

Press release

Welldrinks France inaugurates its first production in France of Qwell, functional collagen drinks

We are delighted to announce the launch of French production of *Qwell*, our revolutionary range of collagen drinks, enriched with essential vitamins and nutrients. This milestone marks a significant step forward in the functional drinks sector and demonstrates our commitment to excellence and innovation.

Qwell: Innovation for well-being

Discover *Qwell*, the innovative, science-based brand of collagen drinks dedicated to improve the wellbeing of our consumers. *Qwell* are delicious, sugar-free and preservative-free collagen drinks, packed with essential vitamins and nutrients, ensuring a healthy, convenient option for everyone.

In addition to existing products such as powders, capsules, or cosmetics, *Qwell* offers a ready-to-drink collagen beverage with a refreshing water-like texture. This is the innovative nature of *Qwell*, which stands out for its ease of use and rapid absorption by the body, offering a practical and effective solution for those looking to incorporate collagen into their daily routine.

Each *Qwell* recipe is carefully designed to provide the benefits of collagen along with a refreshing taste, featuring a variety of delicious, natural flavours. The *Qwell* range is diversified to cater to different categories and market segments. Every 500 ml drink contains 5 g of *Peptan* collagen peptides and is enriched with vitamins and nutrients.



Photo credit: Teten Prod

Beauty: Peach flavour with Biotin, B12 and Zinc - beneficial for healthy skin, hair and nails.

Sport: Watermelon flavour with natural Caffeine for an energising effect before training, and

Green apple flavour with Magnesium, B12 and Zinc, beneficial for joints and muscle recovery after physical effort.

Antioxidant : Lime flavour with refreshing juice, rich in antioxidants that help neutralise free radicals and protect cells from oxidative stress.

With its innovative patented technology, *Qwell* aims to revolutionize consumers' daily habits, becoming a valuable ally in their pursuit for health and well-being. We are dedicated to using the highest quality ingredients and adhering to strict standards of food safety and environmental sustainability.

Local production of superior quality

Production at the *Antartic* plant in France guarantees rigorous quality control at every stage. Part of the *Agromousquetaires* Group and located in Saint-Martin-d'Abbat, this ultra-modern facility is equipped with the latest technologies to ensure the purity and effectiveness of *Qwell* drinks. The *Antartic* plant embodies excellence, responsiveness and professionalism in executing the most complex projects.

We are proud of this partnership, which was made possible thanks to the support of *Vitagora*, the « Taste-Nutrition-Health » FoodTech competitiveness cluster for Burgundy-Franche-Comté and Île-de-France, of which our companies are members. This partnership also reflects the Group's commitment to innovation and research & development, enabling us to adapt quickly to customer expectations and market challenges.



Availability and points of sale

Qwell drinks are already available in a selection of outlets across France, with initial experience in supermarkets, gyms and beauty centres, as well as in e-commerce: B2C platforms (*Amazon*, *Fitadium*) and B2B (*uFoodin*, *Ankorstore*).

Featuring an attractive new look, *Qwell* drinks are perfectly aligned with current market trends, presenting an exceptional opportunity to develop new business partnerships.

Samples are available on request. We look forward to sharing this new adventure with you and helping to promote a healthier, more balanced lifestyle.

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Follow us on social networks:

Facebook : @Qwell France

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LinkedIn : @Welldrinks France

www.qwellcollagen.com

Collagen: the secret of a protein for health and well-being

Collagen is an essential structural protein found in the human body, playing a crucial role in maintaining the structure and integrity of many body tissues. Collagen production naturally declines with age, from the age of 25 onwards, reducing the body's ability to repair and replace damaged collagen fibres. To compensate for this decline, a supplement of 2.5 to 15 grams a day is generally recommended, depending on specific needs and the form of collagen used.

This protein is a best-seller in the fight against aging and is highly valued for beauty and fitness, thanks to its scientifically proven benefits. Collagen enhances the health of the skin, joints and hair. It also boosts sports performance and accelerates physical recovery, offering comprehensive support for well-being and vitality.

The global market for functional beverages and the emerging market in France

The global functional beverages market has been valued at approximately \$151.39 billion worldwide, with a forecast compound annual growth rate (CAGR) of 7.47% from 2024 to 2030 (*Maximize Market Research*) (*GII Research*). This growth is mainly driven by increasing health concerns related to obesity and chronic diseases, as well as growing demand for beverages that improve immunity, digestion and energy levels (*Research Market*).

For France in particular, although the exact sales figures for 2023 are not detailed, the trend points to robust growth, reflecting a wider global trend towards health and wellness products as well as premium, natural products with no artificial additives (*Research Market*) (*The Insight Partners*).