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SINALCO WORLD

PARTNER MAGAZINE NO. 10/2014

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 Cover Page: Adapted from Ruedi Külling, Zurich, Switzerland, 1972
 Conception, Layout & Production: A&O Kommunikationsagentur GmbH



Dear reader,

We have seen several positive developments in Asian markets this year, having significantly strengthened our strategic position in Central Asia by expanding to Tajikistan, Kazakhstan and Pakistan.

In Iran, we successfully launched our brand of malt beverages, Proset, with even more brands set to roll out in 2015.

Our portfolio diversification strategy has proven quite successful and has enabled us to open up new market segments to our products in both new and existing markets.

We are now among the fastest-growing vendors in several countries thanks to our family of brands, including Aquintell in the mineral water segment, sinetta among fruit-based beverages, Bilz among carbonated fruit juice drinks, and energi s in the rapidly growing energy drink segment.

Having signed contracts with new partners in Nigeria and Ethiopia, we are also pleased to report significant progress on our expansion into Africa following last year's licensing in Tunisia.

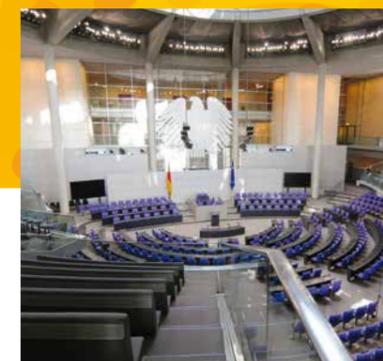
Our plan to grow within existing markets through portfolio diversification has been moving forward nicely, and I'm quite confident that this strategy will prove successful in other markets in the future. Sinalco International is well-prepared to meet a wide variety of market needs in order to provide consumers -and you!- with the best refreshments possible thanks to our broad range of products, which includes our mineral water brand Aquintell, the global Softdrink-brand Sinalco, the dynamic energy drink energi s, the fruity brand sinetta, our fruity-malty Sinco as well as our most recent malt beverage, Proset.

And now, please enjoy reading our 10th anniversary edition of Sinalco World!

Yours sincerely,

Mongi Goundi,
Managing Director - Sinalco International Brands

INTERNATIONAL SINALCO PARTNERSHIP CONFERENCE 2014



Once a year, Sinalco International Brands opens its doors and invites all partners to its partnership conference, which was held in the German capital Berlin in 2014.

During this year's meeting, interesting guest lectures were given to the partners in the fields of event concepts, technology and marketing, and the refreshing flavours of the coming season were already presented there.

In the field of event concepts, Susanne Prael made a presentation on the welfare project "Kids Festival" which has taken place in Bosnia for many years and will be transferred soon to other countries. In ad-

dition, the guest speaker Raf Stevens gave an understanding to the partners of the further development of the Sinalco brand essence. In the field of marketing, Mario Mais, Marketing Manager of Sinalco International Brands, provided important, interesting impressions. In this context, not only the current „must-haves“ with regard to POS activities were presented, but also the latest TV spots.

From the marketing point of view, the internet also plays an ever growing role offering plenty of possibilities. Focus is above all on the automated linking of the corporate website with the social networks. In addition to this, Michael Nollenberger demonstrated the most important online tools in the field of social media.

Besides the different marketing topics, another highlight of the meeting was the signing of the contract with the new partner from Ethiopia.

In the German Bundestag, the lower house of German parliament, the partners received an exclusive insight into the work of the German parliament. Then the oldest lemonade brand of Germany met the youngest member of the Bundestag at present, Mahmut Özdemir. Here, he exclusively answered the questions of Sinalco and its partners in a non-public question-and-answer session. Further, he guided the partners to the glass dome where they could take an individual photo with the member of the Bundestag.

"As in recent years, our meeting was a great possibility of establishing personal contacts with our international partners and exchanging ideas with each other. Choosing Berlin, an international cosmopolitan city with extraordinary flair, as place of the meeting was worth the trip for sure", said Mongi Goundi, Managing Director of Sinalco International GmbH & Co. KG.



SINALCO SHOWS ITS COLOURS AT GULFOOD 2014 IN DUBAI

The Gulfood exhibition with more than 20,000 brands and 4,500 exhibitors is one of the biggest and most important exhibitions of food and luxury food in the world. 81,500 visitors from 170 countries came to Gulfood 2014 in Dubai and in this way made it the biggest one of all times.

Such an event is also a must for the Sinalco: as a traditional German brand, Sinalco was part of the German pavilion. Here the latest flavours were presented in the Middle East and lots of talks were held with potential licensees.

In addition to the Sinalco lemonades, the premium mineral water brand "Staatl. Fachingen" was also presented in Dubai. The origin of the brand "Staatl. Fachingen" dates back to the year 1742, a fact which makes it one of the oldest German brands. As a premium brand, "Staatl. Fachingen" is offered at top-class hotels and restaurants.

"Dubai as a business location is the most important market place for the Middle East region. Thus Gulfood is a must for an international beverage brand like Sinalco" said, Mongi Goundi, Managing Director of

Sinalco International Brands. "In Dubai we meet many interested licensees with whom we can have initial consultations. I am very confident that we will soon sign the one or the other partnership contract."

Sinalco will also be present in Dubai in 2015. The stand area in the German pavilion has already been booked.



SINALCO PARTICIPATED AT

THE MALTA FAIR FOR THE FIRST TIME



From 10th to 20th July 2014, the largest traditional fair of the island of Malta took place on the grounds of the Montechristo Estates, the Il-Fiera l-Kbira.

Over 200 national and international exhibitors, including Sinalco, attracted more than 100,000 visitors during the fair which was due not least to the numerous attractions and diversified supporting programme of events.

The Sinalco brand was represented there for the first time by the Maltese partner Montechristo Beverages Ltd. Due to the great success, it is planned that Sinalco will also take part in the fair in 2015.

SUCCESSFUL PERFORMANCE OF SINALCO AT DRINKTEC

With 1,445 fair exhibitors and about 67,000 visitors from 183 countries, drinktec is "the place to be". The world's leading trade fair for the beverage and liquid food industry was a great success in 2013 again.

And Sinalco was also part of it. From 16th to 20th September, the traditional brand with the red point presented itself at drinktec in Munich. Here, Sinalco caused attention as everyone was talking about the modern, stylish design of the Sinalco lounge. The pleasant atmosphere in the lounge, having a modern interior design, was welcomed with enthusiasm by all the participants.

But Sinalco was not only active indoors, outdoor experiences were also provided. The Sinalco Show-Truck was a real eye-catcher and photo motif of numerous passers-by. Additionally, the open-air Sinalco beach bar offered free drinks and thus enjoyable refreshment while having a welcome rest from the hustle and bustle of the fair. In the afternoons, Sinalco offered

musical entertainment. The fantastic live performances of international bands were a meeting point for exhibitors and visitors to end a long day at the fair.

With an additional stand as part of the innovative platform "New beverage concepts", Sinalco made its extensive presence at the fair complete. Here Sinalco presented innovative, new drinks like energis cocos and, in addition to that, types of flavours of different sweetness. Thus Sinalco further consolidated its reputation as innovative global brand.

With its presence at the fair, Sinalco attracted much international attention for its brand and established new, promising business contacts.

With its repeated participation at the drinktec fair, Sinalco could add another successful chapter to its company history. Mongi Goundi, the Managing Director of Sinalco International Brands, said: "It is already the

third time that we attended the drinktec fair, which will remain the most important meeting place for our industry. This was above all proven by the extremely high share of international visitors this year. We are very happy that we could welcome customers from Myanmar, Qatar, Algeria and Africa at our stands."

The next drinktec fair will take place in Munich in 2017 where Sinalco will be present again, following the slogan:

"drinktec is the place to be"



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SINALCO AT THE START OF THE 24-HOUR RACE IN DUISBURG

For the first time a Sinalco team participated in the 24-hour mountain bike race in the Duisburg Landschaftspark, an industrial landscape park.

From 2nd to 3rd of August 2014, one of the biggest NONSTOP MOUNTAIN BIKE RACES of Europe took place in the heart of the Ruhr area on the premises of a shut-down steel works in Duisburg. During the RHEINPOWER 24 hours of Duisburg powered by MountainBIKE the knobby tyres never stand still. In one-, two-, four- or eight-man teams, the participants are non-stop on the road in an 8.5-kilometer circuit in the landscape park enjoying the unique atmosphere of the former metallurgical plant now rebuilt into an industrial monument. The winner is the team that has managed the most laps within the 24-hour race.

Is that possible at all? Of course it is, this kind of extreme race enjoys growing popularity in Europe. "24 hours RHINEPOWER in Duisburg" is, due to the unique location, the Landschaftspark Nord, one of the most popular and meanwhile also biggest events. The old metallurgical plant offers participants a breathtaking atmosphere you will not experience anywhere else. Within a few minutes, the event was fully booked and all starting positions were allocated.

Sinalco has been a partner of this event for many years, providing participants with refreshing soft drinks and additionally setting accents with their Show-Truck as part of the general programme.

The cult event for bike enthusiasts offers visitors and active participants an additional concert programme, a mountain bike fair and a restaurant mile. No wonder that more visitors came to the edition in 2014 than ever before.

Altogether, 2,500 bikers took part in this mega event, forming 485 teams at the start. Sinalco started with its own eight-man team changing the position after each race lap and handing over the pole to another colleague. The result of the premiere was very impressive: Among the 485 teams, Sinalco reached a respectable 170th place. „Although each of us was on the track only about every two hours, the track really was a challenge and highly demanding“, said Paul Högg, one of the active Sinalco bikers. „Above all the Monte Schlacko, a slag hill, with its two steep slopes shortly before the start/goal is very demanding.“

“The 24-hour race was a cool event“, said Mario Mais, who organized and supported the participation of the Sinalco team. „The atmosphere within the team was excellent, the visitors pushed the bikers to records and the scenery of the landscape park spread its own charm. The Sinalco team left an excellent and lasting impression, and in 2015 we will participate again.“



MACEDONIA

SPONSORING ENGAGEMENT OF SINALCO TO BE EXPANDED

In the past, Sinalco again and again successfully campaigned as sponsor for basketball, various running events and water sports. Now, sponsoring was expanded by a further sporting activity in Macedonia: the FIA European Hill Climb Championship.

By assisting Igor "Idze" Stefanovski, Sinalco Macedonia supports the most successful Macedonian racer of all times. During his first season as a professional racing driver, he scored 5 victories and a second place in 6 races and thus became the champion in his group. He managed to confirm this success in 2012 and hence qualified for his participation in the FIA European Hill Climb Championships. In 2013 he was already able to build the best-equipped vehicle of a Macedonian racing driver of all times based upon these racing successes and the sponsoring. He won the vice championship out of 78 international participants with a Sinalco branded vehicle. This created the basis for his greatest triumph: the winning of the European Hill Climb Championship in 2014.



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A HIGHLIGHT EACH YEAR: JAZZ FESTIVAL IN SAALFELDEN

Sinalco Austria is the official beverage partner of the "International Jazz Festival" in Saalfelden which took place this year from 28th to 31st of August. For already more than three decades, the Jazz Festival Saalfelden has been presenting to its visitors experimental jazz from all over the world.

This year the event was again a great success. Altogether, 31 concerts were given on seven stages, some of them in front of the impressive scenery of the Steinernes Meer.



TASTY HERBAL LEMONADE: SINALCO KRÄUTER-KRACHERL!

Sinalco Kräuter-Kracherl is a herbal lemonade specifically designed for the Austrian market. You cannot imagine Austria without herbal lemonades. They belong to the most popular non-alcoholic beverages there. After the Austrian market leader has been nearly unrivalled so far, Sinalco offers with its Kräuter-Kracherl a serious alternative. The new beverage is made of a fine blend of natural alpine herbs and natural mineral water. It does not contain additional artificial substances for flavouring and preservation and is not as sweet as the traditional lemonades. Sinalco herbal lemonade is offered to consumers and the catering industry in different packages.



SINALCO GOES ON THE OFFENSIVE BY LAUNCHING A NEW TV CAMPAIGN

With a broad-based TV and radio campaign launched mid-September 2014, Sinalco started extensive initiatives aimed at an updating and further strengthening of the brand.

For the first time since 2010, Sinalco Germany invests again in nationwide TV advertising. Whereas internet and social media activities and special promotion programmes brought up younger, succeeding consumers to the brand during the last years, the company now extends again the communicative target group considerably.

Market research has shown that Sinalco is accepted by all generations. This starting situation is reflected in the TV spot. It shows relaxed, happy people of various age groups and ways of life who all feel connected with the sparkling, refreshing taste experience of Sinalco. Together they form a virtual "Sinalco family".

The product claim "Die Sinalco schmeckt" ("Sinalco tastes good") is the main message of the 20-second spot. The actors sing this message in the Chopsticks melody. The jingle is deliberately presented with high intensity, because of consumer surveys it is known that this catchy melody is a key element of the Sinalco brand identity.



The new Sinalco TV spot is broadcasted from mid-September until the end of the year. Further flights are planned for 2015. The channel mix includes the big, wide-reach private channels as well as the special interest channels thus taking into account the needs of the broad target group. In September/October, about 250 million TV contacts could be achieved. Over the whole period, about 1.4 billion advert contacts will be generated.

In key regions, radio ads are broadcasted additionally. Here again the jingle "Die Sinalco schmeckt" communicates the main message.

Sinalco Germany expects from the new brand campaign that is planned to run at least 12 months on TV and radio, a sustainable strengthening of the brand image and a significant positive impact on demand.

SOMETHING TO BE PROUD OF: THE NEW OUTFIT FOR SINALCO

The new product outfit to be provided at the end of the year is quite remarkable. The new Sinalco crate conveys the brand image across the trade even more offensively. Each side of the crate shows the typical red point and the slogan "Die Sinalco schmeckt". Large viewing panels allow a view on the bottles from all directions. They have also been improved by new labels with a strongly emphasized brand logo.



Facebook:
WE LIKE!



Meanwhile, more than 80,000 fans have pushed the like button on the facebook page of Sinalco Germany. Exciting postings around the brand and its products, tricky puzzles and regular lotteries excite the fans and animate them to like, share or comment what they see.

SINALCO BEVERAGES AVAILABLE IN PAKISTAN SOON

Sinalco has partnered with Energique Beverages in Pakistan in order to further expand the brand's presence in Asia. Amin Mohammed Saeed, the company's owner, traveled to Duisburg with Malik Azkar Al, the company's General Manager, and Robert Hoytink, the company's management consultant, to sign the contract.

To mark the occasion, Mongi Goundi, Managing Director of Sinalco International, said, "After launching Sinalco und Aqintéll in Pakistan, Sinalco will have the world's largest markets, India and China, at its doorstep. We are confident that Sinalco will prove to be a big hit in Pakistan with the help of our partner, Energique Beverages."

Energique Beverages Ltd. already operates its own PET bottling plant, which is currently being refurbished and modernized to ensure that high-quality, state-of-the-art bottling is possible. With bottling scheduled to begin in fourth quarter of 2014, Aqintéll will be the first product to be launched. Sinalco Mintéll will be rolled out in early 2015 in flavors such as apple, lemon and mint. Other flavors to be launched include Sinalco Red B, featuring the intense taste of ripe red fruit, and last but not least the richly-aromatic pear flavor of Sinalco Bilz.



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ETHIOPIA SIGNS CONTRACT AT PARTNERSHIP MEETING IN BERLIN



Sinalco International is pleased to announce its latest African partner. Having submitted a letter of intent at the drinktec trade fair in Munich, the contract with Sinalco's new Ethiopian partner, Violet General Business PLC, has now been signed. Sinalco's Ethiopian guests, Ms. Blen Tigistu, the company's owner, as well as Mr. Yared Mullu, its General Manager, were welcomed at our partnership conference in Berlin to finalize the contract.

In the words of Mongi Goundi, Managing Director Sinalco International: "We are glad to have attracted Ethiopia as a new partner country. We are now in a stronger position to continue our expansion in the East African market. With Violet General Business PLC as our competent partner, consumers throughout Ethiopia will soon be able to enjoy the refreshing taste of Sinalco."

Violet General Business PLC already operates its own bottling plant for still water, which it has marketed quite successfully in Ethiopia under the brand Cheers. A second cutting-edge plant has been purchased for bottling all products that fall under the Sinalco umbrella brand. Bottling will begin as soon as the plant is brought online in early 2015, starting with Sinalco Pear and Sinalco Special in PET bottles, followed by the flavorful fruit drink sinetta shortly thereafter.



SINALCO AS POPULAR AS EVER



ICELAND

Iceland's citizens are now able to enjoy the unique taste of Sinalco again. During the 1960's and '70's, Sinalco was one of the best known soft drinks in Iceland. The news that the company "Goa ehf." planned on importing this beloved drink was therefore greeted with great enthusiasm by nostalgic Icelanders, eager to savour the taste of Sinalco Orange once again.

By the time that Sinalco hit stores in 2012, the drink had not been available to Icelanders for about a decade. It was Goa's founder and CEO, Helgi Vilhjalmsón, who felt that it was time to give Sinalco a comeback in the Icelandic market. To ensure that Icelanders

would be able to experience the Sinalco they know and love, the company worked closely with Sinalco International in Germany to make the drink especially after the old recipe, which was then imported to Iceland.

Once in stores, curious locals were happy to try the drink once again. On top of that, the Icelandic media caught attention of the re-introduction of Sinalco which resulted in a front page picture in Iceland's biggest newspaper.

Sinalco Orange and Sinalco Lemonade are now available in Icelandic stores, and are just as popular as ever.



SINALCO FAMILY CONTINUES TO GROW IN TAJIKISTAN

Meanwhile, consumers in Tajikistan have acquired the taste for Sinalco drinks. In a very short time, a production facility was built practically overnight and the first Sinalco bottle had already rolled off the line. Since then, the production lines have not stood still working nonstop to capacity.

The new Sinalco partner has already started with the production of Sinalco beverages. Sinalco Cola, Orange, Lemon and Green Apple are the first flavours from the soft drink segment which are brought to the market. Additionally, the expansion of the mineral water segment by the brand Aqintéll, both with and without carbon dioxide content, shall follow soon.

Sinalco products are offered in PET bottles in comfortable sizes of 0.5 litres, 1.0 litres and 1.5 litres, providing consumers with the optimum package size in every situation. No matter whether at home or on the way, the various sizes match every situation allowing the unique Sinalco taste to be enjoyed everywhere.

In the field of sales and marketing, our partner will put his focus above all on the point of sale (POS). Marketing activities at the point of sale are essential in particular in the introduction phase to draw the attention of potential customers in shops or shopping centres to the brand. The point of sale is branded with wobblers, neck hangers or price tags and secondary placements. Tastings offer consumers the possibility of getting to know and love the unique Sinalco taste.

The POS activities are promoted by a broad-based advertising campaign. During the product launch, the latest advert spots are broadcast on TV, framed by a poster campaign. The second

step will be an independent TV and poster campaign for Aqintéll.

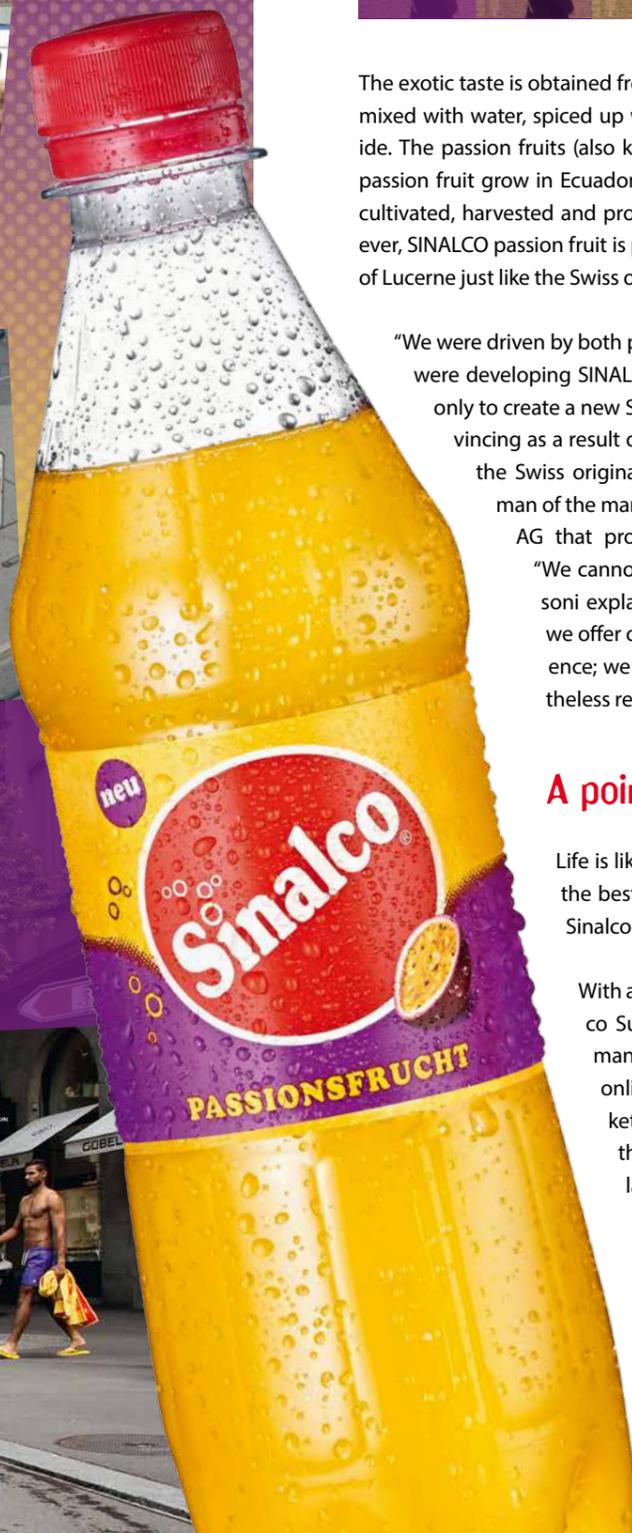
"The global expansion of the brand by the growing market of our new partner in Tajikistan is an important step for Sinalco on the Asian continent. With the company Alika as our partner, we expect a structured, individual handling of the market for Sinalco", said Mr. Mongi Goundi, Managing Director of Sinalco International Brands.



SOUTH AMERICAN PASSION MEETS SWISS TRADITION



SINALCO, the unmistakable bright yellow soft drink beverage with the red dot is now, following the successful launch of Sinalco Cola in 2009, launching a further innovation. The new SINALCO passion fruit will supplement the product range. It is a unique combination of passion fruit juice with the popular original Swiss SINALCO multi-fruit recipe. Like the classic drink, SINALCO passion fruit also manages without preservatives or artificial flavours.



The exotic taste is obtained from passion and citrus fruit juices, mixed with water, spiced up with a fizzy dash of carbon dioxide. The passion fruits (also known as maracuya) for SINALCO passion fruit grow in Ecuador, South America, where they are cultivated, harvested and processed to make fruit juice. However, SINALCO passion fruit is produced in Sursee in the canton of Lucerne just like the Swiss original.

"We were driven by both passion and enthusiasm when we were developing SINALCO passion fruit. We wanted not only to create a new SINALCO, but also one that is convincing as a result of its unfalsified taste. Exactly like the Swiss original", says Christian Consoni, chairman of the managing board of RAMSEIER Suisse AG that produces SINALCO in Switzerland. "We cannot make the original better", Consoni explains. "With SINALCO passion fruit we offer our customers a new taste experience; we move with the times and nevertheless remain timeless."

A point for you!

Life is like a fridge – you have only to get the best out of it! So: simply grab a cool Sinalco and enjoy your day.

With a large-scale 360° campaign Sinalco Suisse reached the consumers via many routes. By means of systematic online advertising and mobile marketing, it was possible to approach the young target group in particular with regard to forthcoming events about the new Sinalco passion fruit: a large sampling and event tour through Switzerland made the new Sinalco passion fruit really well-known.



But that's not all: as the co-partner of the "Open Air St. Gallen" festival, Sinalco Suisse raffled festival tickets online which made it possible for the fans of the brand to see their idols from the music industry. Until late at night exuberant young people danced to the sounds of the Black Keys, Ellie Goulding and many other international acts at the festival. Sinalco was also represented at this mega event and with its stand on the festival site where it offered a lot of interesting activities for the young festival participants.

Not least an intensive TV flight at the start of the main lemonade season ensured wide-coverage communication. The spot "A point for you" generated 5.85 million contacts in the highest-sales months of May and June, thus providing a splendid market presence. The 30-second spot, broadcast in French and German, puts Sinalco's identity in a nutshell: the unforgettable drink experience.

In addition to the strong TV presence, 8 million ad impressions were generated by the online campaign, as well as 150,000 contacts by samplings and a further 100,000 contacts by events. Hence throughout the whole of Switzerland nobody could escape the wide-coverage campaign for. A point for you!



THE SINALCO SHOW-TRUCK ON A BUSINESS TRIP

What an exciting trip! In autumn 2013, the Sinalco Show-Truck went from Duisburg to Macedonia to support the local partner “Kozuvcanka” in doing a tasting and show promotion.

13 cities were visited under the claim of “Sinalco Macedonia Truck Tour 2013”. The programme was divided into three parts: Games and fun for children (e.g. pantomime and jugglers), fun sports for all age groups and the “Musical Part” with one of the most popular singers in Macedonia, Vlatko Lozanoksi. Every day of the promotion, the special feature was the appearance of a special guest that varied from one location to the next, which was always good for a surprise.

In order to further promote this terrific event, advertising was initiated on local radio and TV channels to reach as many people as possible. During the two-week tour, 5,000 people had the opportunity to really get to know and remember the trademark Sinalco and above all the tasty and refreshing products during the tasting events.



FIRST SHIPMENT TO KAZAKH RETAILERS



Sinalco’s partner Terra Nova, based in Almaty, Kazakhstan, has made its first shipment of Sinalco Orange, Sinalco Cola and Aquintell to Kazakh retailers.

The shelves have been stocked with a high volume of products since day one. Secondary product placement, such as end-of-aisle placement, has been used in addition to conventional shelf placement for the launch. Furthermore, a variety of Sinalco displays have been placed in smaller shops to promote the Sinalco brand among consumers.

In the meantime, Sinalco Orange, Sinalco Cola and Aquintell in 0.5L PET-bottles have become go-to refreshments in refrigerators throughout Kazakhstan. Of course, Sinalco Orange, Sinalco Cola and Aquintell are available in 1L, 1.5L and even 2L bottles

as well, ensuring that the right size bottle to meet the demands of a wide range of consumers has been on the shelves from the get-go.

Still more Sinalco products will be launched in early 2015. Adapting products to local markets is Sinalco’s specialty, which has been put to good use in meeting the strong demand for herbal sodas in the Kazakh market. Sinalco International has worked closely with its Kazakh partners to develop two new products: Sinalco Green Tarkhun, which features an invigorating tarragon flavor, as well as Sinalco Buratino, an herbal soda with an especially well-balanced and aromatic flavor.

These innovative Sinalco products will be available in the Kazakh market as of 2015, quenching thirsts for incomparably refreshing flavor throughout Kazakhstan.

SINALCO IS THE PLAYMAKER OF KB PEJA



The popular brand with the red dot now sponsors one of Kosovo’s best basketball teams: KB Peja. As one of the most popular sports in the Balkans, basketball is a real crowd puller.

Many spectators watch their favorite team’s games live from sold-out stadiums—many other fans enjoy the game from a sports bar or in the comfort of their own homes. The basketball team itself enjoys delightfully refreshing Aquintell and fruity Sinalco at both home and away games. Courtside advertising, drinking bottles, and logos on each ticket as well as large banners both inside and outside the arenas secure a strong presence for Sinalco and Aquintell in Kosovar basketball to ensure both brands are a resounding success!

SINALCO’S HANDING OUT OF PRESENTS A COMPLETE SUCCESS

Advent is a treasured time of year, especially for families and children: there’s hot chocolate when it snows, homemade cookies, the smell of candied nuts and fruits made with love by the whole family and last but not least: presents!

Sinalco Kosovo handed its presents out a bit early this year and brought joy to scores of school children well before Christmas arrived. Santa Claus paid a visit to the cities of Peja and Prishtina as well as the municipality of Istok, handing out the kinds of gifts that make every child’s heart leap with joy: chocolate bars, candies and a coloring book along with naturally fruity Sinalco and delightfully refreshing Aquintell. The children happily accepted more than 2,000 such packages, which were eagerly welcomed as a way to ring in the holiday season.



SINALCO SPONSOR OF THE KIDS FESTIVAL FOR THE 11TH TIME



Since 2004, always during the first week of the summer holidays, the “Kids Festival” has been held in Bosnia and Herzegovina in the city of Sarajevo. Invited were all children of the country and their parents to experience and participate in an extensive programme composed of entertainment and education for 5 days.

The motto “All different, all equal” also serves the consolidation and mutual understanding between the different ethnic groups in the country. The event offers e.g. workshops, quizzes, games, performances, dances and a lot more: everything that creates links between children to play and make friends with each other!

From the beginning, Sinalco has been involved as sponsor and has supplied the more than 40,000 children per year with beverages during the 5-day event. In the light of the devastating flood dis-

aster in the spring of 2014, which led to enormous damages in wide areas of the country, a new initiative was established under the name “Kids4Kids”. The objective was to give light heartedness and courage back to the children from these destroyed areas. For this purpose, busses were sent to the affected regions in order to give these children the opportunity of visiting the “Kids Festival” every day.

In total, children from more than 100 towns and cities from all over Bosnia and Herzegovina visited and participated in

this event that ended every day with a film, which was a special highlight for the children. “This year’s Kids Festival was a very big success. We are glad to support this event to see a lot of children having fun together”, says Alma Causevic, Marketing Manager of Sinalco in Bosnia.

The success of this festival goes way beyond the borders of the country, so that a “spin-off” is already scheduled to take place in Tunisia in 2015. Sinalco will naturally also be present again in Sarajevo for the next performance of the “Kids Festival”.

Sinalco ART-Tour debuts in Sarajevo, Bosnia and Herzegovina 14.-30.09.2014



MUCH PRAISED
SINALCO ART-TOUR
CONTINUES IN 2014

As far back as the first exhibition of historic Sinalco advertising posters in Duisburg, Mongi Goundi, Managing Director of Sinalco International, said: “I was really impressed when I saw the full range of historic Sinalco posters for the first time. It would have simply been a shame to have left them stowed away in our archives. That’s how the concept of the Sinalco ART-Tour was born.”

Sinalco’s unmistakable look has made the brand a fixture of daily life both in Germany and abroad. After all, the name was a generic term for the entire soft drink industry for many years. The distinctive design of the legendary Sinalco bottle with the red dot is familiar to people well beyond Germany’s borders.

Sinalco has been a popular brand in Bosnia and Herzegovina as well as in Macedonia for a long time. The ART-Tour was on display at the Importanne Center in Sarajevo between 14th and 30th September, 2014 to give the locals a better understanding of the brand from an art-historical perspective. The exhibition will then go on to drum up excitement in Macedonia.

Innovative poster designs that continually capture the spirit of the times are an essential ingredient in Sinalco’s recipe for success. That’s why a broad variety of artistic movements are represented in the exhibition, from Art Nouveau to Art Deco to Pop Art. Artists and well-known agencies from Germany and abroad are behind Sinalco’s numerous award-winning designs.

The goal in advertising has always been to showcase the Sinalco brand as young, likeable and refreshing, a goal that is clearly reflected in the advertising art on display.

Come out and meet us!





BUSINESS DELEGATION FROM GAZIANTEP IN TURKEY VISITED SINALCO INTERNATIONAL BRANDS

The city of Duisburg and the Turkish city Gaziantep have been twin cities since 2005. Gaziantep and the province of the same name are located on the border with Syria, in southern Turkey. In early March 2014, representatives and businessmen from both twin cities met for an economic exchange in Germany where a visit to Sinalco's headquarters in Duisburg was obligatory. After welcoming the Turkish delegation in the Sinalco museum, a presentation on the international activities of the Duisburg cult brand and a guided tour of the factory premises were the highlights of the programme. This was rounded off with a short visit to the neighbouring Urfels Brewery in Walsum.

As a B2B company in the technology industry, Arcor has via its operations in 18 countries and 3 continents access to nearly 40 percent of the market share. Its network includes distribution centers worldwide, with a continuous steel frame construction that ensures stability and accessibility at the same time.

This is just one of the many reasons why Arcor is trusted by Sinalco to be its partner for bottling plants in the beverage industry, but the true value of our partnership is in enabling the flow of talent and resources between business and citizen sectors, accelerating innovation so that both sectors can obtain long-term solutions for quality and reliability.

In collaboration with Sinalco we performed the supply and installation of a complete filling line (washing, filling, labeler and wrapping).

"We wanted to serve our small and medium sized business customers and offer them technology from a single source! It had to be easy administered and managed, but it had to provide also a powerful solution with an excellent price-performance ratio and production power-saving. That means a high profitability with low capital costs for customers."

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THREE QUESTIONS TO HEINER WOLTERS NEW MANAGING DIRECTOR OF STAATLICH FACHINGEN



CV of Heiner Wolters

Date and place of birth:
27th of February 1961, Dormagen, Neuss district
Civil status: married, three children
Training: University-entrance diploma in 1980, Business and Administration studies at the Cologne University, with main study course in Marketing and Market Research/Trade and Sales/Industrial and Social Psychology, graduated as Diplom-Kaufmann.

Career

1988 Start of working life at Apollinaris Brunnen AG, Bad Neuenahr as Marketing/Sales Trainee
1990 Regional Manager of Apollinaris Brunnen AG, Lower Saxony
1/1991 Product Manager at Heppinger Heilwasser
7/1991 Product Manager at Apollinaris & Schwebbes in Hamburg
7/1992 Marketing Director and PR officer at Sinziger Mineralbrunnen in Sinzig
8/1995 Marketing Director and PR officer at Katjes Fassin GmbH & Co. KG in Emmerich
2009 -2013 free-lance marketing consultant
1/2014 Marketing Director at Fachingen Heil- und Mineralbrunnen and since 7/2014 Managing Director

Dear Mr. Wolters, first of all we would like to congratulate you to your new position as Managing Director of Staatlich Fachingen.

1st question

What do you think makes the Staatlich Fachingen brand so unique?

The time shows what real quality means. Staatlich Fachingen is one of the oldest registered brands in the world. Since 1742, people have been appreciating the water for its fine, pleasant taste and extraordinary mineralisation. Today it is also known for its naturally high content of hydrocarbonate which supports the body to regulate the acid-base balance. This makes the mineral spring so unique. It is the ideal drink offered in combination with coffee and wine. Even Johann Wolfgang von Goethe, one of the greatest German poets, was convinced of and enjoyed the Fachingen water.

2nd question

Why is the Staatlich Fachingen brand so interesting for international markets and what are your plans?

On the one hand, Staatl. Fachingen is a well-established premium brand in top-class restaurants and hotels. International hotel chains such as the Hyatt, Le Meridien and other top houses offer their guests our brand by conviction. On the other hand, there is a world-wide demand for German premium brands. The elegant design of the faceted glass bottle for trade and the catering industry has been derived from history. It has a modern style which is typical for the brand. I would like to go on with the continuous growth of the past years in the future, and in this connection expand the export share.

3rd question

What does „tradition“ mean to you? And what role does tradition play for you in relation to Staatlich Fachingen?

Hardly any other water brand is equipped with such a living tradition as Staatl. Fachingen. The water. Since 1742. A real German treasure, appreciated for generations for its uniqueness. With regard to this rich heritage of the brand, I will put the focus on continuous brand leadership. Staatl. Fachingen is the ideal water to support a proactive promotion of health, love of life and vitality.

Mr. Wolters, thank you very much for the interview. We wish you good luck with your new task.

INTERVIEW WITH MR. SABER SAHRAOUI

Mr. Saber, how would you evaluate the actual situation in the Tunisian market?

The soft drink-market is very particular in Tunisia. Even though it is in continuous growth year after year, it is still dominated by American brands and other sub-brands. Several other independent bottlers try to get a market share, but they remain very small operators. Globally, the quality of the cola drinks, as well as the other products available in the market, is not excellent. That's why we are optimistic about the chances of Sinalco in Tunisia.



Do the Tunisians still know the brand Sinalco from former times? What makes the brand so unique?

Yes, mostly among consumers of the ages 20 and older. SINALCO was very famous in the south of the country, and even today, people call any bottle of soft drinks (regardless of the brand) a Sinalco bottle. The nostalgic dimension of the brand should be taken into consideration. It might be a valuable tool to use within the marketing campaign, added to the quality of the product of course. From our position, the fact of producing Sinalco with our mineral water will be a competitive fusion.



Especially before and during a reintroduction of a brand, marketing illustrates an essential reintroduction tool to catch potential customer's attention. With the use of which tools and actions are you going to call attention in future?

As we are counting on the quality of the Sinalco products to differentiate from the other brands, we will be emphasizing on the street actions and sampling as well as POS-Marketing. Other tools such as radio spots, TV-commercials and billboard ads will also be used in the future.



Mr. Sahraoui Saber
Vice General Manager LA SOURCE
Project manager Sinalco Tunisia

CV

- Started in the company 2001
- Masters Degree in Marketing from the University of Tunis in 2001
- Masters Degree in "Commercial négociation and modern distribution", Superior school of commerce in 2009
- Executive MBA diploma, received from the DARDEN school of business (University of South Virginia) in 2012

The brand Sinalco is returning to Tunisia. What are the biggest difficulties for you personally?

The biggest difficulties for us were those related to the political and economic situation in the country right after the revolution. But things are getting slowly back to normal, and we are hoping to catch up what we have missed.

As part of a reintroduction, a careful planning is necessary. Where and which products are you going to launch in the market? And what are the reasons for your decision to choose particularly these products?

First, we are launching the basic flavours Sinalco Orange, Cola and Cola Zero. Additionally we'll be producing Sinalco Fresco, Magico, Apple Lemon Mint and Tamarinde. We are convinced that offering a wide range which is balanced between innovative and basic products is a must to differentiate from other bottlers and to reach our objectives best.



Mr. Saber, we thank you for this dialogue and wish you lots of success with the reintroduction of Sinalco in Tunisia.



TUNISIA

PLUG 'N' PLAY ENERGI S POSITIONS ITSELF CLEARLY IN COMPETITION WITH A NEW CAMPAIGN

The evening sun shines on the boat in the bay of Lake Ohrid, young dynamic people celebrate the energi s lifestyle, the Plug 'n' Play generation.

With the new energi s campaign under the Plug 'n' Play claim, the brand has got a pinpointed target group orientation. Young consumers are keen on the effect of the revitalizing refreshment drink energi s giving them sufficient power of endurance for the modern lifestyle. Whether in sports, at events, parties or just for a relaxing evening with friends, energi s suits the taste of young people and helps them living their dreams.

With its three flavours Classic, Orange and Cranberry, energi s fulfils the desire of the young consumers for a variety in tastes and optimally meets their needs in a constantly growing energy flavoured segment. The increased caffeine content (25 mg/100 ml), B vitamins, valuable amino acids and taurine increase the capabilities of the young target group and provide them with the energy they need.

The Sinalco energy drink appears to be an innovative beverage for modern lifestyle above all in South Eastern Europe. The new campaign strengthens the market position of the brand and allows a strong differentiation from competition. Thus, the

brand may further develop its potential in the globally growing markets for energy drinks.

energi s is an ideal combination of well-balanced, performance-enhancing ingredients with tasty, fruity flavours bringing the required portion of energi.

As Mongi Goundi, Managing Director of Sinalco International Brands says: "The new Plug 'n' Play campaign for energi s clearly differentiates the brand from competition and optimally appeals to the young target group through an experience-oriented approach."

plug 'n' play



energi s

SINALCO: NETWORKING WORLDWIDE

Recent technological developments, emerging digital trends such as Facebook, Twitter and YouTube as well as the changing needs of users will join forces for the first time on Sinalco's new partner sites. Each partner will be provided with their own premade customizable website featuring up-to-date news from each respective country as well as from Sinalco International.

Sinalco's global partners will now have the ability to pool and present country-specific updates on their own websites, streamlining the brand's image worldwide. This not only serves to improve global brand recognition and make conforming to Sinalco's corporate identity easier, but facilitates networking between Sinalco, its partners and consumers.

Mario Mais, Marketing Consulting Manager for Sinalco International, is enthusiastic about the project: "In this day and age, networking, especially cross-channel communication, is increasingly important. Sinalco International and its partners now have a means of exchanging ideas and synergies effectively, which will allow us to connect to consumers in the short-term at a message-by-message level while strengthening loyalty to brand itself in the long run. Content will be posted automatically to each partner's individual Facebook page, Twitter accounts, etc., and vice versa. Networking makes content available to consumers immediately, which holds true for country-specific content as well as content provided by Sinalco International. These changes put us in line with the spirit of the times."

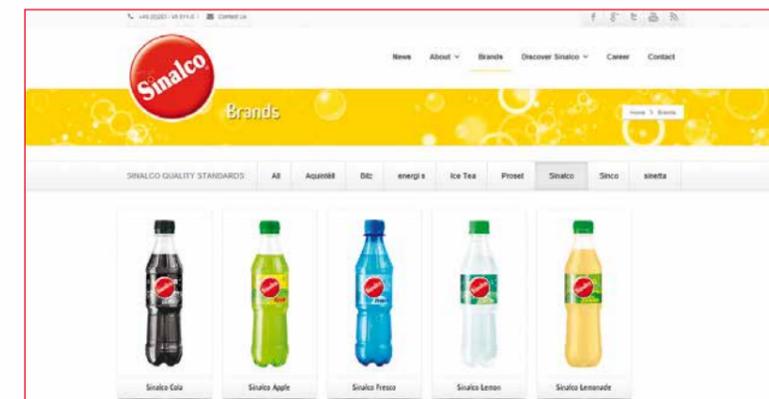
The idea is to use attention-grabbing external communication to encourage a dialogue with consumers, as facilitating direct communication between our partners and consumers ultimately strengthens the relationship between consumers and the Sinalco brand.

In addition to a variety of technical improvements, each individual homepage will feature a fresh and lively new look. Each partner's current ad campaign will be featured right at the top of the page. The newsfeed will keep users in the loop with up-to-date information and provide easy access to all current press releases. The website will automatically spring to life when users scroll down, providing daily updates and cross-channel communication in the form of automated links to the respective partner's Facebook, Twitter and YouTube accounts.

Sinalco International will provide the framework for each partner's website, which can then be filled with customized, partner-specific content. Some copy will be predetermined by Sinalco International, but each partner will be responsible for modifying those passages—such as the range of products on offer—to reflect the situation on the ground in their respective country. But even that will be quick and easy to do: all available products can

be selected from an index on the website and directly embedded in the partner's homepage with a just few simple clicks.

Last but not least, to ensure that each homepage is fully networked, mobile versions of each site will ensure optimal browsing on devices such as smartphones and tablets, providing consumers with easy access to the latest goings on at Sinalco as well as useful product information while shopping or on the go.



A "PROSET" TO THE "GERMAN GEMÜTLICHKEIT"

Who has not heard of the "German Gemütlichkeit"? People of all age groups are sitting together in a beer garden on a summer evening enjoying a freshly tapped, ice-cold drink with some delicacies (pretzels, sausages). For many younger and young-at-heart consumers, these moments are an expression of lifestyle and slowing down of the often hectic everyday life. In a country where the "Reinheitsgebot" has major priority, high-quality, pure products made of proven ingredients are particularly appreciated when people sit together in a communicative atmosphere. This long tradition has remained until now and stands abroad for the image of German lifestyle.

This German tradition is now also finding its way into the Iran. In August 2014, the new Sinalco partner in Iran, the MOHEB company, started the production of the malt-based soft drink "Proset". This drink is now available in four delicious tastes: Classic, Lemon, Pineapple and Green Apple. The Iranian market for non-alcoholic malt drinks presently has a volume of 400 million litres and is still growing. Especially German brands are very popular in the Iranian market.

The rollout shall first be carried out in the capital Tehran with its 16 million inhabitants, many of them young adults. Further areas of high population density will follow after a successful start. The German traditional brand will be available in a brown 0.33l glass bottle as well as in a brown 1.0l PET bottle, which are the two most sold trading unit sizes for drinks on malt basis. The objective is to establish the product with its high-quality ingredients imported from Germany as premium product in the catering business and trade. The label, deliberately designed in the traditional style with its silvery gloss and unobtrusive classic colouring, can also represent the German tradition abroad. The target group are young, male adults at the age of 20 to 30, while the young-at-heart consumers up to the age of 40 shall also be approached.

The Proset brand, listed in the German brand register since 1908, will now also be introduced in the Iran, supported by a large campaign. In addition to the specific equipment for the catering industry, where Proset is established as premium malt beverage, the local businesses are provided with POS materials. When rolling out the brand in the Iranian market, a specifically developed TV spot will be broadcast via satellite in the first three months of the rollout.

Among all operative measures, the UCP as original German brand will stand out clearly, picking up the traditional, high-quality German brewing tradition and making it an issue. The TV spot, specifically developed for this purpose, reflects the image of the Germans abroad: Young attractive people sitting in a beer garden immediately creating a relaxed atmosphere and optimally conveying typical German attributes like feeling comfortable, enjoying sociability and life.

Mongi Goundi, the Managing Director of Sinalco International Brands, is very optimistic about the product launch and the related sales potential: "We are proud to please Iranian consumers with innovative, high-quality and above all tasty malt drinks. This launch is a good start for the rollout of other products from Sinalco."



NEW PRODUCT DEVELOPMENT 2014

Sinalco Cola Orange

Lemonade or cola? Neither nor, but the best of both! Stimulating Sinalco Cola was now enhanced by a refreshing fruity touch: Sinalco Cola Orange consolidates the best aroma of sun-ripened oranges with the refreshing rich taste of Sinalco Cola. This typical flavour owns a share of approx. 13% of the cola market in Germany and is now prepared to convince the foreign markets of its uniqueness. The ideal thirst quencher and refresher for hot summer evenings and consumers who want more than just the pure taste of cola. Fruity and with a rich taste at the same time. A true "German specialty"!



Sinalco Cola Lemon

What makes a refreshing cola an adventure in the catering trade that, however, is only all too rarely self-produced at home? The addition of a delicious tangy piece of lemon puts the light, but fine extra lemon kick into the cola. The essential oils in the lemon peel and the fine acid taste of the fruit transfer the regular cola into new taste dimensions. This taste adventure is now available right away, even without complicated peeling of the lemon, by taking the new Sinalco Cola Lemon. The proven Sinalco Cola recipe has now been enhanced with the delicate nuances of the lemon and is now available with the extra share of lemon with immediate effect.



energi s without sugar

energi s, the predominantly in South East Europe popular energy drink for youngsters from Sinalco, has now been provided with a "lighter" partner: energi s without sugar. Sinalco in cooperation with Nutrinova developed a low-calorie type of energi s particularly for young consumers who like the taste of energi s, but attach great importance to healthy nutrition without too much sugar. The cooperation of the soft drink expert Sinalco and the specialist for sweeteners has been so successful that there is hardly any difference between regular energi s and its sugar-free alternative. By launching energi s without sugar, one can profit of the growth of the energy-drink market since new consumer groups can be addressed or existing consumers could possibly become heavy users on account of the reduction of calories. energi s without sugar brings the same balanced dose of energi s as any other energi s – but now without sugar!



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