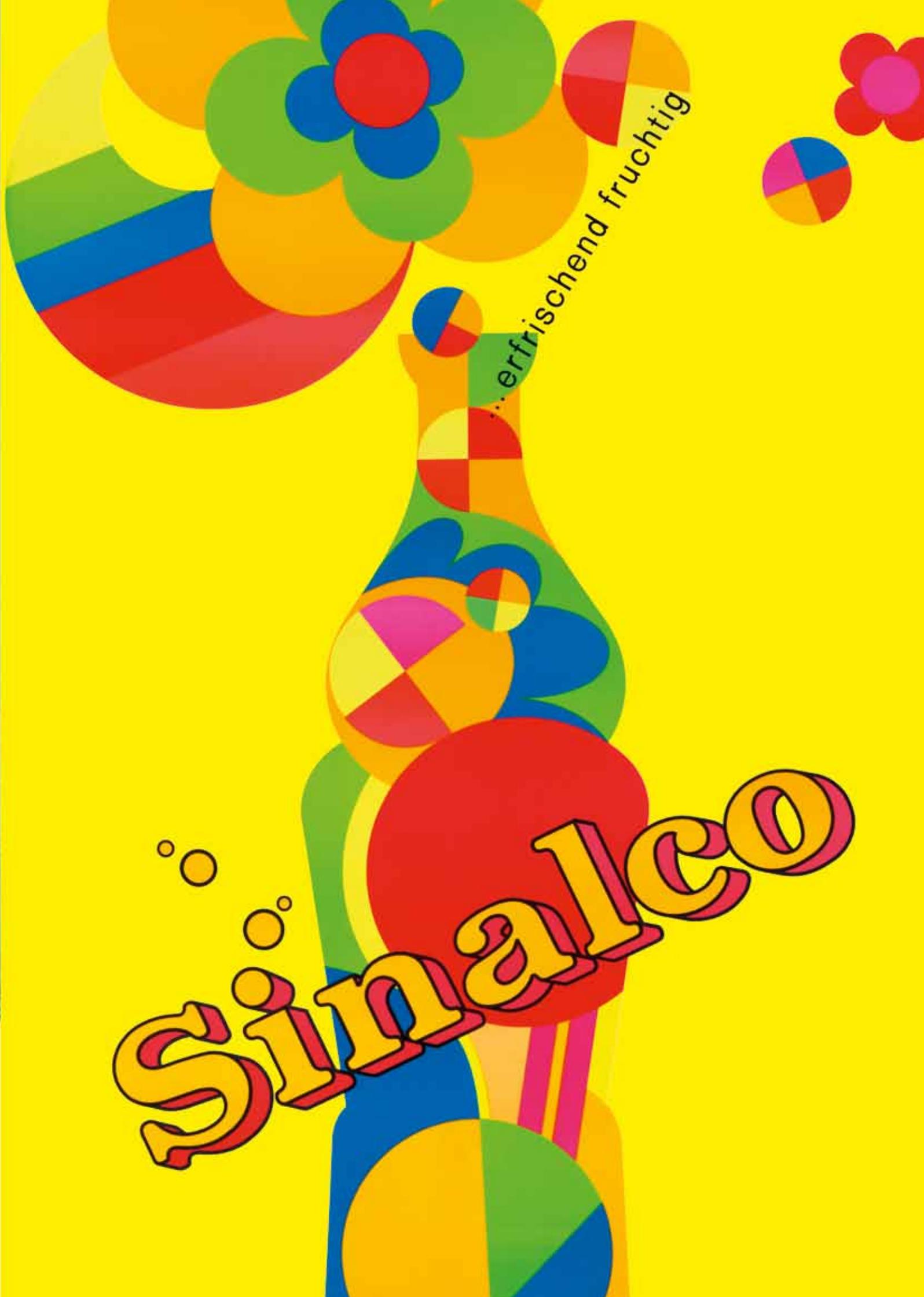


...erfrischend fruchtig

# Sinalco



# SINALCO WORLD

## IMPRINT

**Sinalco International Brands GmbH & Co. KG**  
Römerstraße 109 · D-47179 Duisburg  
Germany

**Telephone:** +49 203 48 511 0  
**Fax:** +49 203 48 511 88  
**www.sinalco.com**

**Overall responsibility**  
**Sinalco International Brands GmbH & Co. KG**  
**Marketing Department**

**Editorial Staff**  
Mario Mais | Katrin Weber | Ali Al-Rahmani  
& Sinalco Partners

**Photos**  
Christof Maaß, John Grant, Sinalco Partner & various

**Conception, layout & production**  
funsolutionS – marketing & medien GmbH

# **PARTNERMAGAZINE NO. 12**

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## EDITORIAL

Dear Readers,

Many economies are struggling at the moment. We see nervous markets all around the world and very little growth. Despite this difficult background, we can still say Sinalco is growing! German products and brands are very well regarded abroad, and the label "Made in Germany" is highly valued.

We respect the trust consumers have in German products, and want to deliver high quality that reflects that trust. Our promise to deliver quality is reflected in the claim "German lemonade", which also reminds consumers where Sinalco comes from. Our roots and promise to deliver quality have helped us to establish a strong international brand that is the foundation of our continued success and growth.

Brands help to develop preferences and create loyalty. Brands establish trust and generate fascination through a consumer relationship that changes day by day. A strong brand is a huge competitive advantage. Loyal customers mean higher sales and greater market share. That is why we invest so much money every year in our Sinalco brand and in ensuring that we deliver the quality that it promises.

We have created a new campaign for our lead Sinalco brand, which emphasises Germany's social and cultural values and positions the brand clearly as German. Our popular ice tea has been given a facelift to differentiate more clearly from the competition. Digital marketing is becoming increasingly important, and we have developed a number of new consumer apps. And in our constant search for new flavours, we have been observing both trends and local traditions. For example, we have created Sinalco Pomegranate and Sinalco Red Grape for Iraq, and Sinalco Pomelo and Sinalco Citrus for European markets.

Would you like to be part of our worldwide success story? Then get to know us better by visiting us at the Gulfood fair or the world's largest drinks fair, the drinktec 2017 (Lounge B1.1). And you can read all about what has been happening in the world of Sinalco in this magazine.

I hope you will enjoy reading this year's Sinalco World!

Yours



Mongi Goundi

Managing Director  
Sinalco International Brands  
GmbH & Co. KG





## Mongolian Delegation visits Sinalco Headquarter

The German Federal Ministry for Economic Affairs invited a delegation from the Mongolian food and drink industry as part of the "Fit for Partnership with Germany" programme. The delegation came to take part in a three and a half week management training course. The aim of the programme is to improve the skills of Mongolian managers, and also to establish direct contacts to potential business partners in Germany. There is already a bilateral agreement on economic cooperation between the two countries. And so a 15 member delegation from Mongolia came to Sinalco's headquarters in Duisburg. Our visitors were given a presentation on the positioning of our brand and the advantages of distributing an

internationally licensed brand. Plus there was a look at best practice in bottling with a tour of our fully automated production plant.

"This was the first time we have taken part in the Federal Ministry's programme," said Mongi Goundi, Managing Director of Sinalco International Brands. "The visit of the Mongolian delegation was useful for both sides. We had the opportunity to present our brand to a knowledgeable delegation, and so establish contact to potential partners in the country." There is certainly now interest in Sinalco in Mongolia. Further meetings to pursue a potential cooperation are planned.

## DOWN FROM THE FAR NORTH

The Icelandic agriculture minister, Bragi Sveinsson, dropped in on Sinalco International Brands while touring western Germany. Iceland's 330,000 inhabitants know Sinalco well. The cult soda from Duisburg has been popular there for years. And because the country is too small to have its own bottling plant, consumers enjoy original Sinalco – Made in Germany. We showed the Minister where the Sinalco drink in Iceland is made, so that he could see the production process for himself. We also informed him about our worldwide activities. The day was rounded off with an evening in a traditional German brewery and restaurant, the Brauhaus Urfels, before Mr. Sveinsson took his plane back home.



# German Ambassador visits Sinalco in Serbia

The Sinalco bottling plant in Sabac in Serbia received a very important visitor. German ambassador Axel Dittmann was shown where the cult soda is bottled, accompanied by the mayor of Sabac, Nebojsa Zelenovic.

The special guests were greeted by Vladimir Petrovic, the owner of our Serbian partners, Frutti d.o.o.. Mr. Petrovic explained how this new, highly modern factory works, and told his visitors about his company's plans for expansion. For example, the bottling lines can also deal with non-carbonated drinks. So Frutti d.o.o. will be able to produce the new Sinalco brand "fruity fresh" itself and launch it in the Serbian market.

The range of Sinalco sodas has been expanded. As well as the popular Sinalco Cola, Orange, Lemonade, Fresco and Rosso, consumers in Serbia can enjoy the Sinalco Apple and Grapefruit varieties.

Thanks to significant investment our Serbian partner has established a strong market position, and there is potential to expand in the carbonated soft drink and energy drink segments and beyond.



SERBIA



# SINALCO ON SHOW AROUND THE WORLD

Our cult brand has been travelling the world again, visiting the most important trade fairs in Europe, the Middle East and Asia.

As a German brand, Sinalco of course has its stand in the German pavilion. And where else could it be more appropriate? After all, in 2016 Sinalco was once again included in the German "Brands of the Century" book.

The first stop on our tour was the Gulfood fair in Dubai. The Gulfood is the largest food and drink fair in the Middle East, and a must for all serious players. We took the opportunity to present our new partners in Lebanon and Jordan to businesses and press from all over the region.

Then we went on to display at the FHA Food & Hotel Asia fair in Singapore. Singapore is the gate to Asia, and an ideal stepping stone from which to present our brand to potential partners and consumers in East Asia. Our local partner for Malaysia and Singapore used the trade fair to make new contacts.

The third stop for our own brand was Paris. Visitors to the SIAL could enjoy a cool Sinalco in the German pavilion, or choose a bottle of our premium mineral water, Staatlich Fachingen.

"Visiting trade exhibitions around the world helps us to get feedback about what is going on in the regions and individual markets," explains Mongi Goundi, Managing Director of Sinalco International Brands. "We always try to include our local partners, to help them to gain access to a wider audience."



## FAIRS IN 2017

In 2017 our German cult brand will again be on display around the world.

The Gulfood in Dubai and the FoodExpo Greece in Athens are already booked. And we will of course be at the biggest fair of all, the drinktec 2017. Every four years, the Who's Who of the drinks and liquid foods industries meet in Munich. We will be in our exclusively designed Sinalco Lounge.

Come and see us from 11<sup>th</sup>-15<sup>th</sup> September in the Sinalco Lounge in hall B1.1 – between west entrance and hall B1 – and sit down to talk to our experts.





## Sinalco international Partnership Conference 2016 in Cologne

The venue for this year's Sinalco International Partnership Conference was the historical city of Cologne at the River Rhine. 60 partners from the worldwide Sinalco family were welcomed, and the Sinalco International Brands team was there to greet them.

The agenda again included important sales and marketing points. One of the focuses were point-of-sales activities. There was a talk about new developments and the latest POS trends, and this was followed by a presentation of Sinalco's latest POS activities. This included our 360° Sinalco Simoji campaign, which combines POS with social media to generate loyalty. The aim is to get Sinalco consumers to talk about our brand across a range of media.

Another sales tool is a new Sinalco sales app. The app informs sales teams about the latest promotions, and means that sales activities can be coordinated better. The app includes a reference section, which allows sales representatives to call up all important information anywhere and at any time.

Another highlight of the conference was the presentation of the new advertising campaign. The room was silent with anticipation as the 30 second film was played. In order to differentiate Sinalco stronger from the competition, the brand is being positioned as





Cologne

German more strongly. The international slogan was changed to "Simply tasty!". The slogan rounds off the advertisement and emphasizes one of Sinalco's greatest strengths, its unique taste.

The conference also had plenty of time for Sinalco's other brands. Our Sinalco Ice Tea range has been given a facelift, and there was a tasting of new varieties. And we presented a completely new brand: Sinalco Select.

"Seeing our friends from the Sinalco family is always a high point of the year," said Mongi Goundi, Managing Director of Sinalco International Brands. "This year we have strengthened our POS activities in order to help our partners improve their sales volume. And we have developed a new campaign which positions Sinalco more clearly and communicates its brand values better. This puts us in a great position for 2016." As well as working through the important points of the program, there was also time for some fun. And no visit to Cologne is complete without a visit to a traditional brewery. Our catering partner "Früh Kölsch" showed our guests what hospitality on the banks of the Rhine means.

Viva Colonia!



**SIMPLY TASTY!**



**NEW CAMPAIGN**

## Sinalco International Brands presents new campaign

Germany in 2016. The country symbolizes both openness and tolerance as well as quality and entrepreneurship. People on every continent admire the German way of life. And Sinalco, the brand from Duisburg that is known all around the world, is part of this young, modern and multicultural nation.

Background for the campaign is the German capital Berlin. No other German city is so well-known, and no other city reflects Germany's young, modern and multicultural image as strongly as this dynamic metropolis.

Berlin's landmarks are recognised all around the world: The remains of the wall that used to divide the city, the television tower in the former East, or the bright yellow trams which roll along the city's streets. Berlin is also famous for its parties and nightclubs. And this is a city where people drink Sinalco.

The new campaign positions the cult brand as German, underlining its high quality. There is a 30 second television spot, of which there is also a 15 second version. The films are accompanied by visuals of the actors, which can be used for posters and point-of-sale activities. This will help to improve recognition and communication right through the marketing mix.

The positive tone is reinforced by the soundtrack, "On top of the world" performed by Lvin Red. The young musician from Ghana has provided the ideal song – it stays in your head and makes you want to dance.

This campaign will launch in Sinalco's individual markets around the world soon. The new slogan to accompany the campaign is "Einfach lecker!" – the German phrase literally means "Simply tasty", and will be translated appropriately wherever it is used.

"It is nice to be able to project a young confident image of Germany around the world," says Mongi Goundi, Managing Director of Sinalco International Brands. "No other country has such a strong image when it comes to quality, one of our core brand attributes. We are helping to spread the positive image of Germany and relate this image to our brand."



Einfach  
lecker!



Einfach  
lecker!



Einfach  
lecker!



Einfach  
lecker!



Einfach  
lecker!



# عيد سعيد



## Launch of local campaign

If you speak Arabic and German you will need no explanation, but for everyone else: "Ichribha dich" is the slogan for the launch of Sinalco in Tunisia. In Arabic it means "I drink you," but pronounce it and it sounds almost exactly like the German "Ich liebe dich," which means "I love you." Those who understand already have a special bond with the brand. The slogan expresses that Sinalco is a fun German brand – to love and drink.

Sinalco's German roots are clearly transported by the key visual, a woman in a traditional 'dirndl' dress. This visual is used right across all media activities. Our partners decided on a different type of launch. There are, of course, posters in Tunis and the other major cities. But the focus of the marketing activities was point-of-sale and social media. This was supported by radio spots created in Tunisia, which were aired in larger towns and cities.

One year after entering the market and building up distribution, the campaign was perfect to really drive sales. "The current Tunisian campaign builds on the market introduction," explains Mongi Goundi, Managing Director of Sinalco International Brands. "Our partners have succeeded in developing their own campaign which uses language cleverly and makes consumers smile when they think of Sinalco."





## Ice Tea is still hot Sinalco strengthens ice tea range

Consumers are still excited about ice tea. It is one of the few segments to deliver constant growth. Sinalco's own ice tea range has been delivering increased sales over the years, and offers consumers a wide choice of refreshment for every occasion.

In order to sharpen the Sinalco Ice Tea brand and present new varieties more attractively, we have undertaken a comprehensive relaunch. This includes new label designs and a new bottle shape.

"I'm very happy that we have been able to give our ice tea such a young and fresh new appearance," says Mongi Goundi, Managing Director of Sinalco International Brands. "The new design differentiates us more strongly from the competition. The new bottle communicates quality and value from the shelf, and is a genuine USP." The first country to carry out the Sinalco Ice Tea relaunch was Macedonia. The brand is very big in the country, and the facelift was important enough to hire the popular Macedonian singer Karolina Gocheva to front an advertising campaign. The star – who has represented Macedonia at the Eurovision Song contest – can be seen on a major poster campaign. Gocheva's face is also on POS materials, and has even been included in the product label.

"We have big plans for Sinalco Ice Tea," explains Mongi Goundi. "We will be launching the brand in further markets during 2017. And we have created new flavours which complement the existing range wonderfully and will also be introduced next year."



MACEDONIA



# FAMIX®

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## Three Questions for Kristian Horns, Brand on Fire

**1. Mr. Horns, consumer behaviour has changed quite significantly in the last few years. Which trends do you expect to affect brands in the coming years?**

**Kristian Horns:** Consumer behaviour is changing more and more quickly, and there are various reasons for this. Everyday life is becoming less structured, the demands on parents trying to manage family and career are more complex, incomes are not rising sufficiently to match increasing costs, and health consciousness is growing. In this increasingly uncertain world, trusted brands create an anchor, something familiar to hang onto. But brands must constantly work hard to justify and maintain this trust. Brands need solutions for changing situations, and must be highly visible. The key is omni-channel marketing. The challenge facing brands is to be active without appearing hectic, because this is not compatible with the role of a calming anchor.

*In our opinion, finding this balance is central to brand communication.*

**2. 80% of the purchasing decision is made at the point of sale. What must a brand do to attract consumers' attention and present itself as relevant?**

**Kristian Horns:** While it is correct that a large part of the final purchasing decision is made at the point of sale, this question is more complex. The intention to purchase a product, for example a cooled soft drink, is usually present before the consumer enters the shop. But many consumers only decide which cooled soft drink they will buy when they are in front of the refrigerator. A number of factors play a role, and unfortunately price is often decisive.

If we move away from price, then we are left with visibility and availability. Consumers generally do not spend a long time thinking which product to buy, so there are only a few seconds to attract attention and stand out from the competition. You need to ask yourself at which point in the consumer's journey through the shop the decision will be made, and where impulses can be given to influence this decision. Your communication should be at these "touch-points"

*Use elements such as shape and colour to deliver clear and consistent brand communication and orientate consumers towards your brand.*



### 3. Shops are becoming more restrictive in allowing POS advertising. Which activities are beneficial for both sides – the brand and the retailer?

**Kristian Horns:** This is the right question to be asking. You need to make it clear to your retail partners that they can differentiate themselves from their competitors by being part of a promotion. Make this possible, and you have a good chance of involving retailers and gaining their support for creative activities. It is worth looking at each retailer very individually, examining where they want to go, and integrating your promotion into their communication strategy. Tailor-made promotions are back in fashion. They should be constructed so that consumers have an immediate advantage, and do not have to go to too much effort or wait too long to gain the benefit. At the moment combinations of brand-building measures to grab attention and volume promotions to generate sales work well.

*For example, you could reward the purchase of a certain number of Sinalco products with a cool benefit such as a retro Sinalco bag if customers send in their receipt.*

#### About Kristian Horns

- *I've been working in category management since 1994 and in shopper insights since 1998.*
- *My stints working abroad in the USA/UK are definitely a strong influence.*
- *I have experience in retail (Edeka) and manufacturing and have worked for agencies as well, which makes it easier to fully understand the challenges faced by everyone involved.*
- *I'm a stereotypical northern German – through and through – but I do miss the mountains and being close to Italy, which I learned to love during my time in Munich.*
- *I really need to make more time for my hobbies again – in the meantime both of my boys (sons) are a wonderful and demanding hobby (insofar as one can call fatherhood a hobby).*
- *Were I to have more free time, I'd spend it wind surfing, hiking, playing soccer with friends or enjoying a good book on the patio generate sales work well.*

# SINALCO SHARPENS IMAGE AT POINT-OF-SALE



A range of successful point-of-sale activities have helped Sinalco in Kosovo to gain new customers. 80% of the final decision to purchase is made at the point-of-sale, and promotion teams were active in large supermarket chains around the country.

The core of the communication was positioning Sinalco as a German brand. There were posters at key points in all the major towns, and cheeky designs in social media – all of which mentioned where Sinalco comes from. There was a focus on online advertising: The number of fans quickly doubled and real conversations took place. Tastings helped to convince many customers of Sinalco’s quality. And chosen supermarkets were fitted out with POS materials emphasising Sinalco yellow. Purchase was encouraged with a range of promotions.

KOSOVO



Marketing money was also invested in corporate social responsibility. Sinalco supported the Green Club and the “Albanian Ballo”. And the cult brand was visible sponsoring various sporting events and festivals, where visitors could enjoy a cool Sinalco.

Success is sexy. The marketing measures have helped Sinalco to high recognition and acceptance in the country. The bottling plant has received a number of visits from politicians, business people and journalists interested in learning more about our high quality and standards.



“We have invested heavily in POS. I am very pleased that these activities and the high quality of our product mean that Sinalco is now a must-drink in Kosovo,” says Armend Osaj, CEO of Sinalco Kosovo. A special promotion rounded off the year for our Macedonian partner, Kozuvcanka. The country celebrated 110 years of Sinalco with special edition golden bottles.



# Golden Sinalco-Autumn in Macedonia

A special promotion rounded off the year for our Macedonian partner, Kozuvcanka. The country celebrated 110 years of Sinalco with special edition golden bottles.

These bottles were extremely popular with Sinalco fans celebrating their favourite drink's birthday. And the combination of collectable bottles and an attractive promotional price led to a real rush on the cult soda.

"The birthday promotion increased sales five-times compared with the same period of the previous year," said Blaze Cuparkowski, Marketing Manager Kozuvcanka.

"Even we hadn't expected such massive demand, and we had to order more golden bottles."

The birthday promotion was advertised primarily via social media, which becomes increasingly important in Macedonia. This was supported by significant poster advertising throughout the country, telling consumers about "their" birthday presents. In addition, there was advertising on the inside and outside of buses in the capital city.

It is nice to know that Sinalco will be 111 years old this year. Macedonian consumers can expect to see the sought-after golden bottles on sale to celebrate another special birthday.



MACEDONIA





# 111 YEARS OF SINALCO



## Sinalco in the fast lane

Sinalco has been a byword for delicious refreshment since 1905. That is reason enough to celebrate the brand's 111th anniversary in style. Effective sales campaigns, advertisements and promotions were set in 2016 to elevate the brand's profile throughout the year. At the heart of this campaign is the grand prize drawing titled 111 years of Sinalco – Sinalco in the fast lane in which the grand prize winner stands to win an original, iconic VW Transporter T1.

From May to September, consumers found a code printed on the bottom of every bottle cap that could be entered on [www.111jahresinalco.de](http://www.111jahresinalco.de). Users could find out instantly whether they have won one of over 11,111 prizes, from Sinalco tin boxes, bikes, football tables and much more. Each entered code is also a valid ticket in the grand prize drawing.

The grand prize drawing for the coveted VW Transporter T1 was set for October. Sinalco was documenting the painstaking restoration of the vintage vehicle on its blog, where also 111 stories about Sinalco were shared.

PS: The Salescup awarded by the well-respected trade magazine "Lebensmittel Zeitung direkt" was given to Sinalco for one of the best promotions within the category beverages.

Of course we raised a bottle Sinalco to celebrate!



Germany





## Handing over the keys to the grand prize from the nationwide POS Campaign

It took us nearly a year. Countless helping hands, time-intensive research, lengthy negotiations, a whole lot of expertise and some good old fashioned blood, sweat and tears were needed to have it come out the way it has: Sinalco's iconic, retro original VW Transporter T1.

Retro 1950s Sinalco charm on the outside with a powerful engine and up-to-date features on the inside – down to the last detail it's just exactly how we pictured the VW bus of our dreams would turn out.

And, you guessed it, we weren't the only ones who fell in love with it instantly: VW transporter fans throughout Germany jumped at the chance to enter Sinalco's grand 111th anniversary raffle for a chance to make our extraordinary T1 their very own.

More than a million codes were entered and each one transformed automatically into a ticket for our grand VW bus lottery was drawn on 4<sup>th</sup> October, 2016.

We're excited to introduce you to the proud winner of the Sinalco minibus: Sven Edelman came all the way down to Duisburg from Kiel accompanied by his partner Anna Katharina Lechtenböcker to pick

up his trusty new four-wheeled companion in person. Having dressed appropriately for this special occasion, Sven arrived in a yellow VW bus shirt to pick up the keys. And so the rest of us here at Sinalco wouldn't be quite so sad that our beloved bus is no longer with us, Sven and Anna Katharina were kind enough to bring us a miniature Sinalco bus as a replacement.

We're pretty sure the tombola chose the right one :)

"Well, Sinalco has been my favorite long before the raffle," said Sven. "But when we heard about the VW bus, you might say we went ahead and drank an extra bottle or two."

Between the two of them, the couple entered more than 70 codes. Of course it goes without saying that they could hardly wait to heading back north along the autobahn behind the wheel of their brand new Sinalco bus.

And of course we're excited for them, too! We're looking forward to hearing from the very first road trip in their fabulous new ride.

And all that remains to be said is: farewell, dear Sinalco bus!

**We are still missing you :)**





## Summer Vibes with Sinalco

It is a target group in the crosshairs: campaigns by Sinalco Switzerland made the brand highly visible at some of Switzerland's hottest events. All across Switzerland Sinalco is the ideal thirst quencher for young people on the go. From the Open Air Music Festival in St. Gallen and the Beach Volleyball Major Series in Gstaad to the Wake n Jam festival in Murten and the Funk am See festival in Lucerne, Sinalco's was hard at work spreading summer vibes in the heart of the Alps.

In addition to classic Sinalco Orange, the campaign put the Sinalco Passion Fruit summer drink in the spotlight. It's no wonder that passion fruit became 2016's big summer hit.

The well known and much loved Sinalco VW Bus also made an appearance: our unmistakable, bright yellow VW Bus turned heads on the highways of seven Swiss regions on our VW Bus Tour 2016.

And Sinalco's vintage vehicle wasn't just a head-turning hit out on the open road - a broad group of Sinalco bus fans shared their sightings of the bus with

videos or photos posted across social media over the course of the tour.

These campaigns went hand in hand with prize contests at the POS or on social media. As an example of how the target group was given an incentive to follow our posts on Facebook, raffles for admission tickets to popular festivals were held.

A large-scale sampling campaign was also held to get potential new users excited about the brand. Bringing a splash of summer to boring, gray commutes, we gave travelers a delightful refreshment to go at the most heavily trafficked train stations in Switzerland. "Individual targeting is becoming increasingly important for us," said Celine Kuster, Brand Manager "We're excited about all the positive feedback we received from consumers at the numerous events where we were present and on social media as well. Our campaigns help us to keep Sinalco charged with positive energy and anchor the brand as an integral element in the minds of the target group."

Sinalco Switzerland has achieved a unique status among consumers with its campaign. Sinalco – Punkt für Dich.



SWITZERLAND

| Nach             |                 |
|------------------|-----------------|
| KW:              | 13.54 Olten, Ba |
| ES:              | 13.57 Malers, 1 |
| ES:              | 13.57 Allmend   |
| IR:              | 14.00 Sursee, 2 |
| ES:              | 14.02 Emmenb    |
| IR:              | 14.05 Sarnen, 3 |
| ES:              | 14.05 Emmenb    |
| ES:              | 14.06 Vorkelsh  |
| IR:              | 14.10 Zug, Thal |
| IR:              | 14.10 Stans, D  |
| ES:              | 14.12 Allmend   |
| ES:              | 14.14 Emmenb    |
| ES:              | 14.16 Littau, M |
| KW:              | 14.18 Arth-Gold |
| ES:              | 14.21 Ebikon, B |
| ES:              | 14.27 Allmend   |
| IR:              | 14.30 Sursee, 2 |
| ES:              | 14.32 Emmenb    |
| VORSICHT! Lassen |                 |



k kiosk

# Sinalco Launch in Jordan

We are pleased to announce that Sinalco products have been available in Jordan since January 2016. The Defaf Company has been hard at work putting the following flavors on shelves nationwide: Sinalco Cola, Orange, Cloudy Lemon, Apple-Lemon-Mint and Special. To hit the ground running and spread word of the launch, Defaf and Sinalco International Brands made a joint appearance at the Gulfood trade show in Dubai. Having met with success, Defaf has since expanded the range of flavors to include our popular energy drink, energIS.

To give consumers a taste of what sets Sinalco apart, a wide range of POS campaigns were launched. Since Sinalco's fresh flavor is sure to leave first-timers thirsty for more, tasting and sampling campaigns throughout the country gave consumers a lasting and refreshing impression of the brand with the red dot.

To be sure consumers would be able to find us again quickly and easily on the shelves, we narrowed our focus to the POS. From posters, wobblers and standees to Sinalco coolers, displays and attractive second placements, we made sure the spotlight was on Sinalco right where it counts most.

A lot of work went into image-building: the first billboard campaign featured images from the new international Sinalco marketing campaign and the truck fleet largely features the eye-catching Sinalco livery. New media also featured heavily in the strategy to open up a dialogue between the brand and consumers and to disseminate brand messages through as many channels as possible.



"Our Jordanian partner, Defaf, has really taken things to the next level when it comes to its marketing strategy for the launch of the Sinalco brand throughout Jordan," said Mongi Goundi, Managing Director of Sinalco International Brands. "We are very proud to have a partner as engaged as Defaf in the Sinalco family."

And quite the success it has turned out to be: Sinalco is already set to be launched in PET bottles in 2017. The licensing area was even expanded- Sinalco's launch in a range of countries in the region, including Qatar, Kuwait and Oman, is set to roll out soon. But much more is in store... you can expect to hear about a range of other exciting campaigns in the coming year!

Jordan



# The story of a German Brand in Iraq

For many years, both the Aerated Water Company and Sinalco have worked closely together. From humble beginnings with a limited number of drinks including Sinalco Lemon and Cola, the company has grown steadily, and so has the range of Sinalco products. Available flavors now include Sinalco Orange, Lemon Lime, Apple and Mulberry. A broader selection of products go hand in hand with the need for more intensive marketing. New promotional ideas have been implemented, such as a company website, a Facebook account, TV adverts, and the creation of new stickers/labels and posters. In addition, the company has established a network of dedicated agents throughout all the major cities in Iraq, who actively promote the Sinalco brand. Their hard work and loyalty is rewarded by a competitive commission scheme implemented by the company, that serves to increase agents' motivation and enthusiasm. Sinalco is acutely aware of the importance of the many supermarkets throughout Iraq, that sell our products. That is why a supermarket panel has been set-up. Its ultimate aim is to promote improved communication between both the producer and consumers of Sinalco products. Recently, the panel decided to install coolers in many of the supermarkets. It has been a very successful idea, from which both consumers and the producer benefit. The Sinalco logo features prominently on all coolers to reinforce the Sinalco brand.



The management team is constantly striving to stay abreast of customer needs, political changes and security risks. New drink flavors are currently in the works.

**The future for Sinalco continues to be positive. The company is optimistic and realistic. It listens to its customers and enjoys new challenges. It is open to change and is very excited to develop and expand its product range.**

Iraq

## 360° Campaign Say it with Simojis

Sinalco's on a mission to refresh- and not just the thirsty consumer, but their texts as well! Can't find the right words for that easy-going vibe? Say it with Simojis.

Our Simojis – short for Sinalco Emotions – offer consumers a full range of free, downloadable ideograms and symbols for any situation or emotion. Available in all major app stores for use on mobile devices, Simojis are a great way for Sinalco fans to put unexpected pep in an ordinary text message.

This 360° campaign connects the POS to the digital world. We placed posters, wobblers and standees at the POS to get consumers excited about the campaign. We added Simojis to the labels of the core Sinalco flavors and unleashed flurry of posts on social media as well. Now fans have a whole new way to enjoy Sinalco and connect their positive vibes with our positive brand.

**Sounds pretty if you ask us.**





## Sinalco extends its Contract with Rapper Slatkaristika

# MUSIC

In Macedonia, energis has a face: Slatkaristika is widely known and highly successful rapper on the Balkan music scene and has been the popular energy drink's brand ambassador since 2015. Slatkaristika is recognized as the progenitor of the Macedonian rap scene and has been its leading voice for years. With his fingers on the pulse of Macedonian listeners, he has successfully released one best-selling album after the other.

The partnership between the invigorating energy drink and Slatkaristika continued in 2016. The artist's image was featured on energis cans and energis banners and other on-site promotions featured prominently at his concerts, which are usually sold out. His most recent music video even features product placement for the brand. In addition to the proven marketing campaigns with Slatkaristika mentioned already, he also starred in a local ad campaign this year:

Slatkaristika performs the jingle in the current TV commercial with Macedonian singer Karolina Gocheva and is shown repeatedly throughout the advert. He was also featured in an online campaign based on a shot from the TV commercial. This particular sponsorship keeps energis close to consumers.

**What could be a better fit for an energy booster like energis than a veritable bundle of energy of the likes of Slatkaristika?**





## Questions to Mr. Mavrikos Sinalco Hellas

### 1. *Mr. Mavrikos, please tell us a bit about your company...*

Our company began producing Ouzo in our distillery 1992. Our clients included both all-inclusive hotels and bars, so the HORECA segment, and supermarkets. In no time, a demand for soft drinks and beer from a single source arose in the all-inclusive segment. A manufacturing plant for producing Sinalco postmix syrup BIB between 10 and 20 l was installed in the first factory in 1996. With the goal of servicing the HORECA segment with beer as well, we began building a new modern production facility in 2009, which houses a brewery with an annual capacity of 330,000 hl of draught beer. Later, a PET line with a 15,000 1.5-lt capacity was installed in this facility to bring Sinalco to Greek supermarkets!

### 2. *You have been a licensing partner with Sinalco for over ten years now. What exactly moved you to become a licensing partner all those years ago?*

It was the logical thing to do! If you want to make a name for yourself with all-inclusive hotels, you need a high-quality product with a good name. Sinalco was the first choice, especially as the brand is very well known among vacationers from Central Europe.

### 3. *What about the Sinalco brand do you personally find fascinating?*

Well, in addition to its quality, which is what sets the Sinalco brand apart, it simply comes down to memories of my childhood in Germany, where Sinalco was a fixture at the dinner table! And by the way, a lot of Greeks, who grew up in Germany feel the same way!

### 4. *You began, as you said, with bag-in-box sales, concentrating at first on Rhodes and surrounding islands. Now you have invested in a new factory in a country that's suffered greatly during the global economic crisis. What difficulties were you up against when it came to realizing your dream of a new production facility?*

The array of problems we faced was diverse, that's for sure! On the one hand there were problems getting the immense volume of capital together that was required. The bureaucracy in Greece is a real stumbling block! Our competitor took the threat of our new facility seriously and tried at all costs to prevent it from happening. Last year, as the threat of Grexit loomed, we were confronted with a whole new range of problems such as so-called capital controls, which has made purchasing from abroad vastly more difficult; but we were able to overcome all those obstacles!

### 5. *If you now begin distributing nationwide in Greece, how much potential do you see for the brand in Greece? What campaigns do you plan to launch?*

We are working closely with marketing experts to accomplish that. Two independent institutes have come to the conclusion that we have very positive market opportunities. In terms of marketing, a team of specialists at an internationally-renowned advertising agency in Athens is working out new concepts as we speak.

### 6. *With its 11 million residents, Greece is an attractive market. What does the competition look like in general? What position can Sinalco hope to carve out for itself among consumers in coming years?*

Well, naturally the two American competitors are the market leaders in Greece. In addition, there are local producers on the market that have been established here for years. The competition is strong but I think that if we work hard we can eventually have Sinalco in third place!



**7. In which way does Sinalco differentiate from competitors products and where will Sinalco products be positioned with regard to the price?**

The well-designed bottle and eye-catching branding really set us apart from the competition. Then, of course, it comes down to the taste of the product meeting consumer expectations (we have an orange soft drink here with 20% juice content); when you have all that you can win a customer over who will buy the product again. A price war can only be won by the largest competitors, so we try to be attractively priced without being cheap.

**8. What drinks from the Sinalco portfolio are you launching initially and which drink is your personal favorite?**

Sinalco Cola, Sinalco Orange, Sinalco Lemonade and Sinalco Lemon Lime are the first products that we will be launching in 1.5 l and 0.5 l bottles, the rest will follow. My personal favorite is Sinalco Lemon Lime.

**9. What are the next steps for you after you have launched the first products?**

A series of large investments are lined up in the immediate future: the renewal of the vending devices for Sinalco in postmix, the purchase of additional glass display cases, the renewal of our vehicle fleet and the purchase of further PET blow molds to produce in all container sizes in demand on the market.

Mr. Mavrikos, thank you for your time.

**Curriculum Vitae**

**Georgos Mavrikos, 26.05.1963 born in Rhodes**

- 1980** – Attended school in Stuttgart, Germany studied at RWTH Aachen University, finished with a degree in chemistry
- 1990** – Hotel management training at Steigenberger, returned to Rhodes
- 1992** – Started a distillery for ouzo and brandy
- 1992** – Started partnership with Sinalco in Rhodes and Kos
- 2006** – Sinalco distribution expansion in mainland Greece, Corfu and Cyprus
- 2008** – First Sinalco export to Antalya / Turkey
- 2009** – Construction of a brewery which will bottle a German beer under license with a capacity of 300,000 hl

GREECE





# SINALCO AT SPORTING EVENTS

Sinalco is represented year-round at a variety of sporting events. For example, Sinalco was a key player last summer at the bicycle racing day in Duisburg. A square just a few kilometers away from Sinalco's headquarters was transformed for a whole day into a racing circuit for cyclists: here, the second leg of the Vivawest Service Ruhr Area Tour 2016 began. Vivawest is among the leading housing providers in North Rhine-Westphalia and is one of Germany's largest real estate companies. Whether it is professional racers, amateurs or young and upcoming cyclists, everyone who was interested was invited to participate in the race.

The Sinalco show truck was in the spotlight, of course. Interviews with professional cyclists were conducted with the show truck acting as a stage. The truck was also the backdrop for the awards ceremony.

Having worked up an appetite, a wide range of foods and beverages was on offer for those in attendance. Visitors and athletes alike quenched their thirsts with refreshing Sinalco because, as we all know, die Sinalco schmeckt!

## Team sports Sinalco sponsors Macedonian Basketball Team MZT Skopje

Long-standing basketball team MZT Skopje has an additional partner: as of the beginning of the 2015/2016 season, the five-time Macedonian champions have been supported by Sinalco. And it's been a smashing success by any measure: with Sinalco on their jerseys, head trainer Aleksandar Jončevski's team fought their way once again to victory in the Macedonian First League. The team also won the Macedonian Cup as well as the Macedonian Supercup. By the way, the team came in 10<sup>th</sup> in the ABA League.

### Experience tells us that success makes you thirsty.

That is why the players and officials were provided with beverage through the entire season. What is more, Sinalco banners were visible by the basketball court at all home games, ensuring Sinalco was present not just on the jerseys but on the sidelines as well.

During home games Sinalco used a wide range of attention-grabbing promotions throughout the stadium to make the brand come alive for MZT Skopje fans at the sporting venue itself.

The sponsorship has been so successful that MZT Skopje players make an appearance in the new local Sinalco campaign. In TV ads and through a large-scale billboard campaign, Sinalco not only promotes itself but also one of the most successful Macedonian basketball teams.

**Basketball hits the spot in Macedonia.  
And so does Sinalco.**



Basketball





## Sinalco Germany Parent Company constructs High Bay Storage Facility

Investment

On 17<sup>th</sup> August 2016, the Hövelmann beverages group, to which Sinalco Germany also belongs, broke ground on a 40m high, fully-automated high bay storage facility. The investment is one of the largest in the company's over 111-year history. There will be room for nearly 53,000 palettes on over 7.200 square meters - the approximate size of a football field.

An overhead electric track is planned to connect storage facility and production site so that the finished product can be brought into warehouse and the empty bottles brought out of the warehouse automatically. In addition to the warehouse, adjoining rooms in the new facility provide plenty of space for picking and packing customer orders and loading them onto trucks.

Because of the greatly reduced number of forklifts and reduced heat loss inside the production facility, the closed transport system is projected to result in energy savings of up to 34 percent compared to the logistics system currently in place.

One might think that this project constitutes a threat for employment; however it is connected with several restructuring measures like further education programs so that in fact not a single worker has to face unemployment.

Mr. Hermann Hövelmann, managing partner, in his speech at the groundbreaking ceremony, took care to emphasize that the construction project was in line with sustainable business practices: "We'll not only have a significantly more productive solution at the Walsum location, but a solution that's significant more environmentally friendly. That means we're investing in both efficiency and sustainability."

The storage facility, clearly visible from afar, is scheduled to open after two years of construction in the third quarter of 2017.





## A Growing Sinalco family

The German brand with the red dot has been growing steadily for years. This year has been no exception, with new countries and new partners joining the Sinalco family. The developments in Central Asia are especially exciting: the brand is established in the market in Tajikistan and Kazakhstan, while Turkmenistan has just gotten off to a great start. There are also positive things to report from the Far East: The Philippines are new to the Sinalco family. Consumers in Singapore and Malaysia have already taken a liking to Sinalco, where Sinalco Special was launched in cans. Singapore is considered to be the gateway to Asia. "60% of the world's population now lives in Asia," said Mongi Goundi, CEO of Sinalco International Brands. "That's why Asia plays an essential role for us and our brand. We see high growth potential here and will continue investing in the region to establish Sinalco in further countries."

Growth is also to be found in Africa. The brand is already active in Sudan, and factories are currently being constructed in Nigeria and Ethiopia. Now Gabon has also joined the Sinalco family. "There are encouraging developments in Africa as well," said Mongi Goundi.

**"We are currently well positioned in the countries where we are already in the market. But I see great potential for our brand in Africa in particular."**



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