAMIC

SOCIALLY ACTIVE

BEACH &
URBAN

SIMPLY FRUITY

INCLUSIVE

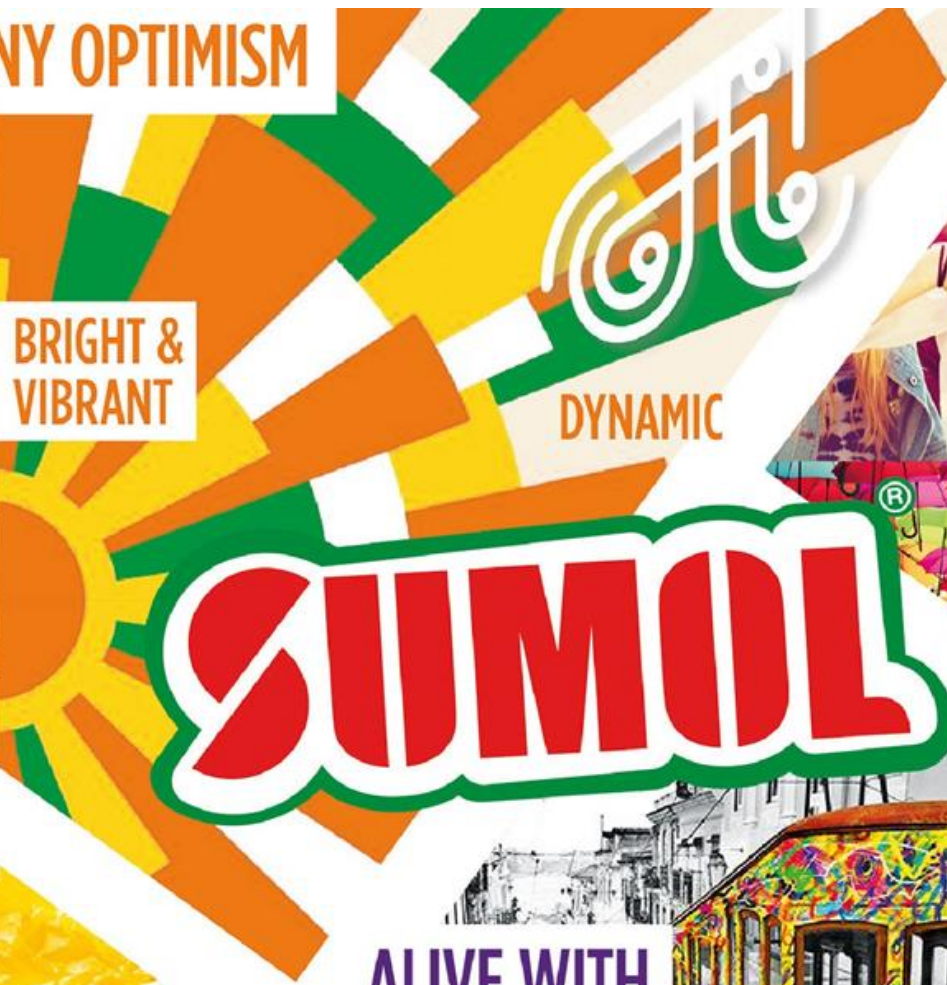
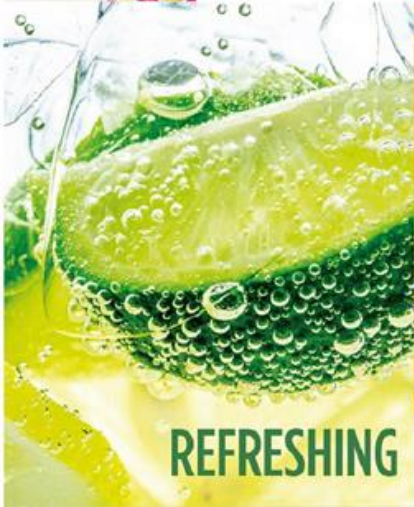
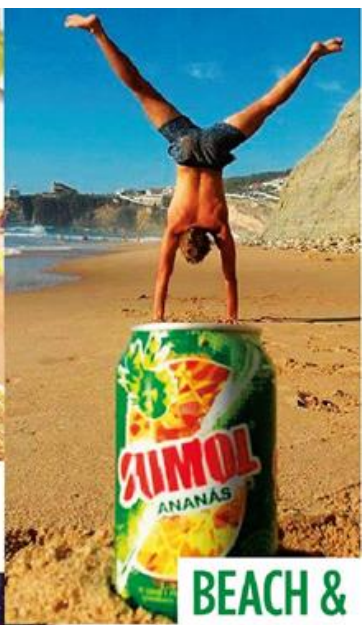
ALIVE WITH
CREATIVITY

HONEST

REFRESHING

PORTUGAL

SELF EXPRESSION





A UNIQUE PLEASURE TO ENJOY



BEVERAGE WITH REAL FRUIT JUICE
AND PULP



AUTHENTIC FLAVOUR – The same
flavour and know-how since 1954



SLIGHTLY SPARKLING



REFRESHING FLAVOR



EASY TO DRINK





NEW IMAGE

SLEEK can 33CL



PET 1,5L



NEW IMAGE



> **FRUIT ILLUSTRATION**
geometric and
graphic to better
transmit youth and
freshness



> **TYPEFACE**
Modern and
young



BUBBLES <
Code for
refreshing
beverages







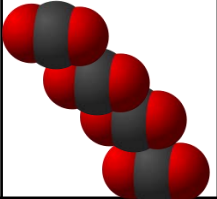
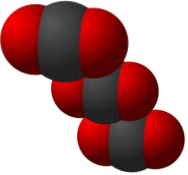
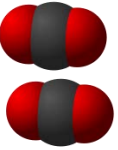
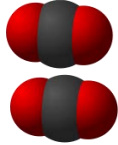
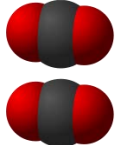
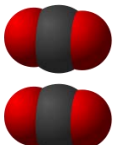


STRONG COLOURS
To be vibrant



THE PERFECT DRINK



						
% juice/pulp	0%	0-12%	12%	10%	8%	6%
CO2						

“Not too intense,
not too sweet,
not too carbonated.

JUST RIGHT.”





PACKAGING



Validity
Can 0,33L
12 months

PET 0,5L
8 months

PET 1,5L
10 months

Note that the validities are for everyf lavour



THANK YOU!



SUMOL