



# Chill Out

Stay vibrant. Stay social!



In Europe, where over 40% of consumers frequently experience fatigue, energy remains a top concern.<sup>1</sup> As energy drinks evolve from nighttime pick-me-ups to all-day companions, consumers are seeking drinks that provide sustained energy for social occasions and wellness goals. With increasing competition in the market, innovation is key, offering enhanced functionality, new moments of consumption and new formats to meet these demands.



Download the leaflet

<sup>1</sup> dsm-firmenich – Global Health Concern Report, 2023

# Chill Out

Chill Out has been inspired by Hugo Spritz cocktail, perfect for any social occasion and designed to fit the social vibe. Then, we enrich it with lemon balm and ginseng, creating a caffeine-free, low-sugar drink that keeps you energized and refreshed—without the jitters. Ideal for socializers who thrive day and night, it's the perfect companion to stay in the moment, no matter the occasion.



## Target audience

Perfect for socializers who thrive day and night.

## Benefits

- Contains Lemon balm and Ginseng
- Magnesium contributes to a reduction of tiredness and fatigue and to normal psychological function
- Vitamins B3, B5, B6 contribute to normal energy-yielding metabolism
- Vitamin B5 contributes to normal mental performance
- Low in sugars
- Caffeine free

## Ingredients list

Water, sugar, acidifier: citric acid, natural flavors, sweetener: steviol glycosides from stevia, preservative: potassium sorbate, ginseng extract, lemon balm extract, vitamins B3, B5 & B6.

## Nutrition facts per 100 mL

			EU-NRV
Energy	10 Kcal	Vitamin B3	6%
Proteins	0 g	Vitamin B5	6%
Fat	0 g	Vitamin B6	6%
Sugars	2 g	Magnesium	6%
Sodium	0 g		

## dsm-firmenich solutions

- ✓ Let's discover or re-discover a refreshing Chill Out drink inspired by the trendy "Hugo Spritz" cocktail
- ✓ **Novasense® Alcohol Sensation** is designed to provide a credible alcohol perception, authentically replicating and enhancing alcohol by addressing key sensations in no-low FABs, spirits and soft drinks
- ✓ **TastePRINT®** is a sweetening solution from natural origin that enables deep sugar reduction or complete sugar removal
- ✓ **Socialize premix** added to your drink is a blend of vitamins B3, B5, B6 and magnesium as well as lemon balm & ginseng extracts

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