



Cacto drinks company

great taste – good health – green future

Sparkling Cactus Water – Prickly Pear (005300)

Wildly refreshing. Naturally functional. Planet kind.

This is where Cacto begins: the pure, untamed flavour of the prickly pear fruit—bright, mellow, and unlike anything you’ ve tasted before. Lightly sparkling with a smooth, lasting mouthfeel, it’ s clean, crisp, and subtly sweet, like a desert breeze in a can.

Rich in antioxidants known for their skin-rejuvenating properties, electrolytes, and anti-inflammatory benefits, the prickly pear has been used in herbal remedies for centuries. Cacto captures that ancient wellness in a modern, low-sugar, low-calorie drink that feels as good as it tastes.

Prickly pears thrive with minimal water, draw moisture from the air, and help capture carbon from the atmosphere—making them one of the planet’ s most sustainable crops. It’ s hydration with roots in the Earth, and a future in mind. A true gift from Mother Nature.

Ingredients:

Water, Prickly Pear Purée (NFC), Lemon Concentrate, Natural Flavouring, Rowanberry Extract, Magnesium Citrate



Nutrition:

Per 100g

- Energy: 29kJ / 7 kcal
- Fat: 0.1g
- Saturated Fat: 0g
- Carbohydrates: 2.2g
- Sugars: 1.0g
- Fibre: 0.8g
- Magnesium: Naturally Occurring

Per 330ml can

- Energy: 96kJ / 23 kcal
- Sugars: 3.3g
- Fibre: 2.6g

Free-From & Friendly:

✔️ GMO free ✔️ Halal friendly ✔️ Kosher friendly ✔️ Vegan & Vegetarian ✔️ Source of fibre per 100 kcal

Cacto Sparkling Cactus Water – Prickly Pear & Pineapple (005002)

A tropical cactus water infusion.

This vibrant blend pairs the mellow sweetness of cactus fruit with the golden zing of pineapple for a taste that's both adventurous and



uplifting. It's smooth on the sip, bright on the finish, and endlessly refreshing—perfect for wherever your day takes you.

Naturally rich in antioxidants and a source of magnesium, this blend supports hydration, recovery, and glow from the inside out—without the sugar crash. It's a nourishing escape in every can, with over 50% less sugar and calories than coconut water.

Behind the flavour is a story of sustainability: prickly pears grow in arid climates with little to no irrigation, giving back more than they take. A true gift from Mother Nature—grown with care, made with purpose.

Ingredients:

Water, Prickly Pear Purée (NFC), Pineapple Juice (NFC), Lemon Concentrate, Natural Flavouring, Rowanberry Extract, Magnesium Citrate

Nutrition:

Per 100g

- Energy: 34kJ / 8 kcal
- Fat: 0.1g
- Saturated Fat: 0g
- Carbohydrates: 2.2g
- Sugars: 1.4g
- Fibre: 0.4g
- Magnesium: 31mg (7.5% NRV)



Per 330ml can

- Energy: 112kJ / 26 kcal
- Sugars: 4.6g
- Fibre: 1.3g
- Magnesium: 102mg (25% NRV)

Free-From & Friendly:

✔️ GMO free ✔️ Halal friendly ✔️ Kosher friendly ✔️ Vegan & Vegetarian ✔️ Source of magnesium ✔️ Source of fibre per 100 kcal

Cacto Sparkling Cactus Water – Prickly Pear, Kiwi & Strawberry (005303)

Juicy. Zingy. Wildly uplifting.

Strawberry brings the sweetness, kiwi adds the zing, and cactus ties it all together with a mellow, earthy finish. It's a playful, bold combination that surprises with every sip—lightly sparkling, full-flavoured, and deeply refreshing.

Low in sugar and calories yet naturally packed with antioxidants and a source of magnesium, this blend supports hydration, skin vitality, and active recovery. Prickly pear has long been used in traditional remedies—and now powers a modern, feel-good refreshment.

With a gentle environmental footprint and deep cultural roots, this is more than a functional drink—it's a gift from Mother Nature, shared with the world through Cacto.



Ingredients:

Water, Prickly Pear Purée (NFC), Kiwi Concentrate, Natural Strawberry Flavouring, Lemon Concentrate, Rowanberry Extract, Magnesium Citrate

Nutrition:

Per 100g

- Energy: 26kJ / 7 kcal
- Fat: 0.1g
- Saturated Fat: 0g
- Carbohydrates: 2.5g
- Sugars: 0.9g
- Fibre: 0.7g
- Magnesium: 32mg (7.5% NRV)

Per 330ml can

- Energy: 86kJ / 23 kcal
- Sugars: 3.0g
- Fibre: 2.3g
- Magnesium: 106mg (25% NRV)

Free-From & Friendly:

✔ GMO free ✔ Halal friendly ✔ Kosher friendly ✔ Vegan & Vegetarian ✔ Source of magnesium ✔ Source of fibre per 100 kcal

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Cacto Sparkling Cactus Water – Product Range Overview

Great Taste. Good Health. Green Future. Award-winning sparkling cactus water crafted with real prickly pear purée. Naturally low in sugar and calories, rich in plant-powered benefits, and made with the planet in mind.

Product Highlights – At a Glance

Feature	Cacto Range
Format	330ml aluminium can (recyclable)
Shelf Life	12 months (ambient)
Pack Size	12 x 330ml cans (per case)
Commodity Code	2202 99 19 00
Storage	Ambient. Best served chilled.
Pricing	Wholesale cost: £0.87 ex VAT (UK)
Country of Origin	Made in the UK (Bristol-based)
Certifications	GMO Free, Vegan, Vegetarian, Halal, Kosher

Category Positioning

- Functional drinks / Healthy hydration
- Natural, low-calorie alternatives to coconut water, soda, kombucha



- Ideal for: Health & wellness aisles, grab-and-go chillers, cafés, gyms, boutique retail

Naturally distinct for a new and exciting offering for your customers.

Key Consumer Benefits

- Lightly sparkling with real fruit purée and juice
- Low in sugar and calories
- Source of magnesium (Pineapple & Kiwi Strawberry)
- Contains naturally occurring magnesium (Prickly Pear)
- Source of fibre in all SKUs
- Antioxidant-rich and traditionally used for skin, hydration & vitality
- Naturally sustainable: cactus requires minimal water and captures carbon
- Free from artificial ingredients, preservatives, and added sugar

SKU Breakdown – Per 100ml

Prickly Pear

Flavour: Mellow and subtly sweet, with notes of watermelon and strawberry. Nutrition (per 100ml):

- Energy: 29kJ / 7 kcal
- Fat: 0.1g
- Saturated Fat: 0g
- Carbohydrates: 2.2g



- Sugars: 1.0g
- Fibre: 0.8g
- Magnesium: Naturally occurring Key Benefits:
- Low calorie
- Source of fibre
- Antioxidant-rich
- Contains naturally occurring magnesium
- Supports clean hydration and skin health

Prickly Pear & Pineapple

Flavour: Tropical pineapple balanced by smooth cactus fruit. Nutrition (per 100ml):

- Energy: 34kJ / 8 kcal
- Fat: 0.1g
- Saturated Fat: 0g
- Carbohydrates: 2.2g
- Sugars: 1.4g
- Fibre: 0.4g
- Magnesium: 31mg (7.5% NRV) Key Benefits:
- Source of magnesium and fibre
- Antioxidants + electrolyte support
- Refreshing tropical profile
- Supports hydration, energy, and muscle function

Prickly Pear, Kiwi & Strawberry



Flavour: Juicy strawberry and zingy kiwi layered with mellow cactus.

Nutrition (per 100ml):

- Energy: 26kJ / 7 kcal
- Fat: 0.1g
- Saturated Fat: 0g
- Carbohydrates: 2.5g
- Sugars: 0.9g
- Fibre: 0.7g
- Magnesium: 32mg (7.5% NRV) Key Benefits:
- Source of magnesium and fibre
- Antioxidant-rich
- Refreshing recovery
- Supports hydration, skin vitality, and muscle function

Cacto vs Vita Coco – Trade Comparison

Feature	Cacto (All SKUs)	Vita Coco Coconut Water
Calories (per 100ml)	7–8 kcal	~18 kcal
Sugar (per 100ml)	0.9–1.4g	~4g
Fibre	Yes – source of fibre (all SKUs)	No
Magnesium	31–32mg (7.5% NRV – 2 SKUs)	~6mg (approx. 1.5% NRV)



	Naturally occurring in 1 SKU	
Flavour	Sparkling, fruity, jammy, refreshing	Still, nutty, mild coconut flavour
Sustainability	Low water use, carbon-capturing cactus	High water-use tropical crop
Shelf Appeal	Vibrant, natural, wellness-led	Familiar but traditional

Sales Support Available

- Branded fridge strips, wobblers & shelf talkers
- Trade kits for events, tastings & launches
- Digital content: social posts, product shots, educational callouts
- Retailer education: ingredient story, functional claims, sustainability messaging

For messaging support, feedback or just to have a chat about cactus fruit, feel free to reach out:

hello@cactodrinks.com

for direct support or to arrange in-store sampling sam@cactodrinks.com

www.cactodrinks.com

CACTO



Keeping
it Real

“Thanks for ridin’ the ripple. Every sip you take is a high-five to Mother Nature — and a wave of support for clean water where it’s needed most. Stay hydrated, stay grounded, and keep spreadin’ the good vibes.”

Zenny, your cactus with a conscience

*Cacto helps support safe water access through our official charity partner, **Water.org** — because clean hydration should be a right, not a privilege.*