



Klosterquell-Fruchtsaftlimonadenerzeugung  
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### The Company

Klosterquell Hofer GmbH is a very successful and innovative company. We had a vision more than 35 years ago, which we realized in the form of a 200 ml PE beverage bottle. The combination of **best, natural spring-water from Austria with fruit juice, packed in a bottle, full of joy. Twist and Drink was born.**

Today, Klosterquell Hofer GmbH delivers **more than 15 countries worldwide** with this success story.



### Production

**Twist and Drink** is manufactured from **natural fruit juice** concentrate, sugar, citric acid and **fresh springwater**, which is then pasteurised and subsequently supplied to the filling machine. The Twist and Drink bottle is **shaped, filled and finally sealed in only one operating cycle** in the specially designed filling system.

The **unbreakable** Twist and Drink bottle is then labelled and packed in corrugated cardboard boxes, ready for storage or transport. Selection of the **best raw materials**, the **best mixture** and **careful processing** are the key factors that ensure the **high quality of our product.**

### Environment

Since its establishment in 1973, Klosterquell has always placed **great importance on the environment.** Embedded in a corridor full of green and woods sub-montaning the "Schneeberg" in Lower Austria, you cannot elude the proximity to nature and the **most important raw material – fresh water.**

The purity of **the fresh and crystal-clear spring water** is attributed to the attached spring protection area of the Schneeberg.

### Product Concept

The name itself – **Twist and Drink** reflects the **unique concept:** With a flick of the hand (turning), you can open the seal of the **light, unbreakable, colourful and compact 0.2 l polyethylene** packing and enjoy the **natural and refreshing fruit juice**, free from carbon dioxide, directly from the bottle.

**Children** in the age from 3 to 10 form the **main target group.** For many children, Twist and Drink is the **first bottled drink** that they can themselves open and drink.





