



Shisha Flavour

A.T Europe GmbH

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 - 4. Berry flavour
 - 5. Floral flavour
 - 6. Sweet & cream flavour
 - 7. Dessert flavour
 - 8. Fantasy flavour
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The aim of this presentation is to present and promote **our flavours** for shisha application.

SHISHA

○ DEFINITION:

- I. Shisha comes from the persian word “shishe”, which means “glass”.
- II. It is a single- or multi-stemmed instrument for vaporizing and smoking flavoured tobacco (called **Mu'assel**).
- III. Also called Shisha to refer flavoured tobacco instead of referring to shisha “instrument”.

○ OTHER NAMES: *Nargileh/ Okka/ Ghalyan/ Cachimba/ Hookah*

○ ORIGIN: comes from the North-West of India (from regions Rajasthan and Gujarat).



GEOGRAPHICAL EXPANSION AMONG COUNTRIES A.T Europe GmbH

1. The Shisha's origin comes from **India 1560s**

- Primarily, was manufactured out of coconuts.
- They smoked complete tobacco leaves, moistured with water



2. Via Persia the waterpipe reached **Arabia** between the **16th and 17th century**, then the Ottoman Empire (**Turkey**) and North-Africa, especially **Tunisia and Egypt**.

- Flavoured tobacco smoked in a hookah



3. The hookah has been growing in popularity in the **United States and Europe** since the experimentation of the **60's**

- Flavoured tobacco smoked in a hookah



4. Now it is also growing in popularity in Japan.



SOCIAL EVOLUTION AMONG CENTURIES

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○ MEANING:



Well-balanced lifestyle



A social event, to make families and friends meet



A cultural good

○ EVOLUTION:

In **1623-1640**, became a status symbol of the time. It was smoked after royal dinners and at diplomatic meetings.



At the beginning of the **20th century** became unfashioned, a smoking device of old people



It was rediscovered by the young generation of Arabic society and became an **item of lifestyle**.

Now smoking hookah is regarded as modern and stylish.



1. SHISHA



2. CHARCOAL



3. MU'ASSEL



HOW DOES SHISHA RUN?

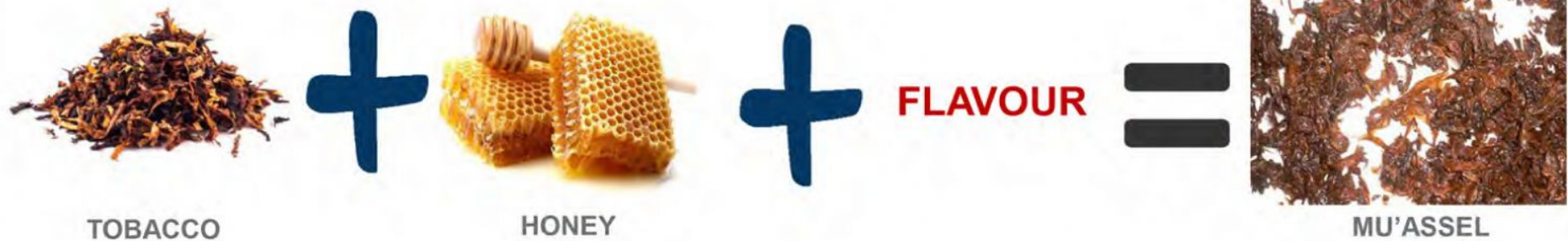
The jar at the bottom of the hookah is filled with water sufficient to submerge a few centimetres of the body tube, which is sealed tightly to it. Tobacco or tobacco-free molasses are placed inside the bowl at the top of the hookah, the bowl is covered with perforated tin foil or a metal screen and coal placed on top.

When one inhales through the hose, air is pulled through the charcoal and into the bowl holding the tobacco.

The hot air, heated by the charcoal vaporizes the tobacco without burning it. The vapour is passed down through the body tube that extends into the water in the jar. It bubbles up through the water, losing heat, and fills the top part of the jar, to which the hose is attached. The vapour goes through the hose and smoker smokes this flavoured vapour.

□ MU'ASSEL (which means "honeyed")

It is a **syrupey tobacco** blended with molasses and vegetable glycerol as moisturizer and specific flavours added to it.



**Non-tobacco-based mu'assel is also available in certain areas where tobacco smoking is not allowed.*

□ CONSUMERS



Young people, around 19 years old
(after the first course of university the consume increases by 25%)

□ CONSUMPTION



- **Over 100 million** people smoke shisha every day.

□ TRENDS



The prevalence of shisha smoking is growing because of:

- ✓ **BETTER PERCEPTION** THAN SMOKING TOBACCO CIGARETTES
- ✓ **EASY ACCESS** (unregulated)
*Because waterpipe is not subjected to the same regulation as cigarettes and other tobacco products.
- ✓ **LOW COST**
- ✓ **YOUNG PEOPLE**, prefer the sweet smell and taste of the smoke rather than traditional tobacco

1. APPLE



4. LEMON



2. GRAPE



5. MINT



3. GUAVA



6. MIX FRUIT



7. Unusual flavors, including white *gummy bear*, *blueberry muffin*, *spiced chai* and *Powerbull flavor* (similar to the flavor of a Red Bull energy drink),



OUR PROPOSALS

- FRESH
- FRUITY
- CITRIC
- BERRY
- FLORAL
- SWEET & CREAM
- DESSERT
- FANTASY
- NEW FLAVOUR DEVELOPMENT



- ❑ The main flavour used in shisha is MINT.
- ❑ Mint, is the most traditional flavour for shishas.

OUR FRESH SHISHA's FLAVOURS

AG 7091	MINT
AG 6226	PEPPERMINT
AG 7170	SPEARMINT



- ☐ From the great variety of fruits that are included in this group, the main flavour used for years is apple.
- ☐ Apple is the second flavour most used in shisha's application, after mint.
- ☐ In apple flavours' group, the most famous is TWO APPLE



OUR FRUITY SHISHA's FLAVOURS

AG 6644I	WATERMELON
AG 6378K	KIWI
20064TF	TWO APPLE
AG 6488I	COCONUT
AG 6909C	BANANA
AG 6949	RED APPLE
AG 7794	GUAVA
AG 6632I	MELON
AG 7301	PEACH
20047TF	MANGO
AG 6128D	GREEN APPLE
AG 7470	APRICOT



- ☐ Citrus fruits are the third most widely used flavour group in shisha's application.
- ☐ Lemon and Pomegranate are the main flavours used.

OUR CITRIC SHISHA's FLAVOURS

AG 7680	POMEGRANATE
AG 7975	ORANGE
AG 7976	LEMON
AG 6511	COLA



- ☐ Berry flavours are commonly used in shisha's application.
- ☐ They are sweet flavours but not so much as other fruits.

OUR BERRY SHISHA's FLAVOURS

AG 6490	BLACKBERRY
AG 7583	BLACK GRAPE
AG 7066	STRAWBERRY
AG 7384	BLACK CURRANT
AG 7619	WHITE GRAPE
AG 6566C	BLUEBERRY
AG 7327	RASPBERRY
AG 7542	SOUR CHERRY



- ☐ The floral concept in shishas is present but doesn't have much relevance in this kind of application.
- ☐ The favourite flavours still have sweet and strong character.

OUR FLORAL SHISHA's FLAVOURS

AG 7690	NEROLI
AG 7647	ROSE

SWEET&CREAM FLAVOUR

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- ❑ *Sweet & cream* flavours are very popular as consumers usually smoke while they drink coffee or relax; it's a great combination.

OUR SWEET& CREAM SHISHA's FLAVOURS

AG 6981	CONDENSED MILK
AG 7658	MILK
AG 6952	VANILLA
AG 7744	CAPPUCCINO
AG 6434	CARAMEL
AG 6499	CHOCOLATE
AG 7562	COFFEE
AG 6654	TOFFEE



❑ This group represents other flavours.

OUR FANTASY SHISHA's FLAVOURS

AG 6768	MASTIC
AG 7557	BUBBLEGUM
AG 7322	TUTTI FRUTTI
20042TF	MUSK
20058TF	BLUE MIST



- ☐ These dessert flavours have a sweet character, reason why consumers like them.
- ☐ They are not the most common flavours used in shisha, but new trends in occident make them each time more popular.

OUR DESSERT SHISHA's FLAVOURS

SC 8268	CHEESECAKE
SC 8499	AMERICAN PIE
AV 9021	GERMAN PIE FLAVOUR
AV 9019	STRAWBERRY CHEESECAKE
AV 9020	BAKEWELL CAKE



□ LATEST CREATIONS

OUR NEW DEVELOPMENT SHISHA's FLAVOURS

20062TF	LITTLE RED HOOD
SC 8334I	32 FAHRENHEIT
SC 8293	HAVANA
20061TF	MASALA CHAI
20063TF	BREEZE LIME
20060TF	SUMMER KISS

THANK YOU

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info@atgermania.com
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