

# AL ARABIA

AL-ARABIA COMPANY FOR MANUFACTURING CARBONATED DRINKS & JUICES

PRODUCTS  
PROFILE

GET IN TOUCH



Tel. +962 7 95315777



E :sales@arabia-co.com  
www.arabia-co.com



P.O.BOX,940999  
AMMAN - JORDAN



## OUR COMPANY

### AL-ARABIA COMPANY FOR MANUFACTURING CARBONATED DRINKS & JUICES

Our company offers full integrated solutions and product manufacturing through combining our capabilities in the best way possible to effectively meet our clients' needs and exceed their expectations to manage every challenge faced in the business.

“Guiding ideas to innovative goals,  
all the way to high quality products.”

## OUR TEAM

Our team consists of experts in various fields. Our research and development experts help transform idea's to innovative cost-efficient product through the support of our beverage development and blend experts, microbiology analysts, nutritional analysts and chemical technicians. All processes of laboratory testing, raw material obtaining, recipe formulating and sample development are fully handled by our experts.

## OUR VALUES

Since 2003 Al-Arabia Company has committed itself towards offering beverage consulting solutions and manufacturing, soft drinks, natural drinks, float juices, Fizzy drinks, energy drinks, and other beverages of high quality through combining the perfect balance of taste, quality and nutrients to serve different needs and desires of all consumers. All achieved by holding on to our values:

- Continuous Innovation and Uniqueness.
- Quality
- Accountability
- Passion
- Loyalty to consumers and partners

## OUR VISION

Al-Arabia aims to become one of the top leading beverage manufacturing and consulting companies in the beverage industry; through meeting the needs of consumers by blending the best to produce the best. The company focuses on the products quality, availability and competitive advantage established by conducting continuous market research. While empowering the business across industries to optimize operations, minimize environmental impact, and achieve long-term success through expert consultation.

## DISTINCTIVENESS

Al-Arabia is professionally unique in the field of manufacturing high quality products and interacting with the internal and external markets. The company's competitive advantage lies in its production stages and following up with its consumers to ensure continuous improvement of both its internal and external operations.

The company's leadership and management strategy is based on providing a high degree of diversity towards its vision. Manufacture innovative high-quality products produced from the finest raw materials through the best processes and techniques to achieve the uniqueness desired.

## OUR GOAL

Manufacture innovative, high-quality products from the finest raw materials through the best processes and techniques to achieve the desired uniqueness, leading the Beverage Industry by offering Industrial Consulting.

## OUR PRODUCTS

## OUR BRANDS

Super - Fizzy Drink

Meg Shark Energy Drink

Chai Karak Drink

Serene - Natural Drink  
& Float Juice

Mr. King Iced Coffee Drink

Xmix - Vitamin Drink

Vio Flavored Milk Drink

Siwar - Carbonated Drink

Spicy Carbonated Drink

## OUR SERVICES

### Manufacturing and Co-Packing:

Our factory is set up with the latest technology to produce high quality beverages efficiently using innovative approaches to reach competitive edge.

### Market Research:

Market intelligence and integrated solutions based on solid studies and high experience levels for all business decisions.

### Beverage Development:

Formula development, beverage recipe, laboratory testing and concept originating are all part of our offered solutions.

### Brand Marketing Service:

Professional marketing team manages brands starting with concept formulating, brand development and packaging design all the way to clear marketing objectives and action plans.

## SDGs

At Al-Arabia, our commitment to sustainable development is seamlessly integrated into every facet of our business, reflecting a deep alignment with the United Nations' Sustainable Development Goals (SDGs). Our efforts extend beyond the boundaries of our company, touching lives and environments in meaningful ways.

Central to our mission are SDGs 1 (No Poverty) and 2 (Zero Hunger), where our community donations and initiatives play a pivotal role in reducing unemployment rates, thereby directly enhancing the quality of life in the communities we serve. This commitment extends into our core business practices, as seen in our adherence to SDG 3 (Good Health and Well-being). Our state-of-the-art manufacturing processes and emphasis on health-focused products, combined with comprehensive health insurance for our employees, underscore our dedication to promoting health and well-being at all levels.

Our approach to SDG 5 (Gender Equality) is evident in our inclusive work environment. We are particularly proud of our record in empowering women, ensuring their representation and success across all organizational tiers. This dedication to gender equality is a cornerstone of our corporate ethos.

In line with SDG 6 (Clean Water and Sanitation), our sustainable water management practices demonstrate our commitment to environmental stewardship, minimizing our ecological footprint through responsible resource management. Further, our adherence to SDG 8 (Decent Work and Economic Growth) is manifest in our efforts to create a workplace that is not only safe and equitable but also intellectually stimulating. By offering regular training courses, we foster personal and professional growth, contributing to broader economic progress.

Our commitment to SDG 9 (Industry, Innovation, and Infrastructure) shines through in our advanced facilities. Equipped with cutting-edge technology, these facilities not only enhance our production capabilities but also foster a culture ripe for innovation. Addressing SDG 10 (Reduced Inequalities), we have put in place specific programs aimed at diminishing disparities within the communities we engage with. This includes the active employment of people with disabilities, showcasing our unwavering commitment to inclusivity and diversity.

In our strategic alignment with SDG 11 (Sustainable Cities and Communities), we ensure that our business activities positively contribute to urban sustainability, while our focus on SDG 12 (Responsible Consumption and Production) is reflected in our relentless pursuit of waste reduction and efficiency improvements in all production aspects.

Lastly, our role in supporting SDG 17 (Partnerships for the Goals) is characterized by our diverse collaborations, extending from local communities to global partners. A notable example is our partnership with the Jordanian government, aimed at employing youth and reducing unemployment rates. These collaborations not only highlight our dedication to sustainable and equitable development but also affirm Al-Arabia's standing as a responsible and visionary leader in the beverage industry. Through these comprehensive and integrated efforts, we not only drive our business forward but also contribute significantly to the global agenda for a sustainable future.

[www.arabia-co.com](http://www.arabia-co.com)



The Unique Fizzy Drinks with exclusive  
flavors and supreme quality

CARBONATED DRINK  
PREMIUM QUALITY TASTE

## Tutti Frutti Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Apple juice, Flavor " tutti frutti", CAMEL " color".



250ml

## Mojito Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Apple juice, lemon & mint " flavor", Color " yellow / blue".



250ml

## Zero Sugar

### Tutti Frutti Flavor

INGREDIENTS: Carbonated water, Sweetener " aspartame / acesulfame -k", CITRIC ACID / citrate " acidity regulator", Color " caramel", Preservatives, Flavor " tutti Frutti".



250ml

### Mojito Flavor

INGREDIENTS: Carbonated water, Sweetener " aspartame / acesulfame -k", CITRIC ACID / citrate " acidity regulator", Preservatives, blue color/ yellow color" , lemon & mint flavor, Apple juice.



250ml

**Super** Drink

CARBONATED DRINK  
PREMIUM QUALITY TASTE

## Pina Colada Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Pineapple juice, Color " beta carotene, Pinacolada / coco nut " flavors".



250ml

## Bubble Gum Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Apple juice, Bubble Gum flavor, Alora red" color.



250ml

**Super** Drink

CARBONATED DRINK  
PREMIUM QUALITY TASTE

## Grape Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Grape juice, Grape flavor, Color " caramel / allura red.



250ml

## Lime Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Apple juice, Lime" flavor".



250ml



**Super** Drink

CARBONATED DRINK  
PREMIUM QUALITY TASTE

## Watermelon Flavor

INGREDIENTS: Carbonated water, Sugar, Sucralose, CITRIC ACID / citrate " acidity regulator", Preservatives, Apple juice, Watermelon flavor , Black carrot" color ".



250ml

## Blueberry Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Color " allura red / blue", Blue berry flavor, Apple juice.



250ml

## Black Knight Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Tamarind juice, Tamarind " flavor", CAMEL " color".



250ml

## Pomegranate Flavor

INGREDIENTS: Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Preservatives, Apple juice, Color : caramel / carmosine, Pomegranate flavor.



250ml



**ICED**  
**CHAI KARAK**  
PREMIUM QUALITY TEA



### MASALA FLAVOR

**INGREDIENTS:**  
water, Sugar, Full cream powder  
milk, Instant tea Powder,  
Masala flavor, Color, Stabilizer, Salt (NaCl)

250ml



### CARDAMOM FLAVOR

**INGREDIENTS:**  
water, Sugar, Full cream powder  
milk, Instant tea Powder,  
Cardamom flavor, Color, Stabilizer, Salt (NaCl)

250ml

شہنائی کراک  
Karak  
Tea

Mr.  King  
ICED  
COFFEE



**ORIGINAL**

FLAVOR

INGREDIENTS:  
water, Sugar, Full cream powder milk  
& skimmed milk powder, stabilizer,  
Coffee Instant, Coffee flavor, Salt (NaCl)

185ml



**MOCHA**

FLAVOR

water, Sugar, Full cream powder milk  
& skimmed milk powder, Cocoa powder,  
stabilizer, Coffee Instant,  
Coffee flavor, Salt (NaCl)

185ml



flavoured  
milk 



## Melon

Ingredient: water, Sugar, Full cream powder milk, Stabilizer, Melon Flavor, Salt (NaCl), color "yellow/ blue".

250ml



## Biscuit

Ingredients: water, Sugar, Full cream powder milk, Stabilizer, instant coffee, Biscuit/ Chocolate Caramel flavor, dark cocoa powder, Salt (NaCl).

250ml



activity and vitality  
irresistible taste

flavoured  
milk 





## Almond

Ingredients: water, Sugar, Full cream powder milk, Stabilizer, ALMOND Flavor, Salt (NaCl).

250ml



activity and vitality  
irresistible taste

## Cardamom & Ginger

Ingredients: water, Sugar, Full cream powder milk, Stabilizer, Ginger & Cardamom Flavor, Salt (NaCl), color "Caramel".

250ml



flavoured  
milk 



Carbonated Drink with Chili Flavor



## Spicy Mojito Flavor Carbonated Drink with Chili Flavor

Carbonated water, Sugar, CITRIC ACID citrate " acidity regulator", Preservatives, blue color/ yellow color", lemon & mint & Chili flavor , Apple juice

250ml



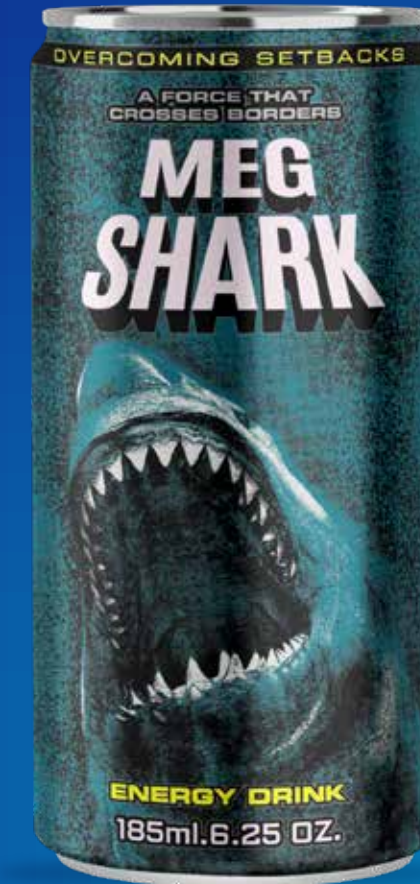
## Spicy Malt Flavor Carbonated Drink with Chili Flavor

Carbonated water, Sugar, CITRIC ACID citrate " acidity regulator", Preservatives, Malt & chili flavor, Apple juice, CARAMEL color.

250ml

**MEG  
SHARK**  
ENERGY DRINK

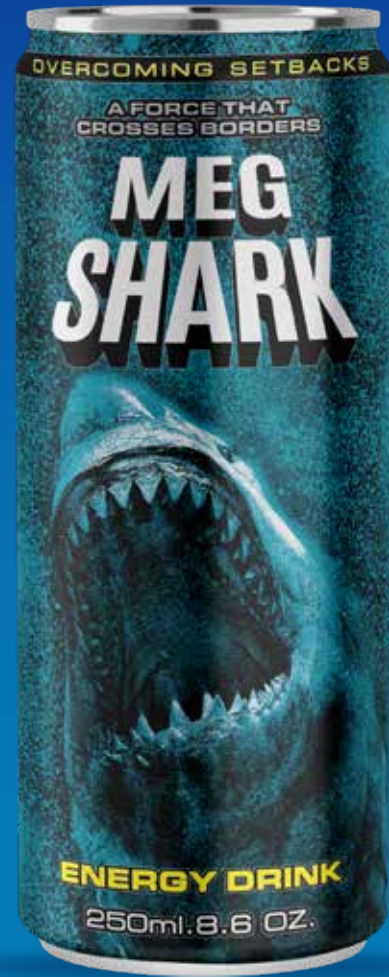
**MEG  
SHARK**  
ENERGY DRINK



## Energy Drink

Carbonated water, Sugar, CITRIC ACID "acidifier", SODIUM CITRATE, Preservatives, Taurine, inositol, caffeine, B-vitamins "niacin /pantothenic acid/B2/B6/B12), FLAVOR, CARAMEL "COLOR"

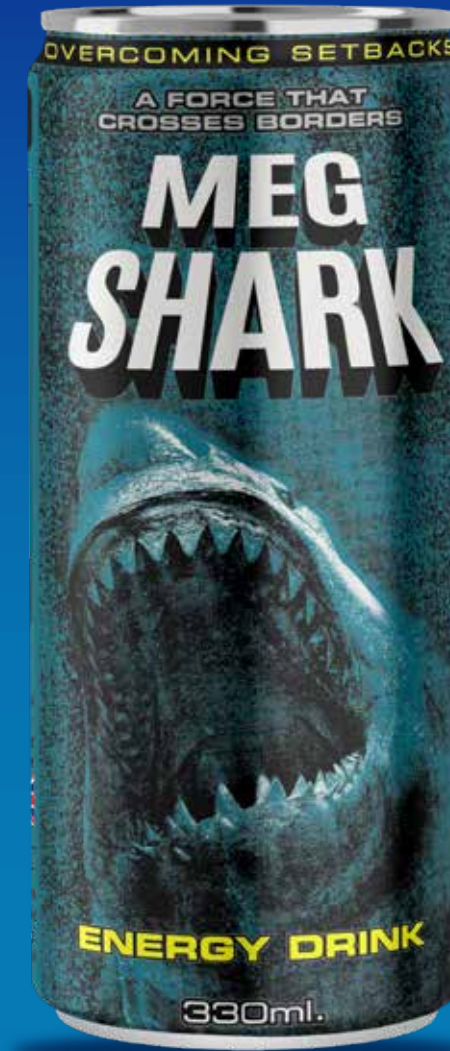
185ml



## Energy Drink

Carbonated water, Sugar, CITRIC ACID "acidifier", SODIUM CITRATE, Preservatives, Taurine, inositol, caffeine, B-vitamins "" niacin /pantothenic acid/B2/B6/B12), FLAVOR, CAMEL "COLOR"

250ml



## Energy Drink

Carbonated water, Sugar, CITRIC ACID "acidifier", SODIUM CITRATE, Preservatives, Taurine, inositol, caffeine, B-vitamins "" niacin /pantothenic acid/B2/B6/B12), FLAVOR, CAMEL "COLOR"

330ml

# Serene

**Orangino**

Orange Float Juice



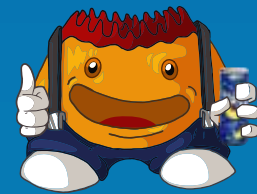
**Pino**

Pineapple Float Juice



**Pecho**

Peach Float Juice



Floats Drink with refreshing natural taste of fruit pulp:

Orange

Peach

Pineapple

Grape

Strawberry  
Banana

Mix Fruit

Mango

Pure Natural Drink:

Orange

Peach

Strawberry  
Banana

Pinacolada

Grape

Guava

# Serene

## Fruit pulp juice ORANGE

Ingredients: water, Sugar, Stabilizer, Citric acid, Orange juice from concentrate, Anti oxidant " vitamin C", Color " beta carotene", Orange flavor, Orange Sacs.

240ml



180ml

240ml



180ml

## Fruit pulp juice PEACH

Ingredients: water, Sugar, Concentrates " peach juice", Stabilizer, Citric acid, Anti oxidant " vitamin C", Flavor " peach", Color " beta carotene, Peach dices.

# Serene

## Fruit pulp juice MANGO

Ingredients: water, Sugar, Stabilizer, Citric acid, Mango juice from concentrate, Mango flavor, Anti oxidant "vitamin C", Color "beta carotene", Peach dices.

240ml



180ml



240ml



180ml



## Fruit pulp juice PINEAPPLE

Ingredients: water, Sugar, stabilizer, Citric acid, concentrates "Pineapple juice", Anti oxidant "vitamin C", Pineapple flavor, Color "beta carotene/curcumin", Pineapple dices.



# Serene

## Fruit pulp juice STRAWBERRY BANANA

Ingredients: water, Sugar, Stabilizer, Citric acid, Concentrate " banana puree", Color" black carrot extract", flavor "Strawberry / banana", Crushed Pineapple.

240ml



180ml

240ml



180ml

## Fruit pulp juice MIX FRUIT

Ingredients: water, Sugar, Stabilizer, Citric acid, Concentrates "banana puree, apple juice, pineapple juice", Peach dices, Anti oxidant " vitamin C", Flavor " multifruit", Color " beta carotene.

# Serene

## Fruit pulp juice GRAPE

Ingredients: water, Sugar, Stabilizer, Citric acid, Grape juice, Anti oxidant " vitamin C", Grape flavor, Color " caramel / allura red", Aloe vera dices.



180ml

Try It Without Floats



240ml

## Natural Drink GUAVA

Water, Sugar, stabilizer, Antioxidant" vitamin C", Citric acid" acidifier", Guava juice from conc., Guava flavor.

# Serene



330ml

## Natural Drink ORANGE

water, Sugar, Stabilizer, Citric acid, Orange juice from concentrate, Anti oxidant " vitamin C", Color " beta carotene", Orange flavor



330ml

## Natural Drink STRAWBERRY BANANA

water, Sugar, Stabilizer, Citric acid , Concentrate " banana puree", Color" black carrot extract", flavor "Strawberry / banana "

# Serene

## Natural Drink PEACH



330ml

water, Sugar, Conc. " peach juice", Stabilizer, Citric acid, Anti oxidant " vitamin C", Flavor " peach", Color " beta carotene.

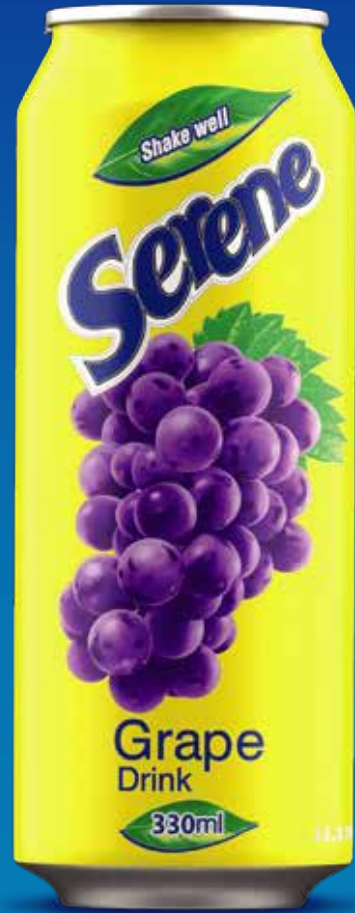
## Natural Drink PINACOLADA



330ml

water, Sugar, Pineapple juice , banana puree" conc.", Anhydrous" acidifier", Antioxidant" vitamin C", Pineapple / Coconut" flavors", Color " beta carotene", Pineapple juice , banana puree" conc."

# Serene



330ml

## Natural Drink GRAPE

water, Sugar, Stabilizer, Citric acid, Grape juice, Anti oxidant " vitamin C", Grape flavor, Color " caramel / allura red".



150ml

## Natural Drink BERRY

Ingredients: Water, Sugar (80 c), stabilizer, Citric acid " acidifier", Apple juice, Antioxidant" vitamin C", berry flavor, Blue/ Allura red " color".

# Serene

## Natural Drink BUBBLE GUM

Ingredients: Water, Sugar, Stabilizer, Citric acid " acidifier", Apple juice, Antioxidant" vitamin C", Bubble gum " flavor", Strawberry flavor, Alora red "color"



150ml

## Natural Drink PINA COLADA

Ingredients: Water, Sugar, stabilizer, Pineapple juice , banana puree" conc.", Citric acid Anhydrous" acidifier", Antioxidant" vitamin C", Pineapple / Coconut" flavors", Color " beta carotene"



150ml



# X-MIX SHOT

Vitamins  
Drink



**PLUS VITAMINS**

## X-MIX SHOT Vitamins DRINK

### INGREDIENTS:

Carbonated water, Sugar, CITRIC ACID / citrate " acidity regulator", Vitamins " A"225µg/100ml " E" 3.75mg/100ml " C" 22.5mg/100ml ", Citrus flavor, Color " beta carotene.



**Siwadi** COLA  
CARBONATED DRINK





## Siwar Cola

**INGREDIENTS:**  
Carbonated water, COLA flavor,  
Acidifier "phosphoric acid",  
Caffeine, Color "caramel", Sugar

150ml



## Siwar Up

**INGREDIENTS:**  
Carbonated water, Lemon lime flavor,  
CITRIC ACID "acidifier", Antioxidant "ascorbic  
acid", Preservatives", Sugar

150ml

*Carbonated Drink*

**Siwar**  
COLA  
CARBONATED DRINK



## Siwar Orange

**INGREDIENTS:**  
Carbonated water, ORANGE FLAVOR, CITRIC  
ACID" acidifier", Color" sunset yellow",  
Antioxidant" ascorbic acid",  
preservatives, Sugar

150ml

**ENJOY THE TASTE**

*Carbonated Drink*