



THE PROPOSITION

100% coconut water, resealable carton, Nordic brand, grocery price. The leading import retails at NOK 104–115/L; KILDE targets NOK 45–55/L with a designed Norwegian brand and the category's only glacier-blue cap block.

CONSUMER NEED

Rehydration after training, sauna and outdoor life — natural electrolytes, no added sugar, ambient logistics, chilled presentation.

TARGET CHANNELS

Grocery chilled juice · gyms & studios · sauna & bathhouses · cafés & kiosks · hotel & hospitality.

RECOMMENDED RETAIL PRICING

SKU	RRP INCL VAT	PER LITRE
KILDE Naturell 330 ml	NOK 24	NOK 73
KILDE Naturell 1 L	NOK 55	NOK 55

DIFFERENTIATION

- Only Nordic-designed brand in the category
- Resealable screw cap on every format
- Source of Life shelf block — repeated facings read as one continuous current
- Velocity data shared with retail partners
- Launch support & sampling funded in plan

TRADE INFORMATION

ITEM	330 ML	1 L	STATUS
EAN (GTIN)	7099990000018 (placeholder)	TBD at GS1 membership	PRE-GS1
Case quantity	12	8	PROVISIONAL
Pallet configuration	TBC with co-packer & 3PL		TBC
Shelf life	12 months ambient, unopened		CO-PACKER
Storage	Ambient; chilled presentation recommended		
MOQ (direct)	One mixed pallet		PROVISIONAL
Lead time	48h from Oslo 3PL (in-stock)		3PL QUOTED

WHOLESALE & MARGIN (INDICATIVE)

CHANNEL	WHOLESALE EX VAT	INDICATIVE MARGIN
Grocery 330 ml	12.52	40% of ex-VAT RRP
Outlet 330 ml	15.00	≥28%
Grocery 1 L	28.70	40%

All trade terms provisional until distribution agreements are signed. Volume tiers by dialogue.

Pricing and cost basis: Product prices, wholesale terms, retailer margins, product costs, freight, customs, 3PL costs, customer-acquisition costs, sales velocity and operating assumptions are indicative management estimates guided by publicly available market benchmarks, preliminary supplier and logistics indications, and comparable commercial economics available as of July 2026. They are not binding quotations, contracted prices or independently verified commercial terms. Every material assumption must be confirmed or replaced by a written quotation, signed agreement or verified market source before investment close.

LAUNCH SUPPORT

Funded sampling programme · branded chilled units for key outlets · social & local activation · data sharing on sell-through.



SAMPLES & CONTACT

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Sample request via the website contact form

