

OSHEE becomes official partner of LALIGA across 43 European markets

OSHEE, a leader in the functional beverages segment, is expanding its long-term partnership with LALIGA - one of the most prestigious football leagues in the world. As of 1st January 2026, the brand becomes an official partner of LALIGA competitions across 43 European markets. The extension of the existing agreement marks another step in the implementation of OSHEE's international growth strategy and the consistent strengthening of the brand's presence in the world of sport, both in Poland and internationally.

Sport has long been one of the key areas of OSHEE's activities. The expansion of the partnership with LALIGA strengthens the brand's presence across European markets and aligns with its long-term marketing strategy, confirming its growth ambitions and continued strengthening of its position in key countries. This collaboration has already been brought to life through joint activations in key markets such as Poland, including initiatives linked to ELCLASICO, reinforcing fan engagement and demonstrating the partnership's potential. The extension of the agreement will now allow this approach to be taken to the next level, scaling these initiatives across new European territories.

In this sense, **Jorge de la Vega, Managing Director of LALIGA**, said: *"The expansion of our agreement with OSHEE represents a key strategic step for LALIGA, as it allows us to strengthen our international presence and reach across 43 European markets. This partnership reflects a shared vision of growth, innovation and fan engagement through sport, and reinforces the value of LALIGA as a global platform for brands seeking to make an impact in new territories."*

Products inspired by LALIGA

As part of the partnership across the covered markets, OSHEE isotonic drinks will be introduced featuring dedicated labels inspired by the world of LALIGA. The labels will showcase images of some of the league's most recognisable players, including Lamine Yamal, Kylian Mbappé, Jude Bellingham, Robert Lewandowski, Julián Álvarez, Nico Williams, Mikel Oyarzabal, Georges Mikautadze and Antony.

"The expansion of the partnership with LALIGA is a natural step in OSHEE's further development across international markets. Football evokes strong emotions and connects millions of fans — just as we combine the functionality of our products with consumers' active lifestyles. Our partnership with LALIGA is based on a shared understanding of sport as a process that requires regularity, conscious decisions and care for the fundamentals, such as proper hydration. We are pleased that together we

*can promote an active lifestyle and the values that connect our brands across so many countries at the same time.” says **Tadeusz Czarniecki, Marketing Director at OSHEE.***

Emotions beyond the stadium

Alongside product-related activities, OSHEE will jointly carry out consumer activations with LALIGA across 43 markets. Advertising campaigns will be rolled out across television, digital and outdoor channels. At points of sale, dedicated POS materials supporting the partnership communication will also appear alongside OSHEE products. The aim of these activities is to strengthen fan and consumer engagement, promote a conscious and active lifestyle in which proper hydration plays an important role, and build a coherent, emotionally engaging brand experience around football.

OSHEE is an international and undisputed leader in innovation within the functional products category. The OSHEE portfolio includes, among others, isotonic drinks, vitamin waters, as well as product lines such as muesli and protein bars. OSHEE products are present in 55 countries across 6 continents. In Poland and several European markets, the brand has held the number one position in the isotonic and vitamin drinks category for several years.

About LALIGA

LALIGA is the largest football ecosystem in the world. It is a private sports association composed of the 20 public limited sports companies (SADs) and clubs of LALIGA EA SPORTS and the 22 of LALIGA HYPERMOTION, and is responsible for organising professional football competitions in Spain. LALIGA has over 258 million followers globally across social networks, on 16 platforms and in 20 different languages. With its headquarters in Madrid (Spain) it has the most extensive international network of any sports property and is present in 35 countries through 8 offices. The organisation carries out its social work through its foundation FUNDACIÓN LALIGA and was the world's first professional football league to establish a league for intellectually challenged footballers: LALIGA GENUINE Moeve.