

# SinalcoWORLD

PARTNER MAGAZINE NO. 8 | 2012



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SINALCO PARTNER MAGAZINE

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## 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:  
Melanie Schürings, Frederik Eschen,  
Mario Mais & Sinalco Partners

Photos:  
Christof Maaß, Frank M. Fischer,  
Heinz Pischke, Sinalco Partners & various

Cover page:  
Patrik Wegling

Conception, layout & production:  
designWerk, Duisburg

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## Dear readers,

**political crisis and financial uncertainty continue to dominate the world agenda this year. Doing business under these conditions is an increasing challenge. Skill and courage are required to deal with new, often unforeseen situations.**

At times like this, quality and trust are sought after values. In a rapidly changing world, international brands offer consumers the reliability and security they are looking for.

The reputation of German brands in particular has been enhanced by the crisis, especially abroad. That is why we are concentrating on communicating this clear message: Sinalco, the German Lemonade. Our German roots are at the centre of our current campaign. Consumers should know that every bottle of Sinalco contains quality refreshment “made in Germany”, and that they can trust every one of our products.

At the same time consumers’ expectations are rising continually, and we are working constantly to meet new demands. We are developing new products and concepts to help our partners to be successful. Because continued success is the only way to ensure survival in this difficult trading environment.

In Germany, for example, we have had a big hit with “Maracuja del Sol”. This new soda is going down very well with consumers, and has already won a number of awards. And our new energy fruit and orange varieties have set new standards internationally.

We are very pleased that the Sinalco success story is going to be told in yet more countries. In Russia the first bottles are being filled in October 2012. Our production and distribution partner is Elita Mineral, based in Zheleznovodsk in the Caucasus – a region famous for its natural mineral water springs. In 2013 we are due to launch in two further markets: Tunisia, my own home country, and Libya. And we are in promising negotiations with other potential partners, and hope that the Sinalco family will grow even more over the next 12 months.

Another addition to our family has come in the form of a new brand in our portfolio. Germany’s best known soft-drink brand is joining up with the country’s best known health water brand, Staatl. Fachingen. The brand goes all the way back to 1742 and Goethe himself praised it most highly.

I’m sure that you will find much in these pages to suit your taste. I wish you a successful year and hope that you will enjoy reading this issue of Sinalco World.

Faithfully yours  
Mongi Goundi

Mongi Goundi / Managing Director – Sinalco International Brands

## Sinalco International Partner Conference 2012 in Duisburg

**Sinalco headquarters was the venue for this year’s annual meeting of our franchise partners. Participants from all around the world enjoyed an informative and interesting weekend in a city with much to offer. The conference was also an opportunity to welcome new faces into the Sinalco family, and for our new partners to learn more about what is going on in the world of Sinalco.**

Duisburg, April 2012 – At its annual partner conference, Sinalco International Brands presented the marketing campaign for 2012, a new website for its partners, its planned facebook page, the new extranet, and point-of-sale activities for 2012. Several franchisees then took the opportunity to share their own sales and marketing initiatives, so that all participants left with a wealth of new ideas.

The presentation of new products was also on the agenda. The Sinalco flavour, Tamarind, and the brand new Pomelo were tried and tested enthusiastically by everyone. This

year’s conference also included a point of interest to all franchise partners: Presentations by the manufacturers of bottling machinery. In this way, Sinalco International Brands helped to keep its partners up-to-date on the latest innovations and improvements in bottling technology.

“It was a very successful weekend for everyone,” declared Mongi Goundi, Managing Director of Sinalco International Brands. “The exchange with our partners was very motivating, and we’re looking forward to meeting the challenges of 2012 with our new marketing campaign – and plenty of enthusiasm.”

As well as work, Sinalco International Partner conferences also always mean fun. This year participants were welcomed by the Deputy Mayor of Duisburg, and were shown the many aspects of the city on a boat trip around the harbour. Special guest was a hypnotist who made sure that everyone was completely relaxed. And as a souvenir of an inspiring weekend for our Sinalco partners to take back home with them, there was a drawing of each participant by a talented caricaturist.





## Sinalco quality and taste a big hit in Russia

**Sinalco was at the PRODEXPO exhibition from 13 – 17 February. The refreshing taste and German quality made a big impression.**

Duisburg, March 2012 – Elita Mineral Group, the new Sinalco franchise partner in Russia, took the opportunity to present Sinalco to Russian consumers at the PRODEXPO 2012 in Moscow. The PRODEXPO is the largest food and drink trade fair in Eastern Europe, and also attracts a large number of buyers. Sinalco impressed with a modern, inviting stand which

helped the brand to be seen among 2100 exhibitors from 55 countries. The slogan “German Lemonade” featured prominently, explaining the roots of over one-hundred-year-old brand.

The classic 0.5 litre glass bottles were particularly popular, both with trade and consumers. Russians liked the design and the taste, and were

reassured by the promise of German quality. The Elita Mineral Group management was very pleased with the response, and feel sure that their decision to launch the German brand into the Russian soft-drinks market will be a success.

Products will be available in glass and deposit-free plastic bottles.

## Sinalco at the EUROHALAL

**Sinalco will be at this year’s EUROHALAL, the trade fair for halal foods.**

From November 29th to December 1st Sinalco will be in Brussels with an own stand.

EUROHALAL is also one of the food and drink industry’s most important trade fairs for food and drink containing neither animal-products nor alcohol.

After receiving official certification from the European Halal Certification Institute, also based in Brussels, the EUROHALAL is an important next step. Sinalco will use this forum to inform the trade that Sinalco – always an alcohol-free drink – is now officially halal. And Sinalco hopes to establish a number of new contacts.



## Trade fair in China Foundation for entry into Asian market is laid

**In October last year Sinalco was at the 111th Chinese Import and Export Fair, also known as the Canton Fair after the region where it takes place.**

The Canton Fair is China's biggest platform for importers and exporters to display their products and services, with over 15,000 exhibitors. This huge event takes place in Guangzhou in southern China and attracts companies and individuals from all over the world.

The business focus of the fair is on the exchange of ideas and the acquisition of new customers. Detailed discussions about prices, delivery conditions and raw material costs are very much part of the event.

Sinalco was there in cooperation with STARSWINGS.

The Sinalco stand, which was well visited during the five days of the fair, was a complete success. There were many fruitful meetings, Sinalco established contacts to companies from all over the world, and now has a number of potential partners interested in expanding our distribution network into their markets.

The German brand is so pleased with the way the Canton Fair went that there are planning's to be at further trade fairs in Asia. Sinalco hopes that the bright yellow brand with its distinctive red dot will soon be much better known in China and in Asia as a whole.

# ASIBEX

## BRIEF INTRODUCTION LETTER

We are pleased to introduce our selves “ASIBEX” as a consultant and a leading supplier for Industrial machinery and production lines.

Our head office is located in Amman – Jordan, and we have a branch in Riyadh – Saudi Arabia and another branch in Iraq. From these offices our sales and support teams with over 55 persons provided industrial consultation and help to our customers in Jordan, Palestine, KSA, UAE, Iraq, Sudan, Oman, Libya and Yemen and many other countries.

Due to the dependability of our suppliers and the diversity of our work, we could provide our clients with turnkey solutions starting from material preparation and processing until packaging into consumer-used items.

We represent a number of specialized companies in industrial machineries that are highly reliable and worldwide leaders in their specialty, Stolle Machinery Company LLC is one of the largest companies we are representing and cooperating with in Jordan, Iraq to supply can making machinery and to provide our clients with turnkey solutions in both beverage and food Aluminum and Steel can making business.

ASIBEX offers high-quality Products and theses Products designed and manufactured to meet or exceed the relevant international standards. Machinery are normally customized based on clients requirements, yet also matching the best value for money formulas.

With the objective of increasing our market share and focus on the regional growing business potential, ASIBEX has strengthened its presence in the Middle East with the establishment of a new Quality Control System where we monitor the manufacturing process step by step. All the products are tested before leaving the relevant factories.

We provides after sales services for all products related to our range of supply, this includes machinery we supplied us or similar machinery supplied by others. Our fully fledged teams are available around the clock to listen, evaluate and act on clients requirements.

Being up to date with the ongoing machinery upgrades and following persistent training programs, our teams are able to act on the majority of the requirements that reach us. also we maintain a consistent stock of consumables that ease our work and shorten any shutdowns.

The above is merely a glimpse about our activities; we hope it would act as an introduction to your esteemed company as will be more than happy to listen to your comments and entertain you in our of our premises.

### ASIBEX Co.

Amman – Jordan P.O. Box 922167  
Amman 11192 Jordan  
62 Nables St. Jabal Al-Hussein  
Tel #: (962 6) 562 19 36  
(962 6) 560 76 46  
(962 6) 562 44 08  
Fax #: (962 6) 568 33 77  
Email: info@asibex.com.jo

### ASIBEX SA

Riyadh – Saudi Arabia Al Sulay  
Industrial Area  
bn Al Amad Street  
Tel #: (+966 1) 243 03 18  
(+966 1) 241 51 97  
Fax #: (+966 1) 244 80 64

### ASIBEX IRAQ

Baghdad – Iraq Al Mansour  
Jaderji Building  
Tel #: 00964 79 01 92 48 41

# Open up and freak out!



In spring 2012, Sinalco Germany ran its biggest promotion ever.

Untwist and freak out – “Aufschrauben und Ausstrahlen”! From March to September there was a code under each cap of the special promotion bottles. Consumers could check their code into the promotion website and find out instantly if they had won. And there were some fantastic prizes up for grabs: Fiat 500 Cabrios, iPads, IKEA vouchers and much, much more. The promotion was advertised on outdoor posters, in press ads, on bottle labels and via Facebook. And the response was amazing: Over one million codes were entered online. A great success!

# Sinalco is on Facebook

Sinalco Germany's Facebook page went live in February 2012, and has already had over 46,000 fans.

There are prizes to be won, plenty of excitement and lively discussions with the predominantly young target audience. The site is a lot of fun for Sinalco and it's friends.

For special events such as the European Football Championships or the Olympic Games there were appropriate postings which were much appreciated. In Duisburg Sinalco has a particularly large number of fans – even more than the city's leading football club, MSV Duisburg. And compared to other drinks companies, Sinalco is doing pretty well, too.



# Sinalco's long hot summer

**There are some events Sinalco just has to go to, and in Germany there was a full diary this summer.**

It started with the Surf-Festival Pelzerhaken on Germany's Baltic coast. Before the event the German brand used a “Pack your suitcase” promotion on Facebook, and gave away four nights in a tent at the festival plus a suitcase full of food, drink and surprises. And at the festival

itself Sinalco awarded a prize for the “Sinalco Super Trick”. Windsurfers could upload videos of their coolest moves to sinalco.de. The surfer whose trick received the most votes won a fantastic Mistral board. You can still have look at all the amazing tricks including this year's winner on the Sinalco YouTube channel.

In June, the brand was at the Kiel Regatta, one of the world's largest

sailing regattas and a huge week-long party with plenty of music and fun for all. Sinalco was there with the Show Truck, a packed programme and a lot of refreshment.

A hot date for July was at the BMX World in Cologne. The German Brand provided cold drinks for everyone, and photographed many breathtaking tricks. Of course there was something to be won, too: Sinalco gave away a

complete package trip for two to the BMX World via Facebook. The lucky winners got a night in a tent, food, drink, passes for the after-show party and VIP places on the Sinalco Show Truck.

Also in July, Sinalco was at the annual Kite Festival in St. Peter-Ording. Festival visitors could enjoy the entertainment on the stage of our Show Truck, and there were many activities for them to join, too.

And this year Sinalco again gave away two pairs of VIP tickets for the Haldern Pop Festival. The sold-out event is three days of non-stop music. Add some sparkling Sinalco to the mix and you have a truly mouthwatering prize.

At the end of August Sinalco was rocking again. Live music fans could enjoy the festival atmosphere at the Hamburg Summer Arts Festival.

Sinalco was there as a partner, and had free tickets to give away for a concert of one of Germany's most popular bands, “Die Ärzte”.

Sinalco is working hard to make sure the cult brand is seen where consumers are having fun. Because Sinalco is just about taste and refreshment, but also having fun and being active.





## Detmold celebrates with Sinalco

**Exhibition of 110 years of Sinalco advertising – The alcohol-free “Bilz-Brause” was created in 1902 in Detmold, a small town in North-West Germany. The 110th birthday party of the local soda, which was branded as Sinalco in 1905, featured an impressive exhibition of Sinalco artefacts.**

Duisburg, June 2012: The Kneipp Cure and Travel Club Hiddesen celebrated Sinalco's anniversary with a journey through Sinalco history. An exhibition of 110 years of Sinalco advertising in the club's impressive guest house was opened on June 3rd. Sinalco staff, fans and enthusiastic collectors of Sinalco artefacts gathered to celebrate their favourite soft drink's birthday. The launch also featured Sinalco music. Advertising jingles took visitors back to their childhood and beyond.

The Kneipp Club's exhibition shows that Detmold is still proud of its famous creation. The company moved its headquarters to Duisburg in 1994, but Detmold's citizens still think of Sinalco as “their” drink. The exhibition features artefacts belonging to a local enthusiast, who has over 2000 items in his Sinalco collection. A wide selection of posters traces the development of Sinalco advertising right up to the present day.

Mario Mais, Marketing Manager of Sinalco International Brands, was at the opening of the exhibition to tell visitors about what is happening in the world of Sinalco today. “As the licence issuer it is our vision to refresh people all around the world,” explained Mais. The current advertising aims to make this vision reality. Sinalco's German origins and German flair and lifestyle are at the centre of the campaign.

Because Sinalco is and always will be a German product, which offers flavour and quality to consumers all around the world.

Everyone involved with the exhibition in the “Haus des Gastes” was happy with the response. Many visitors came to enjoy the artwork and find out more about the cult soda. And so Sinalco is planning to organise similar exhibitions at home and abroad.



## Bali trip a big draw

**Sinalco Switzerland had a major prize-draw promotion this year, with a holiday on Bali for the winner.**

And Sinalco Switzerland was not just giving away any holiday. The lucky winner could take three friends to enjoy two weeks in their own bungalow, complete with cook and masseur.

Further top prizes included VIP tickets to Sinalco-sponsored beach-volleyball events in Gstaad, open-air concerts and festivals all over Switzerland, and beach-cruiser bikes. All this plus a whole lot of other prizes ensured a massive response.



## Rebirth of classic Sinalco

**Sinalco in Switzerland has recreated Volkswagen's cult van and minibus.**

The vehicle was used to deliver Sinalco in the 1950s, and one of the original vans is on display in Volkswagen's company museum in Wolfsburg. And cult van and cult drink still look great together.

The bright yellow van was part of a Sinalco roadshow which toured the

country, visiting open-air events and Sinalco-sponsored beach-volleyball tournaments. The roadshow was a great success, and the retro van particularly attracted young consumers.

The new vehicle will continue to tour, taking that special Sinalco feeling all round Switzerland.



# Sinalco to refresh Russia

**Sinalco is continuing to expand its distribution network in Eastern Europe. Elita-Mineral can now be revealed as Sinalco's new franchise partner for Russia.**

Duisburg, January 2012: Sinalco will soon be delivering 100% refreshment to Russia and the Baltic States. The new franchise partner, Elita-Mineral Group, is helping to expand further into Eastern Europe.

The initial contact took place when a delegation from Duisburg visited the Russian city of Perm. "I'm very much looking forward to cooperating with Elita-Mineral," says Mongi Goundi, Managing Director of Sinalco International Brands. "Russia is a highly interesting market with a lot of potential for growth."

Elita-Mineral Group produces soft drinks and bottles mineral water, and has a wide range of experience and competence in the industry. Founded in 2006, Elita-Mineral is based in the Caucasus region near natural mineral water springs. The company stands for healthy products and modern



production methods. As a result of the new co-operation with Sinalco, Elita-Mineral will be expanding its bottling capacities, adding one new machine for PET bottles and one for glass bottles. Together, the aim is to fill Russia's fridges with cult Sinalco drinks.

The best-selling Sinalco Cola, Sinalco Orange, Sinalco Bitter Lemon and Sinalco Fresco varieties will go on sale first to ensure a successful launch. The first bottles are expected to hit the shelves in Russia and the Baltic States in October.



# Football fun with Sinalco

**As part of the support for the Valter football school in Bosnia, Sinalco helped to organise a series of major events for up-and-coming footballers.**

The famous school is supported by well-known Bosnian international players such as Edin Džeko of English champions Manchester City, and Sevilla's Emir Spahić. And with such prominent support, media attention is guaranteed.

A highlight this year was the sponsorship of the "Football Party with Valter". Children were invited to "come, join and win". Teams were organized and a tournament was played on an inflatable football pitch.

Sinalco was on view throughout the event, and of course provided the young stars with plenty of refreshment. All the boys and girls who took part received Sinalco footballs, drinks bottles and t-shirts – great reminders of a great day.



# Macedonia – energi s in cans

Sinalco's energi s energy drink has been available in Macedonia in 0.25l slim cans from spring 2012.

energi s is one of the market leaders for energy drinks in Macedonia, and enjoys a growing following among consumers.

To meet increasing demand, the Macedonian partner Kozuvcanka has invested in canning machinery. And

cans make it easier for consumers to enjoy energi s on the move.

The success of energi s has led Kozuvcanka to brand some of its vans and lorries with the stylish energi s design. The vehicles are not just being used to transport Sinalco

products, but also for promotional events.

Given that energi s is doing so well in the country, there are plans to introduce refreshing new flavours – also, of course, in cans.



## Advertising campaign starring Cannes winner

**Bogoljub Mitic-Djosa is one of Serbia's most popular and successful actors. So Sinalco was very proud to secure him to head the latest advertising campaign.**

The actor, who has won prizes at the Cannes film festival, is now also starring in TV spots for Sinalco. The campaign's slogan is "Lako uz Sinalco", which basically means "take it easy with Sinalco".

Mitic-Djosa is promoting the German cult soda on posters nationwide and in the press as well as on television.

The TV spots are running on more than 50 channels, and the print ads are in all important newspapers and magazines.

The humorous television ads are also running during Serbia's top-rated "Svet zabave" show on the TV Copernicus channel. The show features regular guest appearances

by celebrities and top sportsmen, all of whom get to drink energi s on air, because Sinalco has secured exclusive rights to be the programme's drinks partner.





# Helgi Már Gíslason

**Mr. Helgi Már Gíslason, please tell us about your company in general.**

Mr. Vilhjalmsón founded Góa in 1968, where he started boiling caramels in his garage. Today Góa is one of Iceland's largest confectionary, licorice and jelly producers in a 7,500m<sup>2</sup> building near the capital city. Góa has a portfolio of over 300 products, mainly manufactured by Góa, but some imported as well. Góa's sub brands are mainly: Appolo licorice, Linda, baking chocolates, Elitesse imported chocolates, Fini and Bubs imported Jellies, and now Sinalco for the beverage range.

**Why did you decide to become licensee of Sinalco?**

Góa has had a long time affection for Sinalco. The Sinalco Lemon, and Orange drinks have been available in Iceland on and off for the last 40 years, but in the recent decade or so, there has been no steady supply of Sinalco in Iceland. The product is interesting to people due to the different refreshing tastes that Sinalco has to offer over its competition. It was also a perfect fit for our ongoing expansion of the Icelandic market.

**What is special for the Icelandic market?**

Iceland is a small market, of only 320.000 people. The beverage market in Iceland is extremely difficult to penetrate, as the two giants, Pepsi, who is owned partially by the Ice-

landic banks (which are owned by the government), has received substantial write offs of their debts, and Coke Cola which is now owned by the Spanish bottler cobega, are monopolies in the market. Icelanders are big consumers of CSD's and drink more liters per capita than any other Nordic nation.

**Why do Icelanders like the Sinalco drinks?**

That truly is a good question. In general lemonade is not available in Iceland. That makes the Sinalco products quite unique. For many people it is also the nostalgic memory of the old Sinalco that was available in Iceland in the eighties. However Icelanders consider it to be a high quality product being sold by a company that is highly thought of in the country.

**Which marketing activities are you planning to introduce the brand Sinalco in Iceland?**

Initially we did not do any marketing, but as Góa is highly thought of in the society, we got free PR that specialists evaluated at a value of over €300.000. Góa and Sinalco appeared on the front pages of all the newspapers, in radio shows, and in the television news! Now in the summer we launched a huge summer game for Góa and Sinalco products, where our customers could win 5.012 prizes by simply inserting the code from their

Sinalco bottle into our Facebook App. We also have two 6m high inflatable bottles which are used for PR and outdoor advertising activities.

**How would you describe the traditional and the actual image of the brand Sinalco in Iceland?**

We started with only the Sinalco Orange product, but we introduced the cloudy lemon, and cola in both 0,5l and 1,5l PET bottles in the summer. People think of it has high quality refreshing products. We are hoping and planning to reach 30% of the Icelandic CSD market in 3 years. We will achieve that through the introduction of new products and expansion of current product lines. Our next steps involve introducing more products into the market, and putting more focus on marketing the products that suit our market.

**You told us, that you are very engaged in the Scandinavian and in the British market. What are your plans for these markets for the future with Sinalco?**

Hopefully we will exploit these markets with both Góa and Sinalco products.

**Are you going to expand your product range with more Sinalco products?**

The Icelanders are very fond of the Orange and Cloudy lemon products.

We have plans to introduce a wider range of Sinalco products in the market, such as Lemon, sinetta, energi s, and Aquintell.

**One last question: Which is your favorite drink of the Sinalco product portfolio?**

This is a really tough question as it depends on what occasion it is for. In general though I think the Cloudy Lemon is my favorite product. I must though say that the sinetta peach product is wonderful, especially with food!

## Curriculum vitae

Date of birth: 3th October 1988

Graduation: B.Sc. in Business Management with focus on finance

2000-2004: Góa ehf as general employee

2004-2005: KFC ehf as Warehouse Manager

2008-2009: Góa ehf as Export Manager

2010: Internship in Financial Markets department at Ortus Capital Ltd.

2012: Financial Manager at Murdock Ltd.

Since 2008: Chairman of the board at Blátönn ehf

Since 2009: CEO at Fast Foods Group UAB

Since 2010: Project Manager at Góa ehf



# Summer sport sponsored by Sinalco

Sinalco Switzerland's sponsorship of beach-volleyball is continuing. Sinalco is a partner of the Swiss Beach-Volleyball Federation, a supporter of the Olympic team and organised and sponsored various events and tournaments last year.

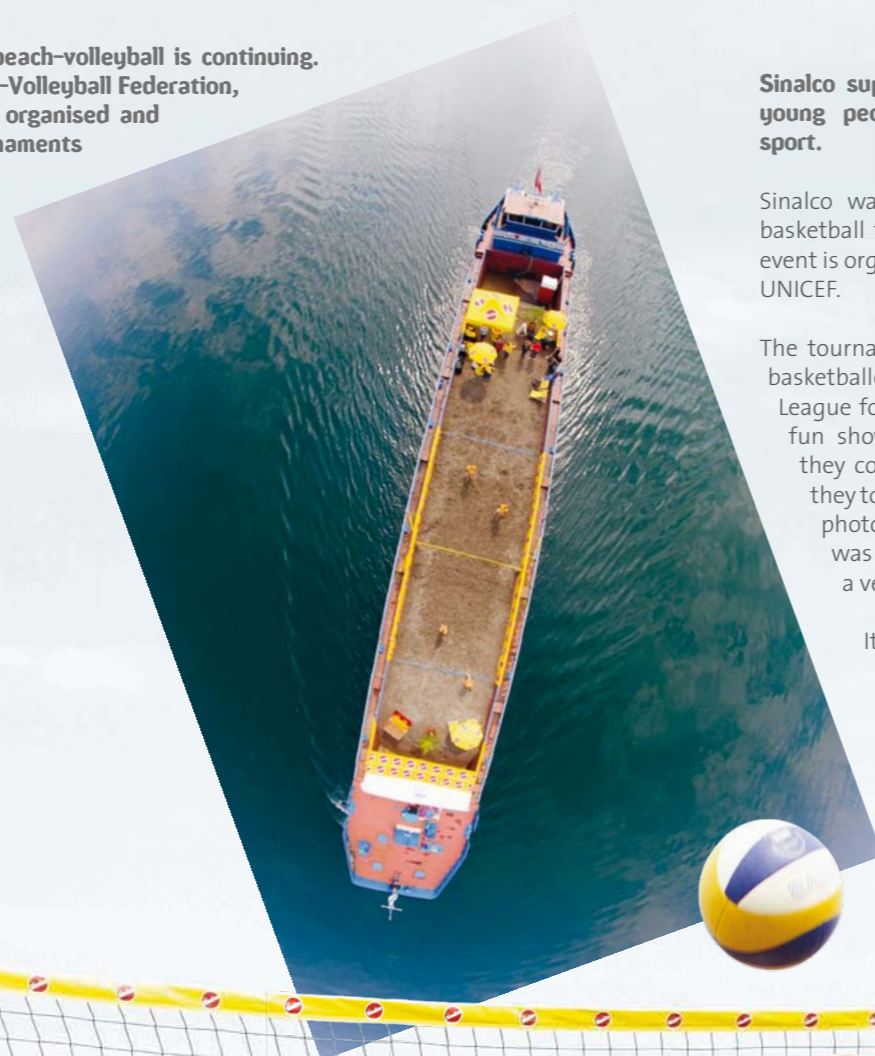
Sinalco Switzerland sponsors the country's leading beach-volleyball teams, Simone Kuhn and Nadine Zumkehr, and Jefferson Bellaguarda and Patrick Heuscher, both of whom competed in the 2012 London Olympics. These players are some of the very best in the world, and Sinalco is proud to be able to provide them with significant support.

The highlight of the preparations for the season was a practice match played on a container ship. A 60m long, 8.5m wide ship was converted into a volleyball pitch and launched onto Lake Zurich. Both teams enjoyed playing in this unusual location, and the event was a major PR success generating a lot of coverage.

As a vibrant, young and honest brand, Sinalco is a good fit for any summer sport. Sinalco's inimitable orange, mandarin and lemon flavors and the bright yellow and red colours taste of summer, sand and the Mediterranean sun. So it makes sense to sponsor beach-volleyball and beach-volleyball players.

This year Sinalco Switzerland again organised the Sinalco Beachtour A2 league, which was played out at six different locations. And Sinalco was co-sponsor of various other beach-volleyball tournaments in the country.

The cult brand continues to support the Coop Junior Beachtour for young players. These matches give talented juniors experience playing in front of a big crowd.



# Sporting stars close-up

Sinalco supports Realway, which helps bring young people in Bosnia together through sport.

Sinalco was a sponsor of this year's junior basketball tournament in Sarajevo. This major event is organised by Realway and supported by UNICEF.

The tournament was opened by Bosnian NBA basketball player Mirza Teletović, and top Premier League footballer Edin Džeko. Both stars had fun showing the young participants what they could do with a basketball. And then they took plenty of time for autographs and photos together with the children. This was a day the children will remember for a very long time.

It was hot on the basketball court, but Sinalco had plenty of cool refreshment on offer and the event was a great success.





# Sinalco is running for charity

**Sinalco staff in Duisburg have founded their own running team. The mixed squad has taken part in several charity runs in the region to support good causes.**

The entry fee for the Duisburg Zoo Run went straight into the upkeep of the city zoo. This relay took runners on a very different sort of course, and with very different spectators including dolphins, koalas and zebras. The Sinalco team was easy to recognise in their bright yellow shirts, and also entered into the spirit of the event by sponsoring the drinks.

The animals seemed to enjoy the day as well. Sea-lion Sunny was even on hand to award the winners their prizes.

The Targobank Run is the region's largest business fun-run. 5000 entrants including Team Sinalco ran through Duisburg's city centre. Thou-

sands of spectators came to cheer the runners on. There was also live music on a big outdoor stage, and the finale was a spectacular firework display.

The proceeds of the event went to a variety of projects including the German Alliance for the Protection of Children, a hospice, a charity for families in need and Duisburg Zoo. This gave all runners a great incentive to give their best for a good cause.

The Duisburg Harbour Run took place on the hottest weekend of the year. Temperatures were only just below 40°C, but all our Sinalco runners managed to complete their 5km or 10km courses. And they were certainly glad to reach the finish line.

A further special event was the 10th Duisburg Run for Light. The motto of the event is "runners running for runners", and its aim is to raise money for lighting for public running tracks in winter. The entry fee goes towards the electricity costs so that runners do not have to go out in the dark on winter evenings.

Sinalco's team spirit was relaxed and friendly throughout this year's running season, and the events helped to bring staff from different departments together. Team Sinalco will certainly be off running again next year, too!



# New Sinalco campaign



Sinalco launches a refreshing new campaign: The Sinalco brand is associated with togetherness, enjoyment and youthful energy. A new television advertisement, large-format posters and press advertisements have been developed highlighting German lifestyle.

Duisburg, May 2012: Feeling free, having fun, just being yourself. These are the impressions and emotions that Sinalco International's new television advertisement conveys. The ad was filmed in Düsseldorf, one of Germany's most fashionable and happening cities. The film shows dynamic young adults out and about together on a sunny day in the city. Düsseldorf was chosen to communicate German flair and reinforce Sinalco's German roots.

The new slogan, "German lemonade", sums up the message. Sinalco is a German brand which enjoys high recognition and sympathy among consumers all around the world, who have learned to appreciate its

high quality and refreshing taste. The German-lifestyle-feeling is also conveyed on large-format outdoor posters and in press ads.

"The focus of the campaign is on the feeling of togetherness, emphasised emotionally by the group of friends portrayed. Sinalco comes across as a sympathetic, refreshing, German lifestyle-brand," explains Mongi Goundi, Managing Director of Sinalco International Brands.

With the new campaign, Sinalco is ready for spring to come. And when consumers get hit by the spring-feeling, Sinalco will be there for them with the right refreshing message.



## Fresh & fruity Maracuja Del Sol

A new drink is causing quite a sensation in Germany: Maracuja Del Sol.

The carbonated soft drink is refreshingly fruity and not too sweet, contains 12% fruit juice and no artificial colours or preservatives. And there is good news for people who count calories: Maracuja Del Sol has 25% less calories than regular soft drinks. Its bright yellow aluminium bottle does not just look good, it's very practical, too. Aluminium is light, does not break, cools quickly and stays cold. Plus it protects the drink and is 100% recyclable.

Maracuja Del Sol has proved an instant hit and "Convenience Shop" magazine has already awarded the drink a coveted "Show Star". The catering trade press is also excited about the popular newcomer. Maracuja Del Sol was on show at the Barzone and Internorga trade fairs, and the interest was huge.





## Bilz still market leader in Chile

Sinalco was invented in 1902 in Detmold, western Germany, by Franz Hartmann. He asked the well-known proponent of natural healing, Friedrich Eduard Bilz, for his opinion. Bilz was so impressed by Hartmann's creation, that he allowed the soda to be sold under his name. The drink became more and more popular, and so in 1905 Hartmann tried to register the trademark Bilz Brause. His application was rejected and it was then that the name Sinalco (from the Latin sine = without and alcohol = alcohol) was devised.

But the Bilz name remained unchanged in Chile, where the soda was introduced in 1905 by the Bavarian emigrant Andreas Ebner. The brand has deep roots in Chile, where locals consider it their national soft drink, even though it originally comes from Germany.

Today Bilz is often marketed alongside a papaya-flavoured soda called Pap, and Chileans use the term Bilz y Pap when referring to soft drinks. Both products are extremely popular among children and adults alike.

In response to consumer demand, sugar-free versions of both drinks were launched in spring 2012. The unique flavor of Bilz was of course preserved, but can now be enjoyed in low-calorie form.

The sugar-free Bilz and Pap sodas are advertised by the brands' mascots, Bily and Mike, who can be seen on

posters and television promoting their favourite drinks. The two aliens are extremely popular with Chilean children, and have promoted Bilz y Pap in various advertising campaigns, events and point-of-sale materials.

The online highlight of the recent activity was on the Bilz homepage. Children were asked to vote on new limited-edition designs for Bilz and Pap cans from a range of fun and creative designs. The response was tremendous.

As well as the limited-edition cans, a number of stylish designs from the history of the brand have been brought back. And to emphasise Bilz's long history, "desde 1905" (since "1905") has been added to six-packs, cans and posters.

The amazing success of Bilz in Chile comes despite strong competition from North American rivals. Despite best efforts of its competitors, Bilz and Pap remain the country's best-selling soft drinks considering the flavors. And the South American market is one where Sinalco sees great potential for growth.



**STAATL.  
FACHINGEN**  
Seit 1742

## Staatl. Fachingen strengthens export business

**Staatl. Fachingen has been part of Sinalco Germany since 2011. With the aim of expanding the company's export business, marketing outside of Germany has now been taken over by Sinalco International Brands.**

"Staatl. Fachingen is Germany's number one health water and we are very happy to have it in our product portfolio," explains Mongi Goundi, CEO of Sinalco International Brands. "Our long experience of marketing German drinks brands internationally should benefit both sides in the long-term."

The company was founded in Fachingen on the River Lahn in south-western Germany in 1742. Germany's best-known poet, Johann Wolfgang von Goethe, was an enthusiastic drinker of Staatl. Fachingen and praised its soothing and revitalising effects.

Staatl. Fachingen is not only unique in taste and effect, it also comes in a distinctive and innovative bottle. The multi-faceted bottle and tasteful label make it clear that this is no ordinary mineral water.

The finely sparkling water from Fachingen's famous springs is available in some of the world's finest hotels and restaurants. It can be served at any occasion, and there is a great deal of room for growth both in the catering trade and the retail market.

This premium health water contains a unique combination of minerals.

As well as other essential minerals, Staatl. Fachingen contains a particularly high level of bicarbonate ( $\text{HCO}_3^-$ ). Bicarbonate helps the body to achieve a healthy acid-alkaline balance, and gives quick relief from against indigestion. This is why the term bicarbonate-plus is often used in connection with Staatl. Fachingen.

Staatl. Fachingen is even suitable for pregnant women and breast-feeding mothers. It is completely natural and there are no side-effects.

Bicarbonate also helps to delay acid build-up in muscles and thus aids performance. So Staatl. Fachingen is ideal for anyone doing sport, and should be drunk anywhere where a strong performance and good taste are required.

Finally, wine enthusiasts should keep a bottle or two of Staatl. Fachingen in their fridges. The minerals in the water neutralise the acids in wine, helping the full flavor of the wine to develop.



# We are halal



**Sinalco products are now halal certified. "Halal" means that a product has been produced according to Islamic law.**

Halal refreshment and Sinalco quality are now available in the same bottle. Producing without using animal products or alcohol is nothing new for Sinalco. Indeed, our soft drinks have always been popular in Muslim countries and among Muslims in Western Europe. This popularity will no doubt increase now that our products are officially halal.

Sinalco received halal certification from the Eurohalal Institute in Brussels in April 2012. The institute is responsible for issuing certificates in Europe, and regularly controls production standards of its certified producers. The eye-catching blue halal logo will be visible on Sinalco products in the Muslim world. Also, the logo will be appearing on various marketing materials. The logo is in English and Arabic, and so should be understood wherever Sinalco is drunk.

And to let the trade know that Sinalco is now halal certified, we will be presenting our brand and products at the leading EUROHALALMARKET trade fair in Brussels in November and December.



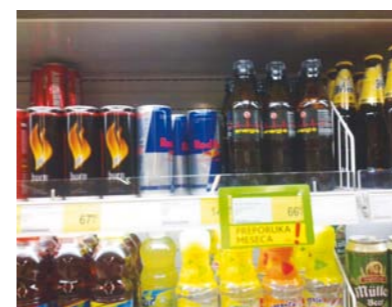
# energi s gets Serbia going!

**The orange and fruit flavours of Sinalco's energi s have been on the Serbian market since the end of last year.**

energi s fruit has plenty of caffeine and a refreshing citrus-flavour – perfect for revitalising body and soul. And energi s orange is packed with power and Sinalco's popular orange taste, so it's no surprise that sales continue to grow.

Serbian consumers love the 0,33l PET non-deposit bottles. They are ideal for people on the move, whether they are going to school, university, work or their sports club. And energi s does not just deliver energy for sport, it also helps concentration and prepares

us to take on new challenges. Sales of energi s in Serbia continue to be strong and reached new records last year. Sinalco is very happy with this development, and is looking forward to presenting new flavours in the medium-term.



# Partner pages and social media - Sinalco strengthens online presence

As a modern, youthful brand, Sinalco is keeping pace with developments on the web 2.0. Our new partner-page platform allows a uniform design across all partners' national websites. And Sinalco is continuing to increase investment in social media.



To help our partners, Sinalco International Brands has developed a broad internet platform. All partners can now have their own website, which can be accessed via their country codes. Partners can post news and information about what is going on in their market, and include more general information about Sinalco and its history.

Partners have been provided with a content management system which they can use to post and edit their

website. Sinalco is responsible for the look of the site as brand-owner and guardian, the partners are responsible for the content. Sinalco also provides animations featuring our cute cartoon Sino characters for each season.

The aim is that all partners' online presences have a uniform corporate design, but partners decide which content is relevant for their market.

As well as the regular websites, Sinalco is also investing in the two most important social media services: Facebook and Twitter. Instead of individual partner's pages, there is now one single Sinalco Facebook page under the name Sinalco Worldwide.

Here Sinalco posts news and photos about the cult-brand. And we use Facebook to advertise prize-promotions and other highlights. Users can of course post their own messages, and let us know what they think about what we're doing. And all of this is done in the user's own language.

This instant feedback allows us to recognise trends early, and channel our efforts into areas where we see new potential. And via this media we get consumers' unedited and honest opinions. We hope that Facebook will help our future developments and allow us to continue to match consumers' tastes.

Our Twitter account is about to be launched. We will use it to communicate news regularly and exclusively, so that our Twitter followers are right up-to-date with what is going on in the world of Sinalco.



## The Sinos

Sinalco's „Sino Family“ point-of-sale concept starts off well

The comic Sino characters can now be used on POS materials during the five most important sales periods: Easter, summer, Ramadan, the start of the school year and Christmas. The colourful, cuddly Sinos appear on wobblers and posters to attract attention to Sinalco.

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At Easter the Sinos helped to push a sales promotion. Consumers could win a free bottle of Sinalco if they found an Easter bunny on the inside of a bottle-top. A closer look revealed that the Easter bunny was, in fact, an Easter duck! And during Ramadan Sinalco had a very special offer on the shelves: 2,25l bottles of Sinalco for the price of two litres.

For the beginning of the school year there was an interactive Sinos promotion using Facebook. School classes could upload funny, original photographs, which Facebook users could "like". The class with most Facebook fans could win a cool outing or a party for their class.

For Christmas a further Sinos POS promotion is planned. Consumers can collect Sinalco labels, fill out their addresses, and send them in to win great prizes and a whole load of six-packs. And as a surprise Father Christmas himself will bring the prizes to the winners on Christmas Eve.

The bright, funny Sinos are proving a hit with children and young people. They help to attract attention e.g. to prize-promotions, give an extra reason to buy and thus drive sales.

Sinalco Partners can download Sinos videos on the extranet and order POS materials such as stand-alones, wobblers and roll-ups. All materials will be redesigned and updated each season, giving the partners the chance to give their consumers new reasons to check out what's happening in the world of Sinalco.



**Dinslaken in Western Germany and Agen in South-West France have been twinned since 1963. When a business delegation from Agen came to visit, Sinalco International Brands was part of their itinerary.**

This summer representatives and business people from both towns met with the Duisburg chamber of industry and commerce. The conversations centred around current and future collaboration between

the two towns and their surrounding regions. Dinslaken wanted to let the delegates from Agen see which industries are important in the area and how they do business. This included visits to several major

companies, and one of them was, of course, Sinalco.

And so we were pleased to welcome Agen's mayor, Dionis du Séjour, and the French delegation as well as representatives of the chamber of industry and commerce to our headquarters in Duisburg. Sinalco is very interested in the French market and it was good to meet French business people and tell them about our products. We are currently looking for a French partner to distribute and market production from our German bottling plants.

The dialogue between Dinslaken and Agen is set to continue, and we hope that Sinalco will be able to profit from this French connection.

## Party at the Consulate

**Summer party at the Russian Consulate in Bonn: Over 1200 guests came on August 25th 2012 to enjoy a wonderful summer party at the Russian Consulate General in Bonn.**

Their host was the general consul of the Russian Federation, Jewgenij Schmagin.

opportunity for the spheres of business and academia to meet and discuss important issues.

The party took in the themes of the German-Russian Year of Education, Science and Innovation. Many politicians including former Federal Minister of Employment Norbert Blüm, and the former Prime Minister of North Rhine-Westphalia Wolfgang Clement, business leaders, artists and other stakeholders enjoyed the sunshine at the world's largest Russian consulate.

The official programme carried on well into the night. There was a wonderful selection of Russian food to enjoy, and also some German drinks. Sinalco was at the party too, and made sure that all the bars were well-stocked with refreshing German soda. That way everyone could raise a glass of Sinalco to the friendship between Germany and Russia.

There was a great deal of culture on show, but this year dialogue played a particularly important role in the proceedings. A symposium with leading scientists in the villa of the Consul General was a great

Sinalco's guests of honour were the Managing Director of Elita Mineral Viktor Nazarov, and his wife Victoria. Both had come over from Russia especially for the occasion and very much enjoyed the party and its many guests.



**Stefan Stojanovski, a rising star and member of the Macedonian U-17 and U-19 team, came to Duisburg in June.**

The main reason for his visit was to find a new club in Germany, and Sinalco International Brands gave him plenty of support. During his time here we also showed him around, and he saw close-up how Sinalco is made.

Stefan currently plays in the Macedonian capital, Skopje, for the second division club FC Macedonija G.P. He has played for his country's U-17 and U-19 sides, and won both league and cup twice with youth teams.

The attacking right full-back had a trail with MSV Duisburg, a Sinalco Partner currently in Germany's second division, and played 45 minutes for the club's U-19 side. Trainer and fans were impressed, as was a watching agent.

Stefan will first finish his education at a sports school in Macedonia, and put in a special effort to learning German. He then hopes to study at the Cologne Sporthochschule. From 2013/2014 Stefan expects to have a contract with a big club in Western Germany and play professionally.

## Macedonian footballer visits Sinalco



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