



Be More brings its sparkling electrolyte water range to international buyers at SIAL Paris 2026

Three lightly sparkling waters with 150 mg of magnesium per 330 ml can, sugar free and made in Estonia.

Be More will present its three-product sparkling electrolyte water range to international buyers at SIAL Paris 2026, from 17 to 21 October at Paris Nord Villepinte. The range is the brand's first ready-to-drink product line and opens a new category for Be More alongside its collagen, superfood and raw bar ranges.

Each 330 ml can contains 150 mg of magnesium, which is 40 % of the nutrient reference value, together with the Be More mineral complex of magnesium citrate, potassium bicarbonate, Himalayan salt and sodium bicarbonate.

Magnesium contributes to electrolyte balance. Magnesium contributes to normal muscle function. Magnesium contributes to the normal functioning of the nervous system. Magnesium contributes to the reduction of tiredness and fatigue.

All three products are sugar free and energy free, with no preservatives, and are suitable for vegans. The range comes in three variants: Mineral Pure, unflavoured, for consumers who want the mineral function without a flavour profile; Mineral Tropical, with natural mango and pineapple flavourings; and Mineral Refresh, with natural citrus and lime flavourings. All three are produced in Estonia and supplied in cases of 24 cans.

The three variants are designed to be listed together rather than individually, giving retailers a way to test consumer preference across an unflavoured and two flavoured options within one range.

Be More is looking to meet beverage distributors, importers, retail buyers and functional beverage partners at Hall 7, Stand H 411 during SIAL Paris 2026.

WHY IT STANDS OUT

150 mg magnesium per 330 ml can (40 % NRV)

Sugar free · Energy free

With magnesium, potassium and sodium

Three variants: Pure, Tropical, Refresh

Vegan · Preservative free · Made in Estonia

PRESS CONTACT

Lisandra Anet Salumäe, Sales Manager

NutriDream / Be More

lisandra@bemore.ee

nutridream.eu | bemore.ee