



PRESS RELEASE

Liège, June 10, 2025

POKKA, THE ICONIC JAPANESE DRINK, WILL BE PRESENTED AT ANUGA COLOGNE 2025

Asia Europe Trade announces the official presentation of Pokka, a Japanese beverage brand renowned for its ready-to-drink teas, at the ANUGA trade show in Cologne, from October 4 to 8, 2025.

As Pokka's official distributor in Belgium, **Asia Europe Trade (AET)** will unveil the brand's most iconic iced tea range, combining Asian authenticity with modern freshness. Green teas, Oolong tea, Jasmine tea, and sugar-free beverages will be showcased among European professionals.

Pokka, born in Japan and present in more than 60 countries, embodies a perfect balance between naturalness, taste, and convenience. At ANUGA, the brand aims to expand its presence in Europe by targeting distributors, buyers, and retailers interested in healthy and premium trends.

"We are delighted to present Pokka at ANUGA Cologne. It is a brand with a unique positioning, healthy, practical, and faithful to Japanese tradition." It appeals to a wide audience, increasingly attentive to the quality of its drinks," says Julian Gruslin, marketing manager at Asia Europe Trade.

About Pokka

Founded in 1977 in Japan, Pokka is now one of Asia's leading ready-to-drink tea brands. Combining Japanese expertise and innovation, the brand offers natural, preservative-free beverages made with authentic infusions.

About Asia Europe Trade

AET is a key player in the import-export of Asian FMCG products in Europe. Specializing in the distribution of premium food brands, AET connects cultures through gastronomy.

Press Contact

Julian Gruslin

Marketing Manager – Asia Europe Trade

✉ socialmedia@asiaeuropetrade.biz