

## LIVE A SENSORY EXPERIENCE WITH “DRINKSLAB BY ICE”



ICE Water Management is really proud to present its new department **DRINKSLAB**. This department within the ICE Water Management organization is dedicated to the preparation of recipes *made in our laboratory in the French Alps*, according to its customers' needs and specifications.

ICE will be showcasing its **DRINKSLAB** during the new Gulfood Manufacturing edition. It will be an excellent opportunity for beverage producers to discover this sensory experience live at our booth. Our specialists will make you taste and discover a spectrum of waters recipes.

The recent market trends and demands are driving the markets towards a new segment of products with different kinds of beverages: detox drinks, drinks with less sugar, with no artificial flavours or colours, drinks with organic ingredients. Specially on market water, we see the emergence of protein water, vitamin water, alkaline water (with high pH), low or zero sodium water, caffeinated water and flavoured water.

ICE offers cost effective solutions by offering tailored, healthy, new alternatives to keep your brand a step ahead from market demands.

### ***DRINKSLAB TO REENGINEER WATER***

ICE creates and develops new beverages directly from its laboratory. Our experts incorporate carefully selected minerals into the water to improve the taste of the final product.

ICE's expertise involves producing a wide diversity of water recipes with superior taste and essential mineral properties. With **DRINKSLAB**, ICE experts accompany their customers in the development of their recipes that will differentiate their products and make them address the needs of their target market, and consciously supports its customers to preserve its top quality.

### ***ICE'S EXPERTISE AND SUPPORT***

- Analysing customer expectations
- Recipe creation/preparation
- Water processing design
- Quality control (water management)
- Prototyping (samples)

### ***ICE'S TECHNOLOGY: MINERAL INJECTION UNIT***

Mineral Injection Unit (MIU) technology is used to put back mineral salts into drinking water: among other ingredients, such as calcium, potassium, and magnesium...

The MI unit has been designed for adjusting the water composition automatically, aiming to secure that the required composition target set by customers and ICE's experts will be achieved at all times without any deviations from the original recipe.

**Visit us at hall 1 booth S1-C21**

## About us:

French Company set up in 1987, ICE Water Management is specialised in water management in the beverage industry. It offers turnkey projects ranging from well to filler inlet and CIP, including engineering study, equipment, installation, services, and audits. For the past 35 years, ICE Water Management has been engineering and commissioning hygienic water treatment systems for beverage industries worldwide (bottled water, soft drinks, etc...) and has developed tailor-made answers taking into account bottlers constraints and production goals.

**ICE Water Management is a partner of the biggest water and beverage brands and positions itself as an expert in quality and processes.**

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DRINKSLAB  
by ICE

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