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– in cooperation with  
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- ROOMI
- RAW SODA

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**ROOMI**  
*consciously yours*



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# Dan Andersson



*"I took my refuge to ROOMI, and lit a fire..."*

*- wanted to rest from life there..."*

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# Svarta Vinbär- Aronia

Black Currant - Aronia



Tasting palette:

- Complex
- Dry
- Nuanced dark berries
- Spices
- Fresh tones of spruce/forrest
- Tannines
- Oakiness

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# Rabarber - Lingon

Tasting palette:

- Complex
- Dry
- Summer forest
- Initially dark fruit, over to red fruit
- Fresh rhubarb-lingon

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# NATURAL

From organic cold pressed berries –  
low processing:

- Organic - No pesticides
- No Added sugar and sweeteners
- No sulfites
- No artificial colouring
- - No animal products



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# Health – organic berries = super-food

## Health benefits

- No alcohol
- No added sugar
- Great source for anti-oxidants:
  - Resveratrols
  - Flavonoids
  - Karotenoids
- Vitamines
- Minerals

# *The concept Consiously yours – responsibility/CSR*



**VI-SKOGEN**



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# The result: Taste experience I



*The French  
Laundry,  
California,*  
Thomas Keller



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# Taste experience II



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