



DRINK
NO
EVIL

LEAVE A BETTER TASTE
IN YOUR MOUTH.

We believe what you drink
should not only taste good,
it should be good for the land,
good for the people who
grow the ingredients
and as good for you
as a fizzy drink can be.

IT'S OK
TO SAY NO.

It's hard to find a great tasting soft drink that's good for you. Mostly they're full of ingredients you can't pronounce, combined with sugar that you really shouldn't be chugging.

At Karma Cola we reckon it's a good idea to cut back on stuff that's bad for you and, unless it's a special occasion, drink a glass of water.

But, if you're hot and thirsty and you crave a cold refreshing fizzy drink, then drink one of ours.

Unlike other soft drinks, Karma Cola and our family of fizz pop stars are made of organic, Fairtrade ingredients and good sugar – the lightly processed kind that isn't bleached white with sulphur.

When you're thirsting for a good cold drink don't be tempted... drink no evil.

NO
EVIL

THE UNITED NATIONS OF FRUIT.

The fruit, sugar, spice and everything nice we put in our drinks is the best we can find on the planet – sourced from Fairtrade organic farmers.

If we can't find a Fairtrade farmer growing what we're after we hunt out the best tasting organic variety.

This has taken us to South America, West Africa, Sri Lanka, India, The Negev Desert, Sicily, the River Jordan and a little place in the South Island of New Zealand called Pleasant Point.



1. Sierra Leone, Boma -> Cola
2. India, Maharashtra -> Sugar
3. Sri Lanka -> Ginger
Sri Lanka -> Vanilla
4. Sicily -> Femminello Lemons
Sicily -> Blood Oranges
5. Israel, Negev Desert -> Lemons
Israel, Tel Dan -> Red Grapefruit
Israel, Shephelah -> White Grapefruit
6. New Zealand, Pleasant Point -> Blackcurrants

IT ALL BEGAN IN AFRICA.

There's a saying in the Gola jungle of West Africa;

'He who brings cola brings life'.

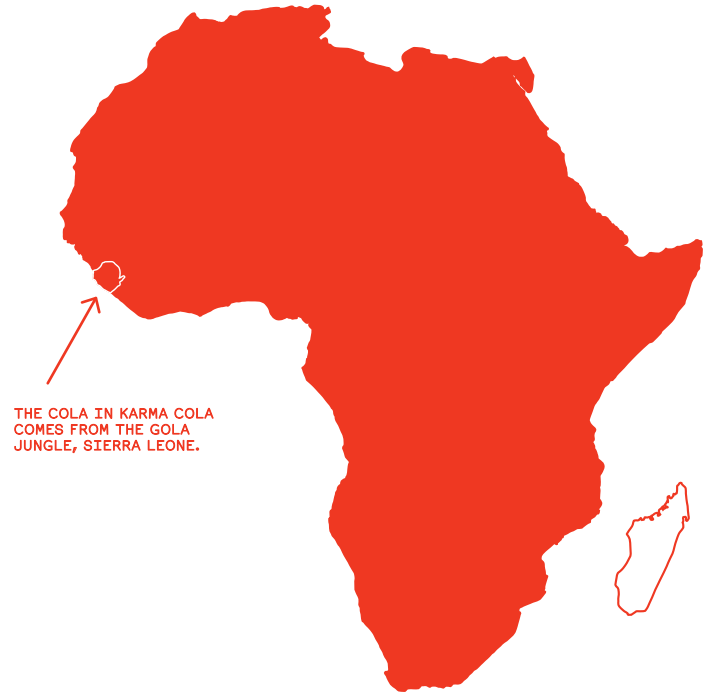
Cola isn't a new thing there. For centuries people in Africa have chewed cola for energy and split cola to celebrate friendship.

Surprisingly, the rest of the world drinks about 1.9 billion colas a day – over a million a minute.

Even more surprising is that the African people who discovered cola don't make a cent from the world's most popular fizzy drink.

We thought it was about time someone did something about that.

So we made Karma Cola.



These nuts are both the karma and the cola in Karma Cola. They are harvested from the Gola Rainforest surrounding the Boma and Tiwai communities in Sierra Leone where cola is still used everyday. Cola is a food, a medicine and a symbol of friendship at the centre of West African life.

It is used for health and wellbeing, ceremonies and rituals and for giving you a boost, like coffee. The people in these communities benefit directly from the sale of every bottle of Karma Cola.

- 11. BOTTLE – 100% GLASS MADE OF SAND AND COMPLETELY RECYCLABLE.
- 12. WATER AND BUBBLES.
- 13. CAP TO KEEP IT ALL IN.
- 14. BACK LABEL WITH ALL THE IMPORTANT INFORMATION TO SHOW WE HAVE NOTHING TO HIDE.

- 15. FRONT LABEL FEATURING MAMI WATA THE RIVER SPIRIT WHO PROTECTS THE PEOPLE IN BOMA WHERE OUR COLA COMES FROM. SHE'S AN ANGEL AND A RASCAL.

WE'VE MAGICALLY COMBINED ALL THESE INGREDIENTS TO BRING YOU A DRINK THAT TASTES GOOD AND IS GOOD FOR THE LAND, GOOD FOR THE PEOPLE WHO GROW THE INGREDIENTS AND AS GOOD FOR YOU AS A FIZZY DRINK CAN BE.



- 1. FAIRTRADE ORGANIC CANE SUGAR FROM THE SUMINTER ORGANIC FARMERS CONSORTIUM IN MAHARASHTRA INDIA.
- 2. ORGANIC FEMMINELLO LEMON JUICE CONCENTRATE FROM SICILY.

- 3. FAIRTRADE ORGANIC VANILLA EXTRACTED FROM VANILLA PODS GROWN AND DRIED IN THE RAINFOREST IN MATALE IN THE HIGHLANDS OF SRI LANKA.

- 4. NUTMEG OIL EXTRACTED FROM GROUND NUTMEG
- 5. CORIANDER OIL EXTRACTED FROM CORIANDER SEEDS.

- 6. CINNAMON OIL FROM CINNAMON BARK.
NUTMEG AND CINNAMON ARE SPICES GROWN IN TROPICAL RAINFORESTS LIKE THE VANILLA WE SOURCE FROM SRI LANKA.

- 7. ORGANIC BARLEY GRAIN FROM GERMANY WHICH IS MALTED TO MAKE THE EXTRACT THAT GIVES KARMA COLA ITS DEPTH OF COLOUR AND FLAVOUR.

- 8. LEMON OIL
- 9. LIME OIL
- 10. ORANGE OIL

ALL THE CITRUS OILS ARE WRUNG FROM THE RIND, SKIN AND ZEST OF THE FRUIT TO ADD A ZING TO KARMA COLA'S FINISH.



THE REAL REAL THING.

Karma Cola's not-so-secret recipe is made with real cola.

We crush it and mix it with water and alcohol to extract the flavour, then evaporate off the alcohol.

Cola is intense and the trick to making a great tasting drink from it is mellowing the bitterness so we add Fairtrade organic vanilla, cane sugar and malt extract (that makes the colour and flavour of our cola even deeper), citrus oils and spice. Then we mix the infusion with water and bubbles, pop it in a bottle and cap it.

There are no preservatives or phosphoric acid (a cheap chemical that is good for removing rust) no high fructose corn syrup, no caramel colouring, no 'e' numbers, nothing we can't pronounce, just natural ingredients in pure sparkling water.



WHAT GOES AROUND COMES AROUND.

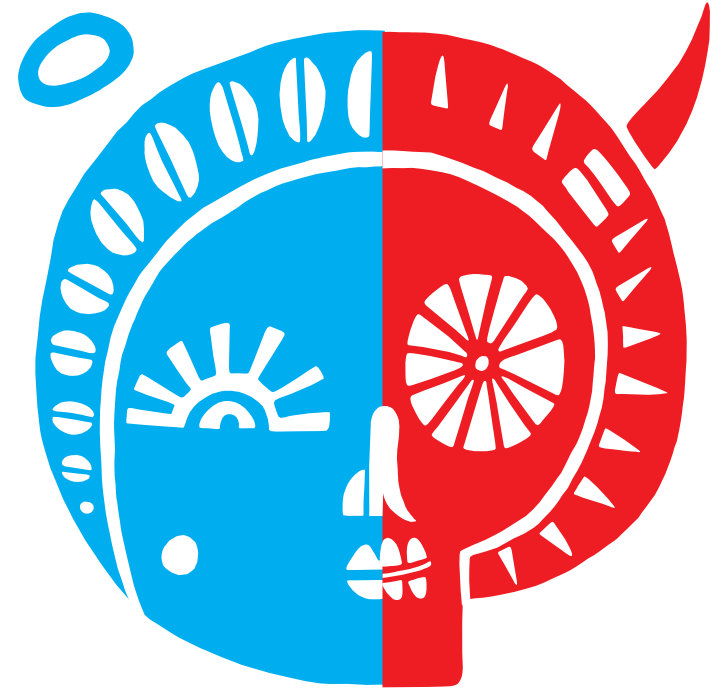
When we started Karma Cola there was no such thing as Fairtrade cola nut. So we set up the Karma Cola Foundation to make sure the people who grow our cola get something back from the people who drink it.

Money from every bottle of Karma Cola sold goes back to the Boma and Tiwai communities.

So far this has helped send boys and girls to school, installed teachers, built a bridge, rehabilitated cola plantations decimated in the 10 year war and helped the growers and their families in many other ways.



For more about the Karma Cola Foundation and their work in Sierra Leone go to page 46



MAMI WATA IS A RIVER SPIRIT WHO PROTECTS THE PEOPLE IN BOMA. SHE'S AN ANGEL AND A RASCAL AND THE INSPIRATION FOR THE KARMA COLA LABEL.

At the base of the trees that form the canopy of the rainforest in Sri Lanka's highlands, 10cm beneath some of the world's most fertile soil, lies the ginger we use in Gingerella. The place where it grows is as magical as its healing properties.

For centuries Ayurvedic healers have used it in medicine, chefs have used it for seasoning and now we've concocted a recipe that, a bit like Cinderella, transforms a little root hiding in the dark into an invigorating thirst quencher, busting with flavour.

- 4. CAPSICUM FOR HEAT.
- 5. CASSIA WHICH IS A COUSIN OF CINNAMON THAT LOOKS LIKE CRUSHED DRIED VANILLA.
- 6. A SMIDGEN OF JUICE FROM TART WHITE GRAPEFRUIT.
- 7. CLOVE OIL MADE FROM CLOVES, ALSO FOUND IN THE RAINFOREST.
- 8. SAME BOTTLE AS KARMA COLA AND JUST AS RECYCLABLE.
- 9. WATER AND BUBBLES.
- 10. CAP TO KEEP IT ALL IN.
- 11. FRONT LABEL STARRING GINGERELLA HERSELF.
- 12. BACK LABEL WITH MORE IMPORTANT INFORMATION.



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TASTE THE JUSTICE.

After we'd worked out how to make Karma Cola we thought we'd have a crack at our next favourite refreshment – ginger ale.

Ginger is Mother Nature's magical healer. It boosts circulation, fights colds and super charges immune systems. Because it grows in the tropics our search to find the best organic ginger took us all the way to The Forest Garden Growers Association in Sri Lanka.

Fairtrade ensure that the growers, on top of the price we pay for their ginger, earn a premium for every bottle. This goes back to their community for schools, hospitals and farming gear. Our ginger ale fights for a fair deal for the forest's gardeners.

This combination of kick-ass flavour, good health and justice for farmers, with help from Barbarella and Foxy Brown, inspired us to name our drink Gingerella.

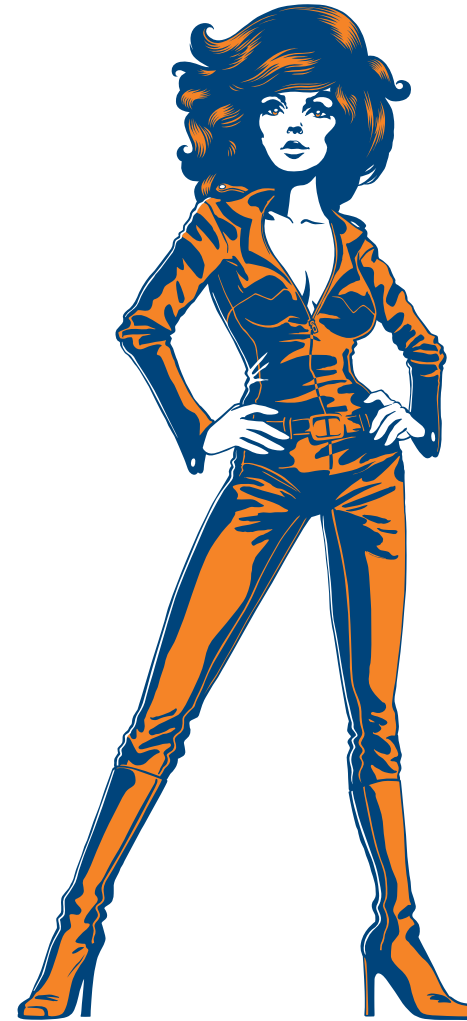
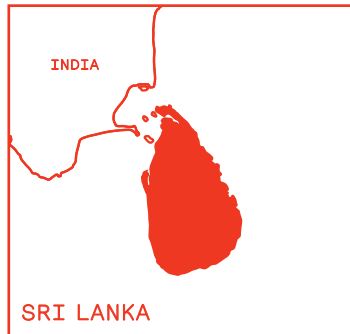


MOTHER NATURE'S MAKEOVER.

Gingerella's feisty flavour is extracted from ginger root and complemented with organic vanilla, grown by The Forest Garden Growers of Sri Lanka, and another fiery ingredient – capsicum.

Next – citrus oils, sugar and spice are added to sharpen and sweeten the taste.

The result is a firecracker in a bottle.



Lemons, that's what goes into Lemony, lots of lemons.

In fact about a third of Lemony (31%) is lemon juice.

Lemony's lemons are grown organically in Sicily.

We add a few other things to bring out the best of their flavour.

4. MORE LEMON FLAVOUR FROM A NATURAL BLEND OF RIND OIL AND JUICE FROM THE FLESH TO TASTE EVEN MORE LEMONY.
5. CAP.
6. BOTTLE.
7. WATER AND BUBBLES.
8. BACK LABEL WITH MORE IMPORTANT INFORMATION.
9. FRONT LABEL – HAPPY GO LUCKY LEMONY.



1. FAIRTRADE ORGANIC CANE SUGAR FROM THE SUMINTER ORGANIC FARMERS CONSORTIUM IN MAHARASHTRA INDIA.
2. GRAPEFRUIT ESSENCE WHICH IS JUST GRAPEFRUIT, NO FUNNY STUFF.

3. VITAMIN C AKA ASCORBIC ACID IN POWDERED FORM.
THIS IS COMPLETELY NATURAL AND KEEPS THE LEMONS FRESH ALLOWING US TO AVOID USING PRESERVATIVES OR OTHER NASTIES.



GET LUCKY.

Lemons have a bad rap and we don't think that's fair on the fruit that saved Captain Cook and his sailors from scurvy.

We figured it was time we made some proper lemonade to restore some dignity to the much-maligned citrus.

Our search took us to Sicily where we found lemons that get a ridiculous amount of sunlight – the stuff that makes them the juiciest and most flavoursome.

Like all our ingredients these Sicilian lemons are grown organically, which means the fruit, the farmers and their farms are free of chemicals and the flavour is just as nature intended.

Our lemonade has a big heart, bringing good fortune to Fairtrade farmers, and a big personality so we called him Lemony. A tribute to his fruitiness and flavour.



LEMONY.

Lemony, like all good lemonades, is just the basics

... lemons.

There's 31% lemon juice in every bottle with a splash of grapefruit and some citrus oil to boot.

We've balanced the sourer side of Lemony's bipolar personality with sweet Fairtrade sugar. We don't believe in acronyms – no HFCS for us – just pure organic evaporated sugar cane juice.

Then we add water and bubbles.

That's it.



SUGAR.

You can't make a great tasting fizzy drink without a little sugar. So, if we have to use sugar then we believe it's best to have the purest most natural kind. Sugar that's grown without screwing up the environment.



Our cane sugar comes from the Suminter Organic Farmers Consortium in Maharashtra, one of the largest sugar growing provinces in India. Maharashtra has a history of harbouring revolutionaries including one of our greatest role models, Mohandas Karamchand Gandhi.

The 497 farmers in Suminter make sure their cane sugar is 100% natural, 100% organic, and no funny acronyms like HFCS – High Fructose Corn Syrup, and not bleaching it white using chemicals that pollute the land and the people living nearby.

On top of the price of sugar, Suminter farmers earn a Fairtrade premium. So far this has installed water tanks in schools, community drinking wells and immunisation for livestock, because it's important to keep those cows healthy in India.

Ensuring water, that's essential to the wellbeing of the Suminter farmers and their families, isn't polluted and that they all have access to fresh wells is another of the benefits of the small exchange made through the Fairtrade system every time one of our drinks is sold.

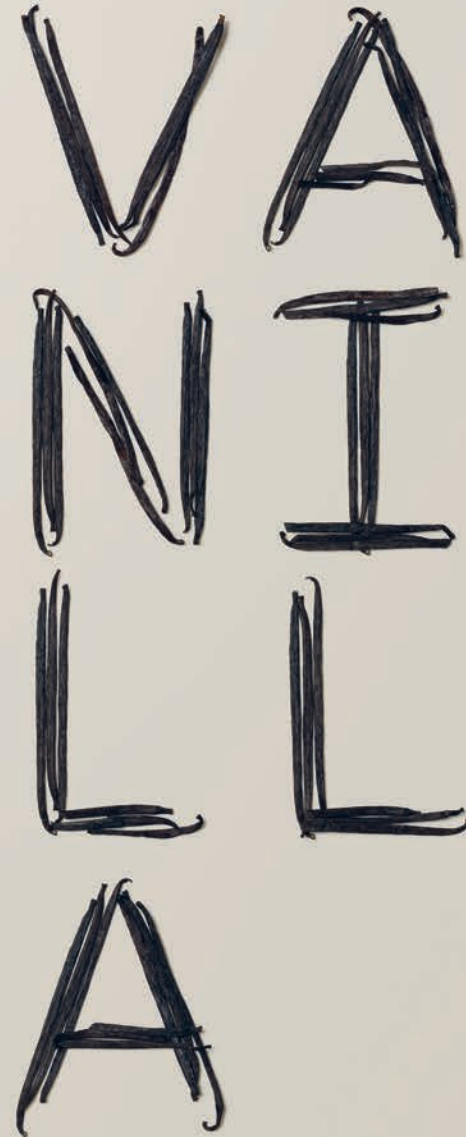
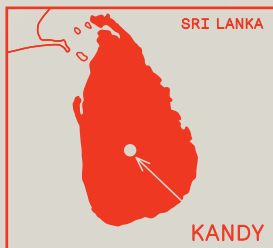
VANILLA.

Like the ginger, the vanilla we use in Karma Cola and Gingerella is also grown by the Forest Garden Growers Association in Sri Lanka.

It comes from a place called Kandy in the Central Province which is free from chemical pesticides, herbicides and irony.

Made up of 130 small organic farms, they have been Fairtrading since 2011. They are mad about vanilla and every flower on the vanilla vine is carefully hand pollinated using a small twig from a dried coconut palm frond with a delicacy that would make a bee jealous.

On top of the price of vanilla, our farmers earn a premium, which goes back to the Association to be shared across the farms going towards education, hospitals, and improvements to farming infrastructure.



FAIR
PLAY.

We may be fizzy but we're dead serious about looking after the people who grow our ingredients and that's why we wear the world's most recognised ethical label – Fairtrade.

Trust is important to us so we get all our ingredients inspected by The Soil Association, who know everything there is to know about growing real organic produce, and they guarantee no pesticides or other nasty chemicals are used on the fruit we source. So you don't have to take our word for it.

We've been named one of The World's Most Ethical Companies by The Ethisphere Institute for two years in a row and we've been anointed 'The World's Fairest Trader'.

KADIE BAO, THE CHIEF OF BOMA VILLAGE AND HER HUSBAND HINDOWA KAMARA, THE CHIEF OF THE NEIGHBOURING VILLAGE OF TIWAI.



THE KARMA COLA FOUNDATION.

The Karma Cola Foundation was founded on the guiding principle that the eight communities we support in the Tiwai region of Sierra Leone know what's best for them. So they do just that.

The Foundation is headed by Albert Tucker, a Fairtrade advocate and former director of Twin Trading – a pioneering Fairtrade company. To help administer the funds we work in conjunction with the German charity Welthungerhilfe and the African Agro Forestry Farmers Association.

But the people of Boma decide what the projects they want funded.

The first project, the Makenneh Bridge, joins old and new Boma and ensures the safe transportation of people & supplies.

THE CHILDREN OF BOMA DON'T HAVE MUCH BUT IT DOESN'T STOP THEM FROM LEARNING, AND WORKING OUT HOW TO BUILD THINGS LIKE WOODEN TRUCKS. IMAGINE WHAT THEY COULD DO WITH A FEW MORE TOOLS AND MATERIALS.



THE KARMA COLA FOUNDATION.

The people of Boma have also decided to spend the funds sending 45 young children to school annually; to install a primary school teacher in a community run school; to build a rice-processing centre in order to ensure security of food supply and self sufficiency; to support an educational HIV/AIDS theatre group, and to rehabilitate 25 acres of forest farm.

Our ongoing work and commitment to the people of Boma and Tiwai communities has been made even more critical in the wake of the devastating Ebola epidemic.

As well as continuing to support our existing projects we're funding medical and hygiene supplies for the Ebola effort and a sensitisation work programme.

We believe this is the beginning of a long and mutually beneficial partnership.

Our aim is to sell as many fizzy drinks as possible. The more we sell the more good we can do.

LIFE IN BOMA FOLLOWS THE SUN AND THE SEASONS. WITHOUT ELECTRICITY TO SEE AT NIGHT, THE PEOPLE RISE AT DAWN AND GO TO SLEEP NOT LONG AFTER THE SUN GOES DOWN.





“If you don't stand for
something you will fall
for anything.”

MALCOLM X



#drinknoevil