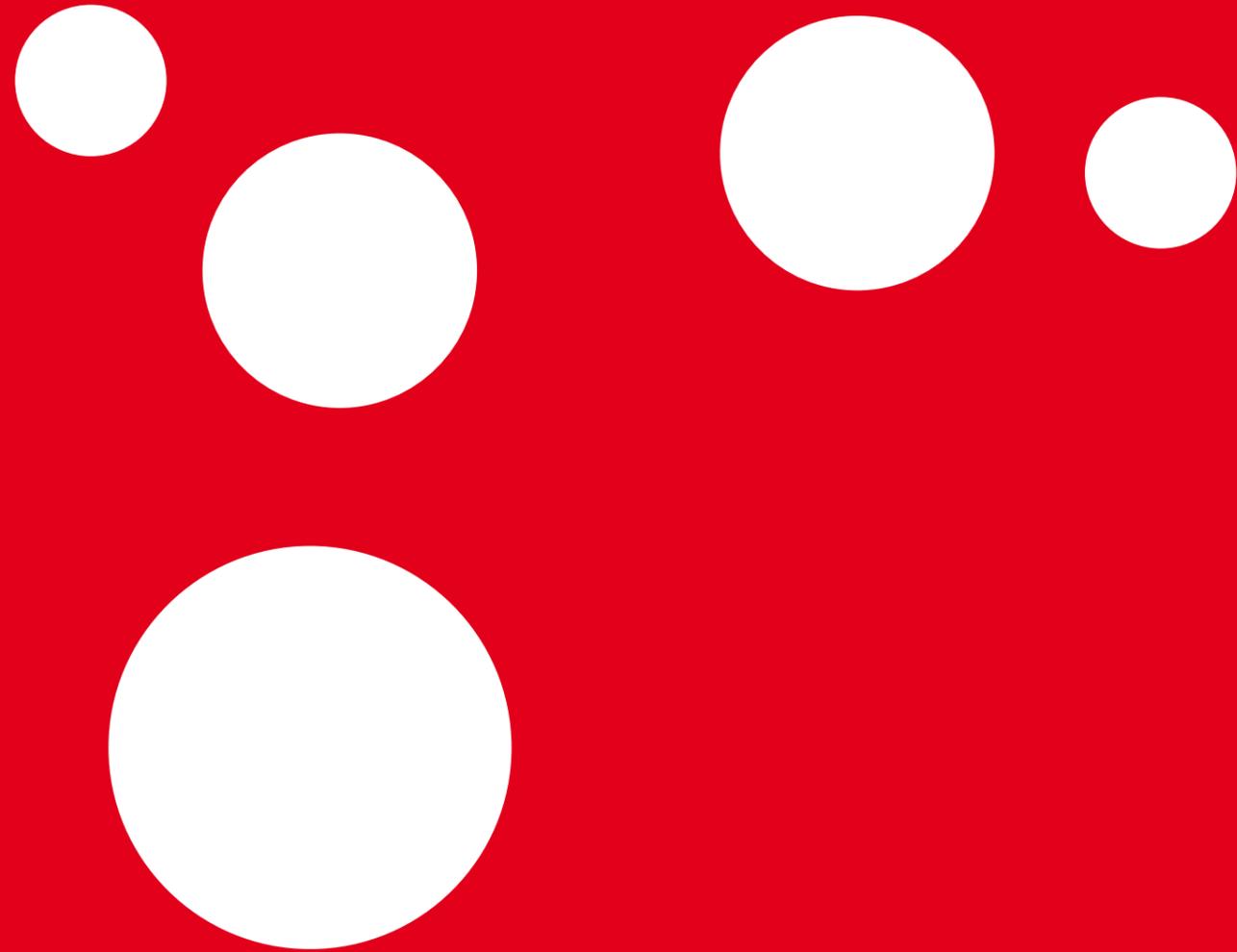




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The year 2010 is drawing to a close, and hopefully the international financial crisis is also coming to an end. The effects of the crisis were not too dramatic in Germany or France, but there were serious economic problems in Eastern Europe and the Balkan States. Consumption fell and many consumers switched to cheaper brands.

We reacted and organised sales promotions in many countries. And we put a lot of work into developing new products to help our partners win new customers.

We could not afford to and did not compromise on the product quality for which Sinalco is renowned by, say, substituting in cheaper ingredients. Instead we developed new products and were able to achieve our aim of winning over new consumers in new segments. With sinetta we launched an affordable fruit juice drink with 100% Pure Taste and the high quality consumers expect from Sinalco.

It has always been our aim to offer our partners new solutions which enable them to win new customers and increase revenue. By extending our portfolio to include sinetta, the alcohol-free malt-drink SINCO, and by expanding our energy range, we were able to help our partners to grow without making major investments.

We have new partners in Kosovo, Albania and Malta who will begin production this autumn. We are in advanced negotiations with further new partners and expect to begin cooperation next year.

Enjoy reading about all that has been happening in 2010 in the world of Sinalco.

Greetings from Duisburg, Germany.

Mongi Goundi,
Managing Director – Sinalco International Brands

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Sinalco Beach Tour A2

Win with Sinalco

Sinalco is sponsoring beach volleyball in Switzerland. In 2010 Sinalco supported all official beach events in Switzerland, and in particular the Sinalco Beach Tour A2.

The tournaments do not take place on beaches, but on specially constructed pitches. Competitors at prestigious events at the main station in Zurich or on the Bundesplatz in Bern qualify through points accumulated at Swiss Beach Ranking tournaments. Switzerland has its own system of regional and national events, where players can gain points. Six of these events in six different cities were part of this summer's Sinalco Beach Tour A2.

Spectators enjoyed not just the exciting matches, but also the genuine beach atmosphere. The Sinalco Beach Lounge was the perfect place to relax in between games – and enjoy a cold Sinalco after the tournament.



Sinalco Brand Manager, Petra Studer, was impressed by the city centre and lakeside sports arenas – and by the accompanying programme. "The tournament in Rapperswil was part of the Lake Night Festival, for example," explains Petra Studer. "That way, Sinalco was connected not only with sport, but with pure beach feeling."

Other A2 tournaments were linked with other local events, such as the "Städli-Fest" in Sursee or the "Wake and Jam" in Murten. This intelligent, integrated marketing helped to ensure the success of the Sinalco Beach Tour.

Fans, players and tournament organisers were all very positive. After its first year, the tour has established itself as the second major beach volleyball sports tour in Switzerland. Sinalco is official drinks partner of the other major tour, the Coop Beach Tour.



Mongi Goundi (Sinalco) and Mohammed Amer (Managing Director of Emarati FoodStuff)



Sudan

drinks Sinalco

Sinalco International Brands' new partner in Sudan, Emarati Foodstuff & Plastic Packing CO, began production in March 2010. Emarati's new facilities in the capital, Khartoum, are currently bottling four Sinalco products: classic Sinalco Orange, Sinalco Cola, Sinalco Lemon Lime and the Middle East favourite, Sinalco Special. 0.33 litre and 1.5 litre PET bottles are on sale in handy six-packs.

Production capacity is 16,000 x 0.33 litres and 8,000 x 1.5 litres per hour. An expansion of the brand portfolio to include SINCO (an alcohol-free malt drink), Sinalco Ginger Ale and Sinalco Lemon-Mint is planned for 2011. Market analysis shows that Sinalco has good growth potential in

Sudan: carbonated soft drinks make up 64 % of the total drinks market.

The first marketing measures began in spring. A point-of-sale campaign including tastings is planned for the end of this year and into 2011. Sports sponsoring, in particular of football clubs, is also in the pipeline.

"Securing this new partner is an important step towards further establishing Sinalco in Sudan," reports Mongi Goundi, Managing Director of Sinalco International Brands. "The carbonated soft drink market in Sudan alone has an annual volume of 270 million litres, affording Sinalco good potential for growth."



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“Mission Famous” a big hit



Marketing offensive in cooperation with Europe's biggest youth magazine, BRAVO, goes into second year.

“Mission Famous” is a marketing initiative based on the successful format of TV casting-shows. An online and print campaign encourages girls and boys aged between 14 and 18 to apply with a photo and a description of themselves.

The most promising girls are invited to castings in Düsseldorf and Berlin, where they can convince a star-studded jury of their talents. A “Sinalco-Boy” has already been picked and is part of the jury. He helps to choose two lucky girls from each casting.

The prize is to fly to New York for two wonderful weeks feeling like real stars, enjoying some fantastic shopping and exciting photo shoots. Plus

there is a wild day spent with professional skateboarder and MTV-Jackass star, Bam Magera.

Highlight of the exclusive trip is the filming of the new Sinalco web clip. The Sinalco girls and boys put on a professional show. You can see the great result by watching the ad on sinalco.de.

Mission Famous is supported by editorials and advertisements in BRAVO and its sister magazine, BRAVO GiRL!. There was also excellent television coverage on a relevant youth-orientated channel, including daily reporting on one popular show – plus competitions to win Sinalco-branded prizes! The multimedia campaign was completed with online advertising on selected portals popular among the target audience.



Factory in Kavadarci and main offices of Kozuvcanka



From left to right: Mirko Jancev (General Manager of Kozuvcanka), Aleksandar Panov (Mayor of Kavadarci) and Nikola Gruevski (Prime Minister of Macedonia) visit the new filling line where, besides other Sinalco products, sinetta is bottled.

Investing in Macedonia

Good practice requires a constant effort to improve productivity. That is why Sinalco's Macedonian partner Kozuvcanka d.o.o. decided to make a major investment this year, despite the economic situation.

A new 1,600m² production hall was built for an additional filling line for soft drinks. The new hall also houses a brand new quality control laboratory, where routine controls are carried out by qualified chemists and microbiologists. These technicians use the latest technology to ensure optimal quality throughout the production process.

Ensuring quality and product safety is a priority for Kozuvcanka. Government health department test results confirm their success in achieving excellent quality.

The new filling line has a capacity of 15,000 bottles per hour. This is enough to fully cover domestic demand and produce drinks for growing export markets.

Kozuvcanka uses a new filling line as well as a top of the range SBO 10 blowing machine to produce its own PET bottles. Labelling is done with a German Krones-Controll machine. Packaging and palletizing also is made with new plants.

The total investment of over €1.4 million in 2009/10 demonstrates Kozuvcanka's commitment to quality and technology – and to providing jobs for the community in Kavadarci where it is based.

Interview Nedim Čausević

In this issue we talk to Nedim Čausević, Managing Director and owner of Teloptic, our partner in Bosnia and Herzegovina since 2001. Bosnia and Herzegovina is in the western Balkans. The former Yugoslav republic declared independence in 1992. With an area of 52,000 km² and 4.5 million inhabitants, it is one of the largest Balkan states. Sinalco's Bosnian partner Teloptic is based in Sarajevo, the capital and largest city.

Mr Čausević, please tell us about your company and its activities.

Teloptic d.o.o. Sarajevo was established in September 1990. It started as a small telecommunication-engineering company. After incorporation, Teloptic acquired a number of businesses and enlarged its scope of activities. Nineteen years later, it is a diversified company focusing on production, sales and distribution of FMCGs, and real estate development. Having six regional distribution centres, 850 employees, 250 vehicles, and modern tools to manage and control the whole system, makes Teloptic a leading distributor in the domestic market by total turnover and logistic infrastructure.

What made you come to the decision that Sinalco is the right licensor for you?

Sinalco is a European brand with a long tradition. It promotes lasting brand values, and is very flexible in its market approach, customising its offer by taking into consideration local market uniqueness and preferences, while preserving its global image and appearance. Moreover, Sinalco was not a completely new brand name in the market. We set the objective to become a competitive player next to the global leaders, and I am proud that we were successful. Finally, Sinalco has developed a good system of licensees, which is motivating for new Sinalco partners.

Do you have any advice for potential licensees?

Potential licensees should join the Sinalco family and use the know-how Sinalco provides. Each and every market is unique; there are no simple copy-and-paste solutions. But there are common factors for success: hard work, a modern approach to the market and reliable human resources.

CV Nedim Čausević

- 23.01.1950** born in Pljevlja, Montenegro
- 1969:** Began studying at the Faculty of Electrical Engineering, University of Sarajevo
- 1974-1990:** Engineer for electrical testing and measurement of telecommunication installations, then CEO at Telecom (JP PTT)
- 1990:** Owner and General Manager of Teloptic d.o.o., Sarajevo, BIH
- 2001:** Started partnership with Sinalco International Brands with the standard product range
- 2005:** Product portfolio extended to include Sinalco Rosso and Sinalco Fresco
- 2007:** Launched Ice Tea cranberry to complement existing Ice Tea lemon and peach
- 2008:** Started running new filling equipment for cans and launched energi s in 0.25l slim cans



What would you say are the particularities of the Bosnian market?

The Bosnian market is going through a process of consolidation. Eventually it will weaken small traditional retailers, which are very important for us since they provide numerous points-of-sale for the Sinalco brand. International and regional retailers, so called "modern" markets, will continue to focus on category leaders and their private label as cost leaders. It will be a great challenge to continue brand growth under these circumstances.

How popular is the brand Sinalco in Bosnia?

The Sinalco brand has a very good position in the Bosnian market, which is the consequence of many years of work in the field, cooperation with more than 6,000 different accounts, the right marketing activities, stable product quality, the devotion of our employees and the loyalty built up among our consumers. We can say that the brand awareness is very strong.

In your opinion, what are the most important marketing activities needed to strengthen the brand in Bosnia?

Having in mind negative sales trends of the product category, we should focus more on consumer-oriented activities. This involves: in-store promotions, temporary price reductions, instant prize-winning games, etc.

This is why we organised spring and autumn promotions, where every consumer with the right printing on the back of the label or inside the bottle

cap instantly wins one extra bottle of his/her Sinalco favourite drink. The results were excellent. We grew over 30% with that particular promotion.

But we did not limit our marketing activities to promotions. We continue to sponsor some interesting music events. Accordingly, we sponsored a live TV show where young demo rock bands were competing for a few months. It was the first reality show of this kind, and gained huge popularity among young people across the country.

With regard to the Sinalco product range: which drink is the consumer's favourite?

The consumer's favourite product and the one with highest sales is Sinalco Cola. It accounts for up to 50% of our entire Sinalco sales.

One last question: Which is your favourite drink of your Sinalco product portfolio?

I am not a great consumer of soft drinks in general but would say that Sinalco energi s is my favourite and the one that I consume.

Thank you very much for your time.





Shopping, Art & Sinalco

Exhibition of 100 years of Sinalco advertising

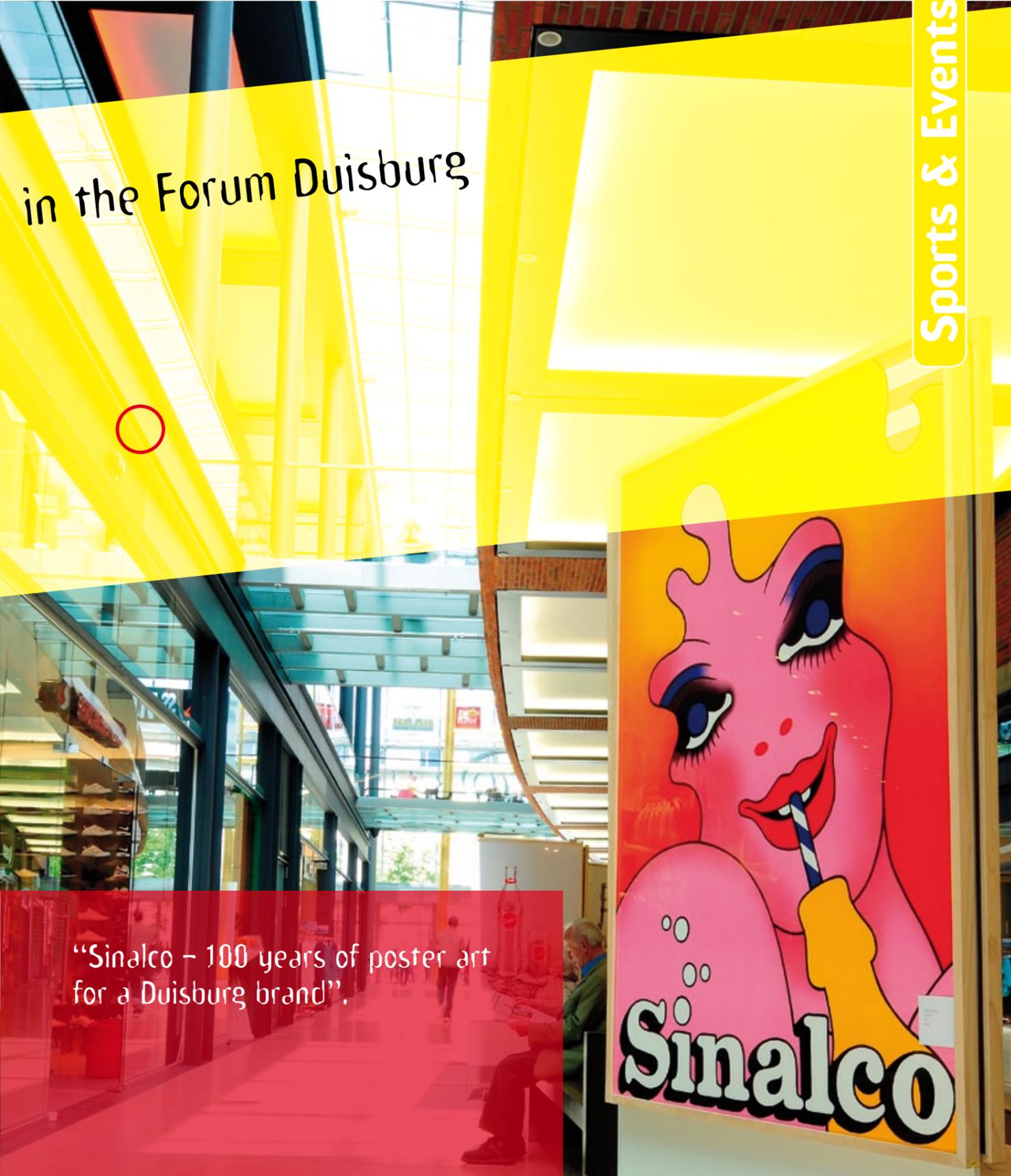
in the Forum Duisburg

Thousands of exhibitions and events are taking place in the 53 towns and cities of the Ruhr conurbation as part of RUHR.2010 European Capital of Culture. Sinalco participated, too, with an exhibition near our headquarters in Duisburg: "Sinalco – 100 years of poster art for a Duisburg brand". Exhibits showing the history of Europe's first soft drinks brand included art nouveau and art deco influenced works from the early 20th century, posters from the time of the post-war economic miracle, pop art from the 60s, plus some more recent advertising.

The exhibition took place from May 20th to June 5th in the Forum Duisburg, recently awarded the title of best European shopping centre 2010. The popular, central location allowed countless shoppers, many of whom rarely visit art galleries, the chance to pause and enjoy our bright, colourful and often witty posters.

These posters had previously been exhibited together in various cities around the world in 2007 as the "Sinalco Art Tour". The exhibition includes 80 works, some by established artists, which had been restored, framed and catalogued.

Accompanying the exhibition were a range of themed activities and events: a mini-cinema showing Sinalco advertisements from the last 50 years, a bar serving Sinalco cocktails, children's entertainment and games. The exhibition was rounded off with a Sinalco-Night party in the Forum Duisburg in cooperation with the internet platform, Virtual Nights.

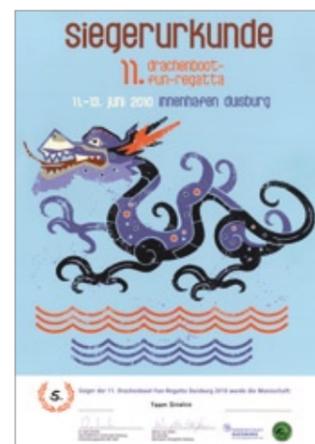


"Sinalco – 100 years of poster art for a Duisburg brand".



Dragon Team Spirit

The Sinalco team made a successful debut at the world's largest dragon-boat fun regatta



The 11th International Dragon-Boat Fun Regatta attracted tens of thousands of visitors to Duisburg's harbour, on the Rhine in Western Germany. And for the first time, a 26-member team from Sinalco was among the participants.

A total of 180 teams and 3,600 members competed over two days in various classes. The teams fought out many close races driven on not just by the large crowds, but also by the drummers on each boat who lay down the rhythm for their oarsmen.

Although it is a fun event taking place in a relaxed atmosphere, it's even more fun if your team does well. Despite being newcomers to the event, the Sinalco team decided to aim high: To reach the final – and definitely not to sink!

Aims must be realistic and team spirit and the cheers of the many Sinalco employees who had come to watch, helped to keep the boat afloat and propel the Sinalco team into the final. "This is a great event. The three races were hard work but a lot of fun," declared Mongi Goundi, Managing Director of Sinalco International Brands. "I am proud that our team made it to the final."

A large contingent of Sinalco supporters turned up to urge on their team in the final. The Sinalco boat came in fifth – pretty good for a first attempt. Team captain Mario Mais was happy with the achievement of his oarsmen: "It was great fun. But fifth place can be improved on, and we will try hard to do even better next year."



Sinalco scores all around the world

Sinalco has been a global partner of FIBA, the world basketball federation, since 2006. The cooperation began with the successful sponsorship of the world championship in Japan. And this year Sinalco was a global sponsor of the world championship in Turkey, which took place from August 28th – September 12th.

Being a major sponsor meant that the Sinalco logo was highly visible in the media, for example on the press conference backdrop and on press releases. The current Sinalco TV-spot was shown on the big screens in each venue, and there was a Sinalco logo on advertising boards. Plus, each player had a Sinalco-branded towel to wipe off sweat, or even cover his face in moments of high tension or frustration. Whenever it got really exciting, Sinalco was there in the thick of the action.

Coverage of the tournament was broadcast in 183 countries – a new record. Sinalco reached the highest level of media presence since we began sponsoring basketball. 24 nations were participating in the competition. The winners of the highly competitive world championship were the USA, who beat hosts Turkey in the final game, ending 16 years without a world title.

Sinalco sponsors all FIBA competitions. This includes the women's world championship, which took place in the Czech Republic two weeks after the end of the men's tournament.



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Sinalco – Global Partner of all FIBA competitions



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Sinco Radler launched in Germany

Alcohol-free, low-calorie beer lemonade mix creates new niche

“Radler” is the German word for shandy – a mix of beer and lemonade. The market for ready-mixed shandy in bottles and cans is dominated by major brewers. The launch of Sinco Radler is the first time a soft-drink brand has entered the large and growing German market for beer-lemonade-mix drinks.

And Sinco Radler has set itself apart from the competition: the clear emphasis is on the quality of the lemonade. Sinalco stands for alcohol-free refreshment, so Sinco Radler is a 50:50 mix of crisp alcohol-free beer and sugar-free Sinalco lemonade with lemon taste. The result is a shandy with only 8.6 kcal per 100 ml. This is around one third of the calories of standard alcohol-free shandy, creating a new niche in a lucrative market: the healthy, alcohol-free Sinalco answer to the growing demand for beer-lemonade mix drinks.

Sinco Radler will appeal to sportsmen and women, those concerned about their weight and drivers alike. It's not a problem to drink large quantities without affecting either the waistline or the ability to concentrate. This innovative beer-lemonade-mix offers the original taste of Sinalco, plus the beneficial components of alcohol-free beer. Sinco Radler is available in six-packs of 0.33l long-neck glass bottles. 24 bottle re-usable crates containing individual bottles or four sixpacks are also on the market.



sinetta comes to the Middle East



Soft drinks containing fruit juice are particularly popular in the Middle East. Sinalco's sinetta brand, which was launched at the beginning of 2009, has been in production and on the market in Jordan and Iraq since December 2009. “We are very proud of the success we have had so far with this brand,” says Mongi Goundi. “The newest member of the Sinalco family is doing extremely well and establishing the brand in the Middle East was a natural next step.”

sinetta is a range of soft drinks containing 10% juice, but which have the taste and feel-in-the-mouth of pure fruit juice. Initially, four flavours – sinetta apple, strawberry, orange and peach – were introduced in Iraq, Bahrain and Jordan in fashionable 0.25 litre slim cans. It is expected that these flavours will prove as popular as they already are in Eastern Europe.

A new member for the sinetta family

The launch of sinetta has been so successful that a new flavour was added in July 2010. sinetta ruby-fruit – containing strawberry, blueberry and raspberry – has been introduced into Macedonia by Sinalco's local partner, Kozuvcanka.

isotonic sports drink for the German market



Deutsche Sinalco has expanded its range in Germany to include a product for sportsmen and women.

Sinalco IsoSport is a refreshing citrus-grapefruit isotonic drink which replaces lost fluids effectively and aids the metabolism. Sinalco IsoSport is low in calories, has a high real fruit content of 10%, and – like all Sinalco products in Germany – is made with natural mineral water.

Special sports drinks that contain important vitamins and minerals are popular with active, fit consumers. Sinalco IsoSport, which is enriched with calcium, magnesium, six vitamins and glucose, contributes to muscle function and bone health.

The new drink has been available in 0.5 litre deposit bottles in crates of 12 since the beginning of 2010. The handy bottle fits easily into sports bags. The crate encourages consumers to have a store of Sinalco IsoSport at home, ready to drink every time they do sport.

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SINCO. Better than Beer



SINCO is the new alcohol-free malt drink from Sinalco. The golden colour and raw, malty flavour give SINCO a clear association with beer, as does the modern packaging.

But SINCO, which is available in six different flavours, is not made by brewing and is therefore completely alcohol-free. Concentrates can be used to make this refreshing drink on any regular soft drink filling line.

The Middle East is a particularly important market for this segment, which is expanding rapidly and has enormous growth potential. This is why we are offering six different flavours, which were adapted to the tastes of the Middle East: apple, strawberry, pineapple, honey, pear and tangerine.

SINCO is available in 0.33l longneck bottles and 0.25l slimline cans – modern and attractive packaging attuned to the tastes and habits of the target audience.



New outfit for Sinalco Ice Tea

New label design and new flavours for successful thirst-quencher

Sinalco Ice Tea now comes with an improved design. The brand, which has been a particular success in the Balkan states, now has a clearer, fresher, more high-quality look.

“The aim was to distance Sinalco Ice Tea more clearly from the competition and develop our own design profile,” explains Mongi Goundi, Managing Director of Sinalco International Brands. “The new look emphasises membership of the Sinalco family, and communicates refreshment more strongly.”

Sinalco’s Macedonian partner, Kozuvcanka, has been producing Sinalco Ice Tea in its new factory since December 2009. Now Sinalco Ice Tea lemon, peach and cranberry are available throughout all Balkan states.



Welcome to the world of Aquintéll



The premium water brand, Aquintéll, was launched in Germany in 2003, with distribution to caterers and retailers. German consumers can find Aquintéll classic, medium and naturelle on their supermarket shelves, or order feinperlig (fine sparkling) or naturelle in 0.25l and 0.75l glass deposit bottles when they go out for a meal or a drink.

Mineral water is a natural product and not only an excellent thirst quencher, but also a good source of minerals. In Germany it is the number one alcohol-free drink. Sales of mineral water are growing all around the world, as consumers demand fresh, clear, sparkling drinks which are low in calories.

Sinalco’s partners, Montekristo Beverages Ltd. (part of Polidano Group) of Malta and Getrinke Vrella from Albania and Kosovo, are busy introducing Aquintéll into more European markets.

“Water is becoming increasingly important for consumers all around the world”, explains Mongi Goundi.

“Our partners have recognised the potential of Aquintéll to open new doors and win over new groups of consumers. The number of brands that we offer allows us to position ourselves as a full-range soft drinks maker, allowing our customers to choose quality from a single supplier.”

Sinalco Aquintéll fresh launched in Jordan and Iraq

Sinalco launched its Aquintéll fresh range of flavoured mineral waters in the Middle East in December 2009. The brands are being produced and marketed locally.

Aquintéll fresh is Sinalco’s flavoured water brand. Three different flavours are on offer in Jordan and Iraq: Sinalco Aquintéll fresh Apple, Orange und Peach. “Plain mineral water is no longer enough for many customers,” explains Mongi Goundi, managing director of Sinalco International Brands. “Consumers want more and are increasingly choosing flavoured waters. We are reacting to this trend and introducing our flavoured mineral water range to Middle Eastern markets.”

As well as Aquintéll fresh, further product launches are planned for 2010 to strengthen Sinalco’s position in Arabian markets. The Middle East is a core sales-region for Sinalco International Brands.

Label re-design: Modern, fresh, dynamic

All Sinalco products in all packaging sizes are to have their labels updated. The re-design will reach the shelves in autumn 2010. The Sinalco logo, offset from the background thanks to a 3-D effect, remains the central design element.

The re-design has reduced clutter by eliminating some elements, for example the glow and comet-tail from around the logo. This will increase the visual focus on the core-brand.

"We are working to continually renew and strengthen the brand," explains Mongi Goundi,

Managing Director of Sinalco International Brands. "As brand custodians we must be careful to communicate clearly to our customers."

The flavour, as second key element, appears directly below the logo. The aim of the typography is to allow consumers to find their way around under the Sinalco brand more easily.

The new labels retain the colour-coding for each flavour, but the re-design makes the colours appear more dynamic. Waves and bubbles communicate fruitiness and refreshment.



Twice the energy

Sinalco expands its energi range to include fruit and ginger drinks

Energy drinks improve performance and concentration. People facing physical or mental challenges often reach for an energy drink, but they are increasingly popular for refreshment, too.

65 % of energy drink consumers are aged 13-35, the key target group of Sinalco. This is why we have produced our own energy drink, energi s, which has already been successfully launched in Bosnia, Serbia, Croatia and Macedonia. Due

to growing demand and increasing variety in the segment, we have developed two new products.

Both products contain added vitamins, which the organism could not produce by itself and which are helpful for the metabolism.

The packaging clearly integrates both drinks into the energi family. The "lifeline" design is prominent on the 0.25l slimline cans in eye-catching metallic look. And Sinalco is also clearly visible ensuring a high degree of recognition – ideal for attracting consumers of other Sinalco products.

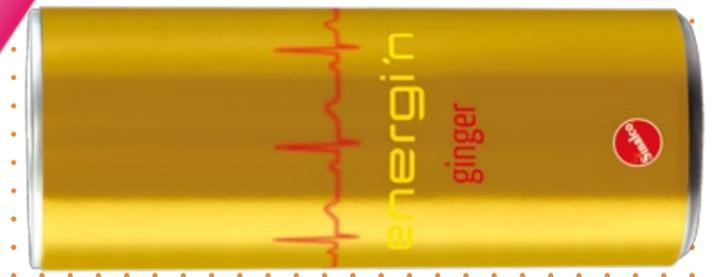
energi 'n fruit

This fruity cranberry and guava-flavoured drink contains guarana for a longer-lasting caffeine hit. It also made with real fruit-juice and the stimulant ginseng. This drink may be pink but is refreshing for men and women alike, and is a pleasant-tasting alternative to regular energy drinks.



energi 'n ginger

With energi 'n ginger we extended the energi line by another alternative. Energi 'n ginger is a hot and spicy energy drink with ginger extract. The unique taste experience is a kick in itself.



Sinalco refreshes the drinktec 2009

A refreshing highlight of the drinktec 2009 came from Sinalco: we handed out 0.5 litre bottles of sinetta orange at the entrance of the main exhibition hall and at the conference facilities. In all, 25,000 bottles were given to industry players from 170 countries over six days.

Visitors to the international trade fair for drinks and liquid foods were also welcome to take a break in the Sinalco VIP Lounge, which had been integrated into our stand in the main hall. The lounge's relaxed atmosphere made it the perfect place to get to know important potential customers. "This was our second time at the drinktec", explains Mongi Goundi, Managing Director of Sinalco International Brands. "The lounge idea really worked well. We could meet with lots of interesting firms from all over the world who came here looking for established brands."

The Sinalco Show Truck, parked outside the main hall, was another popular meeting point for visitors and exhibitors alike. There was live music every day from 4 pm. Cool music and a cool Sinalco provided the perfect way to end a busy day.

Drink Sinalco in the middle of the Mediterranean

With an area of 316 km², Malta is the smallest member of the EU. Malta's 400,000 citizens live on three islands in the southern Mediterranean Sea.

Sinalco's license partner, Polidano Group, has built a filling plant near Luqa, next to the international airport and begins bottling Sinalco and Aquintell in November 2010.

The Maltese Polidano Group operates discos, bars, restaurants, hotels and other facilities for tourists. The group is also Malta's leading producer, importer and supplier of building materials. The investment in the filling plant, which will also bottle wine and beer, is worth €5 million, including the investments for the new building, machines, laboratory equipment and trucks.

Mongi Goundi (Sinalco) and Gordon Polidano (Deputy General Manager of Polidano Group)



Sinalco expands in the Balkans

Kosovo's two million inhabitants know and love Sinalco. Our partner Getrinke Vrella had been bringing Sinalco products in from Serbia and Macedonia, but has now set up production facilities in Kosovo itself.

The new bottling plant in the capital, Pristina, has a capacity of 33 million litres a year. Drinks made in Pristina are also exported to Albania. Bottling of Aquintell began in October with Sinalco Orange, Cola and Lemon following in November.

Introduction of energi s is planned for next year to meet the already large demand for energy drinks in Kosovo and Albania. The launch of sinetta in both markets is a medium-term aim, possibly in cooperation with our Macedonian partner, Kozuvcanka.

Marketing support currently includes a television campaign, and a partnership with a TV station that transmits to both target markets Kosovo and Albania.



New licensee takes over in Serbia

In March 2010 Unija Distributera became the new Sinalco licensee in Serbia. As an established company, Unija will be able to strengthen Sinalco's presence in the Serbian market.

The initial aim is to secure new key account listings for the standard range of Sinalco Cola, Orange, Lemonade and Rosso. The next step will be to expand the portfolio and offer more innovative drinks to Serbia's consumers. The energy drink energi s is already on the market in 0.33l PET bottles and glass bottles will be available soon.

Marketing includes a cooperation agreement with Pink, Serbia's number one television channel, to sponsor the reality show "Farma". This ensures attention throughout the Balkan peninsula.

Sinalco was also on air in Serbia during this year's Basketball World Cup. The energi s brand was exclusive sponsor of "Mondo Basket" on the SOS sports channel. This ensured coverage for the brand at all live matches – and basketball is hugely popular in Serbia.



Ramadan media campaign in Syria

Sinalco had a strong presence during Ramadan in the Syrian media. The current TV spot was aired at prime-time every evening after the breaking of the fast, and radio spots went out hourly on Sawt al-Shabab and Shahba FM. The media offensive was completed with newspaper sponsoring. Sinalco – also one of the major sponsors of the basketball world championship – presented the coverage of the event in the al-Riyadiah newspaper.

Persepolis Tehran FC visit Sinalco

Directors of the two-time IPL champions and Iranian cupholders Persepolis Tehran Football Club visited Sinalco headquarters in Duisburg in July. Club representatives were pleased to be able to meet Sinalco management in person. Sinalco is popular in Iran and will hopefully be on sale in the "Reds" stadium soon.



Mongi Goundi (Sinalco) and Sinalco International welcome Habib Kashami (Managing Director of Persepolis Teheran FC) and his team in Duisburg.



New look for sinalco.com

Sinalco International Brands' website has had a make-over. sinalco.com's new look including redesign, new text content and flash features went live in September.

The website now looks as fresh and modern as Sinalco tastes. There are dynamic animation features, and a moving logo which changes languages emphasising the global reach of the brand.



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"As an international franchise business, we need to present information to a global audience. The internet is the ideal forum to reach as wide an audience as possible", enthuses Managing Director Mongi Goundi, and reports positive feedback to the new site. "Our internet presence delivers important facts about one of Germany's best-known brands in an emotionally engaging way, making it interesting for our partners and those interested in becoming franchisees all around the world." The site is, of course, in English as well as German.

To ensure a visually consistent global online presence, the new design will also be adopted on the individual country domains. The platform can be easily adapted by our partners and supports all necessary languages, including those which do not use the Latin alphabet. The individual pages just need to be filled with the partners' own texts.

The focus of the website is business-to-business. It gives our licensees and potential new partners all they need to know about Sinalco: the brand's long history, our wide product portfolio, sponsoring and marketing information and details about our franchising system.

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