



PRESS RELEASE

Spadel innovates in the Benelux with the launch of SPA Active, a new range of functional waters

Brussels, 14 September 2026 – Spadel Group continues to pursue its innovation strategy. Following the launch of Devin Active functional beverages in Bulgaria last spring, the Group is now bringing the concept to the Benelux with SPA Active functional waters. This new range of fruit-flavoured beverages based on SPA natural mineral water combines electrolytes and B vitamins to support consumers in their active daily lives, with targeted benefits for focus, energy and recovery.

Over the past few years, functional foods and beverages have experienced tremendous growth. Increasingly concerned about their health and well-being, consumers are looking for products that provide both physical and mental benefits. To meet this demand, SPA, one of Spadel Group's flagship brands and the leader in the natural mineral water market in Belgium and the Netherlands, is launching a new beverage range called SPA Active. These fruit-flavoured functional waters are made with SPA natural mineral water, enriched with electrolytes and B vitamins, and available in low-calorie recipes containing between 9 and 12 kcal per 100 ml.

The SPA Active range has been designed to support active lifestyles while contributing to daily hydration. The purpose of these new functional waters is to enhance the essential act of drinking by adding electrolytes and B vitamins that help support focus, energy or recovery, while maintaining the simplicity and enjoyment of a refreshing fruit-flavoured beverage.

"Today, well-being is increasingly less associated with radical transformations or complex routines," explains Bart Peeters, Managing Director of Spadel for Benelux and France. "Instead, it is built on a series of simple habits that are easy to adopt and repeat: drinking enough water, eating better, staying active and maintaining good quality sleep. Consumers are primarily looking for solutions that fit naturally into their daily lives and deliver tangible benefits without requiring additional effort."

Functional waters tailored to key moments of the day

The SPA Active range, made with SPA natural mineral water, consists of three functional waters: Focus (lemon, lime and grapefruit), Recover (blueberry and blackcurrant) and Energize (mango and coconut). All three are enriched with magnesium and potassium. These electrolytes contribute to the body's fluid balance, while magnesium also helps reduce fatigue and supports normal muscle function. Each recipe combines these electrolytes with a specific blend of B vitamins: Focus contains vitamins B5 and B6, Recover contains vitamins B3, B6 and B8, while Energize contains vitamins B3 and B5. It is also worth noting that the ingredient list of SPA Active beverages is considerably shorter than that of many other functional drinks on the market. SPA Active contains no sweeteners, no colourings, no artificial preservatives, no salt and no zinc.

“With SPA Active, Spadel reaffirms its ambition to become a leading player in the fast-growing functional beverages segment. Our objective is also to attract a new generation of consumers and create new consumption occasions beyond traditional hydration,” says Bart Peeters.

The SPA Active range will be available from mid-September across all retail outlets in the Netherlands, with the ambition of establishing SPA Active as a new benchmark for consumers seeking greater well-being in their active daily lives. In Belgium, the SPA Active range will be launched first in Delhaize stores, as well as in the out-of-home channel (quick-service restaurants, petrol stations, leisure venues, etc.), before being rolled out to other retail outlets across the market.

Notably, Devin, another brand within Spadel Group, also launched functional beverages on the Bulgarian market last spring. Branded Devin Active, this range of drinks enriched with electrolytes, collagen and fibre generated strong consumer interest. By June, it had already achieved a 45% value market share, while within just three months, Devin Active products had secured distribution in more than 7,000 points of sale. This success confirms the relevance of the category and the growth potential of functional beverages across Spadel Group's markets.

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About Spadel

Spadel is a European and family-owned group with a mission to offer consumers, throughout their lives, natural responses to their hydration and refreshment needs. It markets brands of natural mineral water, spring water and refreshing drinks based on natural mineral water: Spa and Bru in the Benelux, Devin in Bulgaria, Wattwiller and Carola in France. It also sells natural and less sweetened energy drinks under the Zyla brand. Sustainability is embedded in Spadel Group's Generation 2030 strategic vision. In 2025, Spadel Group generated revenue of €399.5 million. At the end of 2025, the Group employed 1,416 people. Spadel is B Corp certified.

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