



Sinalco

SCHUTZMAR

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SINALCO WORLD

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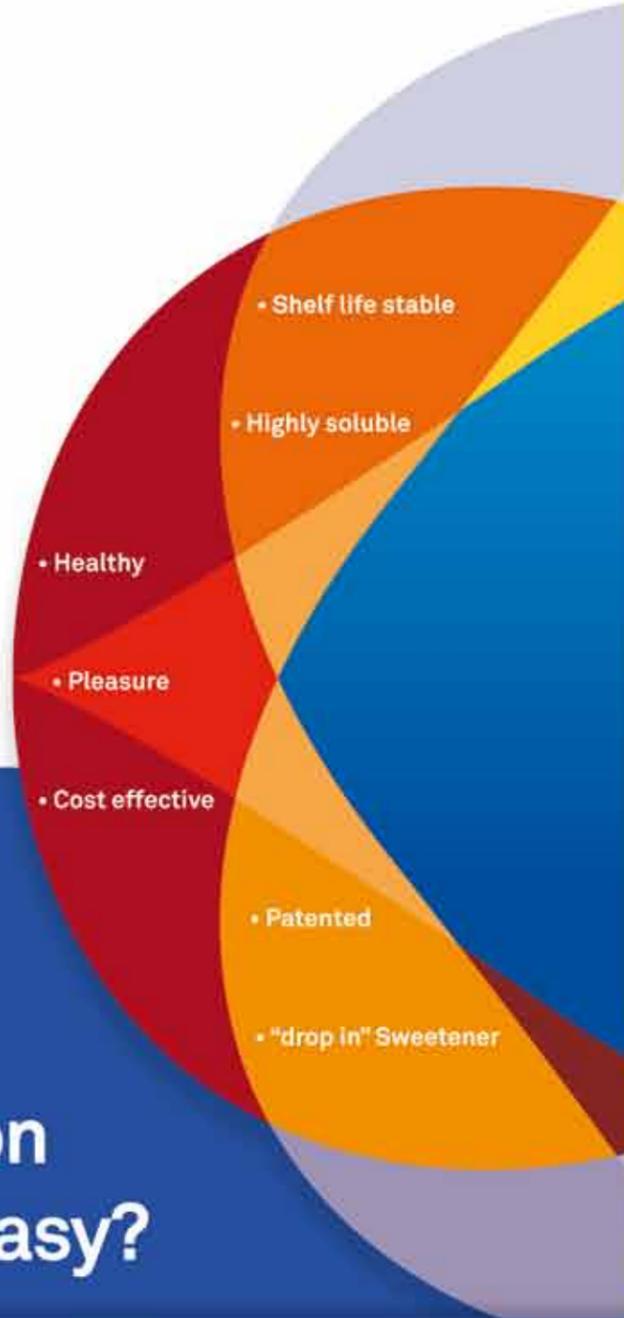
QORUS® DOLCE Sweetener Systems are patented Innovations for sugar reduction in food and beverage application providing an authentic flavour taste in Your product.

All ingredients are working in harmony together to deliver a clean, balanced sweet taste like sugar.

QORUS® DOLCE balances sweetness profiles while masking off-notes and creating a sweet, authentic taste in sugar reduction or sugar replacement initiatives.



What if Sugar-reduction is very easy?



Editorial

Dear Readers,

Strong brands are anchors in the stormy seas of retail. Consumers look for familiar brands among the ever expanding range of products on the shelves. And they show their appreciation for quality brands by purchasing again and again.



Sinalco is a brand that promises – and delivers – strength, familiarity and quality. One proof of this is the fact that Sinalco has again been included in the book "Brands of the Century".

Inclusion in such a publication is not enough to convince consumers, however. A brand such as Sinalco must be able to deal with competition and adapt to the demands of increasingly fast-moving markets every single day. We are working to meet the challenges facing our industry and developing products with less sugar and sweeteners. The aim, that we never lose sight of, is to preserve the unique Sinalco taste.

This is the promise of quality which we make to our consumers as a German brand. Quality and flavour are our top priorities.

We reinforced this promise to a worldwide audience at the world's largest trade fair for the drinks industry, the drinktec in Munich. Our cult German soda was invited to participate at a discussion dealing with the question "How a brand gets international". And we presented our product highlights to industry experts at the Innovation Flow Bar.

Our quality promise must be delivered by our partners in their local markets. This now includes our new franchise partner in the Philippines, where cans of Sinalco Cola and Sinalco Special are now on sale.

New partners are working on launches in other countries as well. This year Sinalco will go on sale in Ethiopia and Gabon. We are also looking forward to a launch in Algeria – a partnership that developed from a meeting at the drinktec.

Quality always wins through. Find out more about how we achieve this in these reports from all around the world of Sinalco.

Enjoy reading this year's edition of Sinalco World!

Yours


Mongi Goundi

Managing Director
Sinalco International Brands
GmbH & Co. KG



SINALCO IN THE LAND OF THE GODS

INTERNATIONAL SINALCO PARTNERSHIP CONFERENCE TAKES PLACE ON RHODES

It was a heavenly encounter indeed on the Greek island of Rhodes this year, where Sinalco family members from across the globe gathered for its international annual conference.

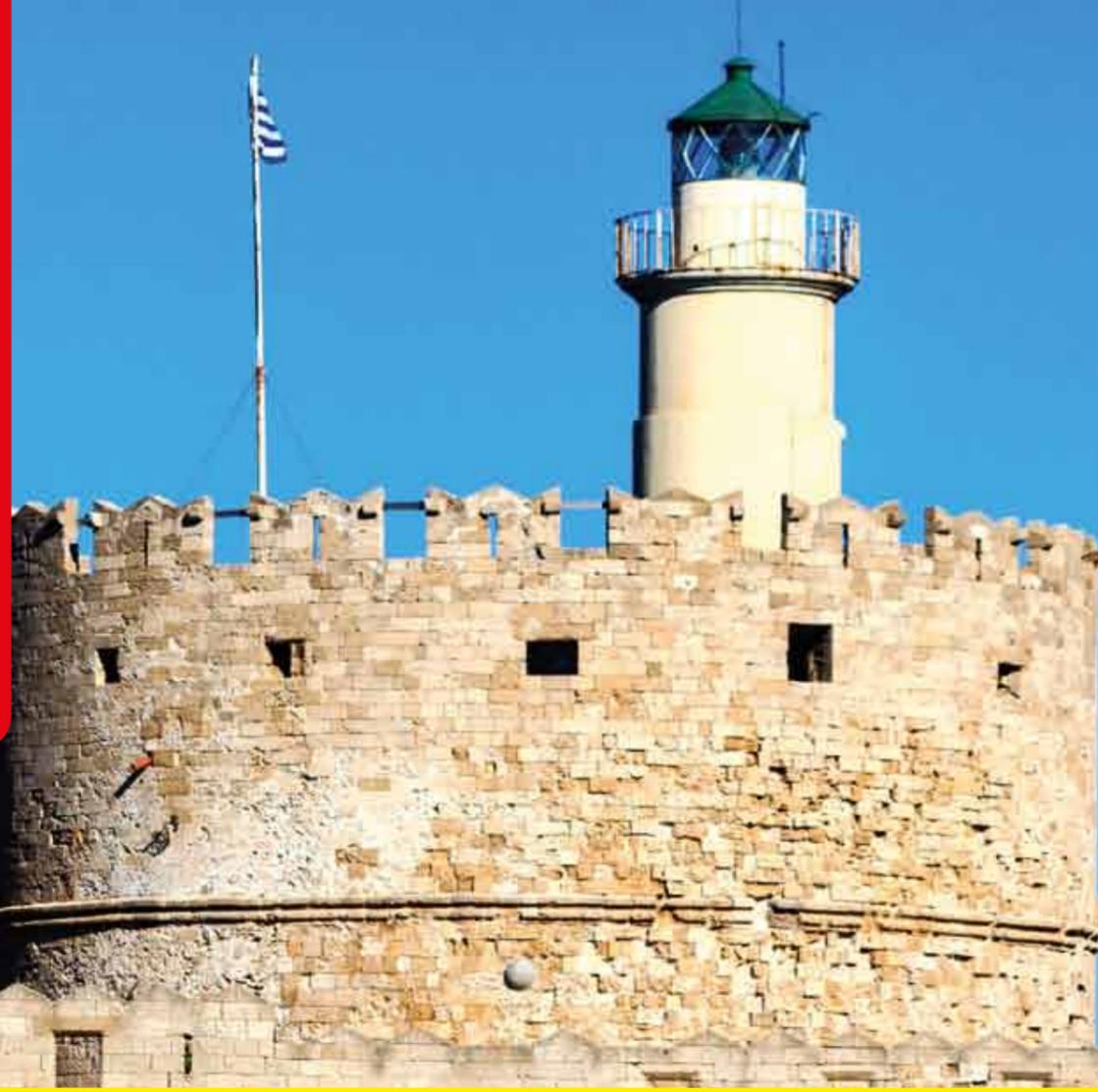
But while streams of tourists were busy frolicking on the beach or kicking back and relaxing in the sun, Sinalco rolled up its sleeves and set to work: in addition to the flurry of events at the Sinalco conference, a visit to city hall as well as the official opening ceremony of the new Sinalco bottling facility were on the agenda.

Upcoming campaigns and other news relevant to the current business year were laid out at the conference. What's more, attendees took part in workshops on a range of topics, including options currently available to beverage makers to address the urgent questions regarding sugar reduction, as well as a demonstration of communicative effects on internal target groups.

The absolute highlight of this year's Sinalco family gathering was of course the official opening of the new Sinalco production facility on Rhodes. We rolled out the red carpet for a range of guests at the opening ceremony, including politicians, celebrities, industry representatives and members of the press. The significance of Sinalco's major investment to the local economy was stressed at a major press conference.

And though the workload was high, we managed to squeeze in a few hours of pleasure: we treated participants to an opulent Greek dinner with traditional live music in the medieval old town of Rhodes.

**What better way to enjoy the Greek way of life?
Yamas!**



6



GREECE



7

LOOKING FOR PARTNERS AT THE DRINKTEC 2017

The 2017 drinktec trade fair in Munich was bigger than ever. It attracted more than 76,000 visitors from over 170 countries, exceeding all expectations and making it the most popular event in the drinktec's 66 year history.

This success was good news for exhibitors – including of course Sinalco International Brands, who could be visited at the specially created Sinalco Lounge at the entrance to Hall B1. “The drinktec is the place where the industry gathers,” says Mongi Goundi, Managing Director of Sinalco International Brands. “We can meet drinks industry professionals from all continents. At no other trade fair is the calibre of visitors so high. We are talking straight to company owners, managing directors and chairmen about the possibilities Sinalco offers as a licensed brand.”

Plenty of activities were carried out all around the exhibition centre to generate publicity for the German cult brand. Sinalco was present at all the entrances, where 25,000 bottles of Sinalco Ice Tea were handed out. And the Sinalco Showtruck was parked outside the main entrance. Visitors could put on traditional Bavarian dress and upload fun photos of themselves straight onto their Facebook accounts, sending advertising for Sinalco all around the world.



The brand with the red dot was also part of the accompanying programme. Sinalco Select was presented to drinks industry professionals at the Innovation Flow Bar. Sinalco select is one of the newest drinks on the market and its pieces of real fruit - measuring up to 1 cm - make it something really different and interesting.

Sinalco was also invited to take part in a high-profile public discussion entitled “How international brands become globally successful”. The discussion gave us an opportunity to explain the advantages of our brand-licensing model to an audience from all around the world, and to advertise ourselves as a genuine global player.

All this helped to attract visitors to the Sinalco Lounge. There were many interesting conversations with bottling companies, and we now have promising contacts to interesting markets in South America, Africa and the Middle East and Asia. Further meetings are planned and we hope that the worldwide Sinalco family will soon have new members.





Sinalco in focus at the Fiera Kbira 2017

2017 marked the fourth Fiera Kbira, Malta's largest trade fair. And it really is big. 145,000 people visited the exhibition centre at the heart of Malta's main island – not bad for a country with only 450,000 inhabitants. More than 200 companies presented attractions, entertainment and lifestyle products. Visitors came to have fun with friends and family.

Sinalco put up its tent at the centre of the exhibition, where visitors could experience the German brand close-up. As well as fun activities, there was plenty of Sinalco available to taste. The aim was to allow consumers to try out a wide range of Sinalco products for themselves. Also available was a brand-new Sinalco drink created especially for Malta: Sinalco Chinotto. Chinotto is a bitter orange flavour – available with sugar and sugar-free.

Going to the Fiera Kbira was a worthwhile investment. "We were very happy with the response on our stand at the exhibition," says Carmelo Sammut, General Manager Sinalco Malta. "We have been at the Fiera Kbira from the very beginning. There are always big crowds and apart from the tastings, promotions and offers appeal to the visitors that we put on of our Sinalco range that is happily taken home."

In 2018 Sinalco will be back in focus at the Fiera Kbira. And there will be plenty of fun and refreshment for all.

THE SINALCO FAMILY GROWS AGAIN

There is always something happening in the Sinalco family: Right now at least three new members are on their way. After expansion of existing franchises in the past few years, we are pleased to announce new franchise-owners in Africa.

This year Sinalco will launch in Gabon and Ethiopia. Algerian consumers can expect to enjoy Sinalco soon as well. The licensing agreement was signed in January, and the launch may take place by the end of the year.

"After years of growth in Asia we are very happy that we are now expanding in Africa as well," says Mongi Goundi, Managing Director of Sinalco International Brands. "This growth is the result of hard business development work. For example, the contact to our new Algerian partner was a result of being present at the drinktec."

As well as talking to existing African partners, we are currently in discussions with further possible partners in additional markets. It is quite possible that the Sinalco family will grow in Africa even more.

AFRICA



Sinalco provides a fresh wind in Denmark

In addition to the classics, Sinalco Orange and Sinalco Cola, new Sinalco partner Danish Bottling is refreshing consumers with the citrus flavour of full-sugar Sinalco Lemon. And for calorie-conscious customers, Sinalco Orange and Sinalco Cola are now available in great-tasting Light versions.

1.25 litre bottles have been on shelves alongside the practical 0.5 litre versions since February. If you are in the country and looking for your favourite soda, you can find it in Coop and Rema 1000 supermarkets as well as bars and restaurants, thanks to our bags-in-boxes.

Danish Bottling will present their new Sinalco range at Scandinavia's biggest food and drink trade fair. The FoodExpo takes place in Herning from 18th – 20th March. Over 500 companies from the food services, catering, hotel and retailing industries will be there to greet an expected 25,000 visitors from around 40 countries.

"Danish Bottling has decided to expand its business beyond producing own-brands, and has chosen Sinalco as its brand partner," explains Mongi Goundi, Managing Director of Sinalco International Brands. "We're looking forward to working with our new partner to deliver unique Sinalco taste and German quality to Danish consumers."



DENMARK



THE FIRST CANS OF SINALCO ROLL OFF THE PRODUCTION LINE

Now that brand with red dot has been on the market in Turkmenistan for a bit over a year, the range of containers has been expanded to include cans.

It all started out in 0.5l and 1.5l PET non-returnable bottles: Sinalco's popular Cola, Orange and Citrus flavors are bottled and brought to market in both container sizes in the country.

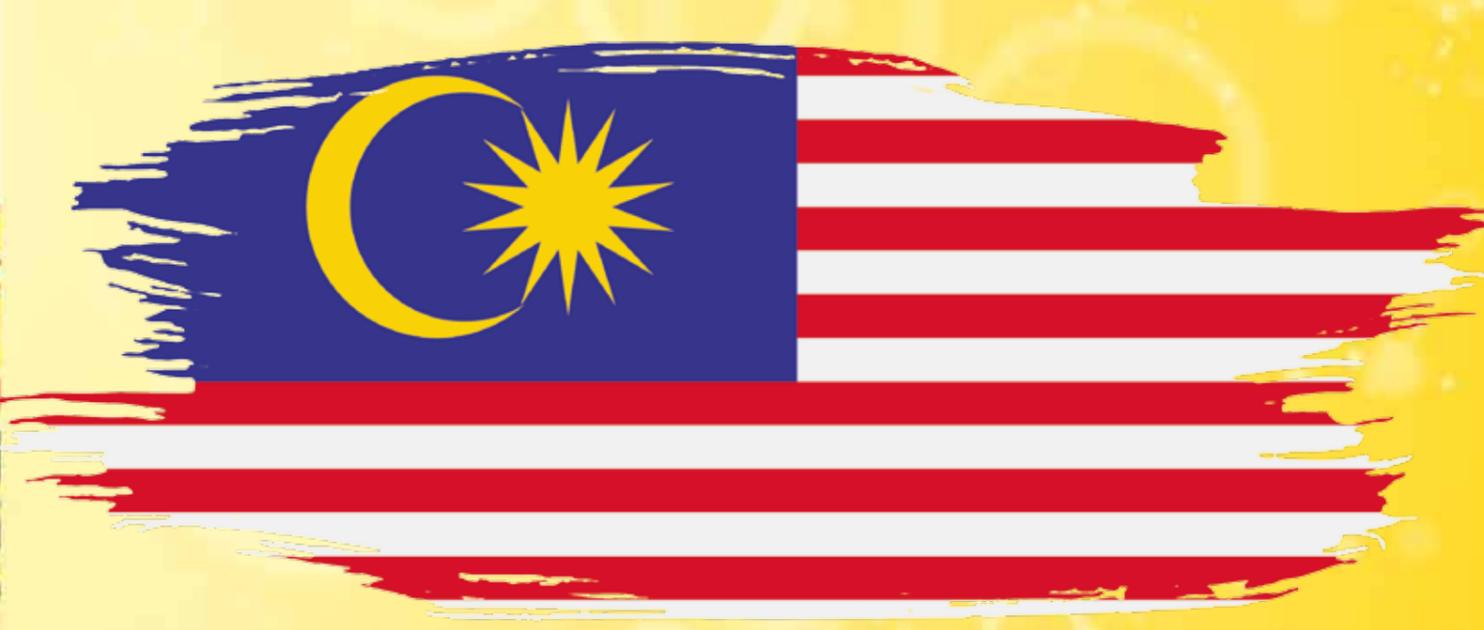
Recently, the range of containers has been expanded to include cans due to high demand among consumers. Now thirsty Turkmen can pick up their favorite Sinalco products in 0.33l cans and enjoy delightfully refreshing beverages on the go.

"By introducing the 0.33l cans we hope to address the rising demand among consumers for smaller, convenience-size containers", said Batyr Ishimov, General Manager of Sinalco

Turkmenistan. "Having introduced the new container, we've been able to bring the Sinalco brand to numerous newsstands, convenience stores and filling stations."

But when it comes to expanding its portfolio of containers, Sinalco Turkmenistan isn't stopping with cans: the introduction of 1.0l PET non-returnable bottles is already in the works. What's more, plans are also in place to introduce glass containers and begin distributing Sinalco to customers in the restaurant and catering industries.

It's all great news for Sinalco fans: once the full range of container options becomes available, Turkmen consumers will be able to enjoy their preferred Sinalco product whenever and wherever they like.



LAUNCH CAUSES YELLOW SENSATION IN PHILIPPINES

As one of the youngest members of the Sinalco family, EURO Interbev Corporation has caused a sensation in the Philippines with the recent launch of Sinalco Cola and Sinalco Special.

The Sinalco brand thirst-quenchers are being produced and distributed in convenient 330ml slick cans, which are available for purchase not only in the HORECA sector but also in 7-Eleven convenience stores and other supermarkets.

"Having gained a foothold in Singapore and Malaysia with Sinalco Special, I'm pleased to have yet another strong partner in the Asian market", said Mongi Goundi, Managing Direktor of Sinalco International Brands. "With Sinalco Special and Sinalco Cola, our partners in the Philippines have brought two new players to the carbonated soft drink market, meeting local demand for the iconic German brand with the red dot."

The young and highly-motivated Sinalco Team nailed its colors to the mask at a kick-off meeting this February and set sail for success in 2018.



Three Questions for Tatjana Pfothenauer Managing Director – Brand2Web

1. **Why is it so important for a brand to communicate with its target audience on social media?**

Tatjana Pfothenauer

The answer to this question can be summed up quite easily: "People are talking about you and your product online. You can either ignore them or get involved in the conversation."

Social media means two-way-communication, your direct channel to consumers, users and influencers. In contrast to last century's classic marketing methods, social media are designed to give you feedback from customers: approval, suggestions, criticism etc. The internet is powerful. And it has power over brands.

The idea that social media are only used by young people has been wrong for some time. By choosing the right channel, you can reach your target audience on a small budget accurately and without waste. For example 60% of Facebook's 2.1 billion users are aged between 24 and 54, 25% are over 55. So you can use social media to reach any age group – if you shape your communication properly and target appropriately.

Products and brands are talked about and pictured millions of times online, whether the manufacturers like it or not. To ignore this is to ignore the potential of mass viral communication. Criticism can only be contained and framed by using platforms actively. The power of the internet compels companies to join in the conversation and influence the direction it is taking.

One further reason to communicate online is that advertising in social media is cheaper, quicker, easier and more targeted and less wasteful. Possibilities are almost unlimited and comprehensive data collection makes it possible to fine-tune campaigns.

2. **What should you pay attention to when communicating online?**

Tatjana Pfothenauer

In order to use social media effectively, your target audience must be clearly analysed. Who is your target audience and what would you like to achieve? Are you looking for breadth or quality? When you have clearly defined your aims and looked at the numbers, you then need to choose the right platform.

Facebook and Instagram attract different users, as do Xing and Pinterest. Should you communicate via smaller specialist platforms or global players? Is it better to advertise through influencers on Instagram or buy banner ads on Google? What will work better on Facebook: PostAds or stories?

When we know what we want to say and who we want to say it to, we still need to decide how we want to say it. Do we use polite, formal language or communicate more colloquially? Do we transmit emotions or technical details about our product? Should we use hashtags? Long texts or humorous comments? Videos or photographs?

The answers to these questions can be found quickly by a little audience research. Simply place two similar ads with different characteristics within one parameter. After one or two weeks of fine-tuning you will have your answers. And sometimes you will be very surprised.

3. **Everyone is talking about content. What is good to post online and what should be avoided?**

Tatjana Pfothenauer

Delivering optimal content is the basis for success on social media. Finding the right mix of content, shared content and feedback from the community is a struggle every single day. And it is complicated by the unknown factor algorithm.

Social media platforms are constantly changing the algorithms which decide who gets to see which content. Until recently videos were rated very highly. But now the new algorithm on Facebook is less keen on videos. The only solution is to find out what will work through trial and error, because the algorithms themselves are top-secret. Experts think that paid content is now being rewarded better and that the number of views you receive will depend more strongly on your budget.

This is, however, only one factor. The volume of traffic on the website linked to the social media page, the number of friends/followers, the amount of interaction with the social media page and hundreds of other things influence how much an individual post will be seen.

Another important aspect is relevance. What is my community interested in? You should be looking for an interesting mix of relevant subjects, humour and news to add to your brand and product information. This will help to make the algorithm rate you more highly and reach more people. You should also take into account that platforms have specific requirements regarding picture size, video definition etc. Should videos be with or without sound? Can videos even be posted?

To sum up: The top priority is to match the language and interests of your target audience.





POINT-OF-SALE

SINALCO AT THE POINT-OF-SALE NICE TO NOSE YOU

Three fun promotion activities invited consumers to take part: "Nice to nose you", "Kiss the sun" and "Facelift" designed to get consumers to interact with the Sinalco brand.

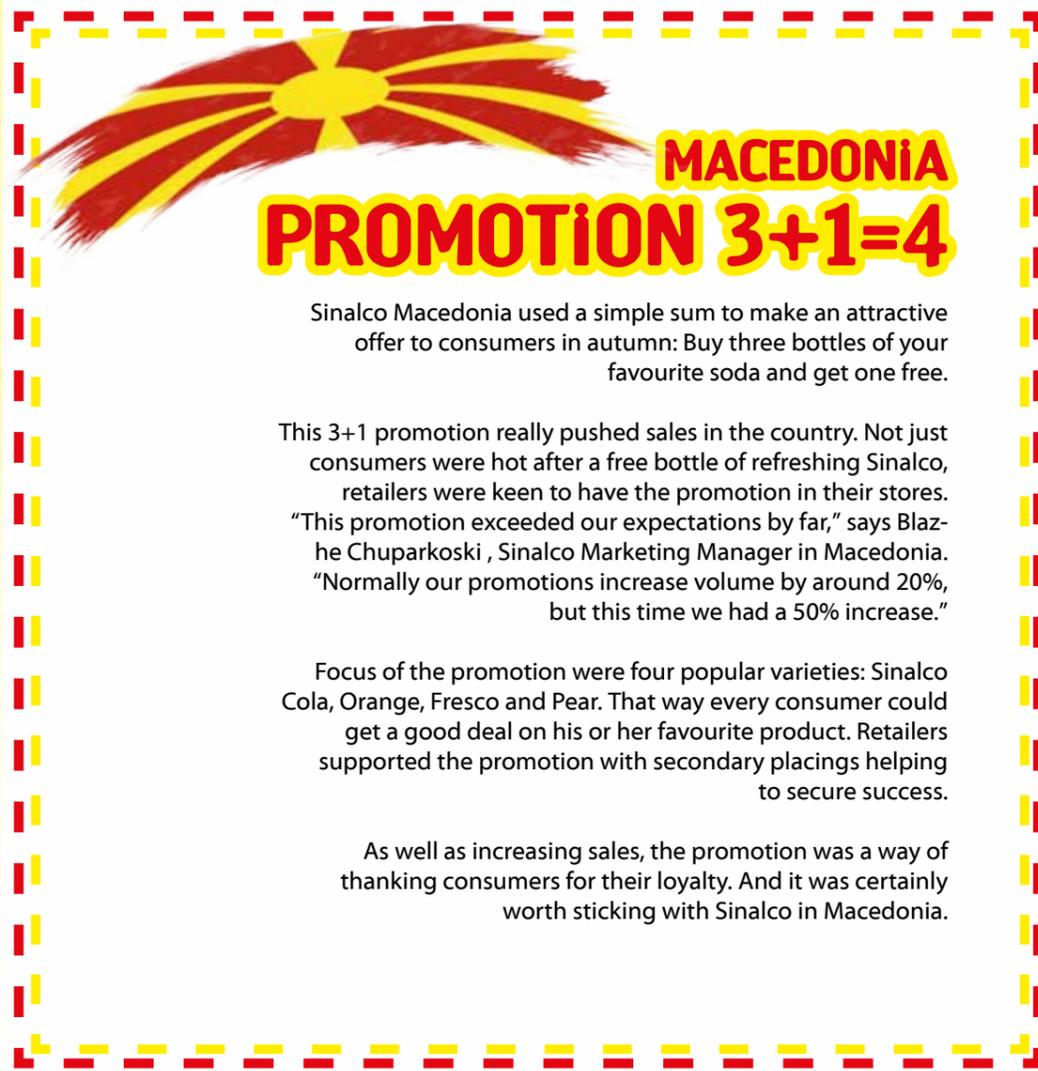
The idea was in the name. For example, consumers could use our yellow lipstick to kiss the sun and then post a selfie. Or for "Nice to nose you" they could use a drinks mat with a funny face on it to make a funny selfie and post the photo on social media. That way we had consumers promoting our brand for us!

And so Sinalco was present on private Instagram and Facebook accounts – somewhere that it is not easy for a brand to get to.

These activities were not just effective at the point-of-sale, they were also popular at a wide range of events. The drinks mats for the "Facelift" promotion were put to good use at the drinktec trade fair. Visitors to the Sinalco Showtruck could take a photograph of themselves using the mats and post the photos straight to their Facebook accounts. That way Sinalco greetings from the drinktec were sent all around the world.

We think "Nice to nose you", "Kiss the sun" and "Facelift" brought a little bit of extra fun into the world.

Just like Sinalco does.



MACEDONIA PROMOTION 3+1=4

Sinalco Macedonia used a simple sum to make an attractive offer to consumers in autumn: Buy three bottles of your favourite soda and get one free.

This 3+1 promotion really pushed sales in the country. Not just consumers were hot after a free bottle of refreshing Sinalco, retailers were keen to have the promotion in their stores. "This promotion exceeded our expectations by far," says Blazhe Chuparkoski, Sinalco Marketing Manager in Macedonia. "Normally our promotions increase volume by around 20%, but this time we had a 50% increase."

Focus of the promotion were four popular varieties: Sinalco Cola, Orange, Fresco and Pear. That way every consumer could get a good deal on his or her favourite product. Retailers supported the promotion with secondary placings helping to secure success.

As well as increasing sales, the promotion was a way of thanking consumers for their loyalty. And it was certainly worth sticking with Sinalco in Macedonia.



MACEDONIA

TIME FOR SUMMER TURN UP YOUR PULSE 2017

Sinalco Switzerland started their 2017 summer campaign with a creative idea. The idea was to make consumers work for their cool, refreshing Sinalco.

The campaign encouraged young consumers to join in. Because Sinalco is there for all those who enjoy an active life, and do not wait for excitement to come to them but go out and make things happen.

The cult brand was present at events such as the Städtlibeach in Sursee, the Open Air festival in St. Gallen, the beach volleyball tournament in Gstaad and the Baditour in 10 different cities.

At the centre of the promotion was a special Sinalco fridge with a difference – it can only be opened if your pulse is running at least 140. So the challenge was simple: get active! Consumers in search of refreshment began running, dancing, jumping or climbing on the yellow Sinalco Beach Cruiser to get their pulses racing. It was a great idea that was talked about a lot in social media and provided plenty of cool refreshment.

In addition to this campaign, online media were a central part of brand communication. Banner ads were placed on popular news sites, and influencers were used to communicate the Sinalco brand message.

The “Turn up your pulse”-campaign was extended to include a great prize – a Sinalco fridge full of ice-cold refreshment.

There was also a promotion in supermarkets: a free Sinalco ice-cream with every six-pack purchased.

Consumers were very happy to take up this offer of two-fold refreshment on hot summer days.

**We can't wait until
next summer ...**





Sinalco expands social media presence

Sinalco on Instagram

In addition to our Facebook page, which has more than 78,000 fans, and the picture sharing network, Pinterest, Sinalco started its own Instagram account in November. You can find us at @sinalco.de.

We use Instagram to share news and let consumers experience our brand on their smartphones. We also introduce Sinalco hashtags which users can use to tag their Sinalco-themed photos.

Sinalco advent calendar & influencer campaign

Every year, the Sinalco advent calendar helps to make waiting for Christmas a sweeter experience. This sixth edition of the calendar allowed Sinalco fans to open a virtual bottle of their favourite softdrink every day. With a bit of luck they could win great prizes – including consumer electronics, Sinalco merchandising and much more.

The number of people opening the bottles on the calendar is increasing each year. This year there were up to 12,000 participants per day. The Sinalco advent calendar was advertised by influencers on Instagram: role-models and idols of our target audience posted stories, high-quality photos and interesting content mentioning Sinalco. Influencer campaigns will certainly continue to play a role in our marketing. Social media continues to be very exciting.



Photo source Alex Koch, Instagram ix_koch



So cool, so summer, so Sinalco

“So cool, so summer, so Sinalco” – that was our brand motto for 2017. And there were suitably cool prizes to be won at point-of-sale. These included Sinalco cool-boxes, mini-fridges and over 100 full-size SMEG fridges in Sinalco design. Participation was possible online or in retail outlets. These promotions helped us to gain presence in supermarkets’ own weekly advertising leaflet.

Summer would not be summer without refreshing Sinalco summer ice – available in Orange and Cola flavour. The ice-strips are popular as on-pack give-aways and there is huge demand. Competitions on our Facebook page gave consumers more chances to get hold of ice-strips, and they were popular at events and festivals as well. Our promotion teams made themselves very popular by giving away ice-cold refreshment.



Photo source instagram greoj57

Sinalco at the Oktoberfest

The Oktoberfest is not only the definitive German festival, but the biggest public festival in the world. It has been taking place on the Theresienwiese in Munich, the capital of Bavaria, since 1810. Sinalco was present for the first time last year. We had more than 20 sales points offering refreshing alcohol-free Sinalco to thirsty visitors.



Photo sources Lennart Heidtmann

NOW ON SHELVES THROUGHOUT GREECE: SINALCO



Lemon were selected for the roll out, which – to the delighting Greek consumers throughout the country – came just in time for the 2017 summer vacation season. Both convenient half-liter PET bottles for a quick refreshment on the go as well as one-and-a-half liter PET bottles for in-home use are now in stores.

The current range of products is set to expand in the near term. Zero-calorie beverages, including Sinalco Cola, Sinalco Orange and Sinalco Zitronen will soon be available for calorie-conscious consumers in Greece to enjoy.

“Mr. Mavrikos has made his dream of opening a new Sinalco bottling facility in Greece a reality”, said Mongi Goundi, Managing Director of Sinalco International Brands. “The dream was born when he became a Sinalco licensee in 2006 and invested in bag-in-box production. Now he’s taken the logical next step of distributing Sinalco throughout the country.”

Until quite recently, Greek consumers first had to check into a hotel on an Aegean island to quench their growing thirst for Sinalco. Now that the new bottling plant on Rhodes has been brought on line, Sinalco is available for purchase throughout Greece.

As early as 2006, the Georgos Marvrikos distillery began bag-in-box production of Sinalco brand beverages. It didn’t take long for the lemonade to make a name for itself, especially among the major hotel chains on the Greek islands popular with vacationers. It’s a perfect fit after all: for globetrotting tourists at the hotel’s pool or private beach, a refreshing glass of Sinalco takes the vacation experience to the next level.

By 2017 the brand had become so popular that the time was right to begin distributing it across Greece. But a new facility for filling PET bottles – a major investment – had to be constructed on Rhodes to make it happen. The new facility has been designed with room to grow so production capacity can be increased with rising demand. Sinalco Cola, Sinalco Orange and Sinalco

SINALCO REFRESHES CONSUMERS WITH DIVERSE RANGE OF PRODUCTS

Consumers in Iraq love Sinalco, where they’ve been putting their trust in the quality of the German beverage icon for more than 70 years. By its own account, Sinalco is the best-known drink and market leader among soft drinks in the country.

One factor in the brand’s success in Iraq is the wide range of container sizes and types in which Sinalco is produced and sold. Consumers can count on finding the right container no matter the occasion, from cans to plastic or glass bottles.

But there are other reasons for the German brand’s smashing success: the brand has cleverly expanded into further market segments, enabling the licensee in Iraq to grow into a full service provider in the domestic non-alcoholic beverage wholesale and retail markets over the years.

The recent launch of the fruity fresh and Aquintell flavored soda brands has tapped into new consumer and achieved higher wholesale and retail listings. The innovative energy of the new flavors in Iraq has also led to a significant stabilization of the brand and given it an advantage over its competitors.

“Iraq is a strongly competitive and very price-sensitive market”, said Duraid Al-Rahmani, Managing Director Sinalco Iraq. “That’s why we keep a close eye on the market and consistently deliver products of the highest quality to our consumers across all market segments.”



THE BIG CHALLENGE: SUGAR REDUCTION

High sugar levels in food and beverages are increasingly becoming a critical focus point of consumers, governments and health-organizations globally. Governments – like Mexico, Chile, States in US, Colombia, Portugal, France, Canada, Australia, Finland, Hungary, UK, Ireland, South Africa, Malaysia, Philippines and Singapore – have implemented taxes or are exploring limiting the growing health costs for non-communicable diseases (NCD) – diseases caused by unhealthy nutrition – through levying taxes mainly on beverages containing high amounts of sugar.

The beverage and food industry has understood that there is a clear mandate to formulate products with a balanced and healthy nutritional profile and reduced sugar levels. This is reflected by a steep increase in new product launches that include high intensity sweeteners.

Sugar replacement in beverages has always been connected with the challenge to formulate great tasting products. Each high intensity sweetener has its own taste properties and sweetness profiles, and in most beverage applications, “artificial” sweetener characteristics could be easily recognized. As a lack of mouthfeel, an undesired bitter or metallic off-tastes or the lingering sweet after-taste were affecting the character aroma of the beverage.

New technologies in intensive sweeteners industry are solving these challenges. One outstanding example is the range of Qorus® Dolce sweetener systems. This patented technology provides freedom to formulate sugar-reduced or sugar-free beverages with an optimized sweetness profile and excellent mouthfeel.

Sensory research with independent sensory institutes assures excellent taste performance, close to sugar and are backed up by detailed market research with a focus on the overall global market environment, consumer preferences and perception.

The utilized sweeteners acesulfame K and sucralose together with natural flavours as sweetness optimizers, are the basis of many global new

product launches in food and beverages, because of their positive ingredients image in consumer perception.

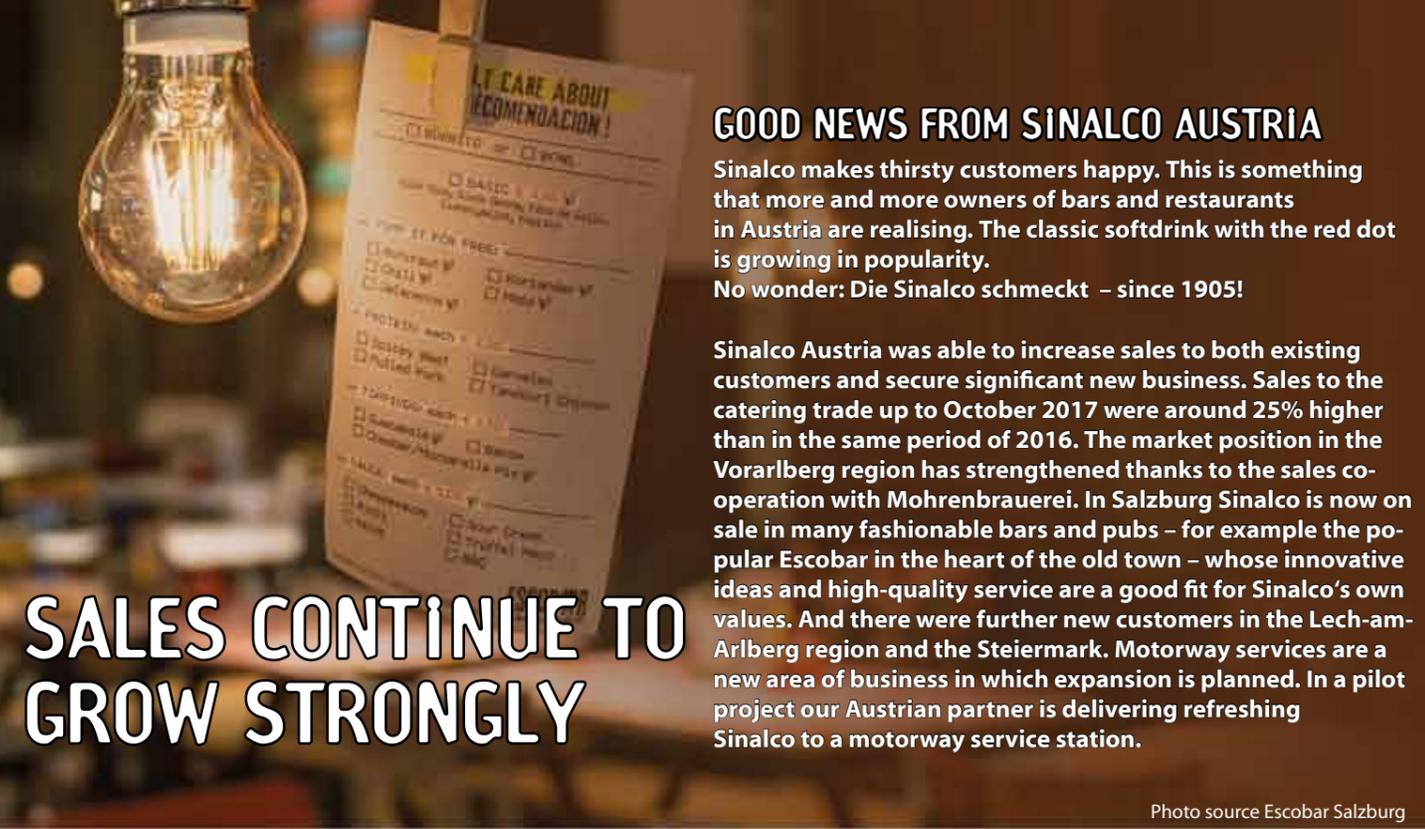
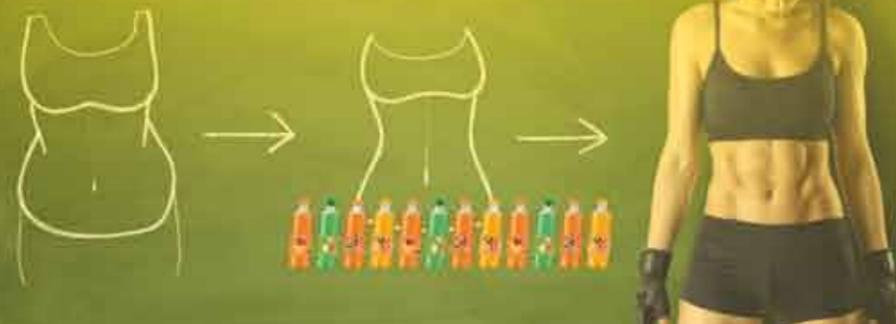
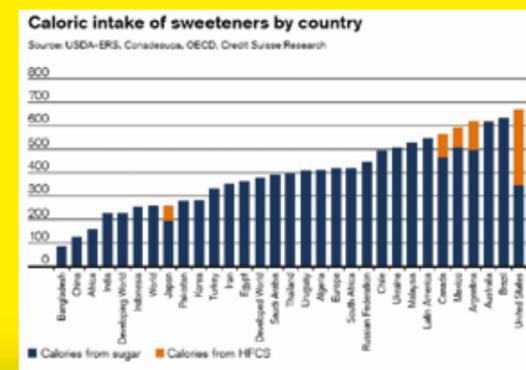
It's important to have an excellent stability in the final product for long shelf life and good taste properties in warm/hot climate. Secondly filling lines should be utilized at full efficiency. Protein based sweeteners are cause foaming in many beverages. Using patented sweetener innovations, e.g. Qorus® Dolce, these challenges are solved. The high solubility is an outstanding further attribute for these products and the reduction of carbon footprint is substantial, compared to sugar.

It is very useful to utilize latest technologies in sugar reduction in fulfilling the mandate to formulate products with a healthy nutritional profile and reduced sugar levels.

In the Sinalco family, several Sinalco partners applied this modern technology with excellent results. In Macedonia (SINETTA RANGE with 40% sugar reduction), Denmark (SINALCO ORANGE, COLA, LEMON LIME as 50% sugar reduced products and ZERO SUGAR products) and soon as well Malta (SINALCO ORANGE, COLA, LEMON LIME, CHINOTTO as 50% sugar reduced products and ZERO SUGAR Products).

Qorus® Dolce is already approved in recipes for Sinalco Singapore, Syria and Turkmenistan.

Patented sweetener innovations are helping to create delicious beverages across the entire range of sugar replacement ratios whilst maintaining a balanced, clean sweetness profile and a full body and mouthfeel. The ease of use as “drop-in” systems facilitates instant application and decreases time to market for innovative brands with a delicious and healthy positioning.



SALES CONTINUE TO GROW STRONGLY

GOOD NEWS FROM SINALCO AUSTRIA

Sinalco makes thirsty customers happy. This is something that more and more owners of bars and restaurants in Austria are realising. The classic softdrink with the red dot is growing in popularity. No wonder: Die Sinalco schmeckt – since 1905!

Sinalco Austria was able to increase sales to both existing customers and secure significant new business. Sales to the catering trade up to October 2017 were around 25% higher than in the same period of 2016. The market position in the Vorarlberg region has strengthened thanks to the sales co-operation with Mohrenbrauerei. In Salzburg Sinalco is now on sale in many fashionable bars and pubs – for example the popular Escobar in the heart of the old town – whose innovative ideas and high-quality service are a good fit for Sinalco's own values. And there were further new customers in the Lech-am-Arlberg region and the Steiermark. Motorway services are a new area of business in which expansion is planned. In a pilot project our Austrian partner is delivering refreshing Sinalco to a motorway service station.

Photo source Escobar Salzburg

AUSTRIAN TRADE FAIR „ALLES FÜR DEN GAST HERBST“

Sinalco was again present at the Austrian trade fair “Alles für den Gast Herbst” (“Everything for your guest – Autumn”), the leading trade fair for the catering and hotel industry in the Danube-Alps-Adriatic region. The event took place in 2017 for the 48th time. Visitors, who came to the Sinalco booth could win cool prizes, including a Sinalco fridge. And we were on hand to inform managers and owners about how their business could profit from stocking our brand.

This trade fair attracted 46,000 visitors and 700 exhibitors. It was again an important event for Sinalco Austria. Many important and promising contacts were made. We can't wait for “Alles für den Gast Herbst” 2018!



Photo source Andreas Kolarik



INTERVIEW WITH ARMEND OSAJ, SINALCO KOSOVO

Mr. Osaj, please tell us a bit about your company, Sinalco Kosovo (Getrinke Vrella)...

The owner of the company Mr. Gani Dreshaj after years of business experience in Germany decided to expand his business activity also in Kosovo, so doing by creating the company Getrinke Vrella SH.PK, which was founded in 2009. Since Mr. Dreshaj lives and works in Germany the decision to invest in Kosovo was taken very easily by knowing very well the brand of non-alcoholic drinks, SINALCO.

You have started with the production of Sinalco 2010 and you plan to build a complete new production facility. Please explain us the steps you need to go to build up such a project.

Kosovo as a new state with a steady population growth and a rapidly expanding economy, as a result of the market for soft drinks and bottled water has shown steady growth from year to year. Regardless of this, in a new state such as Kosovo, the decision to make large investments was not easy for the very fact because there is lack of adequate legislature and lack of support in various forms from the state. All these obstacles have become a challenge for the owner as an investor and then for the staff as a project implementers. Apart from the investment, the next step was the recruitment of staff and their preparation or training for the production process in general. It is understandable that in the beginning there is always difficulty but over time things have gone better and better.

What about the Sinalco brand do you personally find fascinating?

Sinalco is synonymous with German quality spread all over the world, it's a beautiful story for over 110 years. For me the taste and the unique design, the wide range of products and the application of contemporary standards of work by Sinalco International Brands, make for no moment to lose focus on the brand Sinalco.



How you would describe the current situation in the Kosovo market? What features set the Kosovo market apart from others and which potential you see for the brand in Kosovo?

The market in Kosovo, despite the fact that it is growing, the competition is very big, and this makes us not to lose focus for any moment. Sinalco has the quality, as well as a reasonable price for the market, so being very active with marketing activities has a lot of potential to grow year by year.

With its two million residents, Kosovo is an attractive small market. What does the competition look like in general? What position can Sinalco hope to carve out for itself among consumers in coming years?

Most competitors are very aggressive in the market. For the time being, two competing brands stay relatively better considering the long period of their presence in the Kosovar market.

In general, German products here in Kosovo enjoy greater credibility when it comes to the quality of the German product, and the price is reasonable for the market!

What drinks from the Sinalco portfolio are you launching initially and which drink is your personal favorite?

Sinalco Cola, Orange, Lemon, Fresco, Pear and Aquintell water. My favorite drink is Sinalco Orange.

You are rolling out a lot of marketing activities in your market. One of your focus is to advertise in social media? What is your hint behind it?

Social networks for most people have become daily and a point of reference for getting informed about life in general, so marketing on social networks has helped us to be more informed about our daily activities. Apart from social networks, we have been very active with direct promotions in all of Kosovo, which has enabled our customers and potential customers through the tastings to get informed right about the product in general.

What will be new for 2018?

For 2018, we have plans to continue with marketing activities on a daily basis, through direct promotions, media marketing, participation in various activities organized by the network of hypermarkets, with the aim of continuous growth in the market. At the same time we plan to start with new products, so doing increasing the range of products at Sinalco. Also, except the market in Kosovo, we will also focus on the Albanian market where after the first supplies in 2017, the good news is because Sinalco is well received there, so with a good sales and marketing plan, we believe that we will be present in a new market and fairly prospective in the future!

Mr. Osaj, thank you for your time.

EXPERIENCE

CEO | Getrinke Vrella - Sinalco

Dates 07/01/15 – Present

Responsible for general management of company, including strategic management, growth and profitability, financial management, HR management, external parties relationship.

CSO | KIT | 08/01/14 – 07/01/15

Sales management in a company in IT industry and Solar Energy.

Corporate Relationship Manager

Banka Ekonomike Sh.a| 2004 – 2014

Last position hold in Commercial Bank is corporate relationship manager. Responsibilities included relationships with corporate clients, institutions, public companies.

Previously hold Branch Manager position in Prishtina.

Previous to Branch Manager, held Loan Analyst position.

EDUCATION

Master of Science in Management and Information Technology|2014|University of Prishtina. Bachelor of Science in Management and Information – Faculty of Economics|2004| University of Prishtina.

SUMMARY

Highly experienced business, developer with practical knowledge in strategic management, business planning, marketing and sales, negotiations, procurement and finance. Result oriented professional towards revenue and profit achievement.

EDUCATION

TRAININGS AND SKILLS

“Sales, negotiation and success” by Brian Tracy.

Strategic planning, HR management – Training in Vienna Austria.

Sales and negotiations skills – Training by Charley Swords.

Factoring and Mortgage Training – by Keith Willshire and Rajit Nayak.

Team player and extraordinary communications skills.

Driving Licence





SINALCO SPONSORS SERBIA'S LEADING WOMEN HANDBALL TEAM

Sinalco was the proud sponsor of Serbia's most successful women's handball team, Medicinar, based in Šabac, for the 2016/2017 season.

The players were equipped with Sinalco towels and sports bottles and the team sported the Sinalco logo on their uniforms. Sinalco also signed on as the exclusive partner for beverages sales at all home games, where Sinalco banners featured prominently on the sidelines of the handball court.

Although the team was already recognized as one of the most successful in Serbia before partnering with Sinalco, the 2016/2017 season blew their previous achievements out of the water. In addition to winning the Super League of Serbia championship—with the Sinalco logo emblazoned on their jerseys—the team also qualified to participate in the EHF Cup, the annual European handball championship competition.

The team had a strong showing in the EHF Cup as well, handily defeating the Dutch handball championship team, VOC Amsterdam, in both spectacular opening matches. And even though Medicinar went on to lose to the Russian team, HC Kuban Krasnodar, in subsequent matches, the Serbian team has still outdid itself, having had its best season ever.

Four names are closely linked to the team's outstanding success: Serbian handball legend Petar Fajric, Serbia's best ranked women's handball player, Ana Radovic, as well as board members Dejan Pavlovic and Vladimir Petrovic.

Vladimir Petrovic, member of the team's board and owner of the Sinalco production facility in Serbia, was thrilled by the team's sensational showing, of course: "Even though there's a year of grueling hard work behind us, the team really pulled together with professional dedication in order to achieve this success. I'd like to thank all of the players, coaches and everyone else involved in making this our best season ever."

Sinalco is excited to be back on board again for the upcoming 2018/2019 season. We'll be putting our best foot forward along with the Medicinar team for crowds of onlookers from all across Europe.



SERBIA



PRODUKT INNOVATION SINALCO SELECT THE SNACK DRINK

Drinking and snacking: a combination that's relatively unknown in the beverage industry. This new product category has been on offer since the beginning of 2017 in the form of Sinalco Select, surprising consumers with a new drink-and-snack beverage experience.

Sinalco Select made its big debut in 2016, when we introduced it for the first time at the Sinalco partnership conference in Cologne. Within a year, the first bottles were being filled in Bosnia. Sinalco's partner Teloptac has been bottling these high-quality, snack-like products not only for the domestic Bosnian market but for export to neighboring countries as well.

The drink's main attraction is its combination of high quality ingredients. It's the luscious, natural bits of carefully selected fruit in particular that account for the distinctive fruity-fresh flavor of the Sinalco Select range. A high fruit juice content in each beverage rounds out the Sinalco Select flavor experience, ensuring that each final product in the range has an overall fruit content of approximately 10%.

The Sinalco Select range is available in our practical 0.25 l slim can. The Orange and Pineapple flavors are currently in production in Bosnia, while additional interesting fruit alternatives are already in development and are soon to be launched. And not only has the product been a favorite with retailers, it's been a hit with consumers as well: the product was listed in the biggest supermarket chains and available in trendiest bars in the Balkans in no time.

Sinalco Select was presented to a broad, international audience of industry insiders at drinktec, the renowned beverage technology trade show. Both the Orange and Pineapple products were featured with new products at the Innovation Flow Bar and proved to be one of the absolute highlights among the discerning eyes and palates of the trade visitors in attendance.

And speaking of discerning palates, not only did the trade visitors at drinktec give Sinalco Select high marks in terms of flavor, they had a blast drinking it as well: before enjoying a Sinalco Select, you have to give it a good, fun shake to ensure that the luscious chunks of fruit are distributed evenly throughout the beverage.

So if you see consumers giving their drink a good hard shake in the future, don't be surprised if it's a fresh and fruity Sinalco Select: **Sinalco Select – shake your snack drink.**





energi-s NOW POPULAR IN BIG BOTTLES TOO!

Sinalco's energy drink energi-s is becoming more and more popular. The younger generation just love the taste.

Teens and twens drink energi-s whenever and wherever they need it. Just like "plug and play", after a quick energi s you are ready to deal with whatever comes up.

It is in fashion to carry around a stylish black slim can of energi-s, ready to drink when the need arises. But the cans are facing tough competition from a new big brother: energi-s is now available in 0.5 litre and 1.5 litre bottles in Serbia.

Large bottles are quite unusual for energy drinks. But consumers are showing that demand is there. Young people like to enjoy the kick of energi-s with their friends, and Sinalco's new bottles make this easier. The 1.5 litre bottles are proving very popular at parties and in bars.

"Launching these big bottles of energy drink was a real coup," says Mongi Goundi, Managing Director of Sinalco International Brands. "Normally people drink a can of energi-s on their own. Now we have the perfect pack to allow people to drink their favourite energy drink together."



FRUITY FRESH YELLOW SENSATION

Sinalco is bringing another fruit-juice-based brand to the shelves with its new product, fruity fresh. Alongside sinetta, Sinalco's juicy premium brand, fruity fresh is making waves in the juice-based refreshments segment.

The noncarbonated beverage is currently being produced in two markets. The fruity thirst-quencher has been launched in Serbia in 1.5l PET bottles, while the product is bottled and distributed in Iraq in convenient 0.33l sleek cans.

"The fruity fresh brand was conceived from the get go as a brand with a wide range of thirst-quenching flavors," said Mongi Goundi, Managing Director of Sinalco International Brands. "The countries that opt to launch the fruity fresh line can then decide which flavors are best suited to appeal to consumers in their particular market."

Sinalco's licensing partner in Serbia went for the Orange, Apple and Multi flavors, whereas the licensee in Iraq opted for bringing a range of more exotic fruit flavors to consumers, including pomegranate, red grape and cloudy lemonade.

The successful fruity fresh brand is set to launch in other markets soon, where licensees are looking forward to benefiting from Sinalco's fresh and fruity innovation. Mongi Goundi sums it up as follows: "The development of fruity fresh has been promising from the start. It's been a way to tap into new consumer groups and transfer our competence in terms of quality and flavor to a new segment of the market."



SERBIA



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