



## Introducing the Flavour of Summer 2023: air up® launches new Silver Steel Bottle and Virgin Mojito aroma pod

Double-walled insulation keeps your water cool for up to 14 hours

- The bottle is aimed to inspire those 45% of Brits who only drink one glass of water a day to meet their hydration goals
- The latest innovation makes water exciting for the 30% of Brits who find water boring, and as such do not drink it
- The latest launch helps to further encourage the cultural shift of using refillable water bottles, the usage of which has increased by 200% in under a decade

Launching 27th June: New bottle offers sleek design and chilled thirst quenchers whilst harnessing air up®'s innovative science, adding scent-based-taste to water

**27th of June 2023:** [air up®](#) – the world's first drinking system that flavours tap water through scent alone – launches its new, silver stainless steel water bottle. The premium product - which has been available in black since last year - exudes freshness with its eye-catching design while keeping your water cool for up to 14 hours. The new refillable Silver Steel Bottle provides a unique way to help reach our recommended daily intake of water, rendering an array of flavours to plain water, with no sugar and zero calories. The bottle has been designed to captivate users to resemble the noble cocktail shaker, inspired by their timelessly elegant shape and high-quality steel feel.

To match the new Steel Bottle, air up® presents the new Virgin Mojito Pod, bringing the taste of tangy lime and fresh mint, perfect for warm summer days and balmy summer nights. It is reminiscent of a fruity and delicious non-alcoholic cocktail that, in combination with the Silver Steel Bottle, immediately awakens holiday feelings. The perfect summer drink – which is not just non-alcoholic but also healthy! With bursts of tangy lime and hints of fresh mint, enjoy over five litres of minty-fresh and citrusy plain water flavoured only through scent.





Improving personal health and that of the environment, Brits are quickly switching to reusable water bottles, shifting their hydration habits beyond the nature of using single-use plastic bottles. [Refill](#), the anti-disposables campaign has revealed that in under the space of a decade, the use of refillable water bottles in the UK has increased by 200%, with 60% of the nation using reusable water bottles. Despite this uptake, there is still a national deficit in the amounts of water Britain is consuming, with national research from air up® unveiling that 45% of Brits admit to only drinking one glass of water a day, with an additional 30% of Brits citing that they find water boring and as such, do not drink it often. To inspire those who struggle to reach their recommended daily intake of water, and encourage consumers to avoid purchasing single-use plastic bottles, air up®'s drinking system is a world first in drink technology, using retronasal smell adding flavour to plain water only through scent.

#### About air up®'s new Silver Steel Bottle

The innovative drinking system has double-walled insulation that can keep the contents of the bottle refreshingly cool for up to 14 hours. Like the Black version, the Silver Steel Bottle is available in two sizes, with a capacity of 480ml or 850ml. The Silver Steel bottle is compatible with more than 30 air up®'s aroma pods, which can all be purchased on air up®'s web store.

#### So how does air up® work?

air up® harnesses retronasal smell by infusing flavoured air into every sip of water from the bottle. The aromatised air molecules from the flavoured pods enter our olfactory center every time we drink and is perceived as taste when we exhale. In short, our brain thinks we are tasting cherry, lime or passionfruit, Cola or iced tea or the new Virgin Mojito, while we are only drinking plain water

#### What is retronasal smell?

A large part of our taste perception is influenced by what we smell. In order to taste, we not only need our tongue and tastebuds but also our olfactory receptors (sensory cells responsible for smell perception) located in the nose. The innovative system of air up® utilises this science of retronasal smelling. With every sip of water from the air up® drinking system, scent is absorbed through the ear, nose and throat. The olfactory receptors interpret this as taste, even with plain water.

#### Where can I buy one?

Launching on June 27th, air up®'s Silver Steel Bottle and Virgin Mojito flavour pod will be available on [air up®'s website](#). Similar to the Black Steel Bottle launched last year, the new bottle starts from £44.99 for the 480ml version, and £54.99 for the 850ml option. Additionally, the Virgin Mojito pods are available in a pack of three and priced at £6.99, flavouring up to 15 litres of water.

#### About air up®

air up® is the German company behind the world's first refillable scent-based drinking system that flavors water through scent alone. Since its launch in Europe in July 2019, air up® has raised more than EUR 60M over two funding rounds, and has grown into a company that operates in 11 countries including the U.S. The scale-up counts more than 300 employees all over the globe and enjoys a customer base of its innovative scent-based drinking system in the millions. The managing directors of air up GmbH include Christian Hauth (CEO), Jannis Koppitz (CEO), Magdalena Jüngst (CCO), Patric Fornasier (CTO), Simon Nüesch (CMO), and Tim Jäger (Chief of Research and Development).