

## Vicap brings new flavour to water

**Vicap Systems** from Switzerland claims that its new Vicap closure is 'technically unique'. It contains and releases liquid or powder within seconds to create sports drinks, near water, vitamin, health or energy drinks.

Vicap is designed to be convenient at any time at home, in the office, or during sports and leisure activities.

To use with either water or juice drinks simply push and

pull to release the additives and enjoy the drink of your choice. Water bottlers can offer last minute flavour on demand – opening up new business prospects for smaller water bottlers.

In 2005, René Wilhelm patented his invention and the intellectual property. All the patents, technologies and processes associated with Vicap belong to Vicap Systems, founded in October 2005 in Switzerland.

Vicap Systems helps companies in the bottled water industry to expand their product lines and generate growth.

Vicaps are produced and filled in partnership with internationally renowned companies. This guarantees top quality, compliance with food legislation and timely production processes.

The company works with **Haco**, for the development and packaging of liquid and powder based flavours and vitamins. The products are certified in compliance with food regulations and international recognition of the certification is guaranteed by the Global Food Safety Initiative (GFSI).

Instead of stocking soft drinks in store rooms, the company believes that tomorrow's offices will have Vicaps with various flavours next to their water

dispensers. Customers will choose their favourite Vicap, screw it onto the bottle they've just filled with water, push 'n' pull and enjoy the desired drink.

The Vicap was a recent finalist in the best new closure category, at the **beverage innovation awards** in Munich. ■

**beverage innovation** magazine Editor Claire Phoenix discusses the Vicap system at: [www.tinyurl.com/vicap](http://www.tinyurl.com/vicap)



## Twisting up the vending sector

**The Fiesta Group** launched a new product in 2009 – the Twist vending system

Fiesta Group, which acquired Acquajet in Spain in 2000 and Fonte Viva in Portugal in 2005, is now the fourth largest bottled water cooler distributor in Europe.

Twist aims to fill an important niche in delivery of convenience services to HOD businesses. It provides an onsite vending alternative

for employees who leave the office several times per day to buy a coffee or snack.

It is targeted specifically at small and medium size



businesses with less than 50 employees.

The company believes its Twist Nutri-Drinks will prove popular with distributors as they increase water consumption above 3.5 bottles per cooler each month. With revenues per cooler of just €35 per month, Twist Nutri-Drinks offer important gains from increased water consumption and new revenue from the sale of Twist flavoured health drinks.



The range features: Twist Smart, a peach flavoured brain and vision enhancing drink; Twist Energy, a taurine enriched energy drink; and Twist Vital, an apple flavoured anti-obesity drink. ■

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