



OUR 2016 RANGE

The  
**BETTER  
DRINKS**  
Co.

FILL YOUR FRIDGE WITH THE BETTER STUFF!



WELCOME TO THE BETTER DRINKS CO.

IT MIGHT BE A NAME BUT IT IS ALSO

A PROMISE. OUR NAME INSTANTLY PUTS PRESSURE ON US TO BE BETTER AND GIVES US SOMETHING TO LIVE

UP TO. IT FORCES US TO LOOK AT EVERYTHING WE DO

AND DO IT BETTER. IT MEANS WE AIM TO PROVIDE A BETTER RANGE

AND GIVE EVERYONE A BETTER CHOICE, WHENEVER THEY ARE THIRSTY, WHEREVER THEY ARE AND

WHATEVER THEY ARE DOING. WE LIVE OR DIE ON THE TASTE, THE QUALITY AND THE

MOMENTS OUR PRODUCTS DELIVER. SO WE AIM TO MAKE SURE OUR PRODUCTS ARE

ALWAYS BETTER THAN THE REST. IN SHORT IT MEANS BEING BETTER AT EVERYTHING WE

DO BECAUSE THAT'S WHAT A BETTER COMPANY DOES.

WWW.BETTERDRINKS.CO.NZ



# OUR BRANDS



CHARLIE'S WAS CREATED BY 3 GOOD MATES BACK IN 1999 WITH THE SIMPLE PROMISE OF MAKING BETTER DRINKS BY ALWAYS USING REAL INGREDIENTS AND NEVER USING JUICE CONCENTRATES. THIS PHILOSOPHY REMAINS TRUE TO THIS DAY! JUST THE GOOD STUFF!



REFRESHINGLY REAL,  
NATURALLY BREWED



SINCE 1986 PHOENIX ORGANIC HAVE BEEN DOING WHAT COMES NATURALLY—CRAFTING DELICIOUS DRINKS USING ONLY THE BEST ORGANIC INGREDIENTS.



TO CONTINUE THE 5000 YEAR OLD TEA TRADITION. A COMPANY FOR THE 21ST CENTURY AND BEYOND.



MADE IN NZ USING THE HIGHEST QUALITY INGREDIENTS — WITH THE CONVENIENCE OF SIX MONTHS SHELF LIFE.



Ti TONICS ARE LOW SUGAR, HIGH ANTIOXIDANT, NATURAL HEALTH TONICS...JUST WHAT THE DOCTOR ORDERED!

NEW ZEALAND  
**PHOENIX**  
*Organic*

CREATED WITH *Love*

We are the organic originals pioneering the first ever range of organic goodness 30 years ago, when three friends set out to make natural, organic drinks with a splash of soul. We have seen many things come and go, but we aren't a herd of bearded hipsters. We rather lead than follow and our confidence comes from being the originals. We've spent the last three decades crafting better ways to do things, without cutting corners. Now and again we pop our head up to see what fads are making a guest appearance then we get back to perfecting our craft. We'll stay refreshingly real for another 30 years.

*Organic* FRUIT JUICES 



Organic fruit juices with no added sugar, no artificial flavours or preservatives and no GE ingredients.

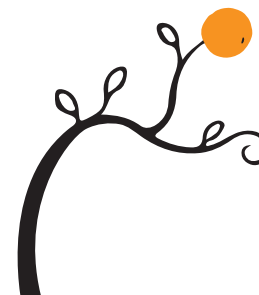
275ml bottles available in Orange & Mango; Apple & Feijoa; Apple & Guava; Mango & Passion; Peach & Raspberry; Apple; Blackcurrant; Apple & Pear; Beetroot & Ginger.

*Organic* SPARKLING INFUSED WATERS 



Sparkling water, infused with fruit juice. No GE ingredients or added sugar (Less than half the calories of leading soft drinks).

290ml bottles available in Cranberry, Lime & Apple; Watermelon, Limeflower & Apple; Ginger, Lemongrass & Apple; Feijoa, Lemon & Apple; Apple & Lemon.



# Organic SODAS



All of our sodas are made from organic ingredients and have sugar levels below 10%, we also have a new Zero Sugar Cola offering. Our traditional Cola is caffeine free and made with real Kola Nuts, and our Ginger Beer is batch brewed over 4 days.

330ml bottles available in Cola; Zero Sugar Cola; Lemonade; Ginger Beer; Lemon, Lime & Bitters; Orange Fizz; Raspberry Fizz.

Organic Cola and Ginger Beer also available in 4 pack cluster.

# Artesian SPARKLING WATER

Pure, light, sparkling mineral water that cleanses the palate. Artesian water which surfaces from one of New Zealand's deepest aquifers at the Otakiri Springs.

300ml & 750ml Bottles.



# Good ENERGY

An organic energy drink without the nasties. Natural caffeine from green coffee beans, natural guarana extract and made with real pomegranate juice.

250ml Bottle.



# Hot BEVERAGES

Chai - we batch brew tea and freshly ground spices to create Chai concentrate. An easy solution for all baristas.

Lemon Toddy - fresh lemon, honey and ginger concentrate which creates a delicious winter warmer.

500ml Bottle available in Chai; Lemon Toddy.



PhoenixDrinks

[www.phoenixorganics.co.nz](http://www.phoenixorganics.co.nz)





# HONEST FIZZ

With 30% less sugar than leading full sugar soft drinks, Honest Fizz is made from real fruit juice and sweetened using natural stevia\*.

350ml cans available in Lemonade; Orange Mango; Raspberry; Feijoa.



WE ARE BUILT AROUND BEING HONEST AND INNOVATIVE IN ALL WE DO AND SAY, CALLING THINGS AS THEY ARE AND CHALLENGING THE STATUS QUO FOR THE BETTER. WE WERE BORN BACK IN 1999 WITH THE PROMISE OF MAKING HONEST BEVERAGES WITHOUT THE USE OF JUICE CONCENTRATES. THIS

PHILOSOPHY REMAINS TRUE TO THIS DAY. OUR RANGE OF PRODUCTS ALL HAVE 12 MONTHS SHELF LIFE, WITHOUT THE USE OF ARTIFICIAL INGREDIENTS, PRESERVATIVES OR CONCENTRATES... EVER!

OUR CHARLIE'S FAMILY HAS GROWN AS WE SEEK TO OFFER PEOPLE BETTER OPTIONS – WHATEVER THEIR DRINK OF CHOICE & NOW INCLUDES JUICE, SMOOTHIES, FIZZ, WATER, CHARLIE'S KIDS

JUICE DRINKS AND COCONUT WATER. WE HAVE ALSO PIONEERED NEW CATEGORIES WITH OUR FAMOUS QUENCHERS AND COCONUT COOLERS. WATCH THIS SPACE ...WE HAVEN'T FINISHED YET!!

# STRAIGHT UP COLA

We've had a crack at making a better cola – using natural stuff like real Kola Nuts and Malt. As an added bonus it's lower in sugar too\*\*.

350ml cans available



# FRUIT FIX SMOOTHIES

No dairy, no gluten, no added sugar, no preservatives, no concentrate (ever)

– it's just the good stuff!

With 2 servings of fruit squashed in a 300ml bottle.

300ml & 1L bottles available in Spirulina; Mango & Coconut; Berry & Acai; Kiwi, Aloe & Kale.



# HONEST JUICES

Top notch Fruit Juices made without concentrate, added preservatives or added cane sugar. Our OJ is made from Valencia Oranges with a little Vitamin C added.

Orange available in 300ml, 500ml and 2L.  
Apple available in 300ml.



\*Honest Fizz sparkling fruit drinks contain less sugar than leading full sugar soft drinks.  
\*\*This cola contains less sugar than leading full sugar soft drinks.

# OLD Fashioned QUENCHERS

Our Quenchers are a classic blend of not from concentrate fruit juices, natural cane sugar and water, creating a simple and refreshing thirst quencher.

500ml & 1.5L bottles available in Mango Orange; Lemonade; Raspberry Lemonade; White Peach & Passionfruit; Limeade (only available in 500ml).



# HONEST WATER

Our eco bottle is made from plants not oil and bottled at source with NZ Spring water. We guarantee this bottle contains no Bisphenol A (BPA). 650ml bottle.



# JUICE DRINKS

For Kids

A 50/50 blend of not from concentrate Juice and Pure Water. Perfect for younger taste buds containing 100% of their Vitamin C RDI. Lunchbox friendly, with no added sugar, artificial colours or preservatives.

200ml pouches available in Orange Juice; Apple Juice; Blackcurrant & Apple Juice.



# SPRING WATER

Value spring water (bottle made from 100% recycled materials). 600ml bottle.



# HONEST COCONUT WATER

100% pure coconut water, with no added sugar and not from concentrate. Our coconut water contains essential electrolytes and is gluten free.

330ml carton.



# COCONUT Coolers

Our Coconut Coolers are a natural blend of real fruit juice (no concentrate here), pure water, a bit of cane sugar and a dash of coconut water. Lower in sugar than regular Charlie's Juice.

500ml & 1.5L bottles available in Mango & Peach Passion; Raspberry & Pomegranate.







Made in New Zealand using the highest quality ingredients - with the convenience of six months shelf life.



Refreshingly real, naturally brewed.

500ml bottle available in Peach; Lemon.



# Ti

TONICS™

Ti Tonics are low sugar, high antioxidant, natural health tonics ...Just what the doctor ordered.

350ml bottle available in Blueberry; Mango; Nectarine; Pomegranate.



A range of premium quality bag tea. Including black teas, green tea and herbal tea.

All available in 30 x bags.



Earl Grey    English Breakfast    Premium Green    Jasmine Blossom    Chamomile    Lemon Ginger    Peppermint    Wild Raspberry