

# The Campaign

## Background

Bolt Food data is clear.

One of the most popular late-night orders is kebab, with orders peaking in the late evenings and early mornings, between 10:00 p.m. and 7:00 a.m., accounting for 61% of all kebab orders in 2025.

However, most of these orders don't include a beverage.

This means hydration is missing exactly when it's needed most... after a later night celebration.

Kebab Water is our way of addressing that gap without changing what people already want to order.

## Goal

Kebab Water was developed to create intrigue, boost awareness and get the Bolt Food name to pop up across Bolt Food markets as a UGC machine.

This meant actually creating this beverage, getting it to taste as realistic as possible and being proactive about distribution.

## Strategy

Kebab Water was developed in collaboration with Dr Kristel Vene, a senior lecturer and flavour scientist at Tallinn University of Technology (TalTech). Its formulation uses Nordic spring water enriched with electrolytes such as sodium, potassium, magnesium and zinc to support rehydration and well-being after a night of partying.

We sent Kebab Water in PR packages to kebab lovers, meme pages and Gen Z content creators across Bolt Food markets & beyond. Only around 300 bottles were made globally and the drink was only available via exclusive giveaways hosted on the @bolt Instagram channel.

## The Result

Kebab Water saw the highest organic engagement Bolt has seen in a while. Kebab Water content appeared in at least 10 languages in 14 countries, gathering 5 million+ views and an average engagement rate of 5%. Kebab Water has also been mentioned on TV, radio & more.

