



world

PARTNER MAGAZINE NO. 4 ++ 2008 ++ ENGLISH





**YOU CARE FOR THE CONTENT.
WE CARE FOR THE FILLING AND PACKAGING.**



Classic fruity beverages in trendy packaging. Those in the soft drink industry who want to meet the demands of tomorrow must think flexibly today. Not only where bottle sizes, shapes, and types of material are concerned, but also when it comes to the overall process. As one of the leading machine manufacturers in the beverage sector, KHS offers economical and highly flexible complete solutions ranging from filling to labeling up to and including the packaging technology.

www.khs.com

BEVERAGE
FOOD
NONFOOD



Engineering & Consulting

**Process Engineering
for the sectors food,
drinks and pharmaceuticals**

**Pipe Systems
Pipe Mounting**

**WHIRLWIND-Technology
pipe clearing and cleaning**

**RULAND Engineering
& Consulting GmbH**
Im Altenschemel 55 · 67435 Neustadt
www.rulandec.de · info@rulandec.de

Dear readers,

“What’s new, Mister?” is a question I am often asked. When this question is posed, what always comes to mind is:

“New? New is generally what seems new to a given generation.”

I am however a polite person and don’t give such a smart alec answer, but rather I dodge the question with a sharp comment:

“The latest in our industry is a re-launch of cola light by giving the product a different sweetener and positioning it in a totally new way.”

Over the last years, we have concentrated on the evolution of the Sinalco brand. Our markets tend to be saturated and it is more and more difficult to establish new brands – due to significant market investments as well as strategic timing.

Starting with a strong parent brand which enjoys a recognition rate of up to 90 % (Germany) and 85 % (Balkans,

Middle East), we have established new product groups which under the term “sine alcohole” fall under the category of non-alcoholic beverages.

As such, we have created a family brand from an individual brand which, in addition to soft drinks, also includes other product groups: mineral water, organic drinks, sports drinks, juice and energy drinks.

We did not have to reinvent the wheel here. We drew upon time-tested ideas since this sort of brand evolution was successfully accomplished by a traditional care product brand, and why not learn from something that has already been shown to work?

If you now ask me again: “Yes, but what’s new about that, Mister?”

“Nothing, just that what we’ve done now seems new to our target group.”

Release of consumer-adapted products in an attractive design at the right place at the right time as well as



continuous updating of the company’s advertising presence are Sinalco’s essential and globally valid success factors.

Enjoy with the latest edition of Sinalco World.

Mongi Goundi / Managing Director – Sinalco International

Sinalco



No.4 2008

SINALCO PARTNER MAGAZINE NO. 4 ++ 2008

Editorial 03

Content 04

Events

A brand on display 05

Fairs around the world 06

Sports & Sponsorships

Get a move with Sinalco & MTV Adria 08

Sinalco supports "Mak Stars" 09

Sinalco in the Arabic charts 10

Interview

Sinalco refreshes Hellas 11

Company & Partners

Sinalco – Navijaj i Putuj 12

Commitment to Swissness and Quality 12

"Enjoy Hamburg" 13

"Sinalco schmeckt" also in Slovenia 14

Unique Sinalco Innovation in Germany 16

The new energi-s campaign 17

Sinalco opens new bottling plant 18

Colourful world makes you feel like Sinalco 20

Summertime flavours 21

Products

Activate your power with Sinalco Sport 22

Sinconada – the new refreshing lifestyle! 23

Imprint

Sinalco International GmbH & Co. KG
Römerstraße 109
47179 Duisburg
Germany
Tel: +49 203 48 511 0
Fax: +49 203 48 511 88
info@sinalco.com

Photos:
Christof Maaß & diverse

Cover page:
Kaiserberg Kommunikation GmbH

Conception, layout & production:
designWerk, Duisburg

Overall responsibility:
Sinalco International Marketing Department

Editorial staff:
Kristina Söth, Mario Mais, Stefanie van Husen,
Adriana Bilandzija & Sinalco Partners

A brand on display

Historic poster treasures lay slumbering in Sinalco's archive and had to be awakened from their long sleep. Originals, some of which are over a hundred years old.

"I was really impressed the first time I saw the spectrum of historic Sinalco posters in our archive", said Mongi Goundi, Managing Director of Sinalco International. "It would really have been such a shame to leave the posters in the archive and deprive the public of these gems of German poster art."

Within two years around 80 historic posters were sorted through, restored, catalogued, framed and placed behind glass. On 27 October 2007 it was time: Sinalco presented the posters to the general public for the first time in the Cubus Kunst-halle (art gallery) in Duisburg, from 27 October to 25 November 2007.

During a festive opening ceremony, the VIP guests were able to get an impression. Impressive works from various periods awaited the viewers. As such, posters from the art nouveau period to art deco all the way to pop art were displayed during the exhibition. A host of artists and well-known agencies had contributed to many of the posters' being awarded prizes.

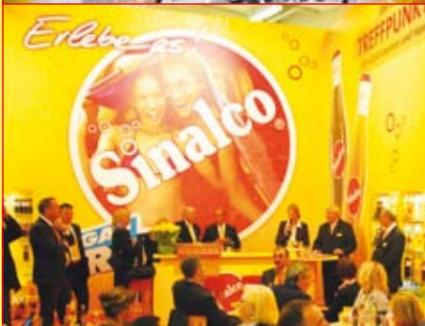
"For us as a Duisburg company, it goes without saying that we celebrate the kick-off of the Sinalco Art Tour right here in Duisburg", said Mongi Goundi. The Duisburg exhibition was the start of a travelling exhibition which will be on display in Germany and other countries including the Balkan States, Switzerland and Egypt.



Mongi Goundi handing over the "Art Tour catalogue" to the mayor of Duisburg Adolf Sauerland



One of more than 80 beautiful historical motifs being exhibited during the Sinalco Art Tour



Fairs around the world

In 2008, too, international beverage industry trade fairs could not be imagined without the German cult soft drink.



Georgos Mavrikos (Georgos Mavrikos & Co. Distillery), project manager Sofia Papageorgiou and Mario Mais (Sinalco International) at the fair in Athens



Sinalco partners enjoying their time at the Sinalco booth in Hamburg



Exhibition of the new product Sinconada in Athens



The Sinalco booth at the Internorga in Hamburg



Sinalco booth in Cairo attracting a lot of consumers



Sinalco promotion girls during the fair in Novi Sad

In February, the International Food & Drink Exhibition in Athens opened its doors – an exhibition especially for food service industry needs. “The exhibition was a complete success for the brand in Greece”, according to Georgos Mavrikos of Mavrikos Co., who among other things was able to close a deal for Turkey. At the Internorga, the Flagship Fair for modern Catering and Food Services in Hamburg, the company Deutsche Sinalco presented its new products Sinalco

Sugarfree and Sinconada. At the Cairo International Fair, the booth was overrun by consumers who simply couldn't get enough of the yellow soft drink. In Novi Sad, Serbia, Sinalco Srbija presented itself to visitors in lounge design.

The top-notch stands are designed and built according to requirements and trade fair. The basic concept in lounge style is stylish and modern and provides the right atmosphere

for making contact with existing and potential business partners and consumers.

Important: From 14 to 19 September 2009, Sinalco will be represented with a lounge at the world's largest beverage technology fair “Drinktec” in Munich and will once again invite visitors to exchange experiences, relax and enjoy. Come and meet us for a refreshing Sinalco on our show truck (west entrance, Atrium next to hall B1).

Dru International NV
Bouwelven 6
B-2280 Grobbendonk
Tel 0032-14230674
Fax 0032-14230686
dru@dru.be
www.dru.be



Booster



Skipper



Clipper



Salsa

Open front/top & (semi)customized

“Get a move with Sinalco & MTV Adria”

The slogan of the “mobile marketing campaign” in the Balkans was placing the focus on the first prize: „Segway X2“.

During the cross promotion, which ran from 1 November to 15 December 2007, over 10 million labels on Sinalco PET bottles in Croatia, Bosnia and Herzegovina, Macedonia and Serbia drew attention to the campaign. In addition, attention grabbing posters, neck labels and wobblers decorated the points of sale.

One of four new Off-road Segways X2 – that was the first prize that Sinalco customers could win during the promotion. With its new method of locomotion, this high-tech scooter is a cult item on the streets of Europe. In order to move forwards or backwards on the Segway X2, the rider leans forward or backward, respectively. New iPod Nanos and Sinalco t-shirts as well as MTV Adria Top 20 CD's were also given away. It was easy to participate – consumers just had to send the 7-digit win code

hidden behind the label or in the cap of the Sinalco bottle to a hotline via SMS.

The campaign also received strong media support thanks to cooperation with interregional TV station MTV Adria. Print and radio advertising also contributed to the success of the promotion. In addition, the promotion was also advertised on the MTV Adria website www.mtvadria.com/sinalco. All involved parties were very proud of the final result: 77,695 SMS were sent in.



VELIKA REGIONALNA NAGRADNA IGRA
 “Uhvati dir sa Sinalcom i MTV Adriom”
4 x Segway
100 x iPod Nano
100 x T Shirt + CD

Pronađi kod od 7 znamenki skriven izpod etikete. Pošalji SMS: SINALCO i skriveni kod na 091211400.
 Cijena poruke je 0,234 KM (PDV uključen)
 Nagradna igra traje od 1.11.2007. do 15.12.2007.
 * Nagradni fond za pojedini zemlju je: 1 Segway, 25 iPod Nano, 25 AT20 CD + Sinalco T-Shirt
 Za više informacija posjeti www.mtvadria.com/sinalco



Winning game promotion in Belgrade with the top prize Segway X2

The winning game promotion at the point of sales via posters, wobblers, etc.

Sinalco supports “Mak Stars”

From October 2007 until May 2008 Sinalco's partner Kozuvcanka acted as primary sponsor of the music show programme “Mak Stars” in Macedonia.

During the professional selection between hundreds of young people, 15 young men and 15 young women are selected to participate in a solo singing competition on TV. The show “Mak Stars” aired in 32 episodes which were broadcast live in front of an audience on the national TV station “kanal 5”.

Every competitor has his or her own fans which makes the show even more interesting. To find the best newcomer singer, during all the episodes votes were cast by a professional jury and the audience, which voted by SMS. In the final show in May the young Macedonian talent Jane Dunimagloski won out. Besides a brand new KIA car, the winner can look forward to a major career, which will be assured with the recording of his new solo album and numerous performances

in all of Macedonia. The grand finale was also broadcast live in one of the most urban municipalities of Skopje.

Sinalco is the official beverage supplier to this project: Banner and flags decorated the hall and both participants and the selection committee drank Sinalco. During intermissions, the new Sinalco TV commercial was shown.

At the entrance of the main hall the audience had the chance to sample Sinalco drinks. Sinalco give-aways such as cheering sticks which were distributed to the viewers, created a great atmosphere for their stars.



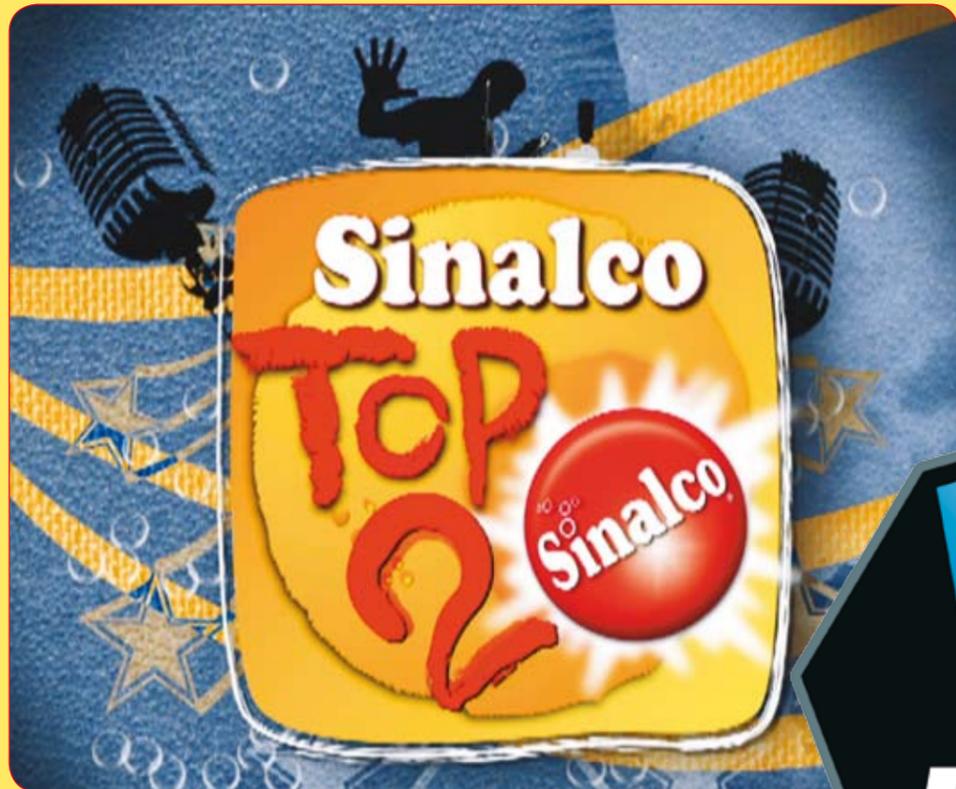
Sinalco promotion in front of the television studio of Mak Stars



Mak Stars stage during live-broadcast

Sinalco in the Arabic charts

Since 15 August 2008, Sinalco has been sponsoring the Arabic music station Melody Hits.



Sinalco sponsors Melody Hits to support the Middle East region

Sinalco Top 20 is the name of the new chart show on the Arabic music station Melody Hits. The programme is broadcast every Wednesday during prime time. The show is re-run on Thursdays, just before the start of the weekend.

And thus, Sinalco is continuing its successful music sponsorship campaign which started with the market leader in the Balkans, MTV Adria. Melody Hits is the market leader in the Middle East and can be received via

Nile-Sat satellite in all Arab countries. "Music sponsorship has become an important component in our marketing mix" says Mongi Goundi, Managing Director of Sinalco International. "The youth of today identifies with music and this is the expression of today's attitude toward life."

The on-air design of the programme is specially tailored to Sinalco: The main and end title credits contain Sinalco elements, the Sinalco logo is displayed during the entire duration

of the programme and an oversized Sinalco bottle separates the individual music clips from each other.

Besides sponsoring the programme, promotional teasers and Sinalco commercials are regularly aired on other stations belonging to the Melody family. In addition to Melody Hits, the Sinalco commercials also grace the screen on Melody Arabia and Melody Aflam.

Sinalco refreshes Hellas

Interview with Georgos Mavrikos, General Manager of Georgos Mavrikos & Co. Distillery, Sinalco's Partner in Greece



Georgos Mavrikos in his "Sinalco" office.



Sinalco available in glass and bag-in-box in lots of hotels in Greece

1. Please tell us a bit about your company and about your reasons for becoming a Sinalco franchise partner?

As a young boy, I always drank Sinalco in Germany and I really liked the taste. When I got back to Rhodes, I found it a shame that you couldn't buy any Sinalco. Since, especially in Rhodes, the demand for beverages in bag-in-box format is very high in the food service industry due to the efficient transport, I initially decided to fill Sinalco in this packaging. Due to my business in the alcohol industry, I already had a lot of contacts in the food service and hotel industries.

2. Which products do you fill for the food service industry in bag-in-box at the moment?

We currently fill Sinalco Orange, Cola, Lemon, Lemonade and Cola light in bag-in-box packaging.

3. Do you have plans to broaden your product range?

Yes, the demand for Sinalco ice tea and the energy drink energi s is growing so we'll soon be offering these products too in bag-in-box.

4. Do you also plan to produce Sinalco in PET bottles for the (food) retail?

Yes, we're planning on building a new PET filling facility in Thessaloni-

ki in 2009. We currently receive both PET and glassware (non-returnable) from Sinalco International in Sinalco Orange, Cola, Lemon and Lemonade flavours.

5. What are people's reactions to the Sinalco products in mainland Greece?

We work with various distributors in Greece who supply the market with PET and glassware. We've gotten a positive response as consumers are happy to once again be able to buy Sinalco on the Greek market.

6. Are you planning to export your products to Turkey? If so, which distribution channels will you use?

Yes, Turkey is our next project. Here too, we'll initially focus on the food service industry since we already have a lot of contacts there. At the International Food & Drink Exhibition in Athens, where we regularly exhibit, we closed a deal to supply Sinalco in a large part of the hotels in Antalya.

7. What advice do you have for potential new franchisees?

You have to bring with a lot of passion for the Sinalco brand and believe in your project. Thanks to the positive support from Germany, we are constantly growing. I'm looking forward to a lot of new, exciting projects to make the brand even more successful.

Curriculum Vitae

- 26.05.1963 born in Rhodes
- 1980s: Attended school in Stuttgart, studied at RWTH Aachen University, finished with a degree in chemistry
- until 1990: Hotel management training at Steigenberger
- 1991: Returned to Rhodes
- 1992: Started a distillery for ouzo and brandy
- 2006: Started partnership with Sinalco in Rhodes and Kos
- 2007: Sinalco distribution expansion to mainland Greece, Corfu and Cyprus
- 2008: First Sinalco export to Antalya / Turkey
- 2009: Construction of a brewery which will bottle a German beer under license with a capacity of 300,000 hl



SUDJELUJ U VELIKOJ NAGRADNOJ IGRI

Ispod zatvarača pronađi KOD. KOD i svoje ime, prezime i adresu pošalji SMS-om na broj **63050**. Odmah ćeš doznati jesi li osvojio jedan od 150 Sinalco navijačkih kompleta (dječija majica, kapa, šalj) ili jednu od 150 Sinalco nogometnih lopti.

NAVIJAJ I PUTUJ!

Svi pristigli SMS-ovi ulaze u završnu izvlačenje (1.7.2008.) za jedne od glavnih nagrada: 2 putovanja za obitelji u Disneyland Paris. Nagradna igra traje do 30.6.2008. Cijena ulaznice jedno SMS poruka je 1,50 kn + PDV (1,83 kn). Detaljne pravila i sve informacije o nagradnoj igri potraži na www.sinalco.hr **SRETNOST!**

Gardaland **DISNEYLAND PARK**

Communication of SMS prize winning game at the POS

Sinalco – Navijaj i Putuj (Support and Travel)

Sinalco's partner Pivovara Osijek organized a Sinalco SMS prize winning game for the territory of Croatia.

Pivovara Osijek organized a Sinalco SMS prize winning game for the territory of Croatia in order to raise the brand awareness as well as the sales of Sinalco PET bottles during the Euro 2008 football fever period. The SMS game was held from 1 April until 30 June 2008.

The participants could look forward to winning fan prizes for supporting the Croatian team during the Euro

2008 as well as holiday trips to Gardaland, Italy and Disneyland, Paris. During the period 150 Sinalco footballs and 150 Croatian fan sets (T-shirt, baseball cap and scarf) were given away. The final electronic drawing for one family trip to Disneyland Paris and two family journeys to Gardaland was held on 1 July 2008.

The game was advertised in national daily newspapers, through a radio

jingle broadcasted on ten local radio stations plus the most popular Croatian radio station "Narodni Radio". In-store promotion was done with posters and bottle neck-hangers for PET bottles 0,33l / 0,5l and 2l.

Every day more and more participants joined in this exciting "Support and Travel" SMS game.

Commitment to Swissness and Quality

Sinalco's partner in Switzerland now has a new name: Ramseier Suisse AG.

Unidrink AG is gearing up for the future. In order to ensure its position as the leading Swiss beverage producer, the company is coming out with a new identity. This goes along with the Unidrink AG's name change to RAMSEIER Suisse AG on 1 April 2008.

The company gets its new name from the heritage brand RAMSEIER. It enjoys an outstanding reputation and high name recognition in Switzerland. These strong points are to be

taken full advantage of in the future. The renaming to RAMSEIER Suisse AG highlights the local roots; the new name embodies Swissness and quality.

RAMSEIER Suisse AG is the leading producer of fruit and fruit juice drinks in Switzerland. In addition to the RAMSEIER brand, SINALCO, ELMER CITRO and ELMER MINERAL will also be produced and distributed. Furthermore, RAMSEIER Suisse AG also produces private labels for Swiss retailers

as well as beverages by order of major international groups.

Swissness and quality: The company gets its name from RAMSEIER – the Swiss heritage brand.



RAMSEIER. L'énergie naturelle.



The Sinalco partners in front of the city hall of Hamburg during the sight-seeing tour



Sinalco partners being mystified by the magician in the castle "Ahrensburg"

"Enjoy Hamburg"

In March 2008 it was once again time: Right in time for the Internorga, the Flagship Fair for modern Catering and Food Services, the Sinalco family got together in Hamburg.

The goal was to trade news on campaigns and products and to discuss international trends in the beverage industry. The new Sinalco partners from Slovenia and Kosovo were present for the first time at the get together where they eagerly took advantage of the other participants' wealth of experience.

During the murder mystery dinner in Hamburg's Reeperbahn, the guests were left with a lasting positive impression of Hamburg's nightlife. The

next morning, the guests marvelled at the sights on the city tour despite hangovers. The highlight here was surely the Port of Hamburg, also called "Germany's portal to the world", which, with a 9.89 million container handling facility, is Germany's largest seaport. These powerful impressions were followed by their visit to the widely attended Internorga.

The Sinalco partners are already looking forward to next year's get together. Then it's off to Ljubljana, Slovenia.



Sinalco conference room in the hotel

“Sinalco schmeckt” also in Slovenia

Sinalco will soon be refreshing people all around the Adriatic Sea: The new franchise partner Dana started production of the coveted soft drink right in time for the 2008 season.

In addition to Italy, Croatia, Bosnia and Herzegovina, Montenegro and Albania, the German cult beverage is now being distributed in Slovenia too, thereby refreshing soft drink lovers all around the Adriatic Sea. With its new franchise partner Dana headquartered in Mirna, 50 km from the gates of the country's capital city Ljubljana, the Sinalco family has gained an additional franchise partner in Eastern Europe. Marko Hren, Managing Director of the new licensee Dana and Mongi Goundi, Managing Director of Sinalco International, are looking forward to the partnership and are certain of the brand's success in the Slovenian market.



Headquarter of Dana company in Mirna, Slovenia

country and refresh everyone with the delicious Sinalco flavours. Especially promising is the turnover of carbonated soft drinks with 77.8 million litres in Slovenia in 2007.

In 2008 the best-selling products Sinalco Cola, Sinalco Orange and Sinalco Lemon have been introduced to Slovenia. Other flavours will follow. The soft drink is available in Slovenia as 0.5 and 1.5 litre PET bottles.



Marko Hren, Director of Dana, during his speech at the 55th anniversary of Dana in 2007

The Dana company has been active in the beverage industry since the 40's and thus brings with it a great wealth of experience for the successful launch on the Slovenian market. Dana is the market leader in Slovenia in the mineral water field and recorded a turnover of more than 20 million litres in 2007. The corporate goal of the new franchise partner is to satisfy customers' needs with high product quality and to provide every Slovenian household with products. Together, Dana and Sinalco will put the familiar red dot in every refrigerator in the

household with products. Together, Dana and Sinalco will put the familiar red dot in every refrigerator in the



First Sinalco Cola filling in the factory



Sinalco promotion in a Slovenian supermarket

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



Grenzstr.211
D- 46562 Voerde
Tel. +49 (0) 2855/9640 0
Fax. +49 (0) 2855/9640 40
www.Fahnenbruck.com

Fahnenbruck
Fahrzeugbau GmbH



Unique Sinalco Innovation in Germany

Since summer 2006, Deutsche Sinalco's product management and marketing department have been working hard to develop new, unique products which enhance Sinalco brand's profile and offer consumers new, never before seen flavour experiences – like the product innovations they developed Sinalco do brasil and Sinalco susino which today are unique products on the non-alcoholic soft drink market.



Ad motif 2008 in Germany

Extensive analyses of the soft drink market were incorporated in the considerations of the product developments – always taking into account the intended target group. In addition, the market opportunities for the product creations were discussed during in-depth conversations with trade partners.

At the beginning of 2008, it was time: The refreshing, one of a kind

products were released on the German market. And enthusiastically received by both trade partners and consumers. With the products "do brasil" and "susino" Sinalco has secured additional sales opportunities. And demonstrated that it possesses true innovative ability.

As a complement to the two unique flavours, Sinalco Orange + 12% Frucht [fruit] was created. With this espe-

cially refreshing soft drink, a product idea from Sinalco's hundred year history was taken up.

Erlebe es! Die Sinalco schmeckt – erfrischend einzigartig... [Experience it! Sinalco tastes great – refreshingly unique...]

Echt scharf, nicht brav! [Really hot, not well-behaved!]

Sinalco do brasil combines the hip, popular flavour of the trendy Brazilian cocktail caipirinha with the refreshing taste of fruity lime and a trendy, slightly hot chilli note. The new soft drink is incomparably delicious and refreshing, like the feeling of being on Copacabana beach! It's simply hot & fresh...

The first time: Cola meets plum!

The new, unique cola beverage Sinalco susino tastes so cheeky, so wild, so delicious.

For cola lovers and trend-setters longing for a completely new flavour experience. The plum taste gives the cola a super, delicious kick – it is simply beyond words. Just like Sinalco.

Simply seductively fruity!

The big extra orange is in Sinalco Orange + 12% Frucht. With 12% fruit, this soft drink is far ahead of the usual soda standard. And it offers all soda drinkers a truly tingly experience with an especially intense orange fruit flavour.

These soft drinks, developed especially for the young and young at heart target group in the 0.5 litre Sinalco non-returnable bottle are in particularly high demand at convenience shops and petrol stations. All three products are filled with the natural mineral water Aquintéll.



The new energi s campaign moves the young, dynamic target group

After the facelift of the energi s label, the new campaign was also adapted to the new look.



Billboard motif energi s 2008

Since May 2008, the new computer-animated energi s TV commercial has aired on the international music broadcast station MTV Adria as well as on local Balkan stations. The 20 second concept was developed in collaboration with a Serbian agency.

At the beginning of the TV ad, the focus is on the characteristic red heartbeat line. Gradually, it becomes clear that the heartbeat belongs to a girl dancing and drinking energi s in a club. More and more dancing young people enter the picture until four silhouettes end up break-dancing on the energi s logo. Finally, a male voice presents energi s in various types of packaging with the slogan, "energi s – made by Sinalco".

Other components of the campaign include various poster themes presented in the energi s colours yellow, red and black. In addition to the energi s product, the focus is on break-dancers and the red heartbeat line. The energi s logo and the slogan "made by Sinalco" are also communicated.

As the first Sinalco partner the company Teloptic in Bosnia has released energi s in a new package, the 250 ml slim can. To promote its launch the new energi s commercial aired during the summer months on Bosnian TV stations. Additionally, city lights with the new energi s motifs were positioned all over Bosnia. According to the company's statement the introduction of the slim can is a big success – this is reflected in the high increase in energi s sales.



energi s promotion girls in Bosnia

Sinalco opens new bottling plant in Jaber Syrian Jordanian Industrial Free Zone

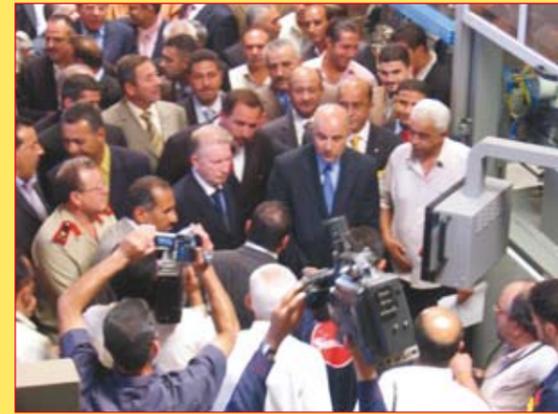
The Arabian Aerated Water Co. (A.A.W. Co.), has been represented in Iraq for more than 50 years and is now expanding its business by opening up a new bottling plant for PET bottles.



From left to right: Hussain Al-Rahmani (Managing Director of A.A.W. Co.), Dr. Amer Lotfi (Minister of Economic Affairs & Industry of the Arabic Syrian Republic), Hassan Marai Al Kherat (General Manager Al Jaber Free Zone), Amer Hodaidi (Minister of Industry of the Kingdom of Jordan) and Mongi Goundi (Managing Director of Sinalco International) during the opening ceremony



Dr. Amer Lotfi (Minister of Economic Affairs & Industry of the Arabic Syrian Republic), Mongi Goundi (Managing Director of Sinalco International), Amer Hodaidi (Minister of Industry of the Kingdom of Jordan), Hussain Al-Rahmani (Managing Director of A.A.W. Co.), Duraid Al-Rahmani (Deputy Manager of A.A.W. Co.)



Camera crews of different TV stations shooting the dedication of factory



First filling of Sinalco products

At the opening of the new Sinalco plant in Jaber Syrian Jordanian Industrial Free Zone, Jordan on 7th of August 2008, there was good reason to celebrate for numerous honoured guests from politics and business – the new PET-factory with an investment amount of USD 6 million from A.A.W. Co. was opened.

be produced in the beginning. Plans to broaden the product range to include light products such as Cola and Orange light are already drawn up and will be implemented soon.

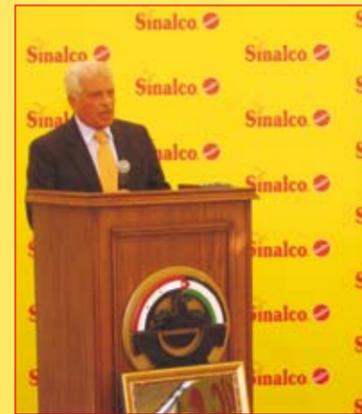
50 staff members are employed to ensure smooth running production of the Sinalco beverages. The products will be sold in Iraq, Jordan and in Syria. Soon thereafter, distribution will be extended to Saudi Arabia.

The new facility has a capacity of 12.000 PET bottles / hour so it can fill up to 75 million litres in a year. Filling technology specialists such as Melegari, SMI, Asibex and Siad provided support to A.A.W. Co during the project.

The new line is filling Sinalco in 0.33l / 1l / 1.5l and 2.25l PET bottles. Sinalco Cola, Orange, Cloudy Lemon, Apple, Mulberry and Cito are the products to



VIP-guests during degustation of Sinalco in the new factory



Dr. Shawkat Al Shabib, A.A.W. Co.



Mongi Goundi (Sinalco International) handing over the framed golden Sinalco bottle as a symbol of great success to Hussain Al-Rahmani (A.A.W. Co.)

START
US BEFORE ALL
Bottling lines solutions!

MELEGARI MANGHI
S.P.A. Bottling lines

Melegari Manghi s.p.a. - Strada Martinella 38/A
Alberi di Vigatto - 43100 Parma - Italy
Tel. +39 0521 968428 - Fax +39 0521 966721
www.melegari-spa.com - melegari-spa@melegari-spa.it

IBWA
SINCIET
UNI EN ISO 9001-2008



Billboard motif Sinalco 2008

Colourful world makes you feel like Sinalco

The new Sinalco PET bottle with its new label design is the focus of the new poster campaign.

Sinalco stands for loving life, fun with friends and being active – i.e. a cool brand which fits in with the lifestyle of today's urban youth. This message is conveyed through the four different themes – from the individual all the way to the group. The goal was to integrate the label elements such as little bubbles, waves and a 3D logo and to play with them. And thus different emotional mood worlds, in which the target group enjoys Sinalco, were created.

was selected on purpose: this made it possible to get round sensitive topics like "naked skin" in Muslim countries or the choice of a suitable skin colour for the models. Moreover, illustrations are well-received by the young target group.

The goal of the campaign is to communicate the new Sinalco design in connection with the packaging. The brand's image is further enhanced through a premium, appetising look.

The stylistic device of illustration which plays with the Sinalco colours orange and red in an eye-catching way



Summertime flavours

Based on the new poster campaign, Sinalco Srbija produced a new television commercial right in time for summer which highlights the 2l product range.

The commercial plays with the elements on the label: The viewer plunges into the "world of bubbles". The camera zooms in on the bubble where the bottle is floating – until it finally pops and the bottle falls out.

The "camera" then follows the fall and moves about in the "world of bubbles" which suddenly changes colour. In the now black world, the Sinalco Cola bottle appears, etc...

The commercial is musically accompanied by the Bulgarian artist Rachel Row, who – with her catchy tune "Summertime Flavours" – creates a great summer feeling.

The new commercial aired from July to August 2008 on the farthest-reaching popular TV station PINK in Serbia. An adapted version showing the products from the Middle East has been broadcast on Melody Hits (see article page 10) since August 2008.





“Activate your power” with Sinalco Sport

Sinalco introduced the sports drink Sinalco Sport to the Serbian market in spring 2008.

With the slogan “Sinalco Sport. Activate your power” Sinalco expanded its product portfolio with the new sports drink Sinalco Sport. With this introduction, Sinalco is following the growth trend in the area of functional sports drinks, thereby responding to the growing worldwide demand by consumers for non-alcoholic beverages with added benefits.

A rotating Sinalco basketball decorates the label and carries the positive image of basketball over to the product. Sinalco’s successful sponsorship engagement with FIBA (International Basketball Federation) is also communicated by the label through the illustration

of the FIBA logo. This serves to highlight the brand’s internationality and commitment to sports.

Sinalco Sport is available on the Serbian market in the basketball varieties “rebound” (orange-mandarin flavour) and “dunkin” (pink grapefruit-orange-lemon). The sugar-free, non-carbonated sports drink supplies the body with minerals and vitamins, quenches thirst and refreshes with its fruity-fresh taste. No matter whether it’s on the go, at home or during sports: the right drinking habits are important to staying high-performance and feeling good all around in the process.

The introduction of Sinalco Sport has been supported since April 2008 by an extensive national marketing campaign with radio, bus and billboard advertising, sampling promotions, basketball shaped bouncy balls and bottle tags.

The Sinalco Sport products are being sold in the handy, non-returnable 0.5 l PET bottle with a practical sports cap at regular stores, petrol stations and kiosks.

Sinconada – the new refreshing lifestyle!

Discover. Experience. Refresh. That’s the slogan for the new Sinconada product range.



Lifestyle, organic soft drinks have become the “in beverage” over the last few years. These cult beverages are showing huge growth. On the basis of this trend, Deutsche Sinalco developed Sinconada: an innovative, organic, barley malt-based soft drink.

The exotic-mild varieties lichee and elder-cranberry with their pleasantly dry, especially fruity taste should score points with the young, trend-conscious Sinconada target group.

Sinconada is refreshingly different. Not a soda but rather a purely organic soft drink in the cult 0.33 l longneck glass bottle as well as in a 0.5 l PET non-returnable bottle. Sinconada has no colorants, is lightly carbonated and low in sugar.

NEW!

ACTIVATE YOUR POWER



Sinalco **SPORT** 