**Swedish award-winning beverage NOA Relax & Focus secures listing at IKEA in the Netherlands**

**Stockholm, 20th October 2017:** NOA Relax & Focus, the functional beverage with natural herbs that has been awarded numerous prestigious international awards for its ground-breaking concept and design, has been listed in IKEA’s 18 stores in the Netherlands. The Netherlands has proven to be an important and promising market for NOA Potions AB, with distribution through an external partner which has a broad range of FMCG products in its catalogue.

“A listing at IKEA is an important step towards growth in the Netherlands, that gives our distributor a solid high-volume customer that helps increase awareness and supports sales efforts towards other potential customers. The distributor is doing a great job and we cannot wait to see how the market develops in the coming months” says Noa Fridmark, CEO and founder of NOA Potions AB.

NOA Relax & Focus is a functional beverage with natural active herbs that improves health. The active herbs include Lemon Balm- and Green Tea-extracts which contributes to less stress and increased focus. NOA was named “Best Premium Beverage” at the World Beverage Innovation Awards (WBIA) 2014.

Besides the Netherlands, NOA also got distribution in Belgium, France, the UK, Estonia and the mindfulness beverage from Scandinavia also appeals to Japanese health-focused consumers. NOA is in Japan available in retailers like Natural Lawson, Plaza and Beople. Additionally, many distributors from all over the world are knocking on the door, hoping to join this success story.

**- ENDS**

**About NOA**

NOA Relax & Focus is an award-winning natural beverage with functional herbs that contributes to reduced stress and increased focus. The company was founded in late 2013. NOA has won a number of international awards, including the world’s largest beverage awards WBIA that proclaimed NOA ”Best Premium Beverage” in November 2014. For more information and images please visit [www.drinkNOA.com](http://www.drinknoa.com/) or contact Noa Fridmark, CEO, noa.fridmark@noapotions.se, +46708133435