



Good Night Drink s.r.o.
Product presentation

About the Company

Good Night Drink, s.r.o. it is a Slovak manufacturing and trading company founded in 2009.

We are a manufacturer of renowned Slovak brands **Good Night Drink**, **Keep Calm**, **JOS Berry** and **Blue Water**, which we successfully export to Austria, the Czech Republic, Japan and the Philippines.

We are the owners of the recipes for these products and therefore we can fill these products in other countries as well. More than 90% of the company's production is intended for export.

Our products





About Good Night Drink
It Contains Natural Herbs
That Helps Sleep Better.

What is Good Night®?



Good Night is a 250ml can with natural herbal extracts.



Contains herbal extracts of lemon balm and hops.



Alpine Sparkling Water.



2 year shelf life.



Lemon balm and hops helps relieve stress and sleep better.



To be consumed 30-45 minutes before bedtime.



For daily use.



No artificial colours or flavours.



No preservatives.



No sugar added.
Fructose sweetened.

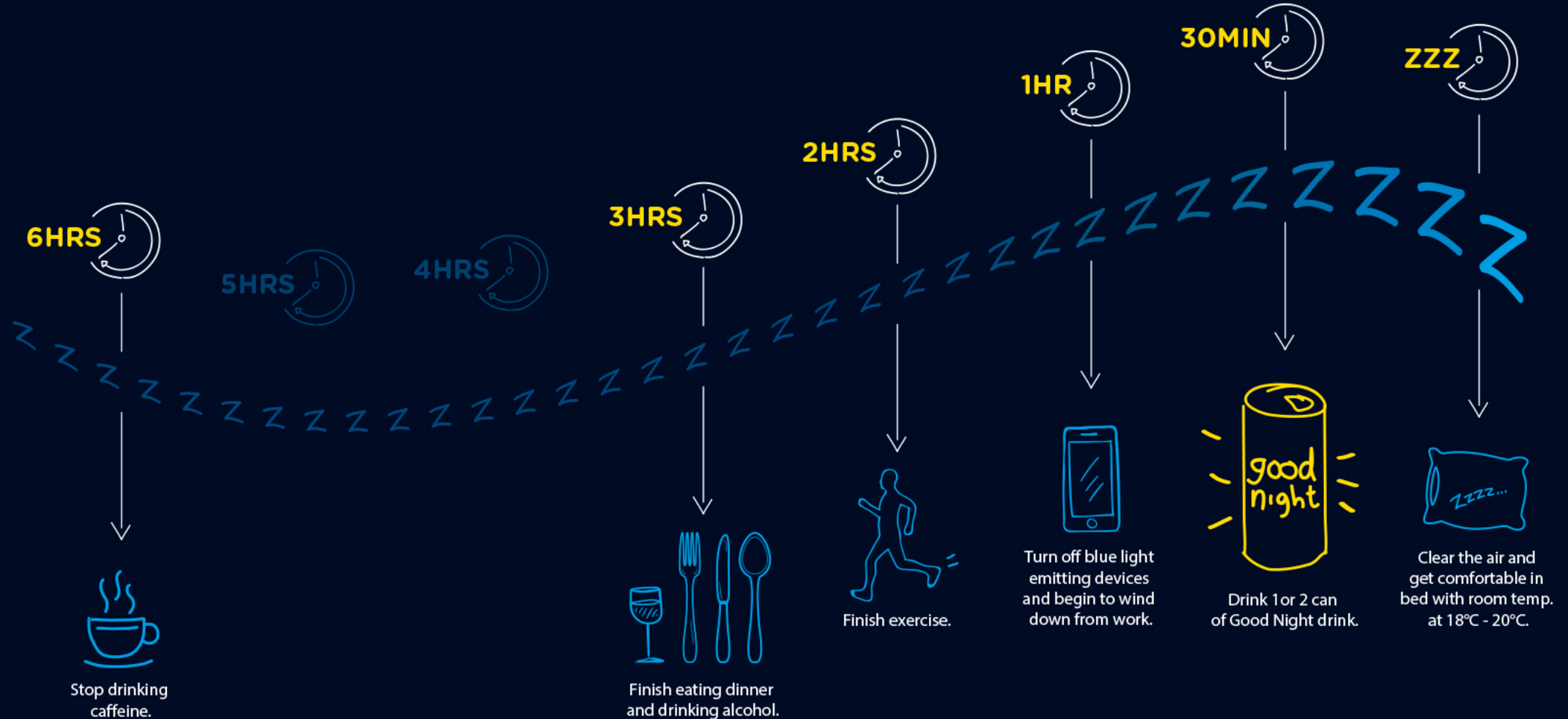


For sleep lovers.

Available Everywhere Sleep Is Needed.

Supermarkets. Hotels. Airports. Train stations.

Tips for better sleep.



Our Story

The story of Good Night Drink starts at the end of a vacation in Thailand.



The idea was created a few days before flying to Slovakia. The incentive was to produce a relaxing drink, that was able to soothe a person, reduce stress and ensure a better night's sleep was The fear of flying and nervousness starting the impending departure was the foundation of the company, Lucian.



Lucian asked his wife whether she had ever heard of a drink that would help you sleep. Alexandra didn't know, but she was sure they would find a sleep-inducing soft drink in one of the airport shops.

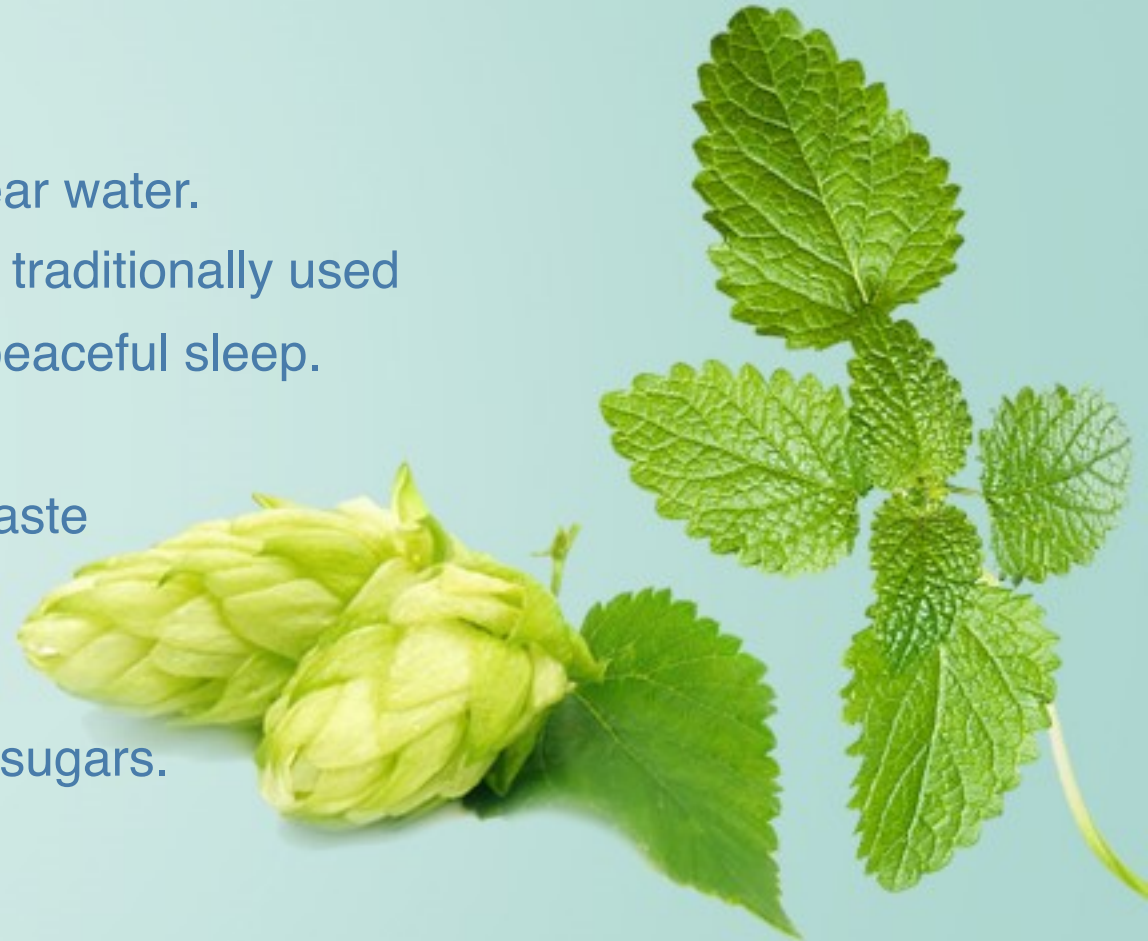
But they didn't. Makes no sense, right? So, she thought:

***“ MAYBE WE SHOULD
MAKE A DRINK THAT WOULD HELP
PEOPLE SLEEP BETTER. ”***

Good Night Drink



- > is a **relaxation soft drink** specially developed to relieve feelings of stress and **improve sleep quality**.
- > It is made of **natural herbal extracts** and crystal-clear water. The basis is **lemon balm and hops**. These herbs are traditionally used to help relieve feelings of stress and to encourage peaceful sleep.
- > The drink is lightly carbonated with a slightly sweet taste reminiscent of a prickly pear.
- > We don't use any artificial preservatives, coloring or sugars.



Product specification



Product Name: GOOD NIGHT®

Type: Soft drink

Packaging: 250ml can

Consumption: Daily dosage 1-2 cans (250ml)
30-45 min. before sleeping.

Shelf life: 24 months

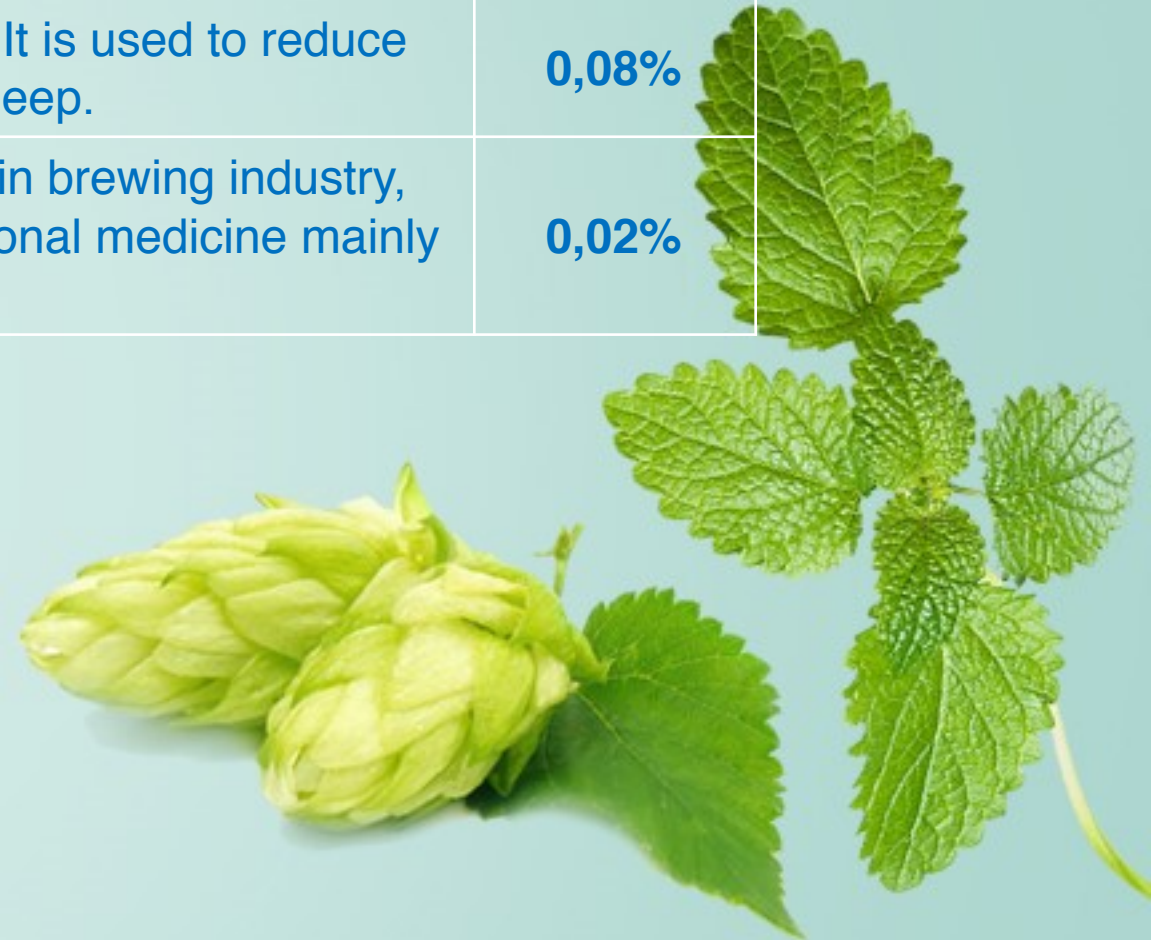
Good Night Drink

Ingredients



Active ingredients		
Lemon balm (Melissa officinalis)	is considered a calming herb. It is used to reduce stress, anxiety and promote sleep.	0,08%
Hops (Humulus lupulus)	well-known as bittering agent in brewing industry, have long been used in traditional medicine mainly to promote sleep.	0,02%

Additional ingredients
Sparkling Water
Fructose
Citric acid
Flavor
Sodium citrate



Good Night Drink

Nutritional data



NUTRITIONAL DATA	100 ml
ENERGY (kJ/kcal)	84/20
FAT (g)	0
- OF WHICH SATURATES (g)	0
CARBOHYDRATE (g)	5
- OF WHICH SUGARS (g)	5
PROTEIN (g)	0
SALT (g)	0,02

Consumer target

PRIMARY TARGET



Women and Men, 25-35
Urban City Dweller
College Degree,
Employed
Married or Single

SECONDARY TARGET



Women and Men, 35-60
Urban City Dweller
College Degree, Employed
Married or Single



Consumer target



- > People, who love healthy sleep
- > People, who have sleepless sleep
- > Travelers
- > Managers
- > Students
- > Athletes
- > Good Night Drink fans



In hotels

Point of sale

- Markets and Supermarkets
- Convenience stores
- Shops with a healthy diet
- Vending machines
- Hotels and Guest-house
- Airports
- Cruises
- Train and Bus stations
- Fitness and Wellness centers
- Gas stations
- Pharmacies



Positioning of Good Night drink in shelf in shops

The positioning is where are herbal drinks or vitamins drinks or another functional drinks.
NO next to energy drinks!



Distribution & Sales

Our partners in different countries



Distribution

Packaging

VOLUME AND QUANTITY

- > Can 250 ml
- > Tray 24 cans á 250 ml
- > Europallet 108 trays á 24 cans
(2 592 cans á 250ml)

WEIGHT

- > Can 0,275 kg
- > Tray 6,60 kg
- > Europallet 727,80 kg



Distribution

Packaging & Storage

DIMENSIONS

- > Can 5,2 cm x 13,5 cm
- > Tray 32,0 cm x 21,0 cm x 13,7 cm
- > Europallet 120,0 cm x 80,0 cm x 123,0 cm
(without Europallet)
120,0 cm x 80,0 cm x 139,0 cm
(with Europallet)

Store in a dry place.

Protect against frost and direct sunlight.



Distribution

POSM & Logistics



Distribution

Marketing & Sales



Distribution

Marketing & Sales



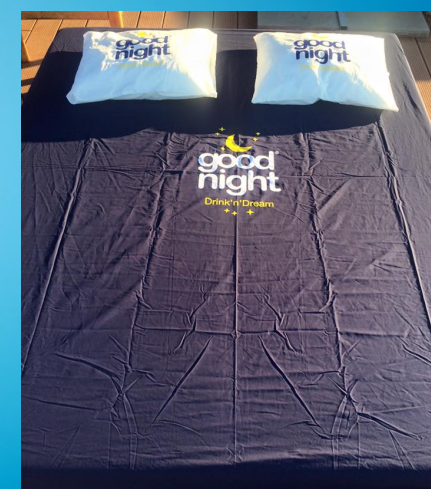
Distribution & Branding



Branding



Branding



Promotion Exhibitions



Promotion Sampling



Promotion

Billboards



Doprajte si
dobrý spánok.

www.GoodNightDrink.com



GOOD NIGHT DRINK
ZAKÚPITE V

BILLA

TESCO



Promotion

Roll-ups



www.GoodNightDrink.com

First Class **Sleep**



No matter where you sit

www.GoodNightDrink.com

Relieves **Stress**



Relaxation drink

www.GoodNightDrink.com

Do not **disturb**



For uninterrupted sleep

Public relations



TIPY NA DARČKY A DOVOLENKU: ŠPERKY, HODINY, KOZMETIKA, TECHNIKA

GOLF

REKONŠTRUKČNÝ STYL | DECEMBER 2009 | 5,5 € | 94 STRAN

V Mekke golfov
Diel Woods očami Federera

Régi albumos 2009
Sviatok slovenského golfov

Ekologické trendy
Kademiá
Ivana Surovcová - Filip Túma
DUO NA GRÍNOCH

Small & Style
Hodiny
Šperky
Kozmetika

Guests - tribleťavé 25. výročie

Bielizna

Notebook ako životný štýl

Vino Janoušek

Good Night

woman

DECEMBER 2009 | 4,5 € | 100 STRAN

Marie Rottrová
ZALÚBENÁ A ŠALIBNÁ LADY

Pierre Hermé
CLIKARSKÝ MAG Z PARÍŽI

Petra Němcová
Posledná tyár ALO Diamonds

Iris Apfel
NAŠTARŠIA TĚNĚRKA

DARČEKOVÉ RADOSTI

Opulentné a jednoduché, výstavné a nepatrné, pre všetkých, čo kľúbte

SPA & RELAX

ODDYCH | WELLNESS | TĚLO | DUŠA | KRÁSA

BOHA SA VZBUDÍ

BALENA NA OČI

Good Night

Grand

MAGAZINE

AUTO ZÓNA
PARÍŽSKÉ PREMIÉRY

LUXUSNÝ ŠPÉCIÁL

10.11.2010

GURMET NEWS

Good Night nájdaj na dary

Vino slobodne

Dobrákovi kava

Good Night

maritima

Január 2010 | 3,90 € | 120 STRAN

Zase sme chorí
Nemáte blízko posielky moli či zisauku?

Skoro všetko o PRSIACH
Aby ostali také ako predtým

ANTIBIOTIKÁ
Žiadate dôkaz, že ich vaše dieťa potrebuje

BÁBATKÁM VARÍ
kuchár anglickej kráľovnej

Zuzana Beljohorová
S alergiou som skončila na pohotovosti

Good Night

Tak to sú život

Praktické nápady

Spark život

Good Night

Zdravie

fit, krásna, pohoda

Zdravotnícke prípravky
Po sviatkoch zachrániť prácu

BACILONOSÍCI do posteľe
Prechodná angína či zápal močových ciest vás môžu zabíť

Cikády útočia
Prípravili o ucho von Gogha. Vozniť po Silvestri ticho aj vám?

Ruplo mi v kolene
Zahýžate si ešte?

Tenistu už nechcem
Dominika Cibulková vyskúša Ukrajinca, Francúzku aj Rakušana. Či napíše red s ňou už nie nerobí

Good Night

Doprajte si
Otváre pochutky, ktoré si nemôžete odoparať

Good Night

ZIMA

triedy

Krása a zdravie v zimnom období

ZÁKLADY PREŽITIA V LAVÍNE

Na dovolenke s osobnosťami
Zuzana Fialová
Peter Melny
Anna-Floer Marova

NORTHLAND PROFESSIONAL

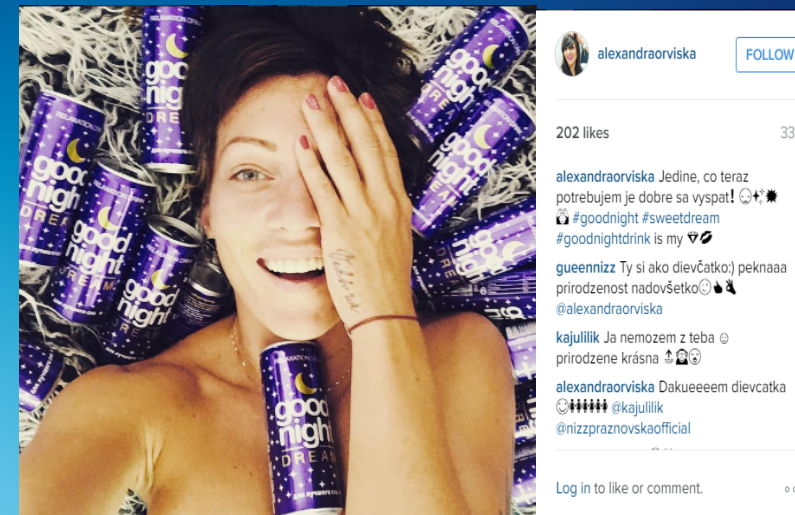
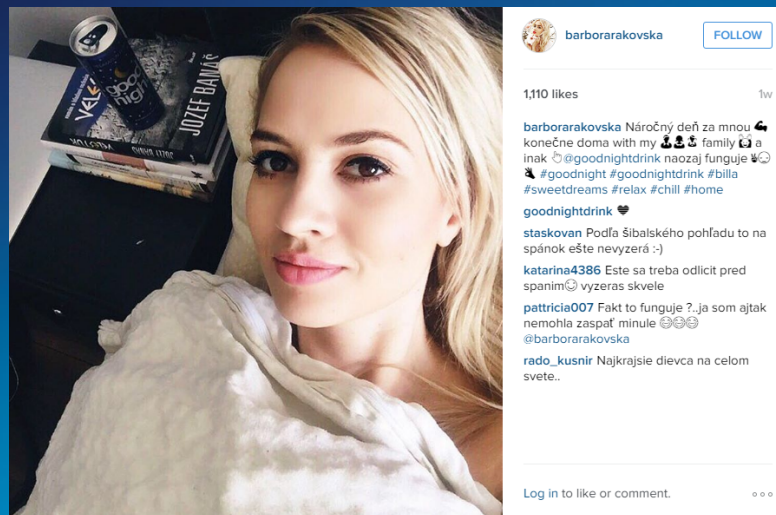
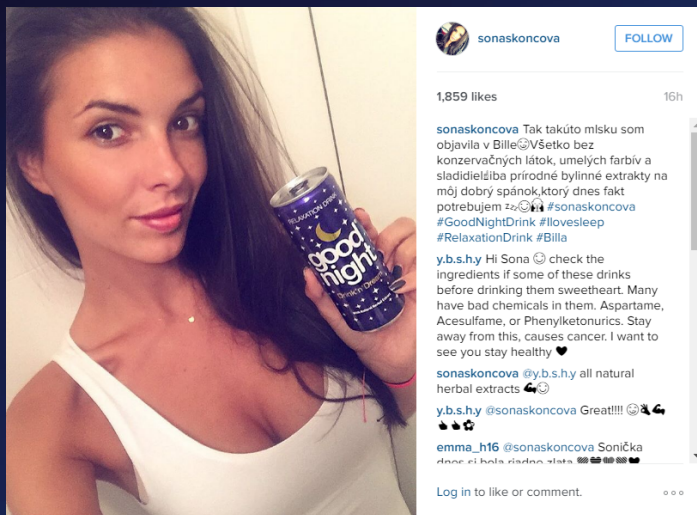
ADRENALÍN AKO DROGA

Good Night

Good Night drink
pomáha zvládnuť stres a nervozitu

Good Night

Celebrity fans and Social Media Influencers



Soňa Skoncová
Vicemiss Slovakia
TV host
Model
Blogger



Barbora Rakovská
Radio VLNA speaker
TV host



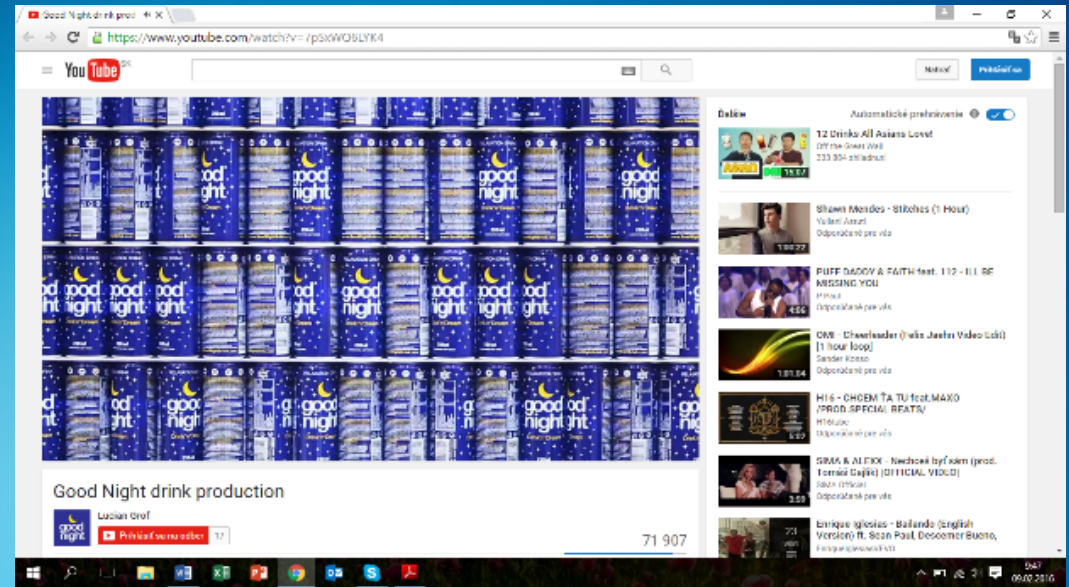
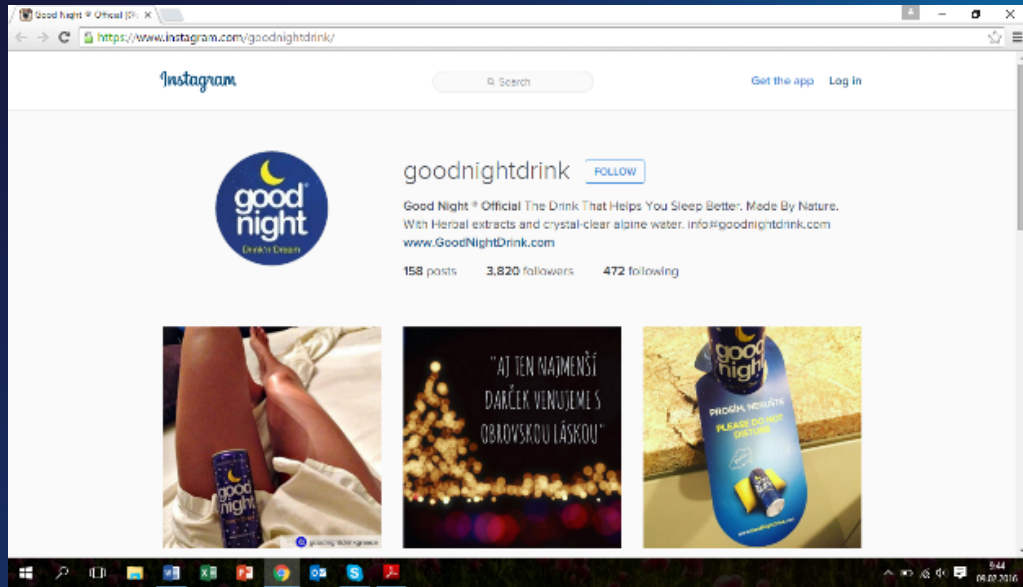
Alexandra Orviska
TV JOJ host

Athletes



Promotion

Communication via social networks



Contact

Head Office

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www.GoodNightDrink.com

THANK YOU




good
night
Drink'n'Dream

