

SinalcoWORLD

PARTNER MAGAZINE NO. 9 | 2013



Sinalco®

WHAT DOES **AUTHENTIC** TASTE LIKE?

Like your brand, not our sweetener • Like delicious, not diet
• Like low- or no-calorie without masking and compromising • **Like taste profile precision** • Like the freedom to invent without obstacles • **Like your flavors shining through** • Like stability, solubility, and purity • Like the freedom to invent without taste limitations • **Like a symphony of formulation** • Like the future of food and beverages • **Like sweet made simple**



LIKE REAL POSSIBILITIES

We're proud to introduce Qorus™, the sweetener system that makes it easier to create low- or no-calorie food and beverages with authentic taste. Qorus is not merely innovation – Qorus is **real possibility**.

Learn more about the Qorus sweetener system today at qorus.celanese.com and come taste authentic for yourself at **Drinktec Hall B1 Booth #345**.

nutrinova
a business of Celanese

QORUS is a trademark of Nutrinova Nutrition Specialties & Food Ingredients GmbH

german lemonade

Special issue for
Max Mustermann
WORLD No. 9 | 2013
SINALCO PARTNER MAGAZINE

Editorial

Mongi Goundi 04

events & fairs

International Partner Conference 2013
in Skopje, Mazedonia 05
Sinalco at the SIAL in Paris | Gulfood in Dubai 06
Sinalco at the drinktec in Munich 07

company & partners

Promotion: Germany 08
Sinalco brings it to the point 10
Courts of the world 12
Let the game begin 13
A lot of fun and surprises 14

Interview

Mr. Victor Il'ich Nazarov 16

company & partners

Sinalco is back in Tunisia 18
Sinalco in Turkey, the gateway to the Orient 19
Saudi Arabia reaches for a cool Sinalco 19

news

From Duisburg all around the world 20
Forty is the new twenty
Sinalco sweetens its range and reduces sugar 21

products

Staatlich Fachingen – Not all water is the same
sinetta – and your day can begin 22
Sinalco energi's Coconuts 24
Facebook Sinalco Worldwide 25
On Air! Sinalco is an official partner of THE
WORLD'S MOST POWERFUL YOUTH MEDIA BRAND 25

news

Sinalco's point-of-sale concept 26
Sinalco employee healthcare,
A day at the Sports clinic. 27
Duisburg speaks English 27

Imprint

Sinalco International
Brands GmbH & Co. KG

Römerstraße 109
47179 Duisburg
Germany

Tel: +49 203 48 511 0
Fax: +49 203 48 511 88

eMail: info@sinalco.com
Website: www.sinalco.com

Overall responsibility:

Sinalco International Brands
Marketing Department

Editorial staff:

Houda Touihri, Ghanem Ramzi,
Sebastian Gumbert, Mario Mais
& Sinalco Partners

Photos:

Christof Maaß, Axel Hellmich,
Frank M. Fischer, Sinalco Partners & various

Cover page:

Patrik Wegling

Conception, layout & production:

designWerk, Duisburg

Special issue for
Max Mustermann

PARTNER MAGAZINE NO. 9 | 2013



Dear readers,

The world we live in is full of unrest and more unpredictable than ever before. This challenges us to become more flexible and to gravitate towards more stable regions.

In the countries affected by the Arab Spring there is very little that we can achieve at present. So we are happy for opportunities to concentrate our resources elsewhere. We are progressing well in our new markets in Central Asia, where we see a lot of potential.

And we are particularly pleased that we have introduced the Bilz brand into Iran. Bilz is the original name of Sinalco and was a synonym for refreshment as far back as 1902. The brand is still very popular in Chile, where it is the market leader.

Our presence at the drinktec will certainly provide us with interesting new contacts and, if experience repeats itself, lead to new partners and new markets in the next few years..

Faithfully yours

Mongi Goundi / Managing Director – Sinalco International Brands

Sinalco - Meet & Greet in Skopje International Partner Conference 2013 in Skopje, Macedonia



Macedonia is a country with many different facets. Participants at Sinalco's annual partner conference got to see both its traditions and its modern side during an eventful and informative weekend. Skopje was a great location for the Sinalco family to get together and exchange ideas and news.

Macedonia, May 2013 – Our new point-of-sale campaigns were presented at the conference. The campaign comprises five individual promotions each year. The next one is running with the slogan “try & win”. Consumers can fill out their name and address on product labels and send them in to their local Sinalco partner to win great prizes. This summer’s POS-action can also be combined to push new launches. A second focus of the conference was online marketing. Digital communication is becoming more and more important, and it is crucial that we reach consumers online. Our popular new Sinalco Worldwide Facebook page is just one way in which

we are present on the web. Sinalco International Brands is continuing to focus more strongly on digital media. After the presentation of the marketing campaign, it was time for the participants to taste-test new Sinalco products. This is always a high-point of the conference, and this year our new Do Brasil range was a big hit. Do Brasil captures the taste of Brazil: from carnival to the Copacabana. The fiery flair and exotic variety of the country is reflected in new tropical flavours. The attractive can-concept makes this drink really stand out. It is not just amazingly refreshing, it can also be cooled quickly. There was, of course, also time to experience Macedonia. The evening

of live music, folklore and good food will be remembered for a long time. “The partner conference was a great success”, said Mongi Goundi, Managing Director of Sinalco International Brands. “We were happy that everyone came and that we could present our strategy for 2013.” The following day included a visit to the bottling plant of our Macedonian partner, Kavadarci. Our partners could take a closer look at the production processes. This year’s conference was inspired by Macedonia’s culture and flair. We are looking forward to visiting another European city next year.



Sinalco travels the world

Sinalco has been on show at a variety of international trade fairs of the past few months.

SIAL in Paris – One highlight was the SIAL in Paris in October 2012. The SIAL is the world's biggest trade fair for the food industry, and the place where new innovations are often shown off first. There are more than 150,000 visitors, around two-thirds from outside of France, making this fair an excellent opportunity to find export partners.

"We were very happy with our showing," commented Mongi Goundi, Managing Director of Sinalco International Brands. "We could display our products and brands to many interested parties and made a lot of valuable contacts."

Gulfood in Dubai – As well as Paris, the German cult brand was also in Dubai in February 2013. We were returning to the Gulfood, the world's largest annual trade fair for food and drink. The Gulfood has now grown so large, that its 4200 exhibitors completely fill the Dubai World Trade Centre.

This year we were part of the German pavilion. 'Made in Germany' is a sign of quality all over the world. We used our visit to Dubai primarily to establish contacts in new markets in the Middle East.

"The Gulfood gave us a great opportunity to present ourselves as a quality German product, and show the

highly demanding and well-informed visitors just how good our innovations are," explained Mongi Goundi. "The Gulfood is now our most important point of entry into the Middle East, and its reach extends well beyond the Arabian peninsula into Asia and Africa."

Sinalco has been refreshing consumers in the region since 1907. The brand is already well-known there, and our visit to Dubai helped to strengthen our position in the Middle East and will hopefully lead to further partnerships.



German Lemonade



Sinalco at the drinktec 2013

The drinktec is the world's biggest trade fair for drinks and bottling technology.

Munich, September 2013 – This meeting of the who's who of the international drinks trade takes place once every four years. The next drinktec is just around the corner: it's from 16 - 20 September in Munich, and of course Sinalco will be there. This will be the third drinktec for the German cult brand. We are looking forward to presenting ourselves to curious and critical colleagues from

all around the world. One of our highlights will be the Sinalco Lounge, where visitors are welcome to take a break from the hustle and bustle of this busy trade fair. It is a place where we can get to know important players in a suitably relaxed and luxurious atmosphere. Our bright yellow Sinalco Show Truck will be parked just outside. As well as entertainment on the truck's mobile

stage, there will be a beach bar with free refreshment for visitors. Towards the end of the day there will be live music and a chance for everyone to have some fun with a cool Sinalco. We are also offering the perfect end to a busy day: There will be fridges full of free Sinalco at the exits, so everyone can cool themselves down on the way home.

Collect codes and have fun: Sinalco's fantastic "2-for-1 thirsting for fun"



A promising major promotion this year is our amazing "2-for-1 thirsting for fun".

Consumers can collect codes from bottle tops from March until September, and enter them onto a specially set up website by the end of July 2014. There are 600 vouchers for cool leisure and sports activities to be won. Six codes can be enough to win a prize. The motto of the action is: "One payer, two winners!" As well as a wide range of prizes in the categories 'Fun & Relaxation' and 'Adventure & Sport', there is a fantastic one-year-cinema-voucher to be won. The quality of the prizes gives consumers a real reason to try to win. And the best way to win is to collect as many codes as possible.

4+2 = ? Anyone can work this sum out!

Our thank you to our loyal customers: Buy a six-pack in a participating shop or supermarket during the promotion, and only pay for four of the six bottles.

This promotion also generates new consumers and thanks to impulse purchases. A poster and trade advertisements are supporting the promotion. The offer is available for our most popular flavours – Sinalco Orange, Cola and Cola Mix, also as sugar-free Zero varieties.



The Ice Age is here: Sinalco ice-lolly is a summer hit



Anyone buying a case of Sinalco this summer gets a free packet of Sinalco Ice Age.

These ice-lolly sticks in cola and orange flavours just need to be put in the freezer. They are proving a big hit with young consumers and families with children. There were plenty of surfers eager to get one of the 20 packets that we gave away via Facebook. Everyone wants to try an Ice Age. And all who have eaten one agree: They really are cool!



Kick it! Football kits for teams to be won

There are 500 high-quality Sinalco football kits to be won in participating stores by the end of the year.

The kits are produced by well-known German manufacturer, Jako, and comprise 13 sets of shirts, shorts and socks worth around € 440. Winners have the option to order extra shirts, goalkeeper's kit and have their names printed on their shirts. All shirts have a Sinalco logo on the front.

Sinalco brings it to the point

The slogan of Sinalco's current advertising campaign in Switzerland is "Punkt für Dich", which translates as "a point for you". Our cult logo's red dot is featured prominently – German uses the same word for point and dot.

The centerpiece of the campaign is a young, lively and refreshing television commercial featuring characters our target audience can identify with. The message is that Sinalco provides relaxing and carefree moments in our day-to-day lives. The new campaign really hits the spot. It communicates the unique refreshment experience that Sinalco offers. And it provides an optimistic message which appeals to our consumers' confidence and attitude. The TV ad is running on a range of selected channels in Switzerland. And the Swiss homepage gives consumers the chance to decide the plot and ending themselves.

Broad multi-channel communication

In order to reach as many consumers as possible, Sinalco is active in a whole range of media. As well as television commercials, we are present online – and we have, of course, optimised our online activities for smartphones. We are using social media to communicate with our young core target audience. And to ensure active participation, Sinalco Switzerland is offering a prize of a week in a villa in Barcelona together with five friends. There is a retail promotion including special labels, and eye-catching Sinalco table-mats in bars and restaurants.

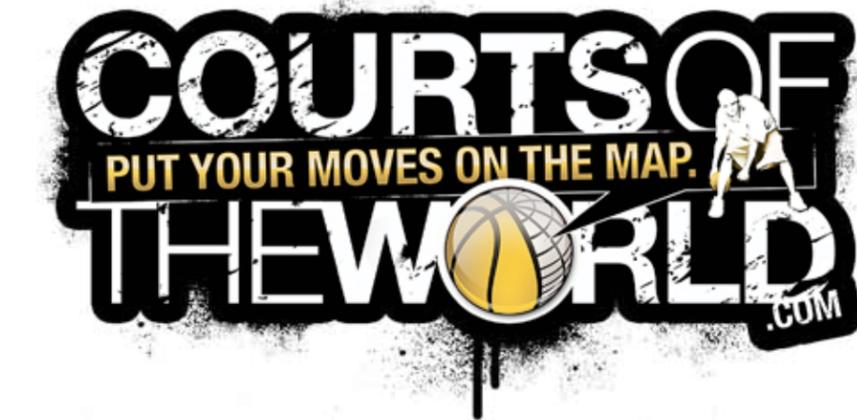
Sinalco's event bus – a retro VW minibus – is touring the country, winning new fans for Sinalco wherever it stops. The whole campaign means maximum refreshment for Swiss consumers and maximum points for Sinalco.



Find courts with Sinalco

You are a basketball lover? You like traveling and discovering the world? Then share your passion no matter where you are: play basketball in different courts all over the world, near the beach, desert, mountain, school or university. With Sinalco this dream becomes true. In fact, Sinalco is official partner of "Courts of the World".

"Courts of the World" is a free online website community of basketball fans listing the basketball playgrounds around the world. It enables the basketball players to find easily and quickly a basketball court. The website provides access to thousands of streetball court locations in more than 200 countries, along with lots of useful information about each court. Each of the playgrounds are rated by the players according to the level of play, the quality of the infrastructures, and its popularity. Currently the highest rated court is of course the legendary Rucker Park in New York, followed by Venice Beach basketball courts in Los Angeles. Surprisingly the 3rd highest rated court is located in Sverodonsk (Ukraine), so you know where you have to go if you want to play good basketball. Furthermore players can contact each other to meet, play, go out and more. Photos, videos, directions, itineraries, tournaments information are provided and updated by the players themselves.



A mobile application is also available on the iPhone App Store. "Courts of the World" is a brilliant initiative which will be highly helpful should you be living for example in Germany and want to find courts and players in Serbia the next week. One sure thing is that with the millions of people all around the world who plays basketball, this on-line community will have a big success.

As Sinalco is the sponsor of the campaign „Neka Igra Krene“ which means „Let the Game begin“ with the famous Serbian basketball player Igor Rakocevic „the legend“ as an ambassador, the campaign's logo

is printed on the website homepage. The campaign aims to renew basketball courts and make them more attractive. And every court renewed by Sinalco is uploaded on the website database, off course.

So register, stay tuned and Sinalco is waiting for you on the Courts of the World.



Sinalco: let the game begin!!

Sinalco continues to be official sponsor of important basketball events. In the past Sinalco has been the sponsor of the National Serbian basketball team as well as sponsor of FIBA, the International Basketball Federation.

In the Balkan countries, basketball plays an important role. So, Sinalco starts to engage in sponsoring basketball especially in Serbia. "For us it is significant to foster basketball in Serbia. We have created a very exciting way to be close to our young target group" comments Mr. Mongi Goundi, Managing Director of Sinalco International Brands.

Using basketball in a special form, Sinalco runs a new campaign. It aims renewing basketball courts and makes them more attractive and pleasant. It is titled "Neka Igra Krene" which means "let the game begin". As an ambassador of this campaign, Sinalco did a partnership with one of the most popular Serbian basketball player with an international career: Igor Rakocevic "The Legend".

Especially for this campaign, a TV commercial was created which is broadcasted all over Serbia. Moreover, his image is used on billboards and printed on the labels.

To strengthen the position in the Serbian market, Sinalco developed a cooperation with one of the biggest beer brewer in the world: Carlsberg. Carlsberg acquires a wide and efficient distribution network through the country. Due to this partnership, Sinalco products are present in the different markets and shops in Serbia. Adding to that, Sinalco becomes the official partner of the website "Courts of the world" which offers to basketball fans all over the world the possibility of finding a basketball court wherever they are. Of course, you find the first renovated Sinalco basketball courts in Serbia on this homepage. They have already been uploaded in the database.





A lot of fun and surprises

Sinalco organised great events in partnership with Toyota.



First, there was a national winning game. This game found big success during March and June 2013 and thousands of people attended it. The participants sent a message including a code by SMS. The code was printed on the back of the Sinalco labels. Afterwards, they were registered for a lottery. And, Sinalco did a draw which was broadcasted live in the national TV. There were two first winners who got the chance to win a fabulous gift: a Toyota car. For the other prizes, participants won bikes, Led TV, I-Pad and some Sinalco T-shirts.

Tables, sunshades and promotional stands where all Sinalco products were exposed and distributed to participants, gives the event the right atmosphere.

For more fun, a card board with Sinalco logo was branded where a lot of attendees took pictures for souvenir. Also a special area was established for kids where they can draw, play and get refreshing drinks.

A third highlight took place on the 2nd of June: Sinalco was sponsor of a big music event in the Kouzon Camps park in Skopje.

The famous Macedonian singer Viktorija Loba was present and gave a concert. The visitors celebrated a big party in this nice atmosphere and Sinalco gave them the needed refreshment.

Besides singing and dancing, all participants got the opportunity to have their autograph from Viktorija Loba.

With Sinalco in Macedonia, the consumers could have a lot of fun.

But originality and creativity of Sinalco are not limited only to this event. Sinalco was the sponsor of the third edition of the big event „Toyota Fest 2013“ in collaboration with Toyota. The fest took place in the sales gallery of Toyota in Skopje. It came off from the 31st of May till the 1st of June 2013. During three days, hundreds of participants attended the festival. Sinalco offered the visitors different competitions and rewards. During these days, the place was decorated in Sinalco colors:



BENDER



HOW DID YOU MANAGE TO LOSE SO MUCH WEIGHT?



THAT'S ONLY A QUESTION OF KNOW-HOW!

LIGHTWEIGHT CLOSURES FOR A WIDE RANGE OF APPLICATIONS.



Mr. Victor Il'ich Nazarov



Curriculum vitae

Date of birth: 21.07.1965 / Married, 3 children

Graduation: Studied at the Economic Faculty of Dagestan State University

Drafted into army during studies and served for two years in Minsk (Belarus) in a tank regiment

Worked as warehouse manager in Makhachkala (Dagestan) after graduation

Moved to Pyatigorsk (Stavropol Region) and constructed a refuelling complex that is still operating

2000: Explored possibilities to bottle natural healing mineral water

2002: Construction of factory and first production

General Director and co-owner of Elita-Mineral Group Ltd.

2006: Expansion and modernisation of production.

Hobbies: Sport, travelling, alternative medicine

Mr. Nazarov, please tell us more about your company.

The Elita-Mineral Group was founded in 2001. Our first investment was in a bottling plant for natural mineral water. We are based Zheleznovodsk, a small town near the Caucasian mountains. Our untouched and picturesque landscape is surrounded by mountains, and contains many sources of natural mineral water.

Our initial capacity was 12,000 litres per hour into 1.5 litre PET bottles using machinery from Germany and Italy. Now we have five filling-lines and can bottle 36,000 litres of mineral water and beverages every hour.

We distribute our mineral waters and beverages throughout Russia and also abroad. We export to over 20 countries including countries in the European Union.

In February 2012 Elita started bottling Sinalco in 0.5 litre glass bottles, as of July 2013 we have also been filling 1.25 litre PET bottles with Sinalco. We are confident that the new PET bottles and the increasing awareness and popularity of the brand in Russia will allow us to significantly increase production.

How did you find out about Sinalco?

The decision to expand our product portfolio by adding carbonated soft drinks was made in 2010. We explored the Russian market, and in addition to our own brands we decided that we needed a strong and established European brand to compete with the global leaders. Also, Russian manufacturers were not able to provide concentrates that fulfilled our quality requirements and suited our production techniques.

The first meeting between Elita and Sinalco was in September 2011 in Perm when a delegation from Duisburg came to visit. Having established opportunities for co-operation, a second meeting took place two months later in Duisburg. Top managers from both companies were present, including myself and Mr. Goundi. The final exclusive distribution and licensing agreement was signed in January 2012.

Why did you choose to work with Sinalco?

Sinalco is a strong global company with a long history. Moreover Sinalco has a unique taste and particular recipes which enable us to produce beverages that can really compete

with the leading brands. Sinalco offers us a wide choice of products and always delivers best quality.

How do you see the Russian market?

The Russian market for soft drinks is very complex and interesting. There are many flavours particular to Russia and consumer preferences are shaped both by our history and the popularity of Western products. As well as local manufacturers of traditional beverages, global flavours such as cola and orange are popular and Pepsi and Coca-Cola are strong here. The market is still growing – by 13% in 2011-12 – and retail structures are still poor. So we are confident that there is plenty of room for solid growth for Sinalco in Russia.

Which marketing tools did you use to introduce Sinalco into the Russian market?

For the initial market entry we focused on distribution to restaurants, bars, petrol stations and sales via local distribution networks, and supported the brand with POS activities.

Next year we are planning on launching local promotions in retail outlets, and supporting them with marketing activities in areas where

we have at least 35% of distribution. There will be tastings, advertising on TV and radio, as well as continued POS.

How do you evaluate your experience with the Sinalco brand so far?

Sinalco is a brand with a great history and Sinalco International Brands' experience and expertise have been very important and valuable. I would like to express our sincere gratitude to everyone at Sinalco for their help. We greatly appreciate the visits of technical experts from Germany to our factory, the assistance of managers and marketers in shaping our strategies, and the development of marketing tools to promote our products.

What is your plan for the future to expand Sinalco in Russia?

Because of the structure of retailing in Russia – small independent retailers still account for 60% of the market – our main goal for the next two years is to increase distribution. We also need to get Sinalco into the major distribution networks which service many of these retailers. This would ensure much greater availability and visibility.



Sinalco is back in Tunisia

After 20 years of absence from the Tunisian market, Sinalco is finally back to the country of jasmine.



The new Sinalco partner is Société des Boissons Modernes, a company which bottles the mineral water brand called Dima, which was launched in 2008. So far the packaging is PET. The factory is located in the north west of the country in El Kef, 200 km far from Tunis, the capital city. The company was founded with a capital of 4.2 million dinars (2.1 million euro). It employs 90 employees. The factory land area is 4 hectares. Société des Boissons Modernes provides its customers with three sizes of the mineral water Dima in PET bottles: 0.5 liter, 1.5 liter and 2 liter. The company is also implementing a new size of bottled mineral water of one liter in plain and carbonated water destined for gastronomic restaurants, cafes and hotels. It was recorded as a new product named « PRESTIGE » in PET as well. The factory owns three production lines. The whole production capacity rises to 39.000 b/h (bottle/hour).

The company is planning to start the Sinalco production during this year. It will begin with three different sizes of PET (0,5l; 1l; 1,5l). Adding to that, Sinalco cans (0.33 liter) and energi s (0.25 liter) will be filled. The plant is still under construction and two machines are installed to ensure the filling of Sinalco products. The first line is a PET bottling line with a production capacity of 10.000 b/h (bottle/hour). The other one is a 15.000 c/h (can/hour) production line for cans.

Tunisians are waiting for Sinalco and expecting for changes in their fridges. The products launched are respectively Sinalco Cola, Cola light, Fresco, Orange, Magico, Tamarind, Apple and energi's the energy drink. This wide Sinalco product range will diversify the offer for the tunisian consumers.



Sinalco in Turkey, the gateway to the Orient



With its expanded product portfolio, Sinalco International Brands is currently focusing attention on the Middle East.

The German cult brand already has a high degree of recognition in the Arabic countries, at present a new location is being built in Turkey. For the conquest of this terrain with its almost 74 million inhabitants, Sinalco is counting on the support of its Turkish licensee. „Turkey is a market with a big potential and a strategic partner of Germany. It is the link between Europe and Asia.

The presence of Sinalco in Turkey will increase the opportunities to get into the neighboring countries. “Said Mr. Mongi Goundi, Managing Director of Sinalco International Brands. Sinalco is happy to have signed a contract with its new partner in Turkey „Europartner Foreign Trade and Marketing limited Istanbul” in January 2013. The company is under the manage-

ment of Dr. Ahmed Küçük. It is bottling energy drinks since a couple of years. The Sinalco range will benefit from the wide and efficient distribution network already established through the country. Sinalco is represented in more than 50 countries around the world and with the expansion in Turkey, the successful internationalization of the brand is being further advanced.

Saudi Arabia reaches for a cool Sinalco

Sinalco has reached the Arabian Peninsula: Our partner Al-Mustaneer started production right in time for the summer heat.

Al-Mustaneer is not just making the classic Sinalco Cola and Sinalco Orange varieties, but is offering a special refreshment to consumers in a country where the temperature often reaches 40 degrees: Sinalco Ginger. It's mouthwatering flavour is the perfect answer to the searing heat. Production of cans began in April, and distribution also covers neighbouring Yemen. Cans are better suited to hot countries because they can be cooled more quickly. Not only is Arabia's warm climate perfect for Sinalco, Sinalco is also perfect for Arabia. The two main markets on the Arabian Peninsula are Saudi Arabia and Yemen, with a combined population of 73 million. Saudi Arabia is the Middle

East's largest economy and products from Germany enjoy an excellent reputation there. Consumers are eager to see what Sinalco has to offer. Expansion into Saudi Arabia further strengthens our already good position in the region. Our international brand has a long history in the Middle East, where it was already popular at the beginning of the 20th century. “We are pleased that we have been able to expand our network and secure our strong position in the Arabic-speaking world,” explains Mongi Goundi, Managing Director of Sinalco International Brands. The launch covers three flavours: Sinalco Orange, Sinalco Cola and Sinalco Ginger. Three further varie-

ties will be introduced into the market soon: Sinalco Citrus, Sinalco Lemon and Sinalco Pomegranate. Consumers will then have six Sinalco options to choose from when they need a little refreshment and a break from the desert sun.



Exports direct from Germany From Duisburg all around the world



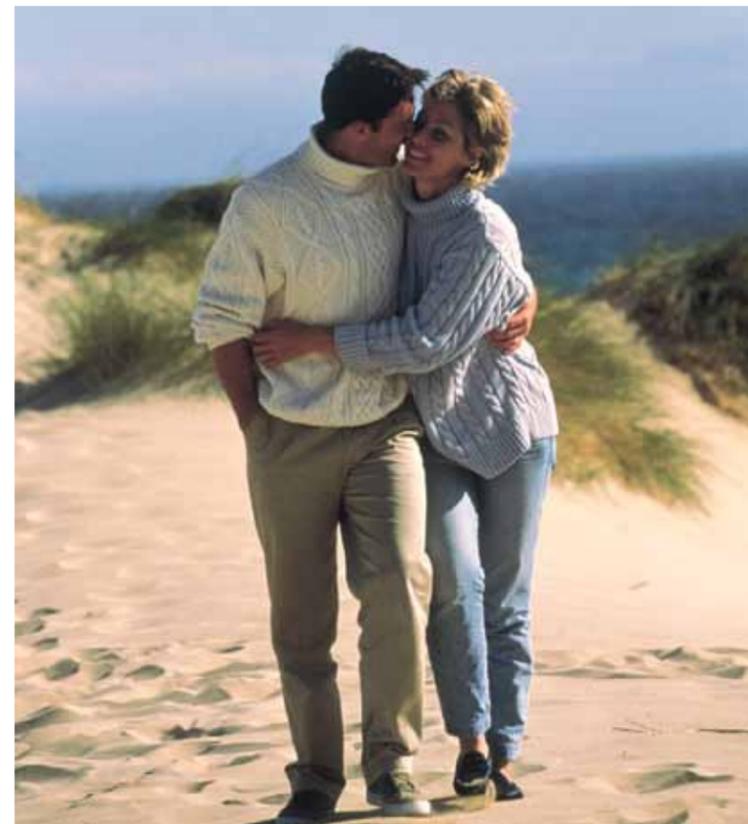
Generally, Sinalco International Brands issues franchises to partner companies and exports some essential ingredients so that our partners can make our drinks directly in their own markets. Since the beginning of 2012 we have been exporting ready-bottled products from Germany.

“There is increasing demand from abroad for Sinalco drinks,” explains Mongi Goundi, Managing Director of Sinalco International Brands. “To meet this demand in countries where we do not yet have partners, we are now exporting refreshment ‘Made in Duisburg’.” Multinational labels needed to be developed, and Sinalco Cola, Orange, Lemon and Apple Soda are now available with English, French, Spanish and Dutch labels. Sinalco’s mineral water Aquintell is also available for export. As well as Sinalco’s own brands, we are offering brands produced by

Hövelmann Drinks Group. The prize-winning RheinfelsQuelle mineral water is available for export, as are some Römerwall-branded products. As well as responding to requests for our products, we had been actively marketing our brands at international trade fairs. Our portfolio was shown at three of the world’s largest trade fairs: the SIAL in Paris, the Euro Halal in Brussels and the Gulfood in Dubai. We have been shipping containers to Iceland, Denmark and the Balearic Islands, and refreshment from Duisburg can easily be found as far away as Kazakhstan, China and South Korea.

“As well as the Duisburg brands such as Sinalco, Aquintell, RheinfelsQuelle and Römerwall, we have a further jewel in our export portfolio,” says Mongi Goundi. “Staatlich Fachingen is of great interest to customers all around the world.” This exclusive mineral water brand is already available in top hotels and restaurants, and has an excellent reputation abroad. Sinalco International Brands has the sole responsibility for exporting Staatlich Fachingen since the middle of 2012 and there are ongoing discussions with various potential partners.

Forty is the new twenty Sinalco sweetens its range and reduces sugar



Our Sinalco Light and Sinalco Zero varieties are becoming more and more popular. Improved sweeteners are convincing more and more consumers that sugar is really not necessary to experience the unique Sinalco refreshment.

Sugar-free soft drinks were not taken seriously by many when they were first launched, but they now make up an important and growing segment of the market. Functional foods and low-calorie drinks make consumers think harder about what they swallow. More and more people are studying the nutritional information on the packaging before deciding what they buy. Sinalco recognized this trend many years ago, and has made sure that appropriate products are available to its partners. Offering sugar-free drinks is also part of our responsibility towards society. Obesity and diabetes are both increasing, and soft drinks are seen by some as being part of the problem. That is another reason why we offer consumers a choice: Genuine Sinalco flavor with or without sugar. As well as our successful existing low-calorie drinks, we will be offering a new

sweetener: With Nutrinova’s Qorus Dolce we hope to further reduce the difference in taste between sugar-free and regular varieties. Qorus Dolce allows us to deliver an even fuller flavour without any bitterness for both low-sugar and sugar-free products. Nutrinova’s innovation also brings advantages for our partners: Qorus Dolce is not only cheaper than sugar; it also has a longer shelf-life than other sweeteners. But most importantly, it tastes better. We are sure that consumers will be happy to take advantage of this opportunity to enjoy more Sinalco flavor with less or no sugar. Because today’s active generation of young and still-young people don’t want to give up soft drinks, just unnecessary calories. After all, forty is rapidly becoming the new twenty.

Colors that make sense®



www.chr-hansen.com



**YOUR
FIRST
PARTNER**

FOR NATURAL COLORS AND
COLORING FOOD STUFF
DESIGNED FOR BEVERAGES

CHR HANSEN

Improving food & health

Not all water is the same

Water has always been and no doubt always will be the world's most popular thirst-quencher. But not all water is the same. Staatlich Fachingen is one of Germany's oldest mineral waters, and has been sourced from the same well since 1742. Its pure, natural quality combined with elegant design has made it popular with gourmets for over two-and-a-half centuries.

Staatlich Fachingen is also one ingredient of a healthy diet that tastes better than the less healthy alternatives. This premium water is high in bicarbonate, which helps the body to achieve a healthy acid-alkaline balance. It is rich in minerals, helps to replace those lost during sport and everyday activities, and prevents health problems caused by mineral deficits, without neglecting taste.

Staatlich Fachingen is positioned as premium water which offers vitality and pleasure. It can be found in high-end hotels and fine restaurants. The brand is increasingly available outside of Germany. This year we exported to a number of new countries including China, Kazakhstan and Denmark. Asian consumers are particularly partial to this exclusive medicinal water.

"Our aim is to continue to support and further expand sales and marketing of Staatlich Fachingen globally," says Mongi Goundi, Managing Director of Sinalco International Brands. "We hope that our entry into the Chinese market, one of the world's largest economies, will serve as a staging-post for expansion into further Asian markets."

Our way into China was via the '6th China High-end Bottled Water and Bottled Water Customization Expo 2013 in Shanghai'. Buyers were excited to see a German brand and many useful contacts were established.

Sinalco is confident that there is room for Staatlich Fachingen in every market. Wherever there is good taste and demand for premium goods, there will be consumers happy to drink Staatlich Fachingen. Because not all water is the same.

STAATL.
FACHINGEN
Seit 1742



sinetta – and your day can begin

A glass of sinetta is a great way to start the day. sinetta is Sinalco's fruit juice drink with 100% pure taste.

The refreshing juicy taste has been popular since it was launched in 2008. This is hardly surprising, since it contains up to 10% real fruit juice, is high in vitamin C and has a range of full-flavoured varieties to suit every taste.

This young brand in the Sinalco Portfolio now has a new look. Its original design has now been fully revised and updated to suit the latest trends. The aim is to provide a clearer visual direction and further strengthen the brand. The changes more clearly differentiate the individual varieties and communicate quality more strongly. As well as the redesign, we have also expanded the sinetta portfolio to include sinetta multivitamin and sinetta pomelo.

"sinetta is a strong brand with excellent taste and great potential for further flavours," enthuses Mongi Goundi, Managing Director and Sinalco International Brands. "We have ambitious plans for sinetta".

At present a new marketing campaign is being developed for the brand, which will include a television advertisement. The campaign positions sinetta as the thirst-quencher with 100% pure taste that can be drunk every day or whenever it is needed. But any day starts well when first thing you do is drink a glass of sinetta.



Sinalco energi s Cocnuts

Energy Drink friends all around the world will be happy to hear that the Sinalco Energy Drink product family is growing. The energi s cocos is joining energy s orange, cranberry and ginger.

energi s cocos is an energizing and refreshing natural drink which allows you to stay energized and alert all day. It revitalizes you and gives you the endurance. It gives you fuel for your passion and creativity when you need it. This drink will delight your taste buds and gives you a refreshing and enjoyable break. energi s cocos provides you all the energy you need with more real nutritional value from vitamins, antioxidants and beneficial cellular energy. It combines three functionalities in one product: energy, hydration and recovery.

The flavor of the energi s cocos has a nice dose of fruit flavor but still maintains its integrity as an energy drink. From the first sip of this delicious drink, the coconut taste takes you on a trip to the tropics where this fruit comes from. On the energy front, this product contains caffeine, B vitamins, amino acids and taurine to improve your athletic performans.

Adding to the authenticity and the extravagance components, the harmonious design makes energi s cocos a unique drink that will seduce you.

It's the ideal combo of the right ingredients in the right proportion to deliver the big bad buzz.



Facebook Sinalco Worldwide

With more than 1 billion active users worldwide, it is clear that being present on Facebook presents enormous opportunities for business and brands. Facebook is a good way to reach new customers and get in contact with existing consumers to enhance the brand image.

Last year Sinalco launched the major offensive in the world's largest social network "Facebook". The fan site "Sinalco Worldwide" is on the rise and offers its followers daily updates around the red point. Since the creation of its Facebook page, the number of Sinalco fans has increased day by day. It contains different facebook pages of our partners around the world.

Through Facebook, Sinalco communicates the major events such as the launch of new products or services. On its page, Sinalco updates news and shows the current image about the cult brand by sharing photos, files, videos. It is used also to advertise prize promotions and other highlights. The Sinalco fans have also the possibility to post their own messages, comments and let us know their opinion regarding our activities.

By collecting these feedbacks, Sinalco can evaluate the satisfaction of its fans and consumers level. Thus, Sinalco can make improvements and follow the current fashion and be adapted to the potential customer needs.

Facebook will help us to reach the taste of our target group and develop more the relation with our consumers.



On Air! Sinalco is an official partner of THE WORLD'S MOST POWERFUL YOUTH MEDIA BRAND



The music channel VH1 is now broadcasting in the Adriatic. So-called 'millennials' – young people born around the turn of the millennium – are the new generation taking over from Generation X as the key target for pop music, and also for Sinalco.

VH1 is a global player and has established a strong relationship with these young people. Its excellent image allows Sinalco to communicate with this important group of consumers.

The music videos being viewed in the seven ex-Yugoslav countries – Bosnia, Croatia, Kosovo, Macedonia,

Montenegro, Serbia and Slovenia – reach a slightly older audience than VH1's sister MTV. As well as international stars, there are also clips of local singers and bands. The channel is on screens in shopping centers, bars, restaurants and nightclubs. VH1, and therefore also Sinalco, can be seen wherever there is a television.

Sinalco will be on VH1 throughout 2013. As well as advertisements, there is also sponsoring of a variety of prizes and events. Plus there is Sinalco branding on VH1's website, and the partnership is regularly mentioned on Sinalco's own Facebook page.

So get ready to rock with Video Hits One.

Sinalco's point-of-sale concept

We are continuously developing and implementing effective and innovative point-of-sale measures which are integrated into our consumers' increasingly digital world. As a youth brand, Sinalco needs to be interactive and digital and all this year's POS activities are linked into Facebook. We have a fresh campaign for each of our five major sales seasons: Easter, summer, Ramadan, the start of the school year and Christmas.

For Easter we put a sticker with a cute Easter duck in every six-pack. We asked consumers to get creative, put their sticker in an unusual place and upload a photo to Facebook. Users chose their favourite photographs and there were great prizes to be won. The summer campaign ran with the slogan "try & win". Consumers filled out their names and addresses on product labels and sent them in to their local Sinalco partner for a chance to win more great prizes. This POS measure can also be repeated to push new launches. We developed a special POS pro-

motion for Ramadan to run in Islamic countries. The motto was "Share Sinalco with your friends". Each six-pack contained an exciting giveaway to be given to a good friend. We also have a promotion ready for school children. Our "get ready for school" campaign asks school classes or sports teams for creative ideas which will help bring them together and make them a better team. The best ideas will be chosen on Facebook, and there is sports kit for the whole team or class to be won – plus plenty of Sinalco refreshment, of course. And at the end of the year we will fulfil a few Christmas wishes. The motto for the campaign is: "Send Santa Claus your wish list." Each bottle of Sinalco contains a code, and anyone who has collected at least five codes can take part in the draw. The winners will be sure of a Happy Christmas when Sinalco delivers

them their own personal Christmas presents.

Each campaign has a distinct design, and is supported by advertising materials which Sinalco partners can find on our extranet. There are plenty of visuals and content to reach consumers in all our markets worldwide.



Sinalco employee healthcare, A day at the Sports clinic

For Sinalco to be successful, a company needs competent, committed and healthy employees. The healthcare of employees is necessary to keep them joy and mobile during working hours. "Human capital is an important key of success of a business. To invest in the overall health of its employees is a strategic business decision" said Mr. Mongi Goundi, Managing Director of Sinalco International Brands.

Sinalco was invited for a health program for its staff by the health insurance "Techniker Krankenkasse". This insurance is rated among the top 5. They are elected to be the best health insurance in Germany seven times in a row.

The sports day consists on a series of physical tests in a sports clinic framed by a professional team composed by sportive trainer. The employees did different checking such as a lactate test. But they got also the opportunity to control and improve their back capacity, due to the fact they spend 8 hours a day seating in the office. Besides, the day at the Sport clinic should also assist the Sinalco sports team.

In fact, Sinalco has a jogging team which participates in different competitions.

Through this program the team was able to improve their results and get some training tips. The competition has a big advantage. It facilitates meeting between entrepreneurs and create strong relation between employees. Sport within companies is a way to promote itself as well as exchange experiences between the various participating organizations. Sports activities are also lessons of teamwork, concentration and discipline. They allow employees to challenge and to know each other in a different context. The loyalty to the team members is very important. All members, without exception, have a role to play. "A team is a crew where each member is essential and integral, bound for better or for worse", added Mr. Mongi Goundi.



The Sinalco team has learned to work in union, to compete and challenge. They are more likely to lead and take initiatives. So, sport and professional performance are closely related.

Duisburg speaks English

In July 2013 Sinalco International Brands welcomed a special delegation to its offices in Duisburg. A group of school pupils spent an afternoon finding out more about our cult soda. That would not be unusual, except that the meeting was conducted entirely in English.

The workshop was organized by Duisburg Business Development and the University of Duisburg, the partners of DU.MINT. DU.MINT is an initiative to make mathematics, computer studies and science more attractive and secure young talent for careers in engineering and technology. The initiative is sponsoring bilingual lessons in schools, and organizes additional seminars and workshops in international companies such as Sinalco. The aim is to show pupils how essential good English is likely to be for their future.

As well as the presentation of our international marketing activities, we invited pupils to a tasting. They could



see for themselves how we vary the color and taste of our products to suit particular markets. We also revealed one or two secrets of our production process and showed them the latest bottling technology.

"We were very happy to welcome these young people," explained Mongi Goundi, Managing Director of Sinalco International Brands. "As an

international company we really need bilingual and multilingual employees. It was nice to show these pupils how we use English in our everyday business."

Further similar workshops are planned. This group will not be the only one to get a taste of what working for Sinalco could mean for them.

Live better naturally.

Try our hydrogen
carbonate plus!



Live better thanks to the **1,846 mg/l natural hydrogen carbonate plus** found in Staatl. Fachingen's water. It neutralises excess acids and has in that way supported people's acid-base balance since 1742. Besides its pleasant taste and delicate sparkle, it also provides the body with a unique mineralisation. The best ingredients for a carefree zest for life.

www.fachingen.de

STAAATL.
FACHINGEN

The water. Since 1742.