**BTS NDRC – LVA OBLIGATOIRE – 2024**

**MISE EN SITUATION**

**KOMBUCHA**

Une image contenant texte, bouteille, Empaquetage et étiquetage, Bouteille en plastique

Description générée automatiquement**Supremely fresh and nutritious, GT's Synergy Organic Raw Kombucha is made using diverse nutrients from nature to promote overall health. This 100% organic kombucha is carefully handcrafted and naturally rich with living probiotics, active enzymes, organic acids. Needs to be refrigerated / chilled.**

* 6-pack of 16 fl oz (=47 cl) bottles of GT's Synergy Raw Kombucha, two bottles per flavor: Trilogy, Gingerade, and Gingerberry
* Gluten-free, vegan, non-GMO, raw kombucha
* Fermented tea in recyclable glass bottles
* Made with organically produced kombucha culture, black tea, green tea, kiwi juice, and fresh-pressed ginger juice
* Immunity-boosting kombucha with no added sugar
* 9 billion living probiotics that replenish the gut, aid digestion boost immune health

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| **SITUATION:**  You work for GT’s and you have been asked to promote this new Kombucha pack to customers. How would you sell the product?  Use the following hints:   * The benefits for health * The natural and eco-friendly aspect * The different ways of promoting the product |