



American
LIVE MORE



HYDRATION INNOVATION EXCELLENCE

Your Trusted Export Partner in
Hydration Solutions

About Us

With a proud legacy of over 30 years, the American Group is a leading Sri Lankan hydration solutions company built on a foundation of trust, quality, and innovation. Our flagship brand, **American Premium Water**, along with the vibrant **JOOZY** and energetic **VIBEZ** product lines, is ready to make waves in international markets.

Founded through a joint venture with American Liquid Packaging Systems Inc. (USA), our operations today are firmly rooted in Sri Lanka, with extended capabilities through co-manufacturing in India.

Our Credentials

- 30+ Years of Pioneering Industry Leadership
- Joint Venture Roots with American Expertise
- State-of-the-Art Packaging & Manufacturing Facilities
- Flexible Private Labeling & Custom Manufacturing Capabilities
- Adherence to International Quality & Food Safety Standards
- Deep Commitment to Sustainability & the UN SDGs



The Milestones of Our Successful Journey

1995

American Premium Water Systems (APWS): Joint venture with American Liquid Packaging System Inc., offering 19L and 11.5L home & office water solutions.

2001

American Water Systems (AWS): Opened new plant; expanded small-pack SKUs from 200ml to 7L.

2003

Polymer Packaging: Vertical integration improved quality control and supply chain efficiency.

2005

Indian Market Entry: Launched Ice Berg via Premium Aqua Services, establishing a premium presence.

2012

Glass Bottle Innovation: Set Sri Lankan industry benchmark for premium bottled water.

2014

American Logistics: Managed 100+ vehicle fleet; developed island-wide distributor network.

2023

American Beverages: Introduced youth-focused brands JOOZY and VIBEZ in ready-to-drink segment.

American
JOOZY
 100%
 Natural Fruit



Premium Juice Range

A celebration of nature’s finest. Every sip of JOOZY is pure fruit, true to its authentic taste and natural vitality. Refreshing yet refined, it’s made for those who seek uncompromising quality. With its shelf appeal, JOOZY offers a fresh, natural choice for premium retail and hospitality.

- **Key Variants:** Pear, Lemon and Ginger | Cranberry | Red Grape and Blueberry
- **Perfect For:** Health-conscious consumers | Premium retail | Hospitality | Cafés
- **Pack Sizes:** Standard: 180ml | Customizable: 200ml | 330ml | 500ml | 1L
- **Packaging & Logistics:** Export-ready packaging formats available.
 20ft & 40ft Container: Loading configuration as proposed.

“Pure fruit. Pure refreshment. JOOZY 100% fruit delivers the authentic taste of real fruit in every sip.”

	Configuration	Loading (20ft)		Loading (40ft)	
		Units	Carton	Units	Carton
180ml	24 x 180ml	65,280	2,720	137,088	5,712
500ml	12 x 500ml	28,800	2,400	46,080	3,840
1Ltr	12 x 1Ltr	14,040	1,170	22,680	1,890

American
JOOZY

**Where Fruit
 Meets Fun!**



Core Range Fruit Drink

Everyday hydration with a burst of flavour. The JOOZY Core Range is bright, refreshing, and full of character. Crafted for high-energy lifestyles and on-the-go enjoyment. With globally sourced ingredients and consistent quality, JOOZY delivers vibrant taste and reliable refreshment in every pack.

- **Key Flavours:** Orange | Mixed Fruit | Strawberry and Guava
- **Ideal For:** Youth markets | Modern trade | Convenience channels
- **Pack Sizes:** Standard: 180ml | Customizable: 200ml, 330ml, 500ml, 1L
- **Packaging & Logistics:** Export-ready packaging formats available.
 20ft & 40ft Container: Loading configuration as proposed.

“Hydration should elevate your day. JOOZY delivers vibrant fruit flavours and added vitamins — all in one delicious drink.”

	Configuration	Loading (20ft)		Loading (40ft)	
		Units	Carton	Units	Carton
180ml	24 x 180ml	65,280	2,720	137,088	5,712
500ml	12 x 500ml	28,800	2,400	46,080	3,840
1Ltr	12 x 1Ltr	14,040	1,170	22,680	1,890

American ViBEZ

Refreshment
With Rhythm



Flavoured Drink Range

Vibez is the beverage of self-expression—designed for today's vibrant, on-the-go consumer. With bold fruity flavours and a youthful vibe, it's the perfect refreshment for social moments, chill-outs, or everyday energizing.

- **Key Flavours:** Orange | Lemon & Lime | Berry | Apple
- **Ideal For:** Youth markets | Modern trade | Convenience channels
- **Pack Sizes:** Standard: 200ml | Customizable: 500ml, 1L, 2L
- **Packaging & Logistics:** Export-ready packaging formats available.
20ft & 40ft Container: Loading configuration as proposed.

“Vibez – Feel it. Drink it. Live it.”

	Configuration	Loading (20ft)		Loading (40ft)	
		Units	Carton	Units	Carton
200ml	20 x 200ml	50,400	2,520	100,800	5,040

American

PREMIUM WATER



Sri Lanka's Pioneer and No.1 Bottled Water Brand

- Sourced from a 200-ft deep mineral-rich aquifer
- Advanced purification and hygienic bottling technologies
- 5 GAL, 3 GAL, PET and glass packaging available
- Trusted for household, hospitality, and retail use
- Environmental Impact: 360MT+ plastic upcycled
- Social Reach: 800,000+ litres donated to underserved communities; inspired 1.6 Mn. to lead a healthy active lifestyle; every bottle sold contributes to the betterment of underprivileged youth (92 Orphanages, 3120 Orphans).

"We don't just bottle water—we bottle trust, health, and a commitment to a better future."

Configuration		Loading (20ft)		Loading (40ft)	
		Units	Carton	Units	Carton
330ml	24 x 330ml	44,928	1,872	89,856	3,744
500ml	24 x 500ml	38,016	1,584	60,000	2,500
1Ltr	12 x 1l	20,520	1,710	30,000	2,500
1.5Ltr	12 x 1.5Ltr	13,824	1,152	20,040	1,670
5Ltr	4 x 5Ltr	3,200	800	6,000	1,500
500ml Glass Bottle	12 x 500ml	21,384	1,782	42,768	3,564

DISPENSER PREMIUM RANGE



HOT, COLD & NORMAL STANDING DISPENSER (ELECTRONIC)

Cooling Method	Electronic Cooling
Cooling Capacity	0.8L/h 10 ~ 15 °C
Heating Capacity	5L/h 85 ~ 95 °C
N.W/ G.W	7.3KGS/8.6KGS
Packing Dimension	325x340x1015mm
Loading Quality	539PCS/40HQ

HOT, COLD & NORMAL STANDING DISPENSER (COMPRESSOR)

Cooling Method	Compressor Cooling
Cooling Capacity	1.5L/h 10 ~ 15 °C
Heating Capacity	5L/h 85 ~ 95 °C
N.W/ G.W	12.7KGS/13.8KGS
Packing Dimension	325x345x1015mm
Loading Quality	462PCS/40HQ



HOT, COLD & NORMAL STANDING DISPENSER (COMPRESSOR)

Cooling Method	Compressor Cooling
Cooling Capacity	≥ 10 °C 5.0 L/H
Heating Capacity	≤ 90 °C 5.0 L/H
N.W/ G.W	12.7KGS/13.8KGS
Packing Dimension	350x320x980mm
Loading Quality	625PCS/40HQ

HOT, COLD & NORMAL STANDING DISPENSER (ECO COMPRESSOR)

Cooling Method	Compressor Cooling
Cooling Capacity	≥ 10 °C 5.0 L/H
Heating Capacity	≤ 90 °C 5.0 L/H
N.W/ G.W	12KGS/13KGS
Packing Dimension	310x280x860mm
Loading Quality	920PCS/40HQ

DISPENSER ECONOMY RANGE



HOT & NORMAL DISPENSER

Cooling Method	N/A
Cooling Capacity	N/A
Heating Capacity	5L/h 85 ~ 95 °C
N.W/ G.W	3.8KGS/4.6KGS
Packing Dimension	325x345x560mm
Loading Quality	1070PCS/40HQ

HOT, COLD & NORMAL DESKTOP DISPENSER

Cooling Method	Electronic Cooling
Cooling Capacity	0.8L/h 10 ~ 15 °C
Heating Capacity	5L/h 85 ~ 95 °C
N.W/ G.W	5.5KGS/6.4KGS
Packing Dimension	325x340x560mm
Loading Quality	1095PCS/40HQ



Why Partner with American Group?

- Export-Ready Portfolio with Expanding Global Reach
- Customizable Manufacturing & Packaging Options
- Strict Quality Assurance and Food Safety Standards
- Eco-Conscious Practices Aligned with Global Sustainability Goals
- Experienced B2B Partner for Co-Packing and Private Labelling

We bring your brand vision to life — from formulation to shelf.

Benefit from our expertise, infrastructure, and commitment to excellence.



Scan the QR CODE for more information

Let's Create the Future of Hydration - Together

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