



reddot design award  
winner 2010

it's your choice

**hajji**  
حَجِّي

# Discover a taste in harmony with nature



## haji cola

Healthy, natural,  
phosphor-free  
sweetness

With its fine Oriental ingredients and unmistakably fresh taste, haji cola is probably the most uncompromising drink of the future. haji cola reflects nature's delicious gifts. The unhealthy refined sugar of conventional colas is replaced with natural date syrup and fructose. Aromatic ingredients such as lime, orange, lemon, coriander, ginger, vanilla, nutmeg and cinnamon in combination with date syrup create a completely new taste sensation while a bit of caffeine ensures the classic cola buzz.

The basic ingredient in haji cola is natural mineral water from the Rhön Biosphere Reserve, not the industrially processed water normally found in soft drinks. Thanks to haji cola's many good ingredients, there is no need to include phosphoric acid, which has been shown to be harmful. haji cola is presumably the healthiest cola between the Orient and the Occident.

haji cola is available in the unique 0.25 l returnable glass bottle – later on as a light version as well.

*haji – it's your choice!*



## haji water

From spring  
to bottle

haji water comes from possibly the oldest spring in Germany. The bottler, Mineral-Brunnen RhönSprudel Egon Schindel, is active in the UNESCO Rhön Biosphere. haji water consists of 100% RhönSprudel spring water and was given the top rating of "very good" by Ökotest (Eco-Test) magazine in 2009. It meets the highest standards and is completely pure and natural.

On its long journey, Rhön water travels through some 800 metres of earth and stone layers which filters and cleans it and adds vital minerals and trace elements – all in keeping with the haji philosophy. With very low levels of sulphate, sodium and chloride and no nitrate or uranium, haji water is eminently suitable for use in preparing baby food.

haji water still and classic are available in the unique 0.25 l returnable glass bottle. The medium version will follow.

*haji – it's your choice!*

[www.haji.com](http://www.haji.com)

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