
NEW GENERATION

Alkaline *Drops*

pH-Boosting Botanical Drops

Five functional variants • 30 mL dropper bottle

Refresh with *Every Sip.*



BEAUTY



RELAX



DETOX



SPORT



IMMUNE

Welcome to the catalog

The Hyggefoods New Generation Alkaline Drops series combines a mineral formulation that raises the pH of drinking water with 100% botanical extracts in a single dropper bottle. This catalog consolidates specifications, technical data, packaging standards and ordering terms for all five variants.

Prepared for B2B partners: retail, pharmacy, e-commerce, hospitality and wholesale channels.

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01

About Hyggefoods

R&D-driven food technology from YTU Yildiz Technopark

Hyggefoods Gıda Bilişim San. ve Tic. A.Ş. is a Türkiye-based food-technology company at Yildiz Technical University Technopark, developing functional products through food-science-led R&D.

Formulation, stability studies and sensory validation for the Alkaline Drops series were carried out in the YTU Technopark laboratories. The company has been active since 2018 and applies its registered technologies in product development.

University-industry collaboration sits at the centre of product development.

PARTNERSHIPS & GROWTH

Long-term relationships are built with selected B2B partners across pharmacy, retail, e-commerce and corporate channels. Private-label solutions are available.

FACT SHEET

LEGAL NAME	Hyggefoods Gıda Bilişim San. ve Tic. A.Ş.
LOCATION	YTU Technopark, İstanbul
ORIGIN	Türkiye
REGISTRATION NO	TR-34-K-170118
ESTABLISHED	2018
CATEGORY	Functional food supplement

CERTIFICATIONS

ISO 9001:2015

ISO 22000:2018

ISO 22716 GMP

ISO/IEC 17025

TSE HYB

01

Awards and Certifications

Awards, recognitions and certified production

Since its foundation Hyggefoods has been recognised nationally for entrepreneurship and innovation, and has certified its production and quality processes to international standards.

ISO — Industrialist of the Future, Grand Prize **2018**

ITU Cekirdek Big Bang

Lions Türkiye — Woman Entrepreneur Making a Difference **2019**

First place

MUSIAD Startup Roadmap — Second place **2019**

Turkish Airlines Special Award

Go Global Awards — Food Category —

Third worldwide

Halkbank Producing Women — Second in Türkiye **2022**

Micro-producer woman entrepreneur

YTU Yildiz Technopark & PwC Türkiye **2022**

"Rising Stars" Certificate of Honour

CERTIFIED PRODUCTION

ISO 9001:2015

ISO 22000:2018

ISO 22716 GMP

ISO/IEC 17025

TSE HYB

Production and quality processes are audited by EKOL Certification (IAC: MSCB-5044); certificate numbers appear in the quality section.

02

Why Alkaline Drops?

Why this category – and why this series

Drinking water is the health behaviour a consumer repeats most often during the day. Alkaline Drops are built on that repetition: long shelf life, small volume, one second of use. Because a single 30 mL bottle can treat a 19-litre dispenser, the perceived cost is low and repeat-purchase frequency is high.

What you sell on the shelf is not a bottle;
it is a habit the consumer repeats every day.

WHAT SETS THE SERIES APART

- **Botanical functional layer:** beyond raising pH, each variant carries a targeted position through 100% botanical extracts.
- **Neutral taste:** no botanical aftertaste; because the taste of water is unchanged, daily-use drop-off is low.
- **Clean label:** contains no sugar, sweetener, preservative or colourant.
- **Colour-coded range architecture:** the five variants read as a single block on shelf, which supports cross-selling.
- **R&D origin:** the formulation was developed in the YTU Technopark R&D infrastructure.
- **Certified production:** under ISO 9001, ISO 22000, GMP and ISO/IEC 17025.

COMMERCIAL PROFILE

UNIT VOLUME	30 mL
YIELD	~19 L dispenser per bottle
SHELF LIFE	24 months
DISPLAY BOX	12 units
STORAGE	Ambient
COLD CHAIN	Not required

Small volume and ambient transport mean a low unit cost in distribution logistics.

02

Target Channels

Where the range sells – channel fit

All five variants are suitable for every channel; there is no channel-based variant restriction.

BUYER PROFILE	USE CASE
Pharmacy and health store	Counter-top and supplement shelf display
Retail chain • organic market	Functional beverage and water aisle
E-commerce and subscription box	Bundle sales and repeat orders
Gym • clinic	Practitioner-recommended sales
Hotel, spa and corporate gifting	Room & spa service, employee wellbeing sets
Wholesale and regional dealer	Private label and mixed shipments

POINT-OF-SALE SUPPORT

PDQ shelf display units with headcard, the colour-coded label system, a product training sheet and a digital image pack are provided to our partners.

03

Product Range Overview

Five functional variants

The range is built on a shared mineral base plus two variant-specific botanical extracts. The technical specification is identical across all variants.

NO:1 Beauty Avocado + Rosehip <i>Skin radiance & collagen support</i>	NO:2 Relax Sage + Lemon Balm <i>Calm & tranquility</i>	NO:3 Detox Papaya + Kiwi <i>Daily detox & digestion</i>	NO:4 Sport Pineapple + Ginger <i>Muscle recovery</i>	NO:5 Immune Turmeric + Pomegranate <i>Immunity support</i>
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PRODUCT	SKU	BARCODE • EAN	VOLUME	DISPLAY	PH
NO:1 Beauty	ALKALI01	8681793040149	30 mL	12 units	10.0 – 10.5
NO:2 Relax	ALKALI02	8681793040156	30 mL	12 units	10.0 – 10.5
NO:3 Detox	ALKALI03	8681793040163	30 mL	12 units	10.0 – 10.5
NO:4 Sport	ALKALI04	8681793040170	30 mL	12 units	10.0 – 10.5
NO:5 Immune	ALKALI05	8681793040187	30 mL	12 units	10.0 – 10.5

30 mL

Dropper bottle • food-contact LDPE, child-resistant cap

19 L

Dispenser water treated per bottle

24 months

Shelf life • stored at ambient temperature in a dry place. No cold chain required.



12-unit PDQ shelf display — with headcard, colour-coded by variant.

NO:1

Beauty

Skin Radiance & Collagen Support • Avocado + Rosehip



Avocado

Persea americana

Rosehip

Rosa canina

SKU **ALKALI01**

BARCODE • EAN **8681793040149**

NET VOLUME **30 mL**

DISPLAY BOX **12 units**

PH **10.0 – 10.5**

SHELF LIFE **24 months**

NEUTRAL TASTE

BOTANICAL EXTRACTS

SUGAR-FREE

PRESERVATIVE-FREE

YTU R&D

Warning: Not a medicine. Individuals with hypertension or kidney conditions should consult a physician. Keep out of reach of children. *Food supplement • not intended to diagnose or treat.*

SHELF NOTE

The variant closest to the cosmetics and personal-care aisle. First choice for cross-merchandising with skincare sets and for gift boxes.

POSITIONING

Designed for the beauty-conscious consumer. While raising the pH of water, it brings together **rosehip**, known for the vitamin C involved in collagen synthesis, and **avocado**, associated with the skin's moisture barrier.

KEY INGREDIENTS

Deionized water, sodium bicarbonate, sodium carbonate, dipotassium hydrogen phosphate, 100% rosehip extract, 100% avocado extract.

No sugar, sweetener, preservative or colourant.

DOSAGE

**8–10
drops**

per glass
200 mL

**1
tbsp**

per litre
of water

**1
bottle**

19 L
dispenser

NO:2

Relax

Calm & Tranquility Support • Sage + Lemon Balm



Sage

Salvia officinalis

Lemon Balm

Melissa officinalis

SKU	ALKALI02
BARCODE • EAN	8681793040156
NET VOLUME	30 mL
DISPLAY BOX	12 units
PH	10.0 – 10.5
SHELF LIFE	24 months

NEUTRAL TASTE

BOTANICAL EXTRACTS

SUGAR-FREE

PRESERVATIVE-FREE

YTU R&D

Warning: Not a medicine. Individuals with hypertension or kidney conditions should consult a physician. Keep out of reach of children. *Food supplement • not intended to diagnose or treat.*

SHELF NOTE

The core variant for the hotel, spa and wellness channel. Because it works with an evening-routine narrative, it is best placed next to sleep and relaxation products.

POSITIONING

Formulated for the consumer who values the evening ritual and stepping away from daily stress. **Sage** and **lemon balm** are traditionally counted among calming botanicals; the pH-boosting drop supports that unhurried rhythm.

KEY INGREDIENTS

Deionized water, sodium bicarbonate, sodium carbonate, dipotassium hydrogen phosphate, 100% sage extract, 100% melissa extract.

No sugar, sweetener, preservative or colourant.

DOSAGE

**8–10
drops**

per glass
200 mL

**1
tbsp**

per litre
of water

**1
bottle**

19 L
dispenser

NO:3

Detox

Daily Detox & Digestion • Papaya + Kiwi



Papaya

Carica papaya

Kiwi

Actinidia deliciosa

SKU	ALKALI03
BARCODE • EAN	8681793040163
NET VOLUME	30 mL
DISPLAY BOX	12 units
PH	10.0 – 10.5
SHELF LIFE	24 months

NEUTRAL TASTE

BOTANICAL EXTRACTS

SUGAR-FREE

PRESERVATIVE-FREE

YTU R&D

Warning: Not a medicine. Individuals with hypertension or kidney conditions should consult a physician. Keep out of reach of children. *Food supplement • not intended to diagnose or treat.*

SHELF NOTE

One of the fastest-moving variants in the pharmacy and health-store channel. Well suited to a two-variant bundle with Sport in seasonal detox campaigns.

POSITIONING

Designed as the variant that supports the daily cleanse ritual. **Papaya** contains *papain*, an enzyme associated with digestion in the literature, while **kiwi** is known for its fibre and vitamin C.

KEY INGREDIENTS

Deionized water, sodium bicarbonate, sodium carbonate, dipotassium hydrogen phosphate, 100% papaya extract, 100% kiwi extract.

No sugar, sweetener, preservative or colourant.

DOSAGE

**8–10
drops**

per glass
200 mL

**1
tbsp**

per litre
of water

**1
bottle**

19 L
dispenser

NO:4

Sport

Muscle Recovery & Performance • Pineapple + Ginger



Pineapple

Ananas comosus

Ginger

Zingiber officinale

SKU **ALKALI04**

BARCODE • EAN **8681793040170**

NET VOLUME **30 mL**

DISPLAY BOX **12 units**

PH **10.0 – 10.5**

SHELF LIFE **24 months**

NEUTRAL TASTE

BOTANICAL EXTRACTS

SUGAR-FREE

PRESERVATIVE-FREE

YTU R&D

Warning: Not a medicine. Individuals with hypertension or kidney conditions should consult a physician. Keep out of reach of children. *Food supplement • not intended to diagnose or treat.*

SHELF NOTE

The entry product for the gym, clinic and performance-nutrition channel. Its high water yield per bottle should be presented alongside a daily hydration-target narrative.

POSITIONING

Developed for the consumer with an active lifestyle and a regular training routine.

Pineapple contains *bromelain*, traditionally associated with post-exercise support, while **ginger** is a well-known natural botanical source.

KEY INGREDIENTS

Deionized water, sodium bicarbonate, sodium carbonate, dipotassium hydrogen phosphate, 100% pineapple extract, 100% ginger extract.

No sugar, sweetener, preservative or colourant.

DOSAGE

**8–10
drops**

per glass
200 mL

**1
tbsp**

per litre
of water

**1
bottle**

19 L
dispenser

NO:5

Immune

Immunity & Antioxidant Support • Turmeric + Pomegranate



Turmeric

Curcuma longa

Pomegranate

Punica granatum

SKU **ALKALI05**

BARCODE • EAN **8681793040187**

NET VOLUME **30 mL**

DISPLAY BOX **12 units**

PH **10.0 – 10.5**

SHELF LIFE **24 months**

NEUTRAL TASTE

BOTANICAL EXTRACTS

SUGAR-FREE

PRESERVATIVE-FREE

YTU R&D

Warning: Not a medicine. Individuals with hypertension or kidney conditions should consult a physician. Keep out of reach of children. *Food supplement • not intended to diagnose or treat.*

SHELF NOTE

The driver of the range through autumn and winter. Recommended for pharmacy counter-top display and seasonal campaigns.

POSITIONING

Designed with seasonal transitions and the load of busy city life in mind. **Turmeric**, for its *curcumin* content, and **pomegranate**, known for its high antioxidant capacity, are both well-documented botanicals.

KEY INGREDIENTS

Deionized water, sodium bicarbonate, sodium carbonate, dipotassium hydrogen phosphate, 100% turmeric extract, 100% pomegranate extract.

No sugar, sweetener, preservative or colourant.

DOSAGE

**8–10
drops**

per glass
200 mL

**1
tbsp**

per litre
of water

**1
bottle**

19 L
dispenser

04

Formulation and Dosage

Formulation and sensory profile

FORMULATION

New Generation Alkaline Drops is a mineral-balancing concentrate developed to move the pH of drinking water into the target range. The formulation combines sodium bicarbonate, sodium carbonate and dipotassium hydrogen phosphate in precise stoichiometric ratios.

Variant-specific 100% botanical extracts add a functional layer on top of the pH-balancing function.

SENSORY PROFILE

- Appearance: clear • Colour: transparent • Taste: neutral
- No botanical aftertaste; the taste of water is unchanged
- Contains no sugar, sweetener, preservative or colourant
- Fully water-soluble; leaves no sediment

DOSAGE

8–10 drops	1 tbsp	1 bottle
per glass 200 mL	per litre of water	19 L dispenser

Daily goal: 8 glasses of alkaline water. Dosage is identical across all variants, which may also be alternated during the day.

COMMUNICATION NOTE

The product is not a medicine and carries no treatment or disease-prevention claim. Positioning should be built around hydration and lifestyle.

04

Technical Data

Physical, chemical and microbiological specifications

PHYSICAL & CHEMICAL

DENSITY	0.9 – 1.03 g/cm ³
PH	10.0 – 10.5
SOLUBILITY	Water-soluble
APPEARANCE	Clear • transparent
EXPLOSIVE PROPERTIES	Not explosive

MICROBIOLOGICAL LIMITS

PARAMETER	LIMIT
Total aerobic mesophilic bacteria	< 1000 CFU/g
Yeast and mould	< 100 CFU/g
Coliform	< 10 CFU/g

Method: Ph. Eur.

SCIENTIFIC BACKGROUND

[1] Tanaka, Y. et al. (2018). *Daily ingestion of alkaline electrolyzed water containing hydrogen influences human health*. Medical Gas Research, 8(4), 160–166.

[2] Magro, M. et al. (2016). *Alkaline Water and Longevity: A Murine Study*. Evidence-Based Complementary and Alternative Medicine, 2016, 1–6.

[3] Saitoh, Y. et al. (2010). *Biological safety of neutral-pH hydrogen-enriched electrolyzed water*. Toxicology and Industrial Health, 26(4), 203–216.

[4] Rubik, B. (2011). *Health effects of drinking electrolyzed-reduced alkaline water*. Water and Society, 153, 317–327.

References are provided as scientific background and do not constitute a health claim for the product.

05

Recommended Assortments

Recommended assortments — freely combinable by SKU

These assortments are reference configurations; any SKU combination is possible.

ASSORTMENT 01

Compact Entry Set

An entry configuration of two freely chosen variants for tight shelf space.

- Free choice — 2 displays (2 × 12 units)
- Total 24 units · single shelf facing

ASSORTMENT 02

Full Range Shelf Block

A colour-coded single-block display of all five variants.

- NO:1 – NO:5 — one display per variant
- Total 60 units · 5 displays

ASSORTMENT 03

Corporate Gift Set

A mixed three-variant set for employee and client gifting.

- Three freely chosen variants
- Customisable with bespoke box and band

Minimum quantity agreed per request

ASSORTMENT 04

Private Label

Production under the partner's own brand.

- Custom label and carton design
- Mixed cartons and mixed shipments available
- Delivered with Certificate of Analysis (CoA)

MOQ negotiated by variant mix

06

Pricing and Ordering

Pricing, minimum order quantity and order flow

Prices are quoted to trade buyers only.

MOQ and volume discounts are set according to the variant mix.

sales@hyggefoods.co • 0 555 976 7575

PRODUCT PRICE LIST

PRODUCT	SKU	VOLUME	DISPLAY	UNIT PRICE
NO:1 Beauty	ALKALI01	30 mL	12 units	— — — —
NO:2 Relax	ALKALI02	30 mL	12 units	— — — —
NO:3 Detox	ALKALI03	30 mL	12 units	— — — —
NO:4 Sport	ALKALI04	30 mL	12 units	— — — —
NO:5 Immune	ALKALI05	30 mL	12 units	— — — —

Price fields are completed at quotation stage.

ORDER FLOW

STAGE	LEAD TIME	ACTION
Sample request	1 week	Variant samples shipped and evaluated
Price and MOQ agreement	1 week	SKU, quantities and delivery terms confirmed
Label and design approval	1–2 weeks	Private-label artwork and regulatory adaptation
Production and quality control	3–4 weeks	Production, batch control, labelling
Shipment	As agreed	Documentation and delivery

07

Packaging and Logistics

Packaging standards, storage and distribution

PRIMARY PACKAGING

BOTTLE	30 mL dropper bottle
MATERIAL	LDPE — food contact
CAP	Child-resistant, universal
DROPPER	Fine tip, precise dosing
LABEL	OPP — colour-coded by variant

SECONDARY PACKAGING • DISPLAY

BOX	12 units per display
TYPE	Shelf display unit (PDQ)
MATERIAL	Printed carton
HEADCARD	Yes
PLACEMENT	Counter-top and pharmacy shelf

MASTER CARTON

UNITS PER CARTON	On request
MIXED CARTON	Available
PALLET	Standard pallets suitable
CARTON MARKING	Per customer specification
BARCODE	Outer carton barcoded

STORAGE & SHELF LIFE

TEMPERATURE	Ambient
HUMIDITY	Dry environment
LIGHT	Protect from direct sunlight
SHELF LIFE	24 months (stated on label)
TRANSPORT	Standard dry cargo

SHIPMENT DOCUMENTATION

A Certificate of Analysis (CoA) and batch traceability data accompany every shipment. Channel-specific labelling, mixed cartons and private-label solutions are available.

08

Quality and Certifications

Quality management and certifications

All Hyggefoods products are audited by EKOL Certification (IAC accreditation: MSCB-5044) and confirmed to comply with the international standards listed below. Our company registration number is TR-34-K-170118.

STANDARD	SCOPE	CERTIFICATE NO	VALIDITY
ISO 9001:2015	Quality management system	102028387	18.02.2026 – 18.02.2027
ISO 22000:2018	Food safety management	102028386	18.02.2026 – 18.02.2027
ISO 22716:2013 GMP	Good manufacturing practices	102028390	18.02.2026 – 18.02.2027
ISO/IEC 17025	Testing and calibration laboratories	102028388	18.02.2026 – 18.02.2027
TSE HYB	Service qualification certificate	102028389	18.02.2026 – 18.02.2027

R&D AND ACADEMIC COLLABORATION

Hyggefoods operates from YTU Yildiz Technopark and places academic collaboration at the centre of its product-development processes. The formulation and validation work for the Alkaline Drops series was carried out in this infrastructure.

09

Regulatory and Labelling Compliance

Regulatory and labelling compliance

REGULATORY COMPLIANCE

- Complies with the Turkish Food Codex Labelling Regulation
- Complies with EU food labelling regulation EEC 1169/2011
- The label carries product name, ingredients, expiry date, net quantity, producer details, storage conditions and allergen information

ALLERGEN INFORMATION

According to the Turkish Food Codex Labelling Regulation and EEC 1169/2011, the product contains no allergens.

CORPORATE DETAILS

CERTIFICATION BODY	EKOL Certification • IAC: MSCB-5044
REGISTRATION NO	TR-34-K-170118
PRODUCTION DOCUMENT	Türkiye HF.21 • Rev. 01

CONTACT

Let's build your next category hero together.

Get in touch for samples, price lists, private-label production and distribution partnerships.

GENERAL

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OFFICE & R&D

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Refresh with every sip.

Hyggefoods · Alkaline Drops

