

CO₂Sustain®

**Dispensed drinks
are better with
more fizz.**

The dispense market is growing...

The soft drinks dispense market is surging forward at an astounding **3.85%** annual growth rate, projected to hit a value of \$85.22 billion by 2026. North America, the iconic birthplace of carbonated soft drinks, accounts for 32% of this expansion.



\$85.22bn by 2026

A Sustainable Option

Leading beverage manufacturers are embracing post mix dispense systems, recognising their exceptional environmental advantages and their pivotal role in achieving sustainability goals. These systems offer a multitude of environmental benefits, creating a positive brand perception and satisfying consumers' desire to reduce their own carbon footprint.

Reduce Your Carbon Footprint

Post mix dispense empowers carbonated soft drink (CSD) manufacturers to significantly reduce their carbon footprint. Bottles and cans which are mostly composed of 85-90% water, become an unnecessary burden when transporting ready-mixed drinks. This process uses massive amounts of fossil fuels and releases substantial emissions. By utilising the innovative post mix bag-in-a-box (BIB) solution, related CO₂ emissions can be slashed by up to 7%¹.

Furthermore, the reduced need for packaging translates to a substantial decrease in plastic usage. Vimto Out of Home reveals that using one post mix BIB saves a remarkable 3.1kg of plastic compared to serving an equivalent number of bottles².

Enhance Efficiency

Bid farewell to the days of staff lugging heavy drink cases around. Post mix dispense liberates staff, providing them with a more efficient workspace and freeing up valuable fridge space. Just one BIB is equivalent to a staggering 164 bottles or cans³ — imagine the fridge space you'll regain! The reduction in fridge numbers can even lead to energy savings.

Overall, staff will save time, costs will be minimised, and waste will be drastically reduced. BIB products generate a mere 0.4% waste compared to glass bottles⁴.



Say hello to
CO₂Sustain[®]



You bring the drink, we'll handle the fizz.

By incorporating CO₂Sustain into your post mix dispense system, you guarantee a premium drink experience for your consumers. Our innovative solution ensures that dispensed drinks stay fizzier for longer, matching the fizziness found in cans or bottles. Drinks can be served 74% faster which is a massive bonus in busy service environments

The Benefits of using CO₂Sustain

You want your consumers to have the best drink experience each time they open one of your drinks. CO₂Sustain offers a really simple way to enhance this experience by making:



Drinks are fizzier for longer for a more enjoyable drink



Dispensed drinks are served 74% faster



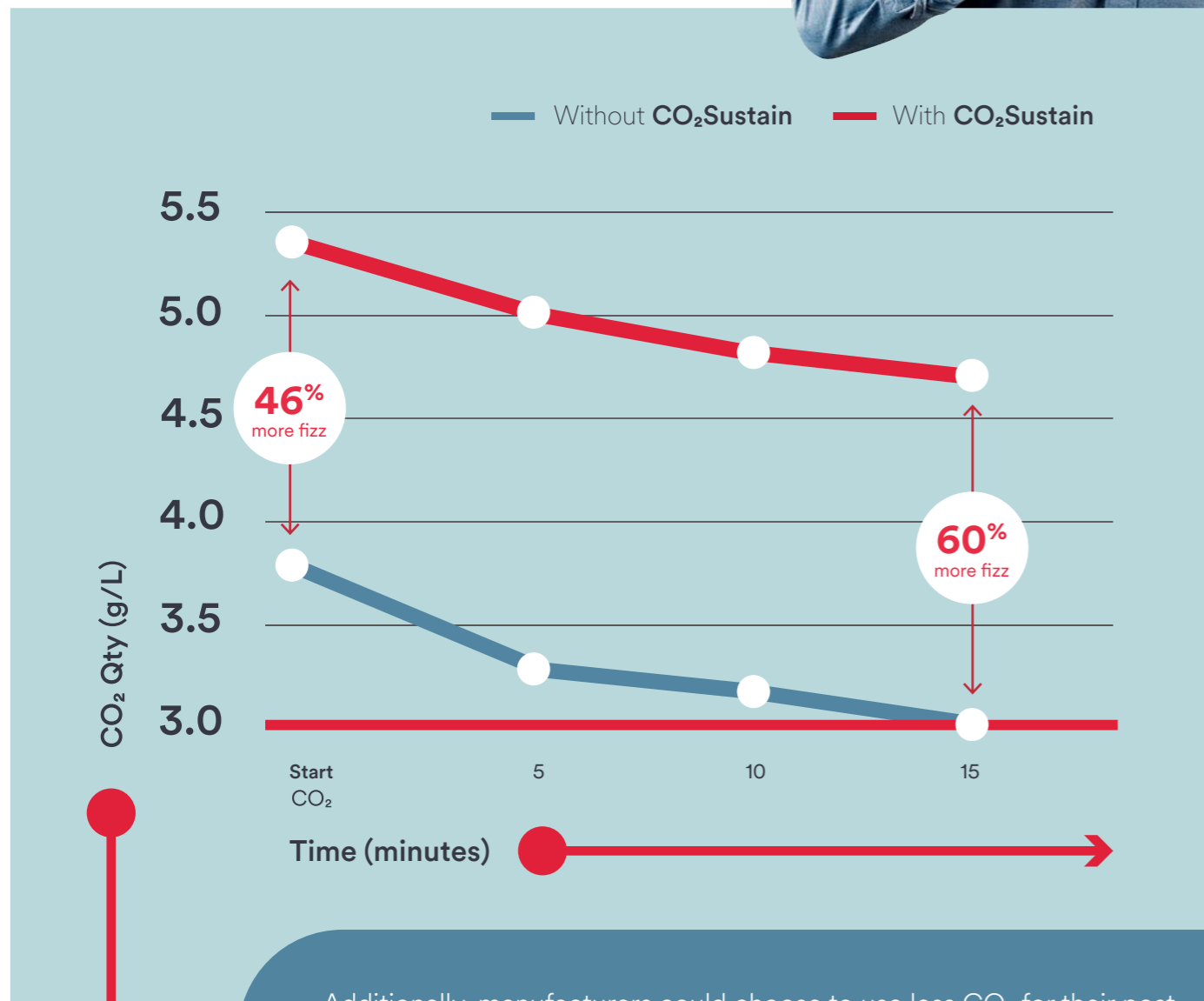
Happy consumers are more loyal to your brand



Increase market share with a superior product

Let's talk numbers...

A sensory panel of ten unanimously agreed that drinks with CO₂Sustain (without ice) were fizzier than a blank sample, maintaining the fizziness over a 15-minute drinking period (see graph below). When ice was added, eight out of ten panel members unequivocally chose the CO₂Sustain sample as fizzier, and again, fizzy throughout the 15-minute duration.

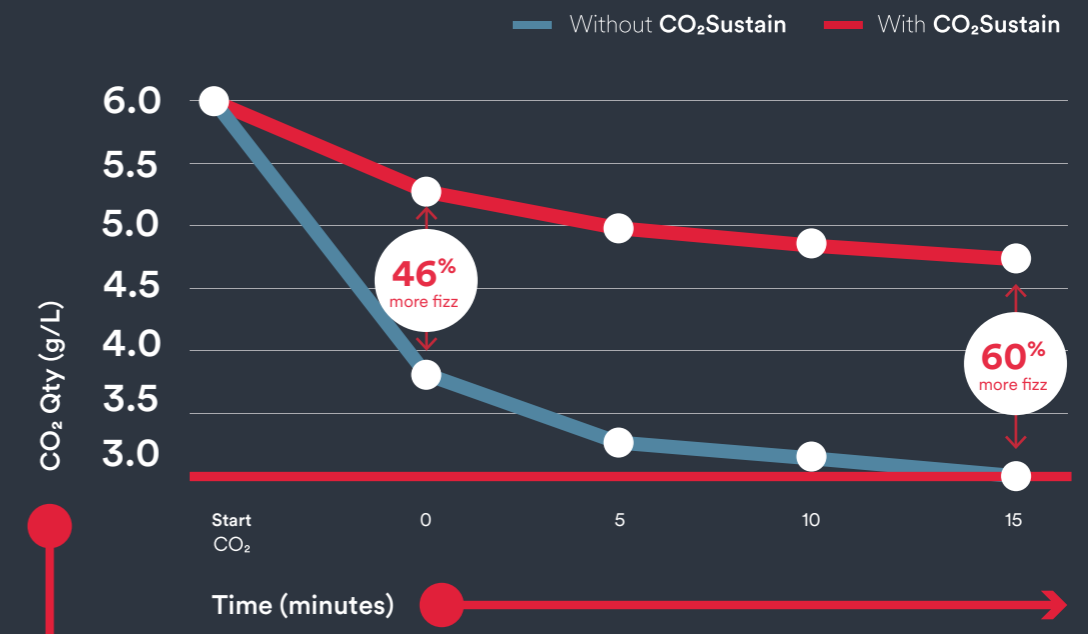


Additionally, manufacturers could choose to use less CO₂ for their post mix dispense systems and still preserve the perception of fizziness, making valuable CO₂ resources go further.

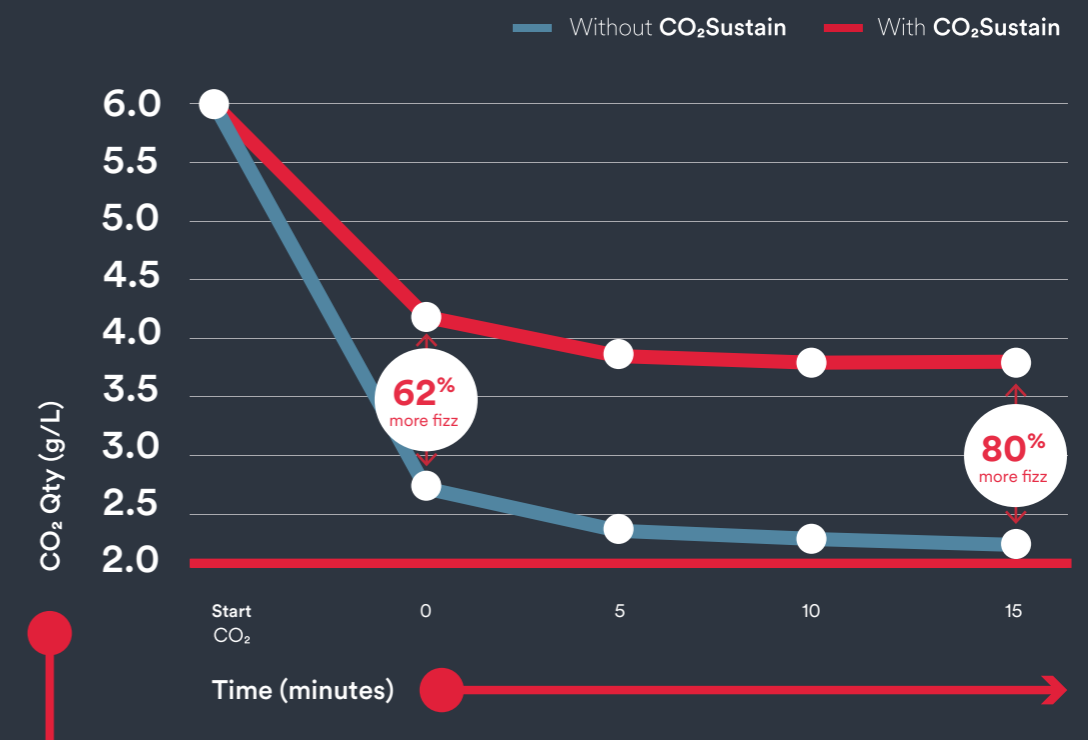
Retain Carbonation, Amplify Satisfaction

The unique mixing process of dispensed drinks often leads to rapid carbonation loss. However, with CO₂Sustain, a striking 1.7gms of CO₂ is retained over a 15-minute period, as depicted in the accompanying graphs. In the example where ice has been added. An 80.95% increase in CO₂ retention has been achieved.

Diet Cola CO₂ Retention After Dispense (No Ice)



Diet Cola CO₂ Retention After Dispense (With Ice Cubes)

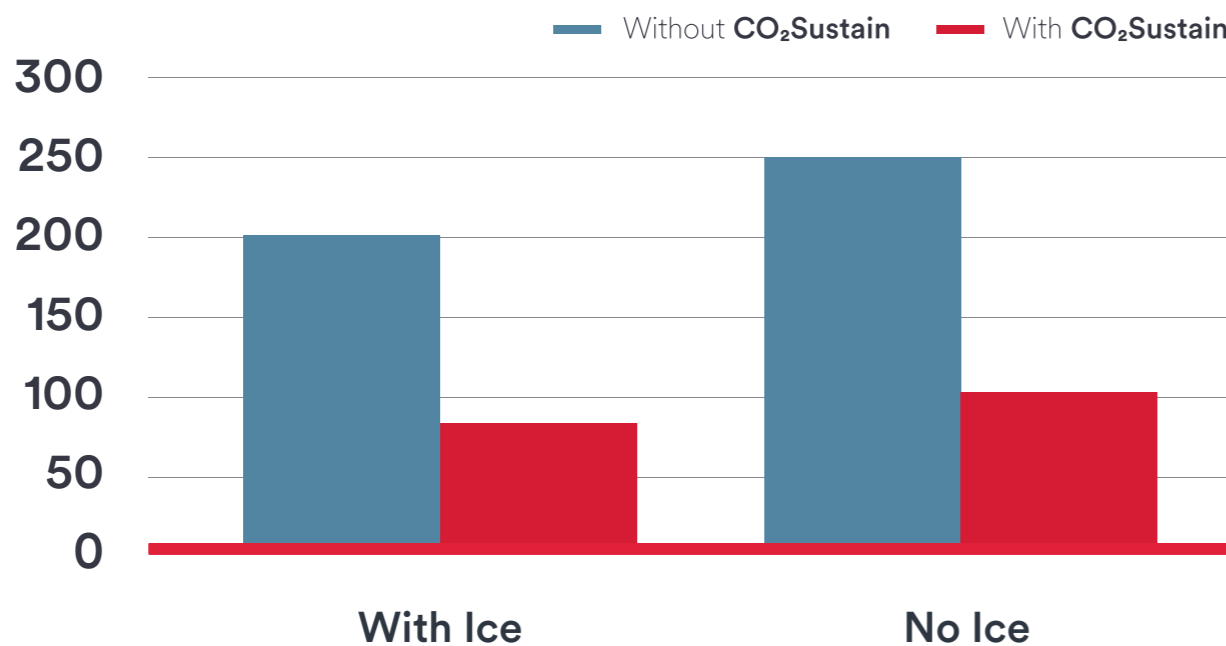


Minimal Foam, Maximum Efficiency



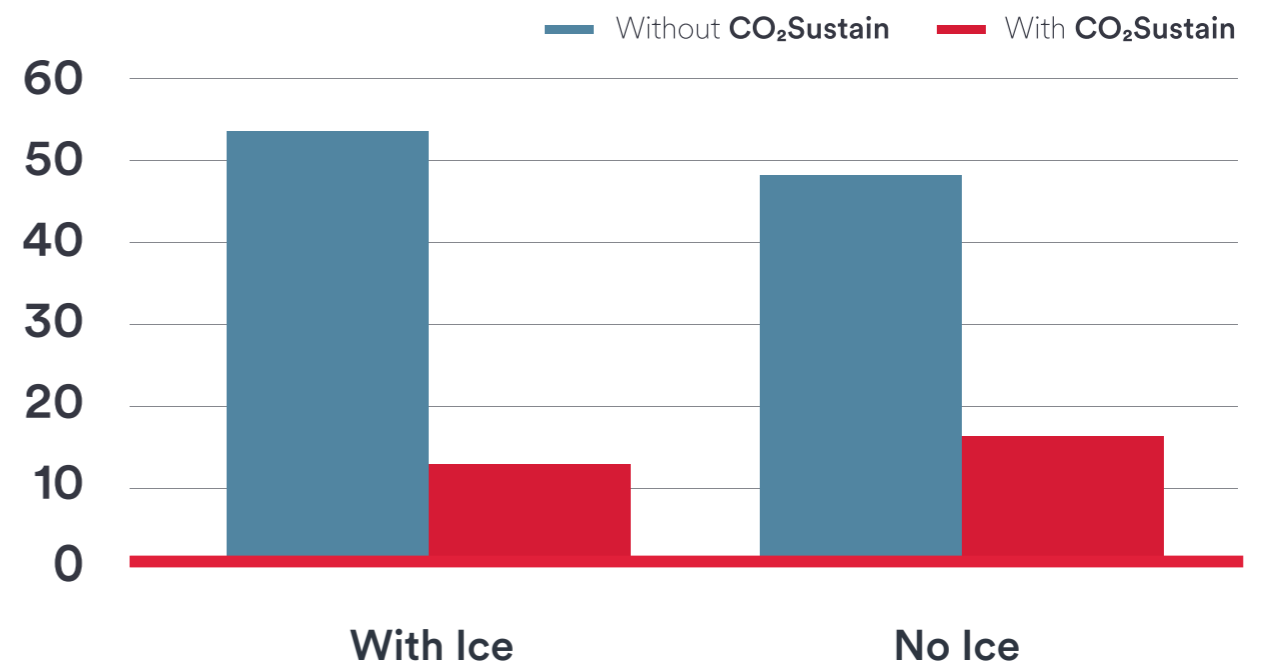
Diet Cola Foam Height Upon Dispense (No Ice)

Say goodbye to excessive foam during pouring, regardless of whether ice is added to the drink or not. Our recent studies reveal a remarkable 60% reduction in foam.



Diet Cola Dispense Filling Speed (With Ice Cubes)

In bustling service environments where speed is of the essence, manufacturers and food service outlets will be thrilled to witness a staggering 74% increase in filling speed simply by adding our liquid additive. The speed is the same whether ice has been added or not.





CO₂Sustain, the missing ingredient from dispense mix

We think our bubbles are the best; so why not try them for yourself?

CO₂Sustain can revolutionise your post mix beverage business, by using a simple liquid additive you create extraordinary improvements to give you a clear competitive advantage in the marketplace. Your consumers will enjoy the same quality drink experience whether from their drink comes in a can, bottle, from a self-service dispense unit in a restaurant or a dispense gun in a bar.

You can visit our website for more information or contact us to arrange a trial of adding CO₂Sustain to your bag in a box concentrates. We'll work our magic and share our clever chemists' findings and recommendations.

Please contact us at:

Email: info@co2sustain.com **Phone:** +44 (0) 113 205 0971

Endnotes

- 1 <https://simpsonsbeverages.com/insights/blog/what-are-the-advantages-of-serving-post-mix-drinks/>
- 2 <https://vimtooutofhome.co.uk/post-mix>
- 3 <https://vimtooutofhome.co.uk/news/the-soft-sell-give-customers-what-they-crave-this-christmas/>
- 4 <https://vimtooutofhome.co.uk/post-mix>

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