

American™
JOOZY



**An exhilarating partnership awaits,
ready-to-explore new heights of
success in the global market**



Message from the CEO

At American Premium Water, we believe that healthy hydration is key to enhancing wellbeing, empowering individuals to live life to the fullest. Thirty years ago, we pioneered the bottled water industry in Sri Lanka. Since then, healthy hydration has remained the heart of our product portfolio. Our core values—Uncompromised Quality, Exceptional Service, Pride in Excellence, Integrity, and Teamwork—have been the foundation of our success. Over time, leveraging international collaborations, we have diversified and expanded our offerings, bringing innovation into all we do. Our state-of-the-art packaging facilities not only meet our in-house needs but also serve industry peers through private labeling—further underscoring our leadership, expertise, and trust within the sector. Today, we are proud to introduce JOOZY, a vibrant, fruity beverage crafted with internationally sourced ingredients. Through meticulous safety and quality processes, JOOZY delivers an unmatched drinking experience while staying true to our promise of excellence. At American Premium Water, JOOZY is more than just a beverage; it represents our unwavering commitment to innovation, quality, and the wellness of consumers worldwide. Together, let's hydrate to live more! Fayaz Fazal

CEO,
American Premium Water



Message from the COO

It gives me immense pride to reflect on our journey over the past 30-years. From humble beginnings as a local provider of high-quality water solutions, with the assistance of our U.S.-based partner, American Liquid Packaging Systems, Inc., which has established joint-venture operations across Austria, Spain, and Guadeloupe, we have captured the Sri Lankan market island-wide. Also, associate companies – Premium Aqua Services Pvt. Ltd and Cap Snap Polymers Pvt. Ltd - have been established in Chennai, India. At American Premium Water, our mission has always been clear: to provide hydration solutions that enrich lives and support healthy communities. To achieve this, we continually invest in innovation, ensuring that our products meet the highest standards of quality, safety, and excellence. As we look to the future, we remain steadfast in our dedication to growth, innovation, and excellence. We aim to deepen our impact by introducing new products and services, expanding our reach to new regions, and fostering meaningful partnerships that create shared value for all stakeholders. Imran Hussain

COO,
American Premium Water



The Milestones of Our Successful Journey



1995

Incorporated American Premium Water Systems as a joint-venture with American Liquid Packaging System Inc.



2001

Inaugurated a new plant for American Premium Water Syetems (Pvt) Ltd



2003

Expanded into polymer packaging with vertical integration



2005

Entered the Indian bottled water market



2014

Incorporation of American Logistics



2023

Launch of American Beverages (Pvt) Ltd

American Beverages

American Beverages (Pvt) Ltd, a proud subsidiary of American Premium Holdings Pvt. Ltd, carries a legacy of over 30 years, built on the heritage and excellence of our flagship product, American Premium Water. Through decades of dedication, we have earned a reputation for quality, trust, and innovation, setting the standard in hydration solutions.

Our ever-evolving product portfolio reflects our commitment to meeting the dynamic needs of consumers worldwide. From fruit drinks, flavored water, and coconut water to a variety of refreshing, flavored beverages, every product is crafted to deliver superior hydration, delight, and value.

At American Beverages, our mission goes beyond just quenching thirst. We are committed to making a positive impact by aligning our operations with the United Nations Sustainable Development Goals (UN SDGs). We look forward to partnering with sustainability-conscious likeminded entities towards our dedication to creating shared value for communities and the environment.

Driven by a passion for innovation and service excellence, American Beverages is poised to lead the way in delivering world-class hydration solutions and refreshing experiences to consumers across the globe



American Joozy

In a world where hydration often feels ordinary, JOOZY stands out as a vibrant and exciting alternative, transforming the everyday into a moment of joy. Born from a passion for fruit and a commitment to happiness, JOOZY is more than just a drink—it's a celebration of flavor, vitality, and positivity.

At JOOZY, we believe hydration should go beyond quenching thirst. It should delight the senses and elevate your day. That's why every sip of JOOZY delivers a burst of real fruit goodness, essential vitamins, and natural flavors, making hydration as beneficial as it is enjoyable.

A Flavor for Every Palate

JOOZY offers a variety of exciting flavors that cater to everyone.

No of units: 24

Size:
180 ml

Pallet cases:
115

Shelf life:
12 months

Case size (mm):
285*200*117 (L*W*D)

Pack sizes can be
customized as
200ml, 330ml,
500ml & 1l

The refreshing
zest of Orange



The exotic
fusion of
Strawberry &
Guava



The uniquely
delightful
Mixed Fruit



Our Unique Selling Propositions (USPs)

Superior Taste

Crafted for an unmatched, delicious experience.

Quality Guarantee

Meticulous processes to ensure excellence.

Product Range

A diverse lineup of flavors to suit every preference.

International Ingredients

Sourced globally for the finest quality.

Packaging Options

To suit your needs.

JOOZY
transforms hydration
into an experience of
joy and vitality—
one sip at a time!

Get in touch

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