

**ePress Release**  
**For Information:**  
Buket Baydar  
[buketbaydar@gmail.com](mailto:buketbaydar@gmail.com)  
M: (0538) 412 93 55

## THE DRINK FOR THOSE WHO NEVER TIRE OF URBAN LIFE!

A NATURAL TASTE DERIVED FROM ANATOLIAN FRUITS AND SEDUCTIVE WITH ITS SOFT CARBONATION, BOZCA IS A HEALTHY DRINK THAT IS PLEASURABLE ANY TIME OF THE DAY.

Selim Cenkel, young management member of Horizon 2000 Gıda, imports and distributes the world-famous Nespresso brand coffee and many other premium food items throughout Turkey. Recently he and his team embarked on the idea of creating a product using local resources in Istanbul and established **The Bosphorus Brand**. **Bozca** is the very first product of **The Bosphorus Brand** and brings a whole new dimension to Turkey's beverage market.

Bozca Fruit Flavored Soda Drink and product design will appeal to the heart of urban lifestyles around the world. Created using the perfect amount of fruit, **Bozca** is **100% Natural**. Local and international food engineers and flavor specialists tested the drink for months to ensure a perfect balance of ingredients and flavors. From taste to bottle design, Bozca has asserted itself as the soft-drink choice of urban residents

Bozca opens the season with two flavor choices: Apple or Pomegranate. Both provide a healthy, fresh and sophisticated drinking experience without artificial sweeteners, coloring or preservatives,

**Bozca Apple** contains 40% natural apple. It has a daylight color, is bubbly and semisweet. Its **nonalcoholic** freshness transforms the whole drinking experience each time. **At night**, mix your **Bozca Apple** with alcohol and be seduced by its crystal sparkles and light taste.

**Bozca Pomegranate** contains 25% natural pomegranate. It is ruby colored, bubbly and semisweet. With its **nonalcoholic**, full texture, it takes the drinking experience to a whole new level. **At night**, mix your **Bozca Pomegranate** with alcohol and be taken to the stars with **Bozca's** sophisticated sparkles and unrivalled harmony.

The only double-pasteurized soda drink of Turkey, **Bozca** will continue to seize the rhythm of urban lifestyles with new mixtures prepared with the unrivalled fruits of Anatolia.

**[www.bozcadrinks.com](http://www.bozcadrinks.com)**

**P.S:** What ever you serve it with, be sure to serve your Bozca cold!

For high-resolution images: [www.bozcadrinks.com/press/basinHR.zip](http://www.bozcadrinks.com/press/basinHR.zip)