

# 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!



	180 ml		500 ml		1 Litre	
	20ft container	40ft container	20ft container	40ft container	20ft container	40ft container
<b>Case Size:</b>	180 ml*24 packs	180 ml*24 packs	500ml* 12 packs	500ml* 12 packs	1000ml* 12 packs	1000ml* 12 packs
<b>Case Size (in mm):(L*W*H)</b>	285*200*117	285*200*117	260 X 213 X 288	260 X 213 X 288	320X 240 X260	320X 240 X260
<b>Shelf Life:</b>	12 Months	12 Months	12 Months	12 Months	12 Months	12 Months
<b>Net Weight per Case:</b>	5 kg	5 kg	6 kg	6 kg	13 Kg	13 Kg
<b>Gross Weight per Case:</b>	5.5 Kg	5.5 Kg	6.82 Kg	6.82 Kg	13.52 Kg	13.52 Kg
<b>Cases per Pallet:</b>	136 Cases	136 Cases	120 Cases	120 Cases	90 Cases	90 Cases
<b>Loadability - Dry Container:</b>	65,280	137,088	28,800	46,080	14,040	22,680
<b>Net Weight per Container:</b>	13,600	28,560	14,400	23,040	15,210	24,570
<b>Gross Weight per Container:</b>	14,960	31,416	16,368	26,189	15,818	25,553
<b>Port of Dispatch:</b>	Colombo - Sri Lanka	Colombo - Sri Lanka	Colombo - Sri Lanka	Colombo - Sri Lanka	Colombo - Sri Lanka	Colombo - Sri Lanka

## Get in touch

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