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HÖLLINGER

Product Innovation – Zero Sugar. Zero Artificial Sweeteners. 100 % Taste 1-2-3 SUGARFREE: Höllinger Sets New Standards for Healthy Beverages

Pressbaum, March 24, 2025 – Lifestyle diseases such as diabetes and obesity are on the rise in Austria. A key factor: excessive sugar consumption, which often occurs unconsciously. Austrian company Höllinger is responding with its new sugar-free organic beverage line: 1-2-3 SUGARFREE. The innovative formula – completely free of sugar and artificial sweeteners – offers healthy enjoyment in Wild Berry and Peach-Passion Fruit flavors for children, adults, people with diabetes and seniors. The drinks are available in convenient formats – both sparkling and still.

Currently, 3.2 million people in Austria are overweight. Obesity is a risk factor for developing insulin resistance, which can lead to diabetes. Around 800,000 people in Austria have already been diagnosed with diabetes – and the number is growing. A major contributor to this trend is the overconsumption of sugar and sugary beverages. “Healthy eating plays a crucial role in the prevention of diabetes, especially type 2 diabetes,” says dietitian and health educator Rita Bugl, BSc MSc. “To reduce risk, people should aim for a balanced diet that keeps blood sugar levels stable and maintains a healthy body weight. Sugary foods and drinks like sodas, juices, sweets, and processed foods should be minimized or avoided. These can spike blood sugar and often contain hidden fats and sugars. Of course, cutting out sweets completely isn’t necessary – moderation is key.” To support the Austrian population in reducing sugar consumption, Höllinger has developed a new product line that is 100 % sugar-free and 0 % artificial sweeteners. 1-2-3 SUGARFREE stands for a conscious and healthy lifestyle for all generations.

“We know how difficult it is to avoid sugar in everyday life. It is present in many foods, often hidden, making it challenging to stay within the WHO’s recommended daily limit of 25 grams of added sugar. With our new 1-2-3 SUGAR-FREE line, we aim to support a healthy lifestyle and the reduction of sugar in beverages. With zero calories and zero sugar, it is the ideal refreshment for the whole family. A low-sugar diet is crucial from an early age, which is why we make healthy indulgence easier—without compromising on taste,” says company founder and CEO Gerhard Höllinger.

“Sugar-Free” Instead of Dangerous Sugar Bombs

Soft drinks and sodas are sugar bombs that spike blood sugar and insulin levels. Excessive sugar intake can lead to overweight and obesity while also promoting insulin resistance. These factors significantly increase the risk of diabetes and consequently of heart disease and many other conditions.

The same applies to artificial sweeteners: studies suggest they may negatively impact gut flora, metabolism, and the feeling of satiety. Artificial sweeteners, therefore, are not a healthier alternative to regular sugar.

The Austrian pioneer of natural beverages has developed an innovative manufacturing process that creates an infusion from various plants and fruits – without sugar, without artificial sweeteners, and without calories.

For All Generations – Sparkling or Still

Whether young or old, sugar consumption affects everyone in Austria. In developing this new product line, Höllinger took into account the needs of various target groups and now offers the new organic refreshment in several flavors and convenient formats. The formula features a fruity-light taste in Wild Berry and Peach-Passion Fruit flavors:

- 200 ml Tetra Pak – the ideal size for children
- 300 ml Tetra Pak – perfect for seniors and healthcare environments
- 500 ml PET bottle – ideal for on-the-go and an active lifestyle – and the only format with carbonation

In all variants: 100 % organic, 100 % sugar-free, 100 % free of artificial sweeteners – and suitable for people with diabetes.

Diabetes: The Silent Danger That Affects Millions Silently



Fatigue, constant thirst, frequent urination or unexplained weight loss – these symptoms may seem harmless but could signal a serious illness: diabetes. Type 2 diabetes especially develops gradually and often goes undetected for years, as symptoms are vague and develop slowly.

Experts warn: without early diagnosis, the disease often remains unnoticed until irreversible damage such as heart attacks, strokes, or kidney failure occurs. Diabetes can also damage nerves, leading to pain, numbness, or even amputation, and significantly increases the risk of blindness and kidney failure.

More than 500 million people worldwide are already living with diabetes – and the number is rising. Alarmingly, it is estimated that about 50 % of those affected do not know they have the disease. Everyone – especially those with a family history, overweight, or poor diet – should get regular checkups. Diabetes is a silent enemy that affects millions but should not be ignored.

Höllinger Innovation at the 42nd Nutrition Congress of Dietology Austria

On March 20–21, 2025, the Vienna Marriott Hotel hosted the renowned 42nd Nutrition Congress of Dietology Austria. With top-level presentations from international experts and the festive highlight of the DIAETAWARD 2025, the event was a platform for innovation and forward-thinking discussions in the field of nutrition.

At the event, Höllinger presented its new SUGARFREE product line to a professional audience. The Austrian beverage company showcased its innovative sugar-free products that impressed not only with their natural taste but also with a strong focus on healthy eating and sustainability. Specifically developed for health-conscious consumers, the new line generated great interest and fit perfectly with the congress theme.

“Our SUGARFREE line shows that enjoyment and mindful eating can go hand in hand,” said Gerhard Höllinger. The congress provided the ideal opportunity to exchange ideas with professionals in dietetics and nutritional science and to underscore the importance of sugar-free alternatives in modern nutrition.

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Image 01: from right to left: Gerhard Höllinger and Stephanie Höllinger at the 42nd Nutrition Congress of Dietology Austria © IMS Höllinger GmbH/Bernhard Noll

Image 02: 1-2-3 SUGARFREE Range © IMS Höllinger GmbH

Image 03: 1-2-3 SUGARFREE Peach Passion Fruit 200 ml © IMS Höllinger GmbH

Image 04: 1-2-3 SUGARFREE Wild Berry 200 ml © IMS Höllinger GmbH

Image 05: 1-2-3 SUGARFREE Peach Passion Fruit 300 ml © IMS Höllinger GmbH

Image 06: 1-2-3 SUGARFREE Wild Berry 300 ml © IMS Höllinger GmbH

Image 07: 1-2-3 SUGARFREE Peach Passion Fruit 500 ml © IMS Höllinger GmbH

Image 08: 1-2-3 SUGARFREE Wild Berry 500 ml © IMS Höllinger GmbH

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About Höllinger

Höllinger is known for innovative and high-quality organic beverages. It all began in 1998 when Gerhard Höllinger, under the guiding principle *“Only the best quality for our children”*, introduced the first directly pressed, naturally cloudy apple juice made from Styrian apples into Austrian retail. The core values from back then – simplicity, naturalness, and agility – remain central to the company’s philosophy.

Simple and delicious recipes without additives and the flexibility to respond to current taste and nutrition trends have contributed to Höllinger’s ongoing success. Today, Höllinger exports a wide range of premium and healthy organic drinks – including non-alcoholic cocktail syrups, sugar-free lemonades, organic refreshers, school juices, and more – to over 50 countries worldwide. They bring the full taste of nature directly into your glass – as delicious as fresh from the tree!

More information: hoellinger-juice.at

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