

decoding drinks
crafting desire

symrise beverages 

Citrelicious

PURE HYDRATION WITHOUT ANY CALORIES & SUGAR

People who are conscious about their health often drink only water, with or without carbonation. This means forgoing taste – which isn't always an easy decision. But soft drinks as well as some types of flavored water often have an excessively high sugar content, which causes weight gain. And sometimes they taste just a little bit too artificial or uninteresting. We have identified a refreshing natural alternative. Natural flavors or pure fruit extracts give drinks a delightful fresh note – without any calories.

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FIE'17 CONCEPT
Non-Alc. Beverages



Let's get in touch

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