

The Hot Collection



Mak The food company

Fruit x Natural Heat

Custom-Built Spicy Concentrates for
Next-Generation Functional Beverages

Where fresh fruit meets controlled heat.

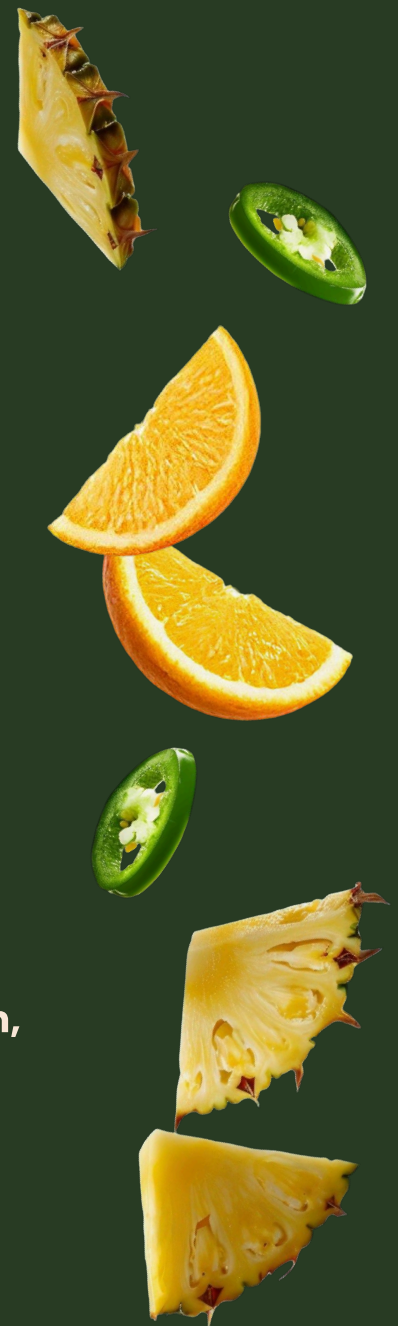
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The Hot Collection

A new generation of spicy fruit concentrates powered by natural jalapeño heat.

- Any fruit can become **HOT**.
- Designed for **immunity drinks, spicy refreshers, functional shots and RTDs**.
- Built on a **clean-label base**: fruit concentrate + natural jalapeño/chilli extract.
- Customizable heat level:
aromatic warmth → bold spicy kick.
- Developed for markets demanding **innovation, wellness and sensory excitement**.

A fully adaptable Hot concept that can be created from any fruit.



The Global Rise of Spicy Functional Beverages



+54% Global Increase in Spicy Beverage Launches (2019–2024)

Spicy drinks are one of the fastest-accelerating innovation territories.

+65% Growth in Demand for Immunity-Focused Beverages

Consumers increasingly associate heat + Vitamin C with natural protection.

+72% of Young Consumers Prefer Bold, Intense Flavors

Gen Z & Millennials actively choose adventurous, spicy-forward taste profiles.

Spicy drinks are no longer a niche: they're a global sensation.

Perfect timing to introduce a bold, functional "fruit + heat" concept.

Heat signals wellness, energy and excitement in a single ingredient.

A powerful shortcut to stand out in crowded beverage markets.

Fruit + spice = the next evolution in functional beverages.

A unique pairing that blends familiarity with innovation.

The Power of Natural Heat

Jalapeño extract brings aromatic heat without overpowering the fruit.

Vitamin C Amplifier

Jalapeño naturally contains 4 × more Vitamin C than orange.

Clean-Label Spicy Innovation

Only fruit + natural heat: no artificial colors, no off-notes.

Customizable Heat Curve

From soft warm to bold hot — fully adjustable.



Perfect Pairing with Citrus & Tropicals

Heat enhances brightness and boosts flavor complexity.

Functional Sensory Experience

Heat is perceived as energizing, refreshing and stimulating.

Natural Heat, Real Functional Power

Jalapeño adds aromatic warmth and natural micronutrients — a clean, controlled spicy boost built for functional beverages.

The Hot Collection in Action

Fruit-Based Hot Concepts Tailored to Market Needs



Orange Hot

- The Spicy Vitamin Shot
- Bright citrus × jalapeño warmth
- Up to **4× more Vitamin C** than standard orange juice

Pineapple Hot

- Tropical Fire
- Juicy pineapple with a tangy heat finish
- Perfect for RTDs and refreshing spicy blends



Tropical Hot

- Exotic × Spicy
- A blend of tropical fruits lifted by natural heat
- Designed for modern functional beverages.



Orange Hot



The Spicy Vitamin Shot Base

A bold orange concentrate with jalapeño heat and high Vitamin C. Designed for functional, immunity-driven drinks



150–200 mg Vitamin C / 100 ml

Up to 4× regular orange juice



Immune & antioxidant boost
from citrus + added Vitamin C



Natural jalapeño kick for a
distinctive “fresh + spicy” profile



Clean-label: Orange Juice
Concentrate + Jalapeño Hot
Extract

1

**The Spicy
Vitamin Shot**

2

**Feel the heat.
Taste the health.**

3

**Your daily refresh
+ immune boost**

4

**Immunity never
tasted this bold**

**A high-Vitamin C citrus base with natural heat —
built for next-generation immunity drinks.**



The Hot Collection

Bold, functional and built for
brands ready to lead the next
beverage wave.

We don't follow flavor trends — we create them.

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