


MOLECOLA[®]
ITALIANA VERA



**Elevate
your taste**

  
molecolaitalia.it



100% italian

From the concept to the supply chain, MoleCola is a shining example of all-Italian excellence.



Surprising flavor

An exclusive recipe with natural aromas, carefully selected Italian ingredients and natural mineral water: an elegant taste!



Captivating packaging

Attention to detail and the Made in Italy ethos are also reflected in the aesthetic design of the products. The glass bottle has won the prestigious International Design Award in Los Angeles.



Environmentally conscious

Entirely plastic-free collection. A gesture of love towards the environment and consumers



Heart of solidarity

We have always collaborated with Renken, an Italian non-profit organization that focuses on implementing educational projects in Senegal.

A ONE-OF-A-KIND PROJECT

The Idea and the recipe were born in 2012 in Turin.

Molecola joins the project of Italia Zuccheri, a cooperative bringing together 5700 farms, to obtain 100% Italian certified sugar from beets and guarantee farmers a fair price.

Only natural flavors produced and selected by Giotti's Family.

Cans and glass bottles are filled with natural mineral water of Maritime Alps in Piedmont. All the packagings are produced in Italy.

Other part of cans are produced in Parma, in Emilia Romagna region.

MOLECOLA'S MAP

MoleCola is the extraordinary result of the collaboration of Italian entities that share their expertise and creativity in a project unique in taste and heart.



**Certified
ITALCHECK®**



MOLECOLA[®]

in
Natural Mineral Water

The purity and lightness of the mineral water
enhance the flavors of MoleCola, allowing you
to savor every sip as if it were the first.

**FROM
MOUNTAIN SOURCE**
to bottle

For our MoleCola in glass bottles, we only
use spring water from the Piedmontese
Maritime Alps.



WATER AS FIRST INGREDIENT



100% ITALIAN SUGAR

*From the regions of
Veneto and Emilia Romagna*

MoleCola couldn't help but share the project of **Italia Zuccheri**, an initiative that brings together 5,700 agricultural companies in a cooperative for a unique project: obtaining 100% certified Italian sugar from sugar beets, ensuring fair prices for farmers.



ITALIA ZUCCHERI



The 90.60.90 bottle

designed by Curve Studio, has won the coveted International Design Award (IDA) in Los Angeles, an important competition that rewards the best design projects.

Selected from more than three thousand entries from 95 countries, the 90.60.90 won first prize in the Material Design category for the original glass workmanship, like a tailored tweed fabric.

[watch the video](#)



DESIGN

MoleCola chooses *sustainability*

What's missing in the
MoleCola line?
Plastic



In addition to the aluminum can, a fully recyclable material, we have chosen black glass for our bottle: a solution designed for reuse and to facilitate recycling within the supply chain.

So, along with the taste and fizziness of MoleCola, we can also safeguard our planet



SUSTAINABILITY



MoleCola supports **Renken Onlus**, an international cooperation association founded in 2006 in Turin to promote dialogue between Italy and **Senegal**.

Its projects aim to promote education and sustainable development in communities, particularly in southern Senegal, by showcasing the complexity of the African continent to break down stereotypes and appreciate its differences.

In 2019 the *Cola Casamance* project is born

Together, we established a **cola tree plantation** in the village of Abéné, in the Casamance region in southern Senegal.

Thanks to the care and work of the families living in the village, the “**Renken Cola Nuts**” were born, which are purchased and used by MoleCola as one of its most important raw materials.

[watch the video](#)





Regular

The original recipe of MoleCola Classic: the fresh and intense taste of 100% Italian cola.



Sugar Free

The Italian cola indulgence, without sugar and without aspartame.



Caffeine Free

Without caffeine: the balanced flavor of the original recipe, suitable for the whole family.



Organic-Fair trade

Born from a collaboration with *Altromercato*, a cola with a bold flavor, the result of the selection of organic and sought-after raw materials.

THE FAMILY

330ml



250ml

The new graphics on the cans and the matte soft-touch effect present a fresh and pop design, a hint of Italian style at first glance.

The aluminum can, a recyclable material infinitely, preserves the aromatic balance from the sunlight, ensuring the taste and fizziness.

CAN



MOLECOLA CLASSIC
330ML



24 cans



Shelf life
24 months

ASPARTAME
without
ASPARTAME



MOLECOLA SUGAR FREE
330ML



24 cans



Shelf life
18 months



MOLECOLA CAFFEINE FREE
250ML



24 cans



Shelf life
24 months



330ml



750ml

The “90.60.90” bottle is inspired by the Italian cinema divas of the 1950s.

The glass, worked like the texture of a fabric, and the label resembling an elegant belt, make MoleCola a perfect representative of Italian style worldwide.

That’s why we chose the glass bottle to convey the value of the artisanal, tailor-made product, just like the high fashion of Made in Italy.



GLASS BOTTLE



MOLECOLA CLASSIC
330ML



24 bott.



Shelf life
24 months



MOLECOLA SUGAR FREE
330ML



24 bott.



Shelf life
18 months



MOLECOLA ORGANIC FAIR-TRADE
330ML



24 bott.



Shelf life
24 months





NATURALLY COLA

- ◆ Organic and fair-trade cane sugar
- ◆ Only organic natural flavors
- ◆ Organic and fair-trade guaranà, extracted by the seed of the climbing plant native of Amazonia
- ◆ In natural mineral water
- ◆ Elegant and smooth taste
- ◆ In collaboration with

altro@ciò

an Italian cooperative society with consortia purposes operating in the field of fair and solidarity trade

ORGANIC FAIR-TRADE



MOLECOLA CLASSIC
750ML



12 bott.



Shelf life
24 months



MOLECOLA SUGAR FREE
750ML



12 bott.



Shelf life
18 months



MOLECOLA CAFFEINE FREE
750ML



12 bott.



Shelf life
24 months






MOLECOLA[®]
ITALIANA VERA



Trinca s.r.l.

Via Artigianelli nr. 71/7
10098 Rivoli - TO
Italy

molecolaitalia.it



DARE TO BE DIFFERENT