

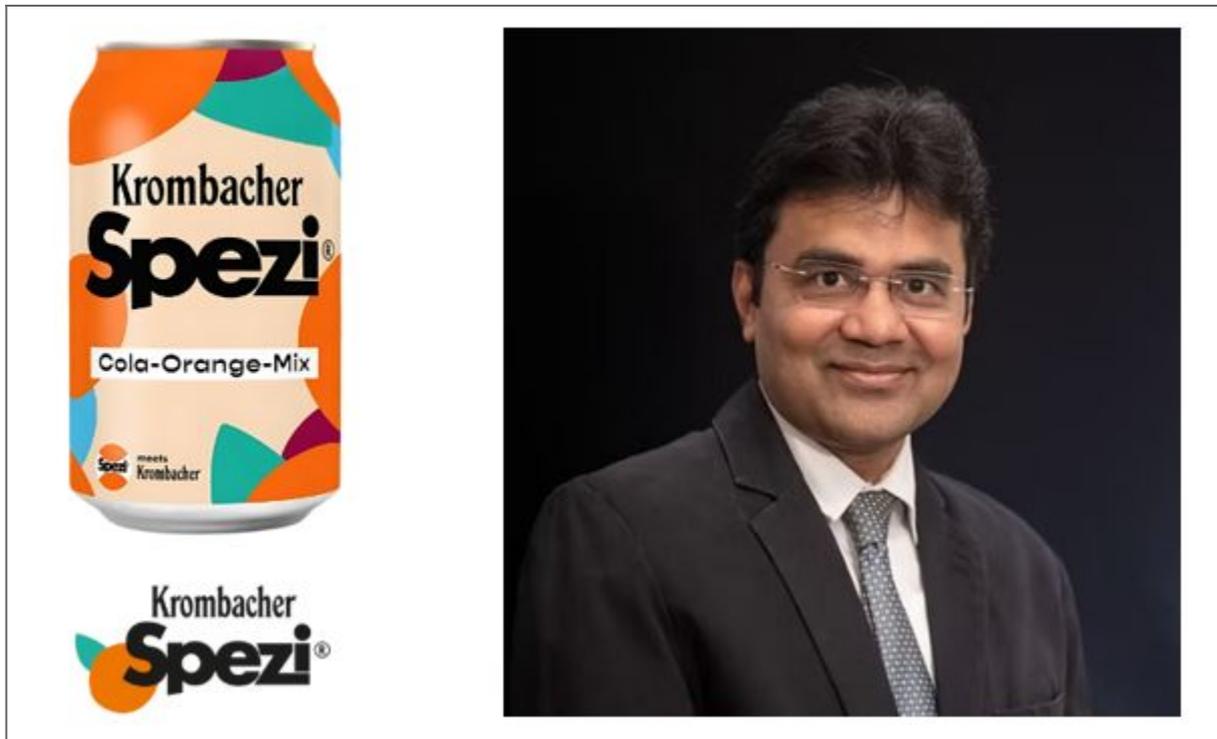
# Heimat Beverages Accelerates Demand for Germany's Krombacher Orange Cola Mix – "SPEZI" in India

Category: Business

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Krombacher, Germany's largest privately owned brewery, launched its premium Cola Variant in Dec 2024, SPEZI, in India in partnership with **Heimat Beverages** (Nirmaan Group). The Distribution is gaining lot of traction and currently is getting distributed Across Mumbai, Delhi, Bangalore, Goa and Gujarat. While talking to the **Founder of Heimat Beverages, Padmanabh Shah**, he said *"The Demand from General Trade, Modern Trade, Amazon and HoReCa is highly encouraging and the repeat orders are a testament to the same. We are also getting lot of corporate orders for Gifting purpose."*



**Mr. Padmanabh Shah**

*Mr Shah added, "SPEZI is a sparkling, fresh mixed drink made from [cola](#) and orange soda. The fizzy cola mix is non-alcoholic. Flavor plays an important role in soft drink selection, and expanding flavor variety is what is creating the add-on demand. SPEZI is a Fun Drink and India is Loving it."*

To amplify awareness, Heimat has rolled out an all-India campaign inside [PVR INOX](#) cinema lobbies, matching **Spezi's** bright visual identity with high-footfall movie nights. Parallely, a digital-push is given to consumers in immersive ways to share the cola-orange experience online. The dual approach-for reach and performance marketing for precision-reinforces Heimat's data-led philosophy while building Spezi's as a playful drink.

