

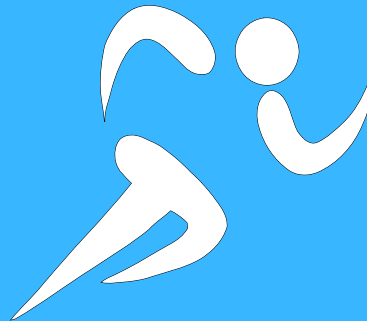
## Use Case 3: Beverage

Every day, billions of single-use plastic bottles are discarded after use. It is estimated that over 300 million tons of plastic are produced each year, and a significant portion of that is used for bottling beverages.

These bottles end up in landfills or oceans, taking hundreds of years to decompose and causing harm to the environment and wildlife



Moreover, the transportation of bottled beverages contributes to carbon emissions, adding to the global carbon footprint. Our solution addresses this issue by providing on-demand customized beverages that can be dispensed into refillable containers, reducing the need for single-use plastic bottles. People are encouraged to refill their bottles with their favorite mix and even share recipes with their friends and family, creating a culture of sustainable consumption practices.



## How it works?

The machine uses natural syrups, filtered water, vitamins, bubbles, and smoothie mixes to produce a wide range of options, making it a versatile and eco-friendly solution for the beverage industry.







## BEVERAGE CUSTOMIZATION

- Ability to provide the specific tastes and preferences of individual consumers, which can improve customer satisfaction;
- People buy now to drink now;
- Ability to adjust for allergy issues;



- Waste reduction; Reduce plastic;
- Ability to offer wide range of options, including various flavors, ingredients, and nutritional profiles;
- Ability to focus on different target groups (i.e.: detox mix, energizers, relax, skin care, gut relax, etc.);



This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement no 101136027. The sole responsibility for the content of this document lies with the author and in no way reflects the views of the European Union.

