



HEALTHY WATER / 2024

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SUMMERY

HISTORY

► The source of mineral water is located on the territory of health resort Nabeghlavi (In the valley of riv. Gubazeuli, 450-475 masl.), in Western Georgia, hence the name of the water.

► According to an old story, local inhabitants of the region noticed that buffalos were especially attracted to one of the water sources

► Discovered and first analysis was made in **1905**

► Industrial producing from **1958**

► “Nabeghlavi” production was taken over by JSC “Healthy Water” from **1997**.

► Within this period, chemical properties of the water were scientifically developed and the water was stated to have Bicarbonate Calcium-Sodium composition as well as natural Carbon dioxide.

► On June 24, **2017** the new multi-profile non-alcoholic beverage factory was opened in village Nabeghlavi, Guria.

► Exported to over **30** countries.

► JSC “Healthy Water” is a part of “Margebeli Holding”, with 3 more companies:

► Marneuli Food Factory - The largest food processing enterprise in Georgia

► Engadi – Distribution Company

► Marneuli Agro - Agricultural farms, Cattle farms

FACTORY

FACTORY CAN PRODUCE ALL KINDS OF NON-ALCOHOLIC DRINKS.



EXPORT

EXPORTED TO OVER
30 COUNTRIES

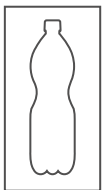
The Export list Comprises: **NORTH AMERICA, JAPAN,**
CIS, EU and Arab countries.

3 Daughter Companies

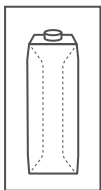
FACTORY

The factory is the great example of modern industry, it is fully compatible with the world standards and represents the region's largest enterprise.

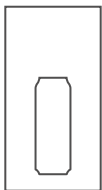
The plant is equipped with the seven most modern production lines (Krones Lines)



3 PET
LINES



2 TETRA
LINES



CAN
LINE



GLASS
LINE



QUALITY AND OTHER CERTIFICATES

FOOD SAFETY SYSTEM CERTIFICATION 22000

Certification scheme for food safety management systems consisting following elements: ISO 22000:2005, ISO/TS 22002-1:2009 and additional FSSC 22000 requirements (version 4.1)

► ISO 9000:2015

► EU Certificate of Conformity - CERTIFICATION CENTRE "BALTSERT" Ltd





NABEGHLAVI

NABEGHLAVI *Is Better*



DESCRIPTION

NATURAL BICARBONATE SODIUM TABLE
WATER, ENRICHED WITH NATURAL CO₂

Unique possibilities of Georgian Mineral
waters in segment

“Natural mineral Prophylactic sparkling water”

- Balanced taste
- Flavored Nabeghlavi – light taste and prophylactic characteristic



DESCRIPTION

Nº1

MINERAL WATER
IN GEORGIA

Nabeghlavi as table water is good for everyday use contributing to withdrawal of harmful substances from human body and enhancing it with useful minerals. Nabeghlavi is favorite brand of Georgians as well as It gains popularity worldwide



PRODUCTS

	0.5L PET BOTTLE
	1L PET BOTTLE
	0.2L GLASS BOTTLE
	0.5L GLASS BOTTLE
	NABEGHLAVI 0.33L CAN
	WITH LIME 0.33L CAN
	WITH GRAPEFRUIT 0.33L CAN






Nabeghlavi is sparkling mineral water consisting of numerous positive elements for human body beside exceptional taste. Nabeghlavi is used for prevention of some chronic diseases (gastritis, colitis and enterocolitis, hepatitis, pyelonephritis in the phase of remission, nephritis), obesity of endocrine etiology and diabetes mellitus.

GLASS BOTTLE

Nabeghlavi as table water is good for everyday use contributing to withdrawal of harmful substances from human body and enhancing it with useful minerals. Nabeghlavi is favorite brand of Georgians as well as It gains popularity worldwide

	0.2L GLASS BOTTLE
	0.5L GLASS BOTTLE



PET BOTTLE



17-45 Years old



Family, Travel, Healthy Lifestyle, Self-realization
in work and family, Maintaining stability



0.5L PET BOTTLE

1L PET BOTTLE



WITH AROMAS



16-26 Years old



Cool job, Events, Fashion,
Active lifestyle, Healthy food

	NABEGHLAVI 0.33L CAN
	WITH LIME 0.33L CAN
	WITH GRAPEFRUIT 0.33L CAN



FOR HOT SUMMER DAYS!








0
CALORIES!



EXPORT



BOTTLE TYPE	 BOTTLES PER PACK	 BOTTLES PER PALLET	 TRUCK 20 TON	 CONTAINER 20"	 CONTAINER 40"
0.2 L GLASS	24	2112	52632	23232	50688
0.5 L GLASS	12	936	23400	10296	22464
0.5 L PET	12	1728	36288	16632	41472
1 L PET	6	900	18600	8250	21600
0.33 L CAN	24	2112	52800	23232	50688



BAKHMARO

DESCRIPTION

NAME OF BAKHMARO IS COMING FROM THE MOUNTAINOUS RESORT IN THE SAME REGION WHERE IT IS BOTTLED.




DESCRIPTION

THE BAKHMARO SOURCE IS LOCATED 1.5 KM AWAY FROM THE PLANT. THE WATER IS SUPPLIED TO THE PIPELINE THROUGH THE PLANT, WHICH UNDERGOES SEVERAL STAGES OF FILTRATION AND DOES NOT CHANGE ITS PRIMARY CHEMICAL COMPOSITION.



PRODUCTS

	0.2L GLASS BOTTLE
	0.5L GLASS BOTTLE
	0.5L PET BOTTLE
	0.5L PET BOTTLE SPORT
	1.5L PET BOTTLE



BAKHMARO IN GLASS BOTTLES
PERFECTLY RETAINS THE NATURAL
MOUNTAIN SPRING TASTE OF THE WATER



GLASS BOTTLE

Bakhmaro is spring water with low mineral content consisting hydrocarbonate, calcium and magnesium, which is very healthy for human body. Besides, Bakhmaro differs with its ideal indicator of pH 7.5 with very soft taste

	0.5L PET BOTTLE
	0.5L PET BOTTLE SPORT
	1.5L PET BOTTLE








An aerial photograph of a lush green forest. A stream flows vertically through the center of the image. Two birds, possibly falcons, are in flight, one on the left and one on the right, both with wings spread. The text "SOFT AND BALANCED TASTE" is overlaid in white, bold, sans-serif capital letters across the middle of the image, positioned over the stream and the forest canopy.

SOFT AND BALANCED TASTE

EXPORT



BOTTLE TYPE	 BOTTLES PER PACK	 BOTTLES PER PALLET	 TRUCK 20 TON	 CONTAINER 20"	 CONTAINER 40"
0.2 L GLASS	24	2112	52632	23232	50688
0.5 L GLASS	12	936	23868	10296	22464
0.5 L PET	12	1728	36288	16632	41472
1.5 L PET	6	630	12342	5544	15120




GEONATURA WATER

DESCRIPTION

Balanced composition of minerals
and perfect indicator of pH7.5 makes
it as exceptional water






	0.3L PET BOTTLE
	0.5L PET BOTTLE
	1 L PET BOTTLE
	1.5L PET BOTTLE

	0.2L GLASS BOTTLE
	0.5L GLASS BOTTLE



EXPORT



BOTTLE TYPE	 BOTTLES PER PACK	 BOTTLES PER PALLET	 TRUCK 20 TON	 CONTAINER 20"	 CONTAINER 40"
0.2 L GLASS	24	2112	52632	23232	50688
0.5 L GLASS	12	780	23400	10296	22464
0.33 L PET	12	2112	36288	41184	50688
0.5 L PET	12	1728	36288	16632	41472
1 L PET	6	900	18600	8250	21600
1.5 L PET	6	570	12342	5544	13680



GEONATIRA CLASSIC

DESCRIPTION

LIGHTLY CARBONATED, NATURAL MINERAL WATER WITH LOW MINERALIZATION, FOR DAILY CONSUMPTION

	0.33L PET BOTTLE
	1L PET BOTTLE

PRODUCT SURROUNDINGS AND LEGEND

Falcon is a symbol of spiritual strength, hope, freedom and striving for the goal. The action portrayed on the label, the abduction of the water drop, is a combination of the characteristics of the falcon and the unique features of the water. Geonatura Classic is produced in Chokhatauri region, in the village of Nabeghlavi, The national emblem of the municipality depicts a silver falcon, the symbolism used in the packaging design is related to the place of origin.. Chokhatauri Region is recognized as the training center of Falcons, where an international competition between coaches is held every year.



DESCRIPTION



22-60 Years old



Socially Active, Healthy Lifestyle,
With Average and Above Average
Income, Trendy, Traveler,
Determined, Self-realized, Traveler,
Rebel, A Lover of Freedom

GEONATURA VIDEO

<https://youtu.be/rB-cuJ94j0E>

<https://youtu.be/hJk3P0j1ozU>



ADVANTAGES & FEATURES

PREMIUM QUALITY
LIGHT / SOPHISTICATED TASTE

DIVERSE PACKAGING DESIGN

EXCLUSIVE WATER

LOW MINERALIZATION






CONVENIENT FORMATS

FULL OF BENEFICIAL AND
ESSENTIAL MINERALS

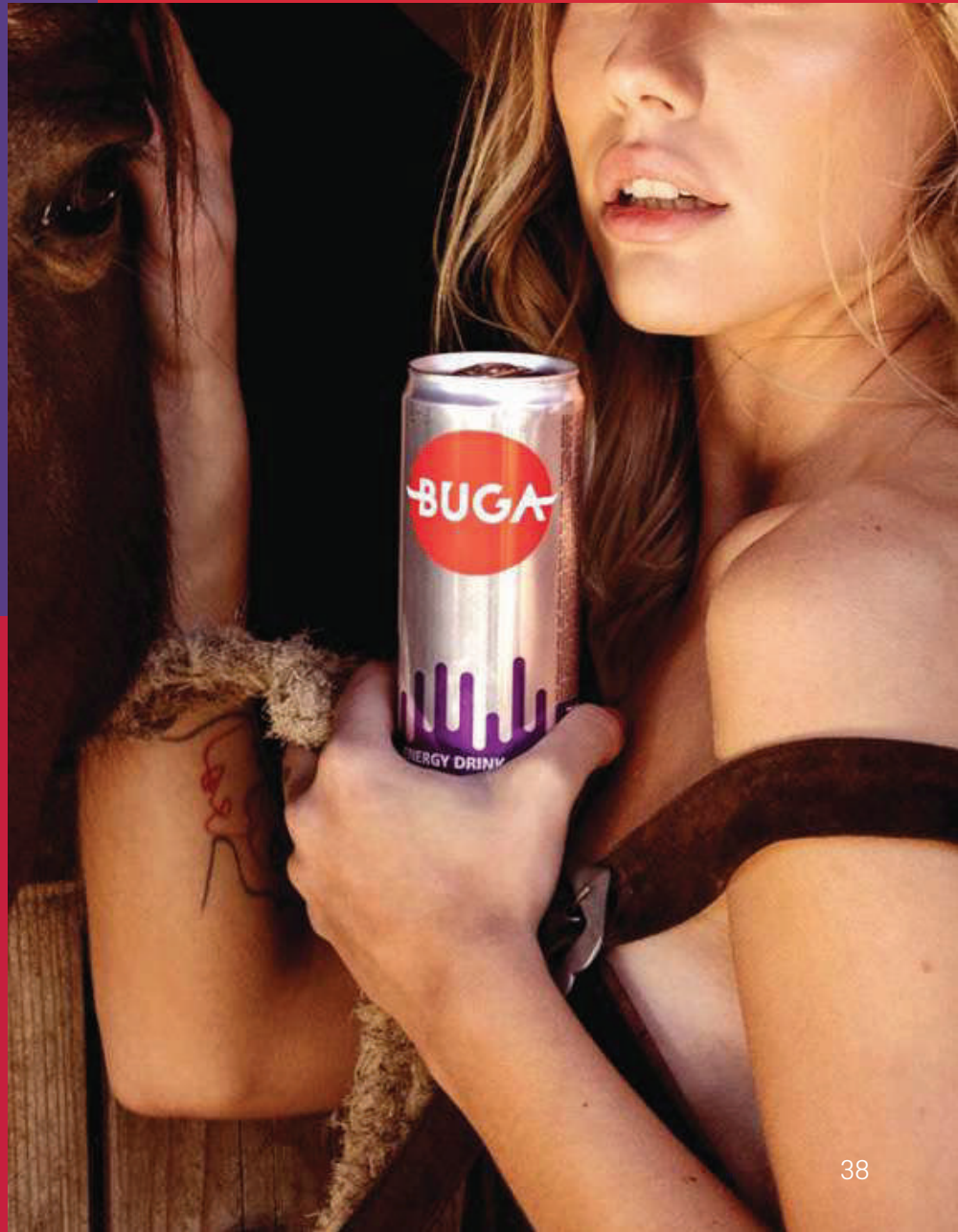


EXPORT



BOTTLE TYPE	 BOTTLES PER PACK	 BOTTLES PER PALLET	 TRUCK 20 TON	 CONTAINER 20"	 CONTAINER 40"
1 L PET	6	900	18600	8250	21600

BUGA



BRAND ORERVIEW

Since 2017

One Of The Major Players In The Price Segment

Wide Range Of Products; Buga Classic, Buga Tonic, Buga Mojito, Buga Mojito With Strawberries)

	BUGA CLASSIC 0.33L CAN
	BUGA CLASSIC 0.25L CAN
	BUGA TONIC 0.33L CAN
	BUGA MOJITO CLASSIC 0.33L CAN
	BUGA MOJITO STRAWBERRY 0.33L CAN



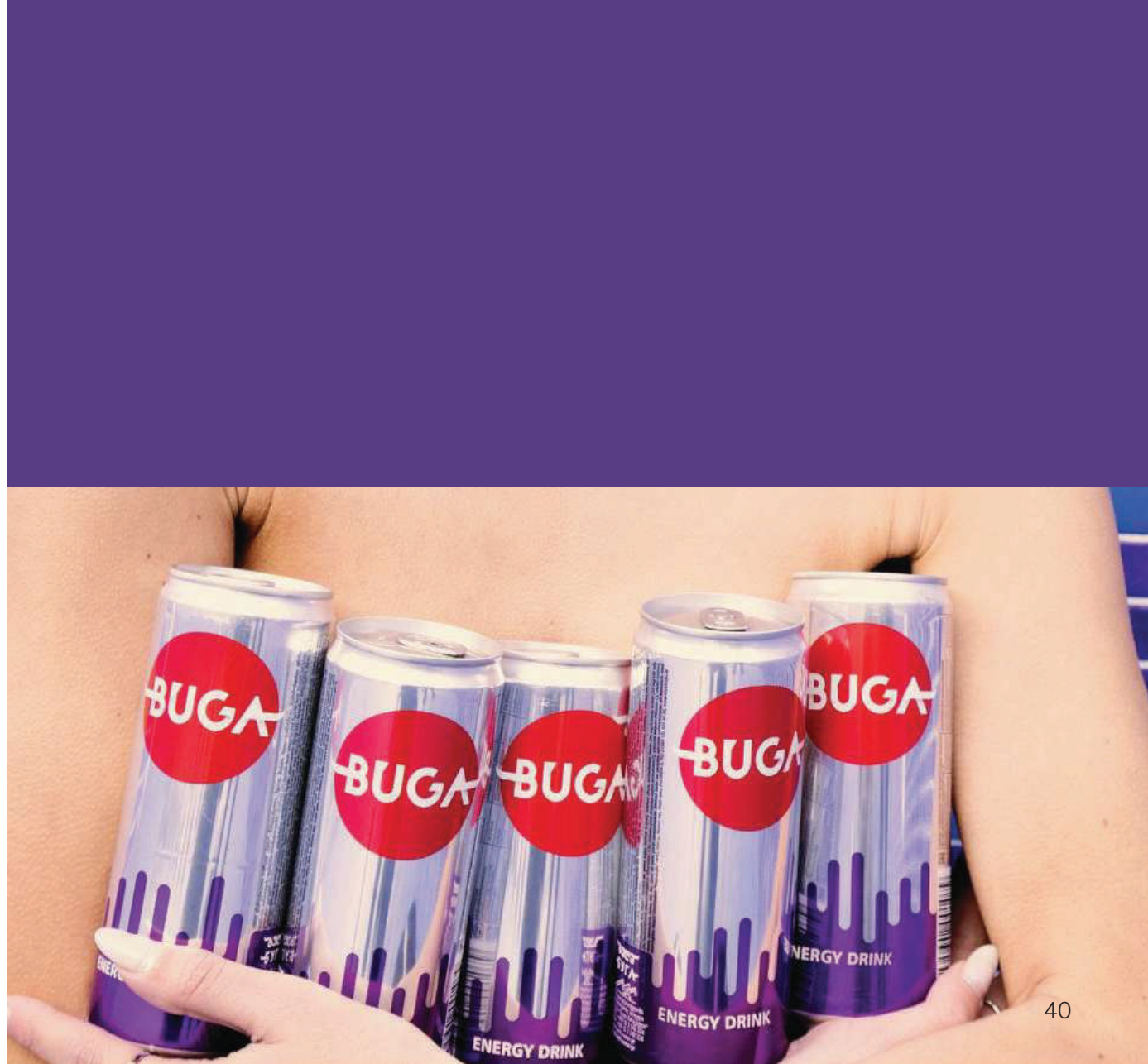
BRAND ORERVIEW

ADVANTAGES

EUROPEAN TECHNOLOGY
THE BEST QUALITY INGREDIENTS
SIMPLE AND CATCHY DESIGN

FEATURES

DIVERSE FORMATS
THE TASTE AND QUALITY OF A LEADING BRAND
LARGE ASSORTMENT



BRAND-DRIVEN APPROACH



RETAIL + HORECA

- ▶ approach modern / premium retail and impulse first quality before numeric distribution.
- ▶ presence at night gastronomy to generate image on-trade first if possible.

LIGHT HOUSE

- ▶ invest into presence at image partners that work as showcases and multiplier.
- ▶ retail: giant POS placements with brand world appearance.

CROSS-PROMOTION

- ▶ cross promotion: party food categories as chips.

ALTERNATIVE DISTRIBUTION

- ▶ home deliverers and restaurants with delivery: add BUGA for free to food + beverage orders.
- ▶ cruise ships + boats, welcome drink at Black Sea resorts etc.

CONSUMER - PRODUCT

- ▶ national sampling tour with cool vehicle and people
- ▶ cooperation with local media that organizes events
- ▶ raise awareness via influencers
- ▶ approach home parties, BBQ festivities, private events

*Try Me
With
Gin*

BUGA TONIC

ADVANTAGES AND FEATURES

THE FIRST GEORGIAN TONIC BRAND



18-60 Years old



Socially Active,
Individualistic, Party-lover



Lower Than Competitors
1,50-2 L






A TASTE CREATED FOR GIN & TONIC
BALANCED TASTE FOR COCKTAILS
NATURAL INGREDIENTS
EASILY PERCEPTIBLE DESIGN
THE BEST PRODUCT FOR HORECA
AFFORDABLE PRICE





EXPORT



BOTTLE TYPE	 BOTTLES PER PACK	 BOTTLES PER PALLET	 TRUCK 20 TON	 CONTAINER 20"	 CONTAINER 40"
0.33 L CAN	24	2112	52800	23232	50688
0.25 L CAN	-	-	-	-	-



JSC "HEALTHY WATER"





- From 2016 “Healthy Water” became the main partner of “Rauch”, one of the leading fruit processing and juice producing companies in Europe since 1919. “Rauch” is sold in more than 100 countries.
- “Healthy Water” is producing not only Mineral water “Nabeghlavi” and Spring Water “Bakhmaro” but also “Rauch” Juices, Lemonade and other non-alcoholic beverages.
- Export Countries covered by “Healthy Water”: CIS, Turkey, Ukraine



RAUCH. FRUIT, FAMILY AND NATURE.

MARKETING PLAN



MAKE YOUR DAY
A HAPPY DAY



THE BRAND



ENRICH

Natural
Quality &
Premium


Inspiring

Richness of
fruit & taste


Extraordinary


THE MARKET


TARGET GROUP





Steffi (38)
(Segment 25 – 49)
Upper middle class
In a relationship, soon to have a child









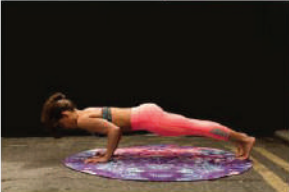








„When I go shopping I pay attention to high quality and products which make me feel good and bring me joy through their variety and creativity.“









Beverage Preferences

Taste

artificial ————— natural

Ingredients

common ————— exotic

Price

cheap ————— expensive

Popularity

Mainstream ————— Niche

Values






Longing for self-realization

Quality conscious






Joy of living

Open

Media Usage

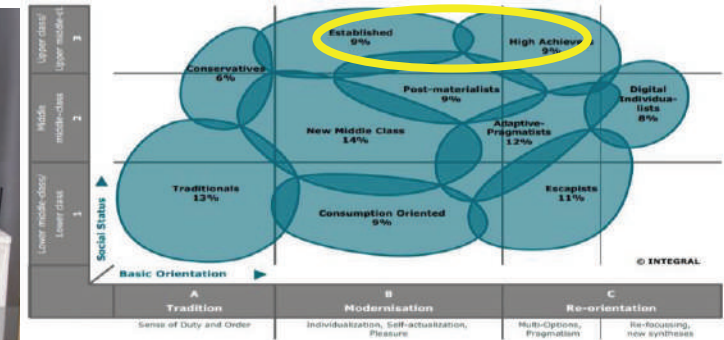
 Entertainment
 Secondly (at home, car)
 Inter-personal interactions
 Visual Inspiration
 Music, Trailer

Brand Cosmos

THE BRAND

CONSUMER INSIGHT – POSITIONING – BRAND PROMISE



PRODUCTS

GEORGIAN CORE PORTFOLIO

+ 200ml Tetra Prisma

- 100% Orange
- 100% Apple
- Peach
- Cherry





RAUCH

SEIT 1918

happy
day

Apple & Cinnamon

POS MATERIALS



Take it easy



THE BRAND

THE ONE WORD EQUITY PERFECTLY DESCRIBES BRAVO AS A CHARACTER.



**Mediterranean
Spirit**

One Word Equity
EASYGOING

**Intense
Fruit Taste**

Community



CLEAR DIFFERENTIATION AT COMMUNICATION BETWEEN CONSUMERS.

STILL DRINK CONSUMERS

- party, enjoyment, stimulation
- tonality: **refreshment**
- younger, mobile, on-the-go



NECTAR CONSUMERS

- relaxation, indulgence, pleasure
- tonality: **quality**
- all family, mainstream, at-home



BRAVO TETRA



BRAVO PET RANGE

STILL DRINKS WITH REFRESHING FRUIT CONTENT

Perfect refreshment
with a intense fruit
taste.

Bravo still drink
range is a colourful,
tasty range.



Rauch – successful
since 100 years

Bravo – available in
more than 80
countries worldwide

PRODUCTS

OUR PET RANGE

- **fruity refreshment** – Sunny: **unique smooth mouthfeel**
- **young and colorful** design
- **11 flavors** in 0.5 liter / **8 flavors** in 1.5l
- perfect for **on-the-go** and impulse with 0.5l and **at home** with 1.5l
- Available in more than 35 countries worldwide: **100 m.** pieces p.a.





YIPPY

THAT'S FUN!



YIPPY DRINK RELAUNCH 0,33L PET

EVEN MORE ATTRACTIVE FOR KIDS!

again more
color - more
impact

Stronger
branding!

Even more
fun with the
Yippy bear!



YIPPY DRINK 0,33L PET

PRODUCT – DESIGN - RECIPE

12%
fruit content



No Sweeteners



Treat for kids



Beloved funny
Yippy bear



Sports cap
No leaking!



Colourful impactful packaging –
screaming out of the shelf –
targeting the kids



Best fruit taste and Rauch quality –



With Calcium and Vitamins



0,33l pack size
= ideal drinking volume for
Yippy target group

