

ATINATI brings a fresh expression of Georgian lemonade to SIAL Paris 2026

The new Georgian sparkling drink brand debuts its launch range, illustrated can design and export-ready portfolio for international buyers at Hall 5C, Stand F091.

Tbilisi, Georgia - Atinati, a new sparkling drink brand from Georgia, will make its international trade debut at SIAL Paris 2026, held 17–21 October at Paris Nord Villepinte. Visitors to **Hall 5C, Stand F091** will be invited to discover familiar flavours in unexpected combinations, paired with an illustrated world created especially for the brand.

The name comes from the Georgian word ათინათი (*atinati*), referring to reflected sunlight. That idea shapes everything the brand does: light, warmth, freshness and a moment of brightness in every sip.

The launch range features **four flavours**, each with its own character:

- **Lemon & Lime.** *Citrusy. Bright. Fresh.* A lively citrus pairing with a refreshing finish.
- **Pear.** *Fruity. Soft. Juicy.* A familiar favourite with a delicate character.
- **Tarragon & Rosemary.** *Herbal. Aromatic. Unexpected.* The brand's flagship pairing offers a contemporary interpretation of Georgian tarragon lemonade.
- **Saperavi & Sour Cherry.** *Fruity. Deep. Bold.* A non-alcoholic nod to Georgia's wine heritage, inspired by the Saperavi grape.

More flavours to come

A sugar-free range is currently in development. Additional flavours have already been developed for future launches, including Feijoa, Rose, Cream Soda, and Barberry & Pomegranate.

Crafted with care

Atinati is produced in Georgia by Boom Group LLC. Its flavour profiles were developed with the support of Döhler, the international specialist in food and beverage flavour solutions, for a stable, carefully balanced taste. The range is naturally flavoured and available in 330 ml aluminium cans.

Design as a brand asset

Every Atinati flavour has its own illustrated world. Characters created exclusively for the brand, imagined as small guardians of fruit, nature and sunlight, form a colourful, imaginative universe that extends beyond the can. It is built to stand out on shelf, photograph beautifully and travel naturally across social media. Together, the flavours and illustrations offer retailers and distributors a recognisable range with a clear story to share.

"Atinati started with a simple idea: a classic taste in a modern form," said Anna Rukhadze, Head of Marketing at Atinati. "People already love Georgian lemonade. We wanted to give it the design, energy and character to belong in today's cities, whether it's a quiet moment for yourself or a table full of friends. SIAL Paris is the perfect stage to share a little of that Georgian sunlight with the world."

At SIAL Paris, the Atinati team will welcome buyers, importers, distributors and journalists to taste the range, explore the brand's visual world and discuss opportunities for international collaboration.

Visit Atinati at SIAL Paris 2026

17–21 October | Paris Nord Villepinte

Hall 5C · Stand F091

Exhibitor: NIX Trade LLC

About Atinati

Atinati is a Georgian sparkling drink brand that connects the country's lemonade tradition with the aesthetics of a new generation. Its bright, familiar flavours and illustrated characters turn everyday moments into something a little more special. Atinati is produced in Georgia and designed for international markets.

Press and partnership enquiries

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