

**Sinalco**

Sinalco  
**WORLD**  
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# Schmeckt

**WORLD** No.7 | 2011  
SINALCO PARTNER MAGAZINE

Editorial 03

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editorial

Dear readers,

**2011 began with much turbulence and much tension remains. Many political crises and economic challenges remain to be dealt with.**

The Arab uprising began on January 14<sup>th</sup> with the Jasmine Revolution in Tunisia. The uprising spread to Egypt, Libya and Yemen, and is continuing to grow in Syria.

These events have given the peoples of the region new hope and a new opportunity to take control of their own future. Sinalco has been in the region for many decades and has observed the changes. The uprising is also an opportunity for business. Sinalco hopes that reduced corruption, better economic management and adherence to international law will benefit companies active in the Middle East.

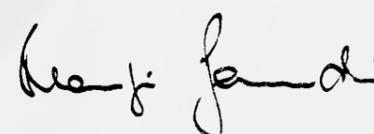
2011 has also seen financial crises in countries that were previously considered to be safe and solvent. In some South East European markets businesses are forced to barter, because the supply of cash has dried up.

This does not sound like good conditions for a soft-drink brand to expand. But Sinalco has managed to grow despite the economic climate, and now has new licence partners in Iran, Saudi Arabia, Egypt, Malta and Kazakhstan. There have also been numerous inquiries about further licences in the last few months. The message is clear: Sinalco is in demand. The reason is not difficult to find. As anyone who has studied marketing knows, you need to have a strong brand to survive.

This is why we are continuing to invest in our brand. A new POS campaign aims to strengthen Sinalco's image wherever it is on sale. This campaign will reinforce our German heritage. New services for our partners, such as the online platform for national websites, simplify co-operation and reduce the man-hours required.

I would like to thank all of our partners who are successfully defying the trend and moving forward in difficult times. Together, we are finding creative solutions to the challenges we are facing.

I wish you much success in the coming year and hope you enjoy reading this issue of Sinalco World.



Mongi Goundi / Managing Director - Sinalco International Brands



## Sinalco international Partner Conference 2010 in Frankfurt

There was a relaxed atmosphere at last year's Partner Conference in Frankfurt. The annual meeting allows Sinalco partners from all around the world to share news, and take fresh ideas and impulses back to their home markets. There were a number of new faces, representatives of new Sinalco franchises eager to find out more about the world of Sinalco.

One focus of the conference in Frankfurt was the new sales and marketing campaign for 2011, including POS-activities and the new uniform global internet presence. Face-lifted packaging featuring the new 3D-logo was also presented, as well as the corresponding corporate identity guidelines.

A further important item on the agenda was the extension of the product range. Two new energy flavours are now available, and sinetta – a brand introduced only last year – has added ruby fruits to its range.

Partners also left Frankfurt to visit KHS, a manufacturer of bottling machines based in nearby Bad Kreuznach. This chance to look at the latest technology for soft-drink filling lines was a highlight for all technology fans.

This year's conference was, as always, a chance to get to know each other better. Time outside the meeting rooms was spent at the Tigerpalast variety theatre, on a tour of the city with the Ebbelwei-Express tram, and at a gala diner close to the famous Frankfurter Römer.



## Stars, starlets & Sinalco

For the third time in a row, Sinalco and Europe's best-selling youth magazine, BRAVO, have joined forces to search for new talent with "Mission Famous".

Many young people dream of trying their hand at show-business. In cooperation with BRAVO and its sister publication, BRAVO GiRL!, Sinalco again set out on Mission Famous.

This major marketing offensive aimed at 14-20 year olds included castings in Hamburg in Düsseldorf, at which hundreds of talented young people tried to impress our jury. But, of course, there could only be one winner.

This year the focus was on acting. Among the main prizes were a role in the popular daily soap opera, "Gute Zeiten, schlechte Zeiten", on Germany's most successful television channel, RTL, and a role in a movie of the TV series, "House of Anubis".

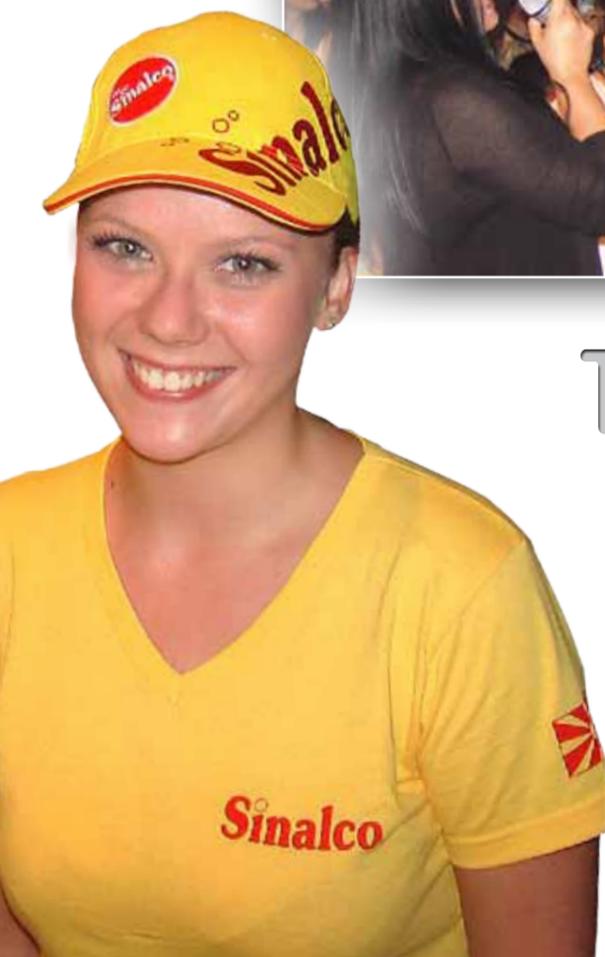
Eight talented young actors made it to the Mission Famous Camp in one of Germany's best-known fun parks, the Movie Park in Bottrop. Here they could learn the tricks of the trade from experienced television and film professionals. They used what they learned to put on their own show, which also featured performances by current stars from the music business.

In the end, the confidence and acting ability of the 17-year-old Melis from North-Rhine Westphalia helped her to beat a highly talented field.

BRAVO and Sinalco are continuing to report on the progress of our young winner. Articles in BRAVO plus prize competitions, photo and video galle-



Melis the winner of mission famous



## Truck Tour Macedonia

The 20 metre long, bright-yellow and fire-red Sinalco Show Truck has been in Macedonia. The tour took it through eleven different cities from 2<sup>nd</sup> - 12<sup>th</sup> September, attracting young and old.

The covered stage hosted shows including tasting events, magicians, live music, ballet and theatre. Highlight of the show every evening was the closing firework display.

The truck was enthusiastically greeted wherever it went. Crowds came to watch and to get involved in the interactive programme. Next stop after Macedonia was Kosovo.

The distinctive, retro-styled Sinalco Show Truck will of course be touring next year, too. And its visits to our franchise countries are sure to be a big hit.



## Sinalco debuts at the **Gast Exhibition**

From 2<sup>nd</sup> - 6<sup>th</sup> March 2011 Sinalco was at the Gast Exhibition in Split. Our local partner Maraska presented itself as the new Sinalco license-holder, and showed the Croatian catering trade and consumers the wide range of Sinalco drinks on offer.

As well as tastings and a small tombola, there was a chance to get to know

important players better and many good contacts were made.

Gast is Croatia's most important catering trade exhibition. The 16th exhibition took place this year and was 35% bigger than the previous year. Sinalco has already put the dates for 2012 in its diary and looks forward to being there again.

### Passion for Packaging.

## „Our Baby – Your Benefit“

Werner A., Christian S., Ernst W.  
Packing technology design engineers

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# Beach volleyball GRAND SLAM refreshed by Sinalco

Sinalco was official drinks sponsor of this year's Grand Slam beach volleyball tournament in Gstaad, Switzerland. Sinalco provided cool refreshment for both players and enthusiastic fans.

Around 60 000 spectators were expected to come to Gstaad from 4<sup>th</sup>-10<sup>th</sup> July 2011 to see the world's best beach volleyball players. The tournament is one of six Grand Slam events on the FIVB Beach Volleyball World Tour. 2500 tons of pure quartz sand were imported from Belgium specially for the event.

Tournament director Ruedi Kunz was very happy with the standard of play this year: "It was a sensational tournament, superlative in every way. The games were played at a very high level. We had a lot of spectacular rallies and close matches. It really was a top-class sporting event."



Wake & Jam

The eighth Wake & Jam festival took place from 1<sup>st</sup>-3<sup>rd</sup> July 2011. Wonderful summer weather helped to attract thousands of visitors to Murten, Switzerland. There was a wide range of extra entertainment to complement the wake-board and surfing competitions.

Sinalco supported the event as the title-sponsor, and it was included on the Sinalco Beach Tour 2011. The winning smiles of the two animators matched the sunny atmosphere – and made putting on a free pair of cool Sinalco sunglasses even more attractive.



# Big win for Sinalco: the German cup final

On 21<sup>st</sup> May 2011 there was a huge blue and white football party in the Olympic Stadium in Berlin. Two teams from the Ruhr area had made it to the DFB cup final. And both of them – FC Schalke 04 and MSV Duisburg – have had Sinalco as their official soft drink sponsor for many years. Sinalco also laid on ice-cold refreshments on a hot day for the thousands of fans who could not get tickets to the final, and had gathered in front of big screens in both cities.

All in all the cup final was a great success – and not just for the winning Schalke fans. Sinalco did not only refresh the fans who had stayed at home. Travelling fans of both teams had plenty of opportunities to enjoy a cold Sinalco as well as the match itself. We even offered Schalke fans refreshment on the special trains that took them to Berlin.

In Duisburg we sponsored television and radio programmes. Sinalco was on-air with trailers and wrap-around credits on Radio Duisburg. And we were on-screen on the local television channel for the Duisburg area, Studio 47. The channel's pre-cup-final special featured clear but discreet product-placement of bottles and coolers.

The players themselves and the clubs' VIP guests also had the chance to cool off with a chilled Sinalco. The red dot was everywhere from the VIP boxes in the stadium to the gala reception in the Ritz-Carlton hotel, showing Sinalco to be a refreshing and reliable partner of sport.

At the end of the day it was Schalke who took the cup home. But everybody had the chance to get their hands on a bottle of Sinalco. However, Duisburg and Schalke and their fans could at least agree on one thing: Sinalco tastes great.



Athletes of the MSV Duisburg



# Surf Festival

Free, athletic and always on the move under an open sky – windsurfing is more than a sport, it is a way of life. The international Pelzerhaken Surf Festival takes place every year in May, and attracts surfers and fans from all over the world. They come to party, to catch up on the latest news from the surfing scene and, of course, to surf. And Sinalco just had to be there, too.

In order to talk to the young target audience in their own language, Sinalco had come to this prestigious festival with a creative, surf-related promotion. The famous Sinalco Showtruck was the perfect backdrop for a very special photo competition. Festival-goers could pose on a windsurf-board complete with sail. A winner was chosen online on [sinalco.de](http://sinalco.de). The first prize was an original Naish sail.

Active, sympathetic and always close to its target audience – Sinalco showed during the festival weekend that it is a friendly, approachable brand. And the response to the photo competition and high participation in the online-voting show that our action was a great success.





Sinalco Managing Partner, Hermann Hövelmann

## Sinalco now has its own dragon-boat The “Yellow Dragon” was launched in Duisburg harbour

Boats are normally launched with a bottle of champagne, and that’s what the assembled TV and radio journalists were no doubt expecting when they came to watch the launch of the Sinalco dragon-boat in Duisburg harbour on May 4<sup>th</sup>, 2011. But instead of christening our Chinese dragon-boat with champagne, we fed it vegetables!



Before appeasing the dragon’s appetite, it needs to be woken up, which is done by painting in the eyes. This task was bravely carried out by the chairman of MSV Duisburg football club, Dieter Steffen, and Sinalco Managing Partner, Hermann Hövelmann.

“I’m really excited about the new boat, the commitment of the team is fantastic, and I’m sure that Sinalco will make it on to the podium at the dragon-boat regatta this year,” said Sinalco Managing Director Edmund Skopyrla. Also there to help send the boat off with words of encourage-

ment were Sinalco Team captain, Mario Mais, Duisburg City Centre Development Managing Director, Ralf Oehmke, and Frank Orschel from the Wannheim Canoe Guild. The boat then paddled off on its virgin voyage.

“Huang Long”, the yellow dragon, will race in its first regatta on June 25<sup>th</sup>, 2011. We hope it will help the Sinalco Team to achieve a top-placed finish. And when Huang Long is not racing for Sinalco, it will be used for training and races by the Wannheim Canoe Guild, in particular for youth work.

## Sinalco power on the winner’s podium



On the last weekend in June, the date had come round again. Staged for the tenth time, the world’s largest Dragon Boat Fun Regatta attracted 170 teams and thousands of visitors to Duisburg’s Innenhafen (inner harbour). Sinalco was naturally among the competitors.

A colourfully mixed Sinalco team entered the advanced race with ambition and a great sense of fun. This year, the 25-person crew included colleagues from sales, purchasing and marketing. All of them literally sitting in the same boat.

The real crowd-puller was the celebrity race that followed the regular racing schedule. 12 boats fought out a thrilling competition and the Sinalco boat was naturally one of them. The highly motivated crew of international Sinalco partners had come especially for the Dragon Boat Fun Regatta.

The famous Sinalco Showtruck ensured a great atmosphere between races. The bright yellow truck proved especially attractive to younger visitors with its game and entertainment offerings. Wii games on the giant display and a goal wall competition were just as popular as the tunes spun by the Sinalco DJ.

Tired but happy, the competitors wound their way towards the Sinalco Showtruck after each event, where the prize-giving was celebrated with plenty of great-tasting drinks and a real party mood.

Following the success of the Sinalco Crew under Captain Mario Mais



last year, the yellow Sinalco dragon boat “Huang Long” this year achieved a respectable 10<sup>th</sup> place. The Sinalco VIP boat was even more successful, pulling away from the competition to be first across the winning line.

All told, the Sinalco canoes enjoyed a sporting and successful weekend. But even more important than the results was that Sinalco once again proved the great value of teamwork!



# interview

## Mr Al-Rahmani

**First of all thank you for taking the time to answer some of our questions. You are now a partner of Sinalco for 57 years, what made you come to the decision that Sinalco is the right licensor for you?**

I am in the second generation of Licensors in the AAWCO, since my father was one the founder of the company back in 1954. So I grew up with Sinalco as a brand and with the taste of Sinalco Seele, Traube and cloudy lemon. In 1989 I joined the company first as Production and Maintenance Manager, then I became Technical Manager and then as Deputy General Manager

### Curriculum vitae

Date of birth: 25. November 1960  
Place of birth: Basra / Iraq  
1981-1986: University of Technology / Baghdad and University of Technology/ Karachi  
Graduation : 1986 BSc. in Mechanical Engineering  
1986 – 1989: Iraqi Military Manufacturing Industries: Mechanical Engineer & Army Officer  
1989 – 1991: Joined Arabian Aerated Water Co. as the Production & Maintenance Engineer  
1991 – 1994: Promotion to the Technical manager  
Since 1994: Deputy General Manager

**What advice would you give new potential licensees?**

Sinalco is the 3. International brand and has an excellent awareness in Taste and quality. All Sinalco licensees should keep their level of quality and support the brand as their own baby. This will pay off on the long term run. I would recommend to extend the range with different flavours, because this is also one of our competitive advantages today.

**What would you say are the particularities of the Iraq market?**

Even though several renowned brands are present in Iraq the Sinalco brand has been able to develop a good reputation as the brand is present in the Iraqi market since 1954. The climate is here very advantageous, as it is hot during almost 9 months, which is good for the consumption of soft drinks.

**What standing does Sinalco have in the Iraq?**

Sinalco has survived several crises in Germany and also in Iraq and due to its heritage and long presence in the market it has a high acceptance from the consumers. There is a high demand for Sinalco products from the Iraqi nation due to its great taste and the good reputation in Iraq. Even though we are aware of the problematic political situation in our country and the resulting instability we trust in the brand Sinalco and its

strength. Therefore we are investing a considerable amount in additional facilities to fill Sinalco products in cans and in a new filling line for PET bottles with a various sizes and one way glass bottles

**What are the most important marketing activities needed to strengthen the brand in the Iraq?**

After analysing the results of several market research studies we are certain that it would be advisable to support Sinalco through a TV commercial. This should especially be aired on the satellites channel that people in various Arab states are watching. We expect that this will increase the sales of Sinalco products and strengthen the image of the brand.

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

As Sinalco Cloudy Lemon was the first product established on the Iraqi market in 1954 it is one of the most famous products from the Sinalco product range. Together with Sinalco Apple, Cloudy Lemon is enjoying a very high popularity with the Iraqi population. In the meantime we have increased the range to 10 flavours packed in cans, PET and glass bottles. This has become a real advantage.

**Which is your favourite drink of your Sinalco product portfolio?**

My favourite drink is Sinalco Cloudy

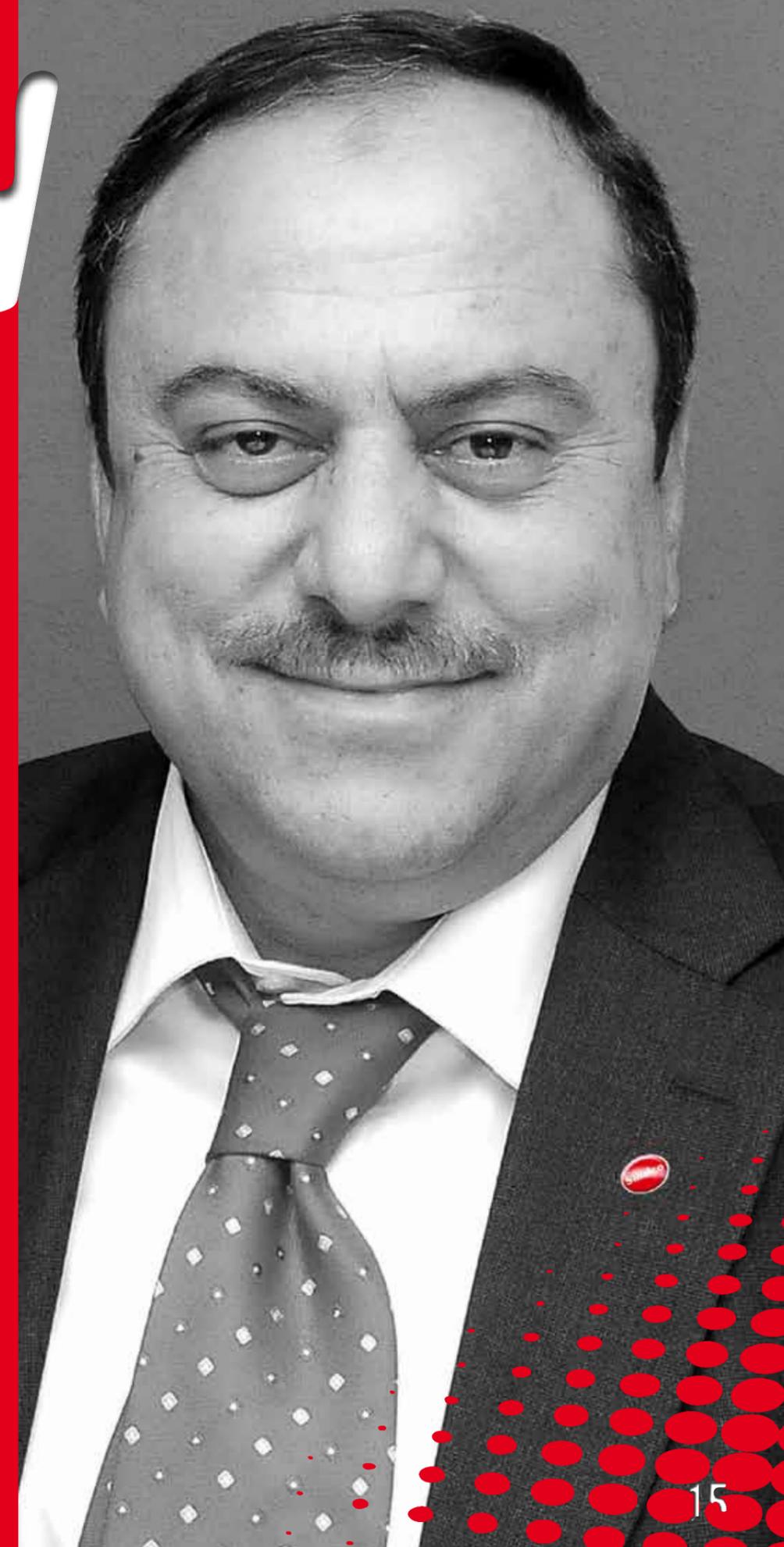
Lemon, as the Lemon flavour is very unique and no other company has been able to imitate this exclusive taste.

**Next to products from the Sinalco product Range you also fill sinetta and Aquintell. What can you tell us about the standing of these two brands in your market?**

We expect that the production of natural water such as Aquintell will take a large volume in the market, especially because we provide the consumers with a global brand with an excellent awareness in quality and taste.

Regarding the production of sinetta Juice we first started the production in Jordan and exported the product to Iraq. However, we are making huge investments in new production facilities and will therefore soon start to relocate the production to our factory in Baghdad. As soon as all arrangements are made, we will start to fill cans and at a later stage PET bottles, too. Even though sinetta Juice has higher production costs, we are certain that it will conquer the Iraqi market very fast due to its unique and delicious taste. Finally, Me and my staff in Arabian Aerated Water Co. would like to thank Mr. Mongi Goundi and his Staff at Sinalco International Brands for their support and we wish them continuous progress and success for their work.

**Thank you very much for your time!**





# Review

## Sponsoring of popular television shows

Sinalco has expanded its marketing activities this year in Serbia, with a particular emphasis on television sponsoring. The sponsoring offensive began with the new reality show, DVOR, that began on 16<sup>th</sup> January 2011. Sinalco is the drinks sponsor and the show quickly became one of Serbia's best-known programmes.

Experts had predicted that DVOR would achieve record viewing-figures, and should even beat established shows such as Big Brother or Farm. These predictions were proven to be correct.

The show works on an established format: Celebrity contestants live in a castle and are assigned roles such as king, princess, knight, slave or joker. DVOR Serbia runs on the top-rated Balkan channel Pink, which is also watched in Croatia, Macedonia, Montenegro and Bosnia.



As well as DVOR, Sinalco sponsored Big Brother and Farm. And for the first time Sinalco's energy drink, energis, appeared as a sponsor alongside Sinalco Orange.

Viewers were also glued to these two programmes. Every day, up to 900 000 people watched avidly as the contestants relaxed with a cool Sinalco.

## Opening of a bottling-plant in Kosovo



Naim Dreshaj and Michael Doerks with the gold Sinalco bottle

Citizens of the republic of Kosovo in south-eastern Europe have been enjoying Sinalco for over a year now. Our franchise partner, Getrinke Vrella, launched the cult-brand on to the market in 2010, and has its own production facilities in the capital, Pristina. Kosovan consumers can currently choose from Sinalco Orange, Cola or Lemon, or from the mineral water brand, Aqintëll. Production from Pristina is also exported into neighbouring Albania.

The completion of the new bottling-plant was a milestone in establishing our partnership with Getrinke Vrella. The opening ceremony was attended by VIPs from business, politics and show business – and potential consumers were also invited to join the party. The celebrations included

speeches, live music and a generous buffet.

Sinalco International Brands was also at the party and provided one of its highlights: A framed gold Sinalco bottle with a red top was presented by Michael Doerks, representing Managing Director Mongi Goundi. The bottle, symbolising golden times ahead for Sinalco in Kosovo, was gratefully received by Getrinke Vrella Managing Director, Naim Dreshaj. He promised to put it on prominent display.

So we can all raise our glasses to this new partnership and drink to a successful future for Sinalco and Getrinke Vrella. Because, as Kosovans are already discovering, Sinalco tastes great.

Your partner for Beverage Trailers, Truck Bodies, Pavillions, Stand tables, Cooling Trailer, Car Trailers, Rep air Centre, Sand Blasting Centre, Painting, Inscription.



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# interview

## Mr Josten

**Mr. Josten, you started out as an apprentice at the family business Heinrich Hövelmann on April 1<sup>st</sup> 1961. You have now been working for this company for over 50 years. What were your personal successes during this time?**

I believe that the success of the company is more important than personal success, and we have achieved a lot together during my time here. For example, when I started our premises in the Walsum district of Duisburg covered only 2,000 m<sup>2</sup>. Now we have 220,000 m<sup>2</sup>. Hövelmann was a local drinks trader back then and only owned one important brand, Rheinperle. On September 1<sup>st</sup> 1972, while the Olympic Games were being held in Munich, the first bottles of Rheinfels Quelle were being filled. In less than 40 years the brand has established itself as one of the leading mineral waters in North-Rhine Westphalia (Germany's most populous federal state with nearly 18 million inhabitants and a GDP of € 540 billion, Ed.) and is still growing strongly. The successes of Rheinperle and Rheinfels Quelle formed the basis for our expansion. Today the Hövelmann group is one of Germany's largest mineral water bottlers, and also one of the leading drinks distributors. And the purchases of the worldwide brand and distribution rights for Sinalco have only added to our success.

Being part of this traditional family firm and helping to shape its growth over 50 years in positions of responsibility has been an important part of my life and given me a lot of joy.

I would particularly like to emphasise the quality of our teamwork. Of course, I am also personally a little proud of my own achievement of rising from apprentice to become Spokesman of the management board. For me this is a dream come true.

**Hövelmann had no links with Sinalco back in 1961. What was the position of the Sinalco brand back then?**

In the 1960s Sinalco was at the peak of its popularity in Germany. We observed the cult-brand's success closely, liked the brand very much, but were a little jealous, too. When the opportunity arose to integrate Sinalco step-by-step into the Hövelmann group from 1994, we readily took it. Hermann Hövelmann himself, our company owner, was important in initiating and driving the takeover.

**Hövelmann has had the distribution rights for Sinalco in Germany, Austria and Luxemburg since 1994, and you have personally been part of the brand's success in the last 20 years. What has been your prime motivation?**

We were convinced that this established German brand still had value and substance. At the time Sinalco had very limited distribution to retailers, hotels, restaurants and other caterers, but we felt that we could wake this sleeping beauty from her slumber.

And for Hövelmann, a regional player in North-Rhine Westphalia, there was

the opportunity to integrate a nationally and internationally renowned brand into our portfolio. It would have been much more difficult to establish such a brand from scratch. We would have had to invest much larger sums and, for a company of our size, that would have been almost impossible to finance.

**In your opinion, what were the most significant milestones for the success of Sinalco over the past years?**

We reactivated valuable brand capital when relaunching: the typical bottle, the red dot, the flea waltz jingle, and the German slogan "Die Sinalco schmeckt" ("Sinalco tastes good"). New products and packaging sizes and packaging designs were delivered to fit the demands of modern consumers. Then we began to expand distribution in supermarkets, drinks markets (An important outlet for soft drink sales to consumers and small commercial buyers in Germany, Ed.) and hotels, restaurants and caterers. Communication with young consumers was also part of our successful strategy. Since taking over, we have increased sales from c. 30 000 hl to almost 1.4 million hl.

**One final question: What further potential do you see for Sinalco in your markets and what aims do you have for the brand?**

Our priority is, of course, to continue to build market share in Germany. This is no easy task given the strength

of our American competitors and the growing presence of private labels. We are nevertheless confident of increasing volume by improving distribution to hotels, restaurants and other caterers as well as through other channels. We also see good possibilities to grow in Austria, where our intensified activities over the past two years in both retail and catering have been bearing fruit.

### Curriculum vitae

Wilhelm Josten has been Spokesman of the management board of the "Getränkegruppe Hövelmann" since 2007. He started working for this family firm in April 1961 at the age of 16. In April 2011 he celebrated 50 years of working for Hövelmann. The company's brands include the leading mineral water, Rheinfels Quelle, and other mineral water brands such as Römerwall, Aquintell, Burgwallbronn and Felsensteiner. Hövelmann recently acquired the national premium mineral and medicinal water, Staatlich Fachingen. The group is also active in drinks logistics. Sinalco Germany has been part of the Hövelmann group since 1994, and owns the distribution rights for Germany, Austria and Luxemburg.

## Reach for the summit



with Sinalco

**The Hochkönig region near Salzburg in Austria is one of Europe's most beautiful and popular areas for skiing. In order to increase awareness of the brand with the red dot, Sinalco Austria came up with an idea that couldn't fail to be noticed.**

In 2010 a new cable-car system was installed. The new cable-cars take visitors through stunning alpine scenery from Hintermoos up to the Gabühel at 1600 metres above sea level. The cars travel 3500 metres and climb 735 metres on the way, making this the longest and most impressive cable-car system in the region.

Not only are all 80 cars Sinalco branded, the marketing team at Sinalco Austria landed a further coup: The new system is called the Sinalco Bahn.

The advertising attracts attention just as effectively as the Sinalco Bahn is at-

tracting passengers, because the cable-cars cover a significant gap in an otherwise largely complete network in Hochkönig.

The effectiveness of the campaign is already clear to see. More and more shops and cafés are selling Sinalco. You can find the red dot everywhere from alpine huts through fast-food outlets to fashionable bars and restaurants. Sinalco is increasing its presence in Austria, and winning over locals and tourists alike with its excellent quality and taste.

The Sinalco Bahn has helped us to make progress in Austria but the summit has not yet been reached. We hope that the red and yellow cars will grow to be a trademark for a brand with a rich tradition in one of Europe's most beautiful countries.



## Sinalco opens new factory in Egypt Production starts in Gamasa in March

**Sinalco first did business in Egypt in 1924. Our latest cooperation, with the al-Mansura based Sina Cola, began at the end of 2010, and the building of a new factory in Gamasa promises to be a further step towards a successful future. The opening ceremony on March 3<sup>rd</sup> 2011 attracted many important guests.**

The new factory will produce exclusively Sinalco brands. As well as Sinalco Orange and Cola, Lemon Lime will also be bottled – all varieties will be on offer in 0.33, 0.5, 1.0, 1.5, and 2.0 litre PET-bottles, and in 0.33 litre glass bottles. An expansion to include

Sinalco Apple, Tangerine and Special as well as Sinetta and Sinco varieties is planned.

Sina Cola expects to produce 15 million litres in the first twelve months of operation. Distribution will be through the whole of Egypt, no small task in a country covering more than a million square kilometres. To ensure smooth and efficient processes, all distributors were invited to a meeting to hear about the latest developments. Sinalco International and Sina Cola are working together on appropriate marketing activities. Plans cover a TV campaign and point-of-sale activities including tastings.

With the new factory Gamasa and its main plant in al-Mansura, Sina Cola is now well-placed to grow sales in the Egyptian market.



The first Sinalco bottle





## Sinalco is now refreshing the Persian Gulf

After Iraq, Lebanon, Jordan and Syria, the German cult-drink has now arrived in another Middle-Eastern country.

Its 74.7 million inhabitants and borders to countries including Turkey, Azerbaidjan, Armenia, Turkmenistan, Afghanistan and Pakistan make Iran an important and attractive market. It was important for Sinalco to have an established distribution partner before entering such a large market, and we are happy to have found the Behpaksh Corporation. The cooperation is helped by the fact that Behpaksh have a German subsidiary, Behpaksh GmbH, whose Managing Director, Parham Omid, is based in Düsseldorf. Behpaksh GmbH acts as a consultancy for European companies looking to enter the lucrative Iranian market in partnership with the Behpaksh Corporation. The Behpaksh Corporation itself was founded in 1955 and is the oldest and largest distributor by turnover of consumer goods in Iran, and the Middle-East as a whole. Last year Behpaksh moved 800,000 tonnes of goods and turned over a ten-figure sum in US dollars.

The partnership agreement was signed on the 23<sup>rd</sup> floor of the landmark Düsseldorf GAP Tower on the Königsallee. 40 guests had come to witness the signing, including representatives of companies such as Teekanne, Tchibo, Kuchenmeister and Frosch, banks including the EN Bank and the Stadtsparkasse Düsseldorf, tax accountants, lawyers and other business people. The guests could enjoy a range of Sinalco products while admiring the breathtaking view of the city. At the signing, Mongi Goundi, Managing Director of Sinalco International Brands, was very optimistic about the prospects for the new partnership. "Sinalco's wide product range and the Behpaksh Corporation's well-developed distribution network will combine to conquer the Iranian market", said Goundi. Behpaksh International Trading Co. Chairman, Reza Sahraei, and Deputy Managing Director, Dariush Ravaie, stressed that

they were convinced that the cooperation with Sinalco would be fruitful on all levels – from product development through marketing to new launches.

Mongi Goundi presented Reza Sahraei with a model Sinalco lorry as a symbol of the first delivery of concentrates, due to arrive in Iran for the start of production in October 2011.



## New media in Kosovo

Getrinke Vrella has been distributing Sinalco in Kosovo and Albania for just over a year. The emphasis is on the classic soft-drink flavours – Sinalco Orange, Sinalco Cola and Sinalco Lemon – and Aqintell mineral water.

Getrinke Vrella has been very much focused this year on marketing and brand-building. Measures included an emphasis on new media. As well as its website, [www.sinalcokosova.com](http://www.sinalcokosova.com), the company has created its own Facebook page.

Managing Director, Gani Dreshaj, explains that the social media platform was used to achieve traditional marketing aims: expanding and improving brand image, awareness building and to reach both distributors and consumers.



The current trend towards social media shows that we will all need to use and support online communication channels more and more. - has laid a foundation for our future online marketing efforts.

## Croatia

Sinalco has new licence partner in Croatia



As of January 2011 Sinalco has a new licence partner in Croatia: Maraska d.d. based in Zadar has already taken over marketing and distribution for the Balkan state. Maraska will also begin

bottling Sinalco products in Croatia soon. The company has invested in a factory-building and a filling line for PET-bottles, and hopes to be able to cover demand from Croatian consumers itself by the end of the year.

In the meantime distribution is being expanded. Sinalco products can now be found everywhere from major outlets to small neighbourhood shops. Listings are being supported with additional placing's. Further support is coming from tastings as well as from different POS activities: as an introductory offer, consumers get a free Sinalco glass with every six-pack.

MTV has been chosen as an ideal channel to the main target audience, and is being used to communicate further POS offers. Sinalco will also be present at a number of MTV festivals in Croatia.

When production capacity is fully up and running the vrange will be expanded beyond the classic cola, orange and lemon flavours. Sinalco's energy drink, energi s, will also be a key element of the range.

# 20

YEARS OF EXCELLENCE

JPM

[www.jpm.rs](http://www.jpm.rs)



# Special

**Sinalco Special is one of Bolivia's favourite drinks. The red-fruit soda is a wonderful thirst-quencher, and is enjoyed by consumers all around the world, too.**

Sinalco's Bolivian license-partner, Embotelladoras Unidas SRL, is one of our longest-standing customers. Embotelladoras Unidas is based in the economic region around Santa Cruz and is the country's second largest drinks supplier. As well as building a new brewery, the company is currently expanding its soft-drink operations. Production capacity is being expanded and a KHS-filling line is being added.

Embotelladoras Unidas is also adding new products to its range. This includes Sinalco's energy drink, energis, which will be introduced into a South American market for the first time. And we are sure it will be a success, because Bolivian consumers agree: Sinalco tastes great.



# + PARTNER NEWS +++ PARTNER NEWS



## Major media presence in Macedonia

**Sinalco is one of Macedonia's biggest advertisers. A spread-out, year-long campaign is running on the country's major television and radio channels including A1 TV, Channel 5, TV Elma and Alfa TV.**

## Keeping Macedonia cool

**Sinalco has been working hard on improving its distribution to restaurants and bars in Macedonia.**

The introduction of our new, uniquely-shaped, worldwide trademarked 0.2 litre bottle helped to convince many bar-owners of the quality of the Sinalco and energis brands. And if you walk down a street in Macedonia you will notice a difference: Branded awnings, parasols and signage are helping to attract customers, inviting them to drink an ice-cold Sinalco in the shade.



## Refreshing the Mediterranean

**Residents and tourists in Malta have been able to choose another soft-drink this summer: Sinalco.**

The cult-brand was launched in the Mediterranean archipelago in November 2010 by our licence-partner, the Polidano Group Montekristo. At their production facilities in Luqa, Polidano bottle the classic Sinalco varieties, Orange, Cola and Lemon – also as low-calorie diet versions – plus Tonic Water and Bitter Lemon.

Sinalco is now established in Malta, and the Maltese and their many visitors will be able to enjoy quality refreshment from Germany for many years. Because in subtropical heat, Sinalco tastes great.



**MTV and the Sinalco partners in Croatia, Serbia and Slovenia launched a voting action this year.**

Viewers could vote on regional online-platforms for the favourite songs. Sinalco was visible with web-banners and background designs, plus Facebook-ads and requests, all clearly recognisable in Sinalco colours. The voting action was supported with adverts on MTV. Viewers who voted could win many attractive prizes from Sinalco and MTV.

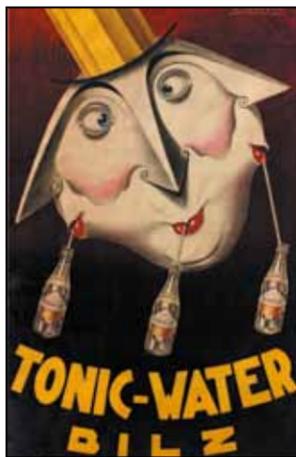
The success of the campaign was clearly demonstrated by the many clicks, page-views, and comments on Facebook and the dedicated websites and online forums. Because of the overwhelming response Sinalco and MTV will be repeating the voting action to coincide with the beginning of the school year in Croatia, Serbia and Slovenia. We wish viewers taking part every success.

# + NEWS of the WORLD +++ PA

# Bilz

A brand with a long history and a bright future

Sinalco has been synonymous with great-tasting refreshment all over the world since 1905. But Europe's oldest soft-drink brand has a history that reaches back even further.



Sinalco was launched as Bilz Soda in 1901, and is still being sold under that name in Chile. For Chileans, Bilz is a popular local soft-drink. Its long story is little known.

Friedrich Eduard Bilz (1842-1922) was one of the founding fathers of the popular natural health movement. The self-taught expert collected tips for healthy living and recipes for medicines and published them in easy-to-read books. His works sold millions of copies and made him – along with Schroth and Kneipp – one of the leading voices of the German natural health movement of the late 19<sup>th</sup> and early 20<sup>th</sup> century.

The businessman, Franz Hartmann, was a successful producer of essences for liqueurs and brandies, and was impressed by Bilz's writings. Hartmann understood that mineral salts, citric acid and other plant extracts were good for the health, and that fructose delivered energy. He decided to combine these ingredients in a fruity drink. In 1900 Hartmann set off with his draft recipe to

Radebeul near Dresden, to present his idea to Bilz. Bilz liked the idea and used his expert knowledge to help create the perfect recipe. The innovative new drink could then be launched, and was given the powerful brand-name Bilz. Production, sales and marketing were taken care of by Hartmann. His company produced a concentrate to which license-partners needed to add water, sugar and carbon-dioxide according to an exact recipe. The drink was an instant success: 3 million litres were sold in 1902, 7 million litres in 1903 and by 1904 sales reached 25 million litres.

The name reputation of Bilz had travelled beyond Germany, as did the drink. In Chile, the Bavarian émigré, Andrés Ebner, acquired a licence. In the rest of the world the name Sinalco (from the Latin "sine alcohol"), which was easier to remember and better protected by trademark laws, replaced Bilz. But in Chile, Bilz Soda is still produced and marketed by Compañía Cervecerías Unidas S.A., Chile's biggest drinks producer. Bilz is still one of Chile's best-selling soft-drinks, and Chileans regard it as a local alternative to the big American brands.

What sells in Chile will probably sell elsewhere in South America. Mongi Goundi, Managing Director of Sinalco International brands, sees great potential for the Bilz brand in South America: "We would be pleased to work with suitable partners in South America, and believe that Bilz Soda has a good chance of securing significant market share in the region."



## New launches

Two new varieties now available: Sinalco Tamarinde and Sinalco Peach

The Sinalco family now has two new members. Two more flavours were created in 2011 to add to our wide and varied range.

Sinalco Tamarinde was developed especially for consumers in the Middle East. This popular drink is made with the fruit of the tamarind tree, has the colour of cola and is rich in vitamin C. The fruit itself, sometimes known as the Indian date, is also much enjoyed in the region. Launching Sinalco Tamarinde shows that Sinalco is in touch with the Middle East and knows how to cater for the tastes of local consumers.

The second new flavour is Sinalco Peach. The smell alone recalls warm summer days. And Sinalco Peach is the ideal refreshment when the sun is shining: sweet and fruity with plenty of fizz to quench your summer thirst.

Sinalco will continue to develop new products, and create different flavours to suit different local markets. We strive to have the right products for all of our consumers all over the world. We are working on our launches for 2012 and look forward to letting you try them.



Sinalco sets the dial to Zero: High on taste, low on calories.

Swiss consumers are already convinced: Sinalco's low-calorie Zero varieties taste great. Plus they give modern consumers a drink that fits in with the diets they have chosen. Sinalco Zero is sugar-free but has the flavour of the original.

The introduction of the Zero range in Switzerland resulted in an instant increase in sales. Sinalco Zero has good distribution and posted double-digit growth compared to the low-calorie soft-drink market as a whole.

Sinalco Zero has also been launched in Germany and Malta. Young consumers can now choose a low-calorie drink without compromising on taste. And further Zero launches are planned for 2012, because high-on-taste and low-on-calories drinks is what the new generation is demanding.



## The taste of summer

Sinalco Fresco and Sinalco Tangerine refresh the range

**Sinalco has expanded its range in the Serbian market right on time for the beginning of summer. Two new varieties have been introduced: Sinalco Fresco and Sinalco Tangerine.**

Sinalco Fresco is based on socata, a traditional Romanian drink that is very popular throughout the Balkans as well. Fresco is a lively composition of elderberry with a touch of lemon. Its fresh taste makes Sinalco Fresco the perfect summer thirst-quencher – which is why Romanians like socata very much.

Sinalco Tangerine is 100% summer. The orange-yellow citrus fruits give the new variety a beautifully sweet flavour. Sinalco Tangerine's taste of the Mediterranean keeps consumers coming back for more.

Both new varieties are proving a big hit in Serbia. They are available in handy 0.33l PET bottles and family-sized 2.0l PET bottles. So let the sun shine on!

**100%  
PURE TASTE**

## Bottled fruit: sinetta

sinetta, Sinalco's fruit-juice drink, stands for pure flavour and highest quality. All ingredients are carefully selected and the production process is meticulous.

The recipes are carefully balanced to bring out the full flavour of the fruit. Apple, Orange, Strawberry, Peach and the new Ruby Fruit varieties offer a wide choice. Further sinetta varieties are being developed.

This innovative drink is made with 10% fruit juice and is rich in natural vitamin C. Although the juice content is not high, consumers can often not tell the difference. sinetta tastes just as good as pure juice.

The production process is innovative, too: sinetta can be bottled on conventional lines. Cleanrooms and expensive disinfection equipment are not required.

sinetta was introduced into the Sinalco family in 2009, the first market being Macedonia. Refreshing varieties are now available in the Middle East as well as in Europe. The launch in Saudi Arabia is planned for 2012. Packaging is adapted to suit the local markets. PET-bottles, cans and now cartons are all available.

Our innovation has one common aim: to suit the tastes of our customers. And sinetta's 100% pure taste is becoming ever more popular.



## Pure refreshment: Aquintell

**It can be fizzy and revitalising, softly tickle your tongue or slide down smoothly: Sinalco's Aquintell mineral water is growing in popularity all around the world. The classic, medium and naturelle varieties offer refreshment all day long.**

The human body loses 1-2 litres of fluid and many vital minerals every day. Drinking is essential not just because we need water itself, but because water contains many minerals our body needs.

Our organs cannot make these minerals for themselves, we need to take them in via what we eat and drink. Aquintell naturally contains a well-balanced range of minerals, and can be a good part of a healthy diet.

As well as pure mineral waters, there are now flavoured carbonated varieties available. Aquintell Fresh delivers minerals in refreshing apple, orange and lemon flavours. And because consumers want to enjoy an Aquintell wherever they are, we are increasing our distribution to caterers. More and more restaurant-owners are adding Aquintell to their menu as a premium mineral water, trusting Sinalco to deliver quality.

The Aquintell brand is owned by Sinalco and licensed to our local partners. It is currently available in countries including Germany, Kosovo and Iraq. The water is sourced locally but strict German standards set by Sinalco govern quality and mineral content. Not just any mineral water is good enough to carry the Aquintell label.



## Global web presence

Sinalco supports its partners in all areas of marketing

A particular focus for this year was on improving our online presence. To this end we developed a new web template aimed at reaching consumers directly.

Supported by our agency, we have built young, dynamic websites to suit the tastes of our target audience. Sinalco's part-

ners now have a concept to work with that is both attractive and informative. The new sites also reinforce our global branding by giving all Sinalco sites a distinct look. Visitors to the sites can find out all about the long history of the Sinalco brand, plus the history and product range of their national Sinalco partner. An easy-to-use content management system allows regular updating, ensuring that the site stays interesting for consumers.

## Five seasons point-of-sale activity

We are continually improving our marketing support and have developed a number of new point-of-sale measures for 2011.

We have selected five important sales periods: Easter, summer, Ramadan, the start of school after the summer holidays and Christmas. These point-of-sale measures aim to attract attention and increase sales.

Sinalco is happy to be able to offer its partners a range of new materials tailored to each of the five seasons. They range from labels and neck-hangers through to posters and wobblers. Our partners can individually select the materials most suited to the markets they are operating in. As part of our service, our website will be featuring banners and animations appropriate to each season.



## Summer sales promotion

When summer comes and the sun shines, people can't wait to get outside and have some fun. Sinalco started its "Summer Fizz" promotion with a real eyecatcher.

An illustration of a handsome beach-boy with a Sinalco beach-towel slung over his shoulder served as the key-visual.

He appeared on hanging posters, labels and, of course, on his own micro-site at [sinalco.de](http://sinalco.de). His winning smile invited consumers to take part in an attractive promotion: A free Sinalco beach-towel for proof of purchase of eight crates or six-packs of Sinalco.

And to make the offer more interesting, the number of towels available was not only strictly limited, the number still to be claimed appeared online. Consumers rushed to send in their receipts.

The promotion featured up-to-date design, broad communication and, of course, high-quality prizes, all of which combined to make it a success.



## Sinalco chosen as a German "Brand of the Century"

As a major recognition of Sinalco's continuing popularity, the soft-drink brand has been named one of Germany's best brands of the last hundred years. The 16th edition of the bestselling book, "Brands of the Century", documents the strength of Germany's most popular brands. From A for adidas through to Z for Zeiss, 281 brands are presented on over 600 pages.

Sinalco now belongs to an exclusive club of products and services. From the 1950s through to the 1970s many Germans did not say "lemonade", they simply said "Sinalco", the distinctive flea-waltz jingle being important in driving brand awareness and recognition.

But Sinalco is not just a cult brand in Germany. The product that was launched in Radebeul near Dresden is now drunk all around the world.

People in over 50 countries enjoy refreshment German-style and appreciate Sinalco's fun, fresh and positive image.

All brands included in "Brands of the Century" were awarded the German Standards Brand Prize. Winners are allowed to display their achievement in their communication with an exclusive logo, and we at Sinalco are happy and proud to do this. We will be integrating this logo into packaging and marketing materials worldwide to remind consumers that Sinalco is a quality brand from Germany.



## Business delegation from Gaziantep, Turkey, visits Sinalco International Brands

The city of Duisburg has had a partnership with the city of Gaziantep in south-eastern Anatolia since 2005. Gaziantep, often shortened to Antep, is Turkey's sixth-largest city with 1.3 million residents.

Duisburg regularly meets represen-

tatives of its partner cities in order to promote international friendship, and to foster economic, cultural and social cooperation. In September Duisburg welcomed the mayor of Gaziantep, Dr. Asim Güzelbey, and his delegation. Sinalco International Brands' headquarters were part of the programme

for this visit, and Sinalco was happy to show the visitors around the production facilities and the Sinalco museum. Sinalco is very interested in the Turkish market and the possibility of a partnership with a company from Gaziantep would help to strengthen the ties between the two cities.

# Franchise. German. Quality



## WE ARE LOOKING FOR LICENSEES!

Established in 1902, Sinalco is a traditional German brand with worldwide presence. As the owner of the global trademarks, Sinalco International Brands grants partners licences for their regional use. We are constantly seeking new, motivated partners all over the globe who are eager to market an international brand in their countries.

Would you like to become part of a successful system? Benefit from our experience! Visit our new website and contact us.

[www.sinalco.com](http://www.sinalco.com)



*Bilz*

**sinetta**

SINCO

**Aquintell**

energi-s