

**bello.**  
Re-Inventing the Beverage Industry.





# The Story Behind Bello

**Bello** was founded in 2019, in Montreal, with the **desire to make healthy beverages more sustainable and accessible to everyone**. We were tired of constantly having to choose between our health and the environment. Tap water isn't attractive, and often contaminated, while bottled drinks are an ecological disaster.

Marc SCHAAL and Clement BOULAND, the co-founders of **Bello** have spent several years re-thinking the beverage industry. Frustrated by not drinking enough water, having no pleasure while drinking tap water; the cofounders sought to develop an **eco-friendly and simple-to-use machine to create premium water**. They were willing to produce personalized water at the point of use, in order to enable the consumers to turn their tap water into delicious and personalized beverages.

To make it possible, they needed to rethink the standard model of the beverage industry. After two years of development they've created the **Bello Home**: a sleek **water dispenser allowing to purify and infuse your tap water** at home or work. Indeed, a line of capsules allow the user to add a few drops of natural concentrate in your drink. Each capsules can be used multiple times and are directly delivered at your house. With **Bello Home**, you are able to create your own water!

**Marc Schaal** (down right) and **Clement Bouland** (top left) met a few years ago when they both immigrated from France to Canada. Marc grew up in a winegrower family in France; eager to create the most refined and natural wines.

Whereas Clement is fascinated about innovation and new technologies; he is keen into challenges as well.







The beverage industry is disconnected from our needs.

- ✓ Pollution
- ✓ Expensive
- ✓ Unhealthy



Make your own drinks at home.

- ✓ Purifies water
- ✓ Capsules of flavors
- ✓ Sustainable



# The Product: Bello Home

## Filtration

An Activated Carbon Filter removes bad tastes and over 66 contaminants from tap water



## Flavoring

Infuses water with natural flavors, real juices and minerals



**Bello Home** creates personalized water at home. Bello combines advanced water purification and precise infusion using pods of concentrate, in order to offer an outstanding and tasteful experience to the user.



## Lemon water

Refreshing morning essential  
full of antioxidants



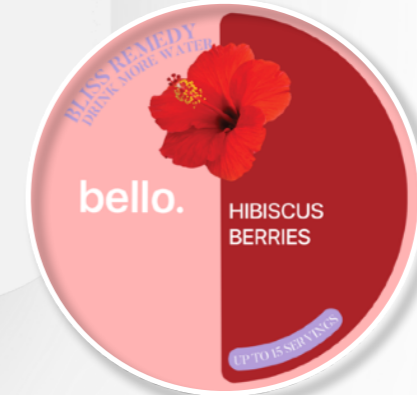
## Iced tea

Perfectly balanced black iced tea  
revealing peach notes



## Hibiscus infusion

Floral and fruity infusion for any  
mood and occasion



15

Servings  
Per Capsule

40x

Less Plastic  
Than a Bottle

25x

Less CO2  
Than a Bottle

Bello offers **premium and better-for-you beverages**. We seek to have real juices, essential minerals, or plant extracts in our formulas. Moreover, one single capsule makes **up to 5 liters of infused water**. We help our customers decrease their plastic bottles' consumption drastically while having the pleasure to drink your favorite beverages. We are offering a **large range of beverages** for the whole day. We aim at developing more flavors after our launch, which are perfect for aperitif with friends, after a sport session, etc.





# Bello is building an entirely new way to sell, distribute and experience beverages at home.

If you have more questions, please, do not hesitate to contact us directly at [marc@bellowater.co](mailto:marc@bellowater.co)

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