

MoleCola Società Benefit



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Carbonated drinks / Certifications / Distribution channel / Fda /
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alcoholic Beverage / Organic / Shopping mall/GDO



> More about MoleCola Società Benefit

It is an all-Italian cola, born in Turin and called Molecola. Conceived in 2012 thanks to Francesco Bianco and Graziano Scaglia who rediscovered an ancient recipe from Piedmont at the end of the 19th century and arrived on the market in 2015, the first 100% Made in Italy cola has long since crossed national borders. Also sold abroad in countries such as the United States, Canada, Arab countries, France, Albania, Sweden, Finland, the brand Molecola has a turnover of 2 million euros, 40% of which comes from sales across borders.

With 2,000,000 bottles and 2,500,000 cans produced per year for a total of 1,500,000 liters that are differentiated into different types, Molecola is an Italian product, plastic free, fair trade and ethical.

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In addition to cans, Molecola is marketed exclusively in glass and is therefore plastic free. "From 2019 - explains Francesco Bianco, commercial director of Trinca, the company that created the brand - we have in fact eliminated plastic packaging in favor of glass packaging both for an attention to nature and because glass guarantees better and longer the flavor of the drink. Glass, in fact, is a chemically inert material, it doesn't release releases in contact with food and beverages, leaving unaltered the organoleptic characteristics, but - continues Bianco - it is also impermeable to external contaminants and guarantees maximum safety for the preservation of food and beverages, safeguarding health. Glass can also be 100% recycled an infinite number of times, allowing the containment of greenhouse gas emissions (CO2), energy saving and reduction in the use of virgin raw materials of an extractive nature. And that is why under the label that wraps the 75 cl glass bottles - he continues - the word water has been placed because we want to encourage the creative reuse of bottles, but also the fact that people consciously drink our product. Our concept is very clear: let's quench our thirst with water and enjoy drinking Molecola through a consumption that is not immoderate, but dedicated to the pleasant moments of our lives". In the glass versions, Molecola is made using exclusively natural mineral water from the Piedmont Maritime Alps and we are working to ensure that cans can also be produced with this recipe".

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