

# DISTINGUISHED BEAUTY. BEVERAGE INNOVATION FUNCTIONAL DRINK AWARDS.

**OCÓO, the young German innovator, wins three beverage Oscars in the USA.**

Washington, D. C., Spring 2011: the Hamburg-based start-up triumphs among global players. OCÓO was this year's big winner at the coveted BEVERAGE INNOVATION Functional Drink AWARDS. Three trophies were awarded to the young German company for its world-premiering beauty drink, OCÓO.

## Distinguished beauty.

OCÓO received three BEVERAGE INNOVATION Functional Drink AWARDS in the categories of "Best functional drink brand/business", "Best packaging" and "Best consumer campaign/marketing" to become the winner of this year's event. With over 150 top-notch entries from 26 countries, the BEVERAGE INNOVATION Functional Drink AWARD is better known as the "Oscars of the beverage industry" – the most important award of its kind. The award ceremony took place within the frame of the Global Beverage Summit 2011 in the dignified Ronald Reagan Building & International Trade Center near the White House.



## Exceptional – the OCÓO attitude towards life.

With four category nominations, OCÓO was the clear favorite of the evening. Its marketing and product concepts of "the most beautiful, most delicious revolution ever" beat the competition with one second-place and three first-place awards!

"OCÓO is more than a delicious, effective functional drink. It's a drinkable attitude towards life. Beautiful living in every bottle. A 'drinkable' message understood throughout the world", states the Hamburg-based company pure product GmbH. The company's three partners have been developing and producing OCÓO since the middle of 2010. "We are very happy to receive these awards, as they prove that a well-thought-out concept, a dynamic team and a wealth of enthusiasm create the perfect mix for an internationally understandable, convincing product – and a privately-financed newcomer can succeed among large, established companies," said Martin Speer (24), one of OCÓO's three founders, after the award ceremony, "These awards make us very proud and motivate us to continue pursuing our goal of making the world more beautiful and more delicious."

The “Best functional drink brand/business” award acknowledges that OCÓO has hit a nerve within a very competitive, global beverage landscape. No the 5,000th energy drink nor sweet soft drinks are in demand. Instead, natural, delicious and effective products that offer more than just an enjoyable drink experience – rather, a lifestyle – are the drinks of the moment.

“The unbelievable success of OCÓO at this year’s award confirms a trend. ‘Beauty from within’ is part of a stylish and healthy lifestyle. This award shows that a product can be both highly functional and hip,” explains Thomas Pfeuffer, of the Munich-based advertising agency Bloom Project, which created OCÓO’s brand image.

## About OCÓO.

**Beauty has never been so delicious.** OCÓO is the first fruity, delicious beauty drink for glowingly beautiful skin and hair. The effects are proven by over 80 international studies. Its individually developed active-ingredient complex combines leading scientific know-how with refreshing, fruity taste. The drink is made with the best natural, anti-oxidative ingredients: six red Power Berries (pomegranate, açai, aronia, cranberry, black current and red grape), green and white tea extracts and valuable vital substances (including biotin, zinc, selenium and copper). It is naturally free of preservatives, food coloring and added sugars. One bottle contains 50 calories.

OCÓO is run by a young, independent company: pure product GmbH of Hamburg. It all started with a question posed among friends: “Why can’t a cosmetic be drinkable?”. This led to three years of work with leading dermatologists and nutritionists and, ultimately, the delicious, drinkable beauty revolution that is OCÓO.

Also a recipient of the red dot design award, OCÓO is available at an increasing number of premium locations (Galeries Lafayette, Hotel Adlon, Vapiano restaurants, Käfer delicatessen, DesignHotels and more) as well as at [www.ocoo.de](http://www.ocoo.de)

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reddot design award  
winner 2010