



## PRESS RELEASE

*Date: 04/07/2025*

*Subject: Sources Rosport launches Pom's Rubbarb – Summer Edition*

### Sources Rosport launches Pom's Rubbarb – a summer edition with a twist of rhubarb.

*A breath of fruity freshness for summer! Sources Rosport proudly presents Pom's Rubbarb, a brand-new sparkling drink with the delightfully tangy taste of rhubarb.*

Rosport Pom's welcomes a new member to its line: **Rosport Pom's Rubbarb – Summer Edition**, a refreshing blend of apple juice, rhubarb juice, and Rosport's naturally sparkling mineral water. The result? A natural, thirst-quenching drink with character and freshness – perfect for sunny days.

Since its launch in 2012, **Rosport Pom's** has won over Luxembourgish consumers with its authentic taste and natural composition. A market study conducted in June 2015 revealed that 4 out of 5 residents knew the brand, and **55%** had already enjoyed its fruity bubbles.

Encouraged by this success, the company expanded its range in 2016 with **Rosport Pom's Piisch**, a blend of apple and peach juice that quickly became a hit. In 2025, Rosport is back with a **bold new flavour** designed to evoke the joy of summer and the comfort of childhood memories: rhubarb.

**Rosport Pom's Rubbarb** is a tribute to our grandmothers' homemade rhubarb pies, combined with Rosport's flair for innovation. After months of testing, the perfect recipe was found: 50% apple juice, 8% rhubarb juice and naturally sparkling Rosport mineral water – a perfectly balanced mix of tang and sweetness.

#### **Practical and eco-friendly format**

**Rosport Pom's Rubbarb** is available in 0.5L PET bottles, sold individually or in packs of 6. The light, recyclable format is available at supermarkets, convenience stores, petrol stations and beverage distributors across the country. Empty bottles can be disposed of in Valorlux bags or taken to recycling centres.



## **Strong commitments**

Like all *Rosport Pom's* products, *Rosport Pom's Rubbarb* is made from 100% natural ingredients, with no added sugars, naturally rich in calcium and magnesium, and certified vegan and gluten-free.

## **Digital press release and pictures**

*The press release and pictures can be downloaded from our website:*

*[www.rosport.com](http://www.rosport.com) under the "ACTUALITES/NEWS" tab.*

*Pictures: <https://lightroom.adobe.com/shares/3a1520b542594c4d9e31cdafcf88ba7e>*

*If you have any other questions or require visuals, please do not hesitate to contact us:*

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## **About Sources Rosport S.à R.L.**

*Founded in 1959, "Sources Rosport" produces carbonated and non-carbonated natural mineral waters: "Rosport Classic", highly sparkling, "Rosport Blue", slightly sparkling, and "Rosport Viva", a still natural mineral water. Since 2012, "Rosport Pom's", a refreshing "Apfelschorle"-type drink made from apple juice and Rosport sparkling water, has also been part of the Rosport family. In 2018, "Rosport mat" made its debut. This is a sparkling mineral water with no added sugar and flavoured with lemon, lime, mint or grapefruit. In 2020, "Sources Rosport" launched "Rosport Sunny", a drink based on still mineral water mixed with fruit juice and available in 3 flavours: lemon/lime, peach and lemon/ginger.*

*The aim of this 100% Luxembourg-owned SME is to appeal to consumers through the unique taste of its drinks, the rich and balanced composition of its mineral salts and the variety of its products. Respect for the environment, social responsibility and safety in the workplace are also key priorities for the company. The company is ISO9001:2015, ISO14001:2015 and ISO 45001:2018 certified, and has been awarded the ESR label by the INDR every year since 2011. Choosing a "Sources Rosport" product means opting for bottles produced and sold exclusively in the Grand-Duchy of Luxembourg. This choice was made in the hope that, with the active participation of its customers, each bottle could be entirely reconstituted and recycled by the company, in order to reduce waste and the carbon footprint to a minimum.*

