



Fizz up any beverage – wherever and whenever you want!

Boundless creativity and no end of options with the iSi soda system

Summer is right around the corner. And with it, staying hydrated will be returning to the top of the priority list. The iSi soda system proves that water doesn't have to be boring. From the iconic Sodamaker Classic to the more innovative Twist'n Sparkle, the iSi soda system impress not only with their classic elegance and modern technology, but also with their limitless variety of applications and their sparkling recipe ideas to help you drink enough every day. From classic and timeless to versatile and vibrant: iSi offers the right (sparkling) solution made in Austria for everyone.

Vienna, 21 April 2022 | Health experts recommend that adults drink two to three litres of water a day to ensure that they are sufficiently hydrated. Besides improving concentration and alertness, taking on enough liquid also has a positive impact on overall health and can even improve the appearance of the skin. Whether still or sparkling – the majority of a person's daily fluid intake should be unsweetened.

Quick and simple to use, iSi's Sodamaker Classic and Twist'n Sparkle are the perfect way to conjure up individual soda creations to suit every taste, taking carbonated beverages to a new level in the process. Maria Fürnhammer-Roskopf, Managing Director of iSi Culinary, uses them every day: *"For decades now, our soda siphons have been synonymous with quality, reliability and durability. They offer a lot of room for creativity and help me to drink enough every day."*

Fizzy facts

As a Long-standing Austrian company iSi set the foundation for its popular soda siphons back in the early 1920s. Today, its high-quality product portfolio represents years of expertise and research. The new summer campaign "Fizz up any beverage – wherever and whenever you want!" is raising awareness of the brand's proud history and its famous soda system on the international stage. Recipe suggestions and useful tips will also provide inspiration and help people make sure they get enough to drink each day.

Cheeky, modern and bubbly, the latest member of the iSi soda family takes center stage throughout the campaign: The iSi Twist'n Sparkle, an innovative soda device that with one "twist" transforms not only water, but also any other cold beverage into a sparkling refreshment. There's no end of options: juices, teas, fermented drinks and wine, but also water infused with fresh fruit, herbs or syrup are all possible. From exotic cocktails to bubbly punches and classic long drinks – there's the perfect carbonated beverage for every occasion and preference.

The reusable, BPA-free bottle of the Twist'n Sparkle has a filling capacity of 950 milliliters and scores with its compact size, compared to other soda systems: just 29 cm tall it easily fits into any fridge – or backpack – making iSi Twist'n Sparkle the ideal companion from dawn to dusk! Whether it's at home, out on the balcony, in the garden or at the office – iSi Twist'n Sparkle will fizz up your life.

iSi soda siphons for every taste

Each of the siphons in the iSi soda range brings its own unique advantages to the table: Alongside the innovative iSi Twist'n Sparkle, the iSi Sodamaker Classic has been shining with timeless elegance and stylish drinking pleasure for over 150 years. The decorative vintage look ensures that the siphon is the highlight of any table, producing fine bubbly soda water that stays fresh for a long time. Due to



the closed system, sparkling fresh soda water can be enjoyed for days after the first use. The same applies to the iSi Soda Siphon, which is characterized by its sleek appearance. In its elegant stainless steel bottle, the freshly prepared soda water also stays chilled for several hours. Whether it's the Twist'n Sparkle, Sodamaker Classic or Soda Siphon, all iSi soda devices are designed to be used with iSi Soda Chargers – made in Austria – precisely matching the requirements of the system to guarantee an extra dose of fizz. In addition, they are also 100 % recyclable.

iSi Culinary is supporting Austrian wholesalers as part of the high visibility #bubblingwithideas soda campaign. As part of its activities, the Austrian world market leader is focusing on attention-grabbing POS materials that give retailers plenty of room for creativity when it comes to staging themed in-store or shop window product displays. In addition to free-standing elements, retailers can choose between different promotional materials including posters, cubes and recipe stands – takeaway recipes are intended to inspire users to come up with their own fizzy drinks.

The perfect gift: during the promotion – which runs from 24 April to 31 August 2022 – the iSi Sodamaker Classic is offered in a set with iSi Soda Chargers and two high-quality crystal glasses from the Nachtmann Noblesse series.

iSi Twist'n Sparkle

- Drink carbonation system made in Austria – state-of-the-art technology, premium quality and precision engineering
- Individual drinks – featuring with fresh ingredients and sparkling soda
- Mobile system – practical, space saving and easy to store
- Ready to go – every Twist'n Sparkle system comes with six iSi Soda Chargers
- Robust PET bottle – BPA and phthalate-free, with cap
- Twist'n Sparkle bottle set – two additional PET bottles available separately

iSi products are available from the iSi online store at [isi-shop.com](https://www.isi-shop.com), as well as specialist catering wholesalers and selected grocery stores.

PRINT-READY IMAGES

Please use the following link to download the high-resolution versions of the images below: [Download](#)

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iSi Twist'n Sparkle
with iSi Soda Chargers



Ready to go:
iSi Twist'n Sparkle starter set
with 6 iSi Soda Chargers



Enjoy soda like it used to be:
iSi Sodamaker Classic



Campari Soda /
iSi Sodamaker Classic



The perfect gift:
iSi Sodamaker Classic set with
iSi Soda Chargers and a pair of
Nachtmann crystal glasses



Maria Fürnhammer-Roskopf,
Managing Director of iSi GmbH
and iSi Culinary



iSi Twist'n Sparkle is right at home in
every kitchen.



Red Detox/
iSi Twist'n Sparkle
[RECIPE](#)



Strawberry and Mint Lemonade/
iSi Twist'n Sparkle
[RECIPE](#)



iSi Energy/
iSi Twist'n Sparkle
[RECIPE](#)



Fizzy Elderflower/
iSi Twist'n Sparkle
[RECIPE](#)



Sparkling Aperol Tonic/
iSi Twist'n Sparkle
[RECIPE](#)

About iSi

iSi Culinary is part of the iSi Group and one of three business units that have been producing and exporting pressurised gas cylinders for various industries worldwide since 1964. A global market leader, Austria-based iSi Culinary is a byword for innovative, high-quality products for commercial and home applications. Its portfolio of products comprises seamlessly integrated devices, chargers and accessories for use in the production of whipped cream, espumas, soups, sauces, desserts and sodas as well as creative nitro drinks. The company supplies its products to 90 countries worldwide from its Vienna headquarters.

“Create delicious culinary delights in no time - with iSi.”

Find inspiration at www.isi.com/en/culinary



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