

Ireland's Salaam Cola expands to 14 countries

14 April 2025 | News

With 10% of profits aiding conflict-affected communities, the halal-certified drink challenges industry giants with a bold, values-driven mission and global impact



With 10% of profits aiding conflict-affected communities, the halal-certified drink challenges industry giants with a bold, values-driven mission and global impact

In less than a year since its founding, Salaam Cola, the flagship product of Salaam Beverages Co. Limited, has launched in 14 countries across four continents, offering a bold alternative in the global soft drink market. Founded by 26-year-old Irish entrepreneur Aykiz Shah, the company is shaking up the beverage industry with a business model that prioritises humanitarian aid and ethical principles.

Established in Ireland in 2023, Salaam Cola commits 10 per cent of its profits to conflict-affected communities in regions such as Palestine, Syria, Yemen, and Lebanon. In partnership with UK-registered charity Muslims in Need, the brand has already helped build a school for displaced Palestinian children in Egypt, funded life-saving medical care for over 10,000 patients, provided food and shelter in crisis zones, and reconstructed a mosque destroyed by bombing in Syria.

“As a mother and a woman in hijab navigating a male-dominated space, I wanted to prove that you don’t have to compromise your values to build something meaningful,” says Shah. “Salaam Cola is more than a beverage – it’s a tool for global good.”

The brand has gained traction not just for its cause but for its quality – earning halal certification and praise from consumers of all backgrounds. With operations now in Ireland, the UK, the USA, France, Germany, Singapore, Malaysia, and more, Salaam Cola is scaling rapidly and has announced plans to enter 10 additional markets by 2026.