



# Company profile



[www.gazzosa.ch](http://www.gazzosa.ch)

# A little bit of History

In Ticino it wasn't until **1883** that we saw the first "**Gazose and Soda Factory**" open in Mendrisio.

The company imported lemons from Italy and produced gazosa by making a citrus concentrate and adding water, sugar and carbonic acid.

A peculiarity of **gazosa** is in its **packaging**. They began with a wide green glass bottle closed with a cork top fixed with wire like Champagne (which gave it the name of "**Champagne for the poor**")

Then they passed onto a white glass bottle which contained a glass marble and was given another name: "**Champagne de la buleta**".

Today **Gazosa Noè** continues to be very successful thanks to the passion kept alive during the years and handed down from generation to generation as is the recipe for the preparation which mixes perfectly aromas and bubbles. The result is a very tasty drink, ideal for any moment with a unique and special perlage characteristic.



# What they say about us

## 1911

*Bread was a mixture made of cornflour and wheat. As for drinks, apart from water, mainly homemade wine was consumed. Occasionally, on holidays, we also drank gazzosa.*

*([Coldrerio.ch](http://Coldrerio.ch) – historical documents – 1911)*

## 2004

*I suppose that the prize winning company Gazzose Noè with its diesel smelling truck is only a faded memory for the over 50's or perhaps even an invention. It's a pity though that time has stolen gazzosa from us.*

*(Alberto Cairoli 2004, poeta)*

## 2010

*Zincarlin cheese with honey from the valleys is a rarity and Noè gazzosa is just like in the olden times. It seems like I'm back in the 60's when I was child and the people were nicer.*

*(Tripadvisor 2010)*

## 2014

*I grew up with **Gazzosa Noè** and drank bottles and bottles of it during the Summer holidays. It still exists with its lovely green glass and red writing. It's made by Cocchi in Novazzano, just round the corner from Mendrisio*

*(Tages Anzeiger - Blog 2014)*



# Collectibles

**Tradition** is carried on thanks to families from **Ticino** among whom the **Coduri family** who invented gazzosa and over the years have left to posterity memorabilia which is much appreciated by fans and **collectors**.

The production techniques of **Gazosa Noè** have been continued and guaranteed by **Cochi Bibite**

SA who have also commercialized **Coduri gazzosa** for many years.



# Noè today and tomorrow

The **modern methods** of **production maintain** and enhance the ingredients of the original recipe.

**Noè** therefore guarantees to continue with the old fashioned **taste** and the **secrets inherited** from our **ancestors** are brought to our tables.

Our **gazosa** is an **excellent example** of how it is possible to **safeguard the culture** and **typical products** of our own territory.

The **factory** combines tradition with Swiss efficiency which translates into an effective commercial capacity of the product.

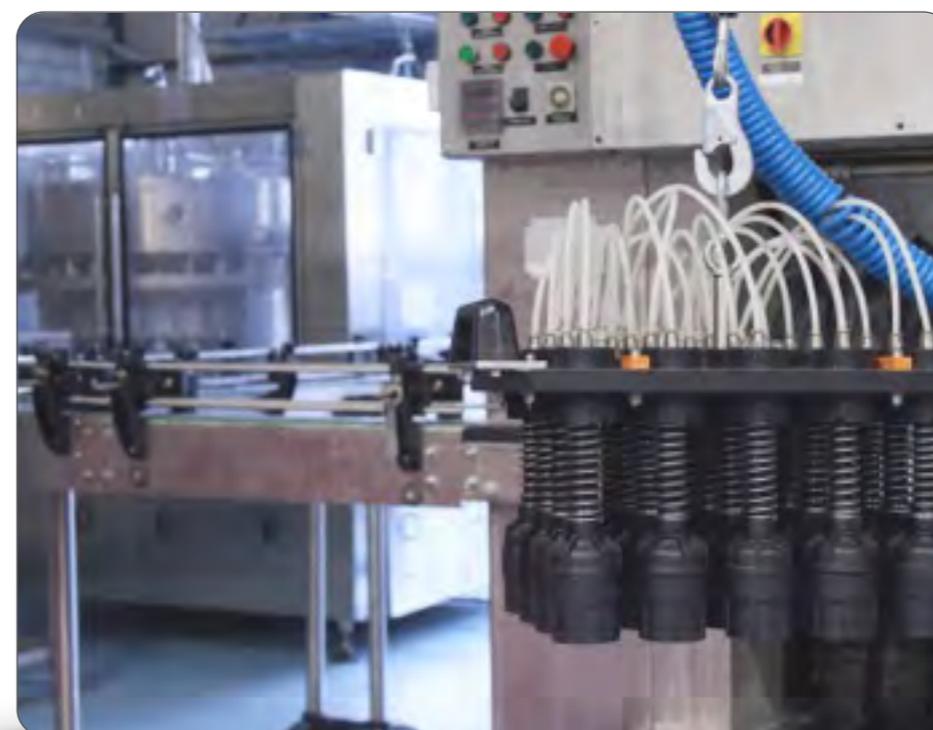


# Production

We are able to produce **50'000 bottles per week**, that is **2 million a year**.

We have renewed the **original machines** which guarantee our customers a **traditional taste** despite the use of **ultramodern** systems of production.

We produce **three flavours: lemon, mandarin and moscato**.  
We can also develop other flavours upon customers request.



# Brand and Communication

Having no label on the bottle indicates the **transparency** and sincerity **Gazzosa Noè** presents to the market.

**Noè** chooses and follows a **strategy based** on the desire for freedom and **individual expression without compromising** class and "label".



# Co-Branding

As well as a very profitable partnership with **Cochi Bibite SA** we also have an exceptional testimonial, **Bruno Vanzan**, Flair world champion and phenomenal bartender who has chosen **Gazosa Noè** to create new and seductive cocktails to propose to the public.



# Activity in Sales Outlets

Our **organizational structure** is ready to **create captivating and persuasive promotional events** in your sales outlets.

We personally take care of **communication and marketing activities** in great detail.



# Bottles and Packs

Gazosa Noè  
speaks for itself.

The Noè bottles have a **sincere** and **transparent** design which represents their contents at its best.

They are **available** in convenient **four-packs** or **singularly**.



# Positioning

Gazosa Noè wants to fit **exactly in the center** of the Gazzosa's market.

This choice was made for **strategic reasons** but also for the **coherence** with **Gazosa's Noè** communication.



## Data Sheets



### Lemon

**Ingredients:**  
 water, sugar,  
 lemon natural flavour,  
 citric acid,  
 carbonic anhydride

### Limone - Citron - Zitrone

**Ingredienti:**  
 acqua, zucchero,  
 aroma naturale di limone,  
 acido citrico, anidride carbonica

**Ingédients:**  
 eau, sucre,  
 arôme naturelle de citron,  
 acide citrique, dioxyde de carbone

**Zutaten:**  
 Wasser, Zucker,  
 natürliches Zitronenaroma,  
 Zitronensäure, Kohlensäure

**35 cl.**



## Data Sheets



### Mandarin

#### Ingredients:

water, sugar,  
mandarin natural flavour,  
citric acid,  
carbonic anhydride, coloring agent E 110

### Mandarino - Mandarine - Mandarine

#### Ingredienti:

acqua, zucchero, aroma naturale di  
mandarino, acido citrico,  
anidride carbonica, colorante E 110

#### Ingrédients:

eau, sucre, arôme naturelle de  
mandarine, acide citrique, dioxyde de  
carbone, colorant E 110

#### Zutaten:

Wasser, Zucker, natürlichen  
Mandarinenaroma, Zitronensäure,  
Kohlensäure, E 110 Farbstoff

**35 cl.**



## Data Sheets



### Muscat

#### Ingredients:

water, sugar,  
muscat natural flavour,  
citric acid,  
carbonic anhydride, coloring agent E 150D

### Moscato - Muscat - Muskat

#### Ingredienti:

acqua, zucchero, aroma naturale  
di moscato, acido citrico,  
anidride carbonica, colorante E 150D

#### Ingrédients:

eau, sucre, arôme naturelle de  
muscat, acide citrique, dioxyde de  
carbone, colorant E 150D

#### Zutaten:

Wasser, Zucker, natürlichen  
Muskataroma, Zitronensäure,  
Kohlensäure, E 150D Farbstoff

**35 cl.**



# Pallettes

Gazosa Noè is distributed in boxes of 20 bottles and a pallette is loaded with 40 boxes.

It is also available in elegant four-packs in boxes of 24 bottles and 24 are loaded on a pallette.

New packaging methods are being developed and we are flexible in finding the best solutions for distribution and stocking with our customers.





# Team / Contacts



Distribution (ticino):

**Cochi bibite:**

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## Communication Agency



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