

# OUR BUSINESS

GBC celebrates the art of brewing with passion and precision. Our mission is to craft exceptional beers and non-alcoholic beverages that capture the essence of quality, flavor, and tradition.

Our commitment to quality and innovation drives us to craft drinks that not only quench your thirst but also enhance your everyday moments. From invigorating soft drinks to premium juices and artisanal teas, each product in our collection is designed to delight and satisfy. With a commitment to using the finest ingredients and brewing techniques, we bring you a diverse range of products that cater to every palate.

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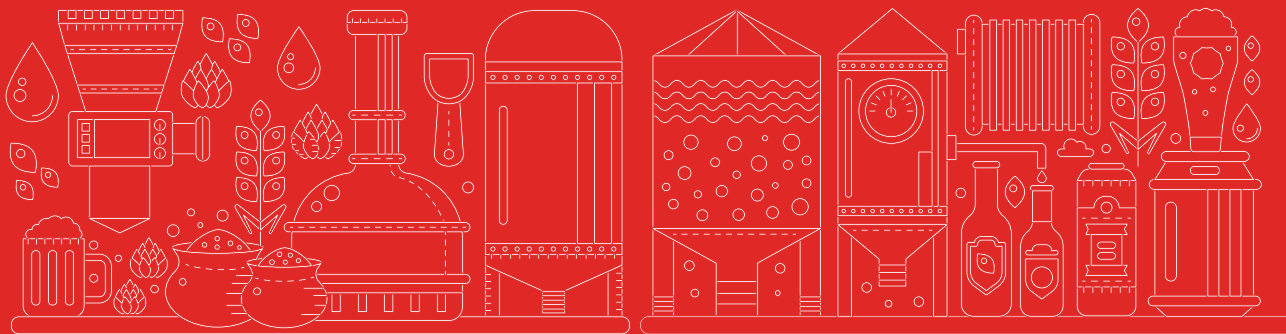
Discover the perfect beverage for every occasion in our catalog and experience the excellence. Join us in savoring quality, innovation, and refreshment in every sip.





# OUR HERITAGE

Georgian Beer Company was founded in 2011, however, the foundation for our business was laid for years before that. Zedazeni brewery, the pride of our company, was the third beer and beverage factory created by one group. Thanks to our group's entrepreneurial spirit and determination, Zedazeni is equipped with top-of-the-line technologies, like German filling lines form KHS, Krones packaging lines and top-notch electronic measuring and controlling systems to safeguard the process from all kinds of human error. Our production facilities are in line with the best practices of Western Europe.



# OUR VALUES

We understand, that to fulfil our ambition of becoming №1 beer and soft drink producer in the Caucasus region, we must earn trust and respect of everyone we deal with. That's why our culture is rooted in a deep sense of purpose. These are the values that underpin our business and guide our working style.

- We're passionate about our customers – our curiosity and consumer insights drive growth. We care for our brands and we're courageous in pursuing their full potential. We're innovative, constantly searching for new ideas that drive growth, developing them across our business.
- We give ourselves and each other the freedom to succeed because it fosters an entrepreneurial spirit. We trust each other; we're open and challenging. We're team players, whether together or apart.
- We're proud of what we do – we act sensitively with the highest level of integrity and social responsibility. We enjoy and benefit from diversity.
- We strive to be the best – we are restless, always learning, always improving. We set high goals and then try hard to exceed them. We deliver results, win where compete and celebrate the success.
- We value each other – we seek out and benefit from diverse people and perspectives. We strive to create mutually fulfilling relationships and partnerships.





# OUR PROFILE

Georgian Beer Company is distinguished by its proficiency in creating products and its wide range of capabilities in terms of production of beverages. Currently, the factory is producing licensed and local beer brands, CSD products, juice, and water. No other competitors have capability to produce given range.

# FACTORY

Our factory is fully furnished with premium quality facilities and equipment, giving us opportunity to produce widest range of beverages and maintain sustainable quality at all levels. Lines for all types of packaging and filling lines (can line, 2 PET lines, 1 aseptic, KEG and 2 glass lines) are provided by German manufacturer KHS. Our Brewery equipment from ZVU.

# QUALITY

Our commitment to quality is engrained within our management structure. JSC GBC has a permanent quality control system, qualified professionals allow company to offer premium quality product at affordable prices.

ISO – 22000 for Food Safety System Certification.

# EXPERIENCE

We have vast experience of successful launches of licensed brands of beer and CSD market, including Miller, Bavaria, Holsten, Harp, RC cola, Dilmah and imported Guinness and Krombacher. Strong bargaining power as the company is being represented in all segments of Georgian soft drinks and beer industry in terms of product portfolio and well-organized local distribution network that allows us to cover 95% of the retail sales outlets in Georgia effective manner.

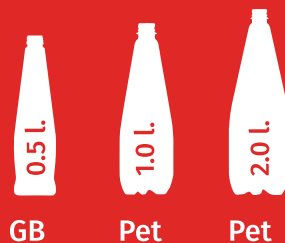
# PORTFOLIO



# LEMONADE ZEDAZENI

Lemonade – is a traditional Georgian drink, which is the essential part of the celebration. Lemonade Zedazeni is producing since 2012 and is one of the most popular refreshing drinks in Georgia. Lemonade's high quality is sustaining due to water, gathering from natural resources.

Water is going through environmental filters as rocks and enrich with natural minerals. Thanks to this process water is crystally clear and have unique well-balanced mineral composition.





## Tarragon

Bright, clear, green, tarragon lemonade is true honor throughout the history of Georgian soft drinks. Today lemonade with the taste of tarragon is most popular beverage for everybody. Unique flavor is made from narrow aromatic of Georgian leaves of tarragon.



## Feijoa

Taste of feijoa lemonade is the same as recently picked fruit. Feijoa also called pineapple guava is unique tropical healthy fruit with sweet acidity. Sweet natural feijoa taste is one of the favorites for kids and adults. Bright taste reaches due to fruit ingredients and natural flavor.

## Saperavi

Lemonade has delicious taste and is refreshing carbonated drink made of Georgian sort of grapes. Directly from this kind of sort is producing famous Georgian red wine - Saperavi. Lemonade with dark ruby color have fresh and rich taste of grapes.

## Pear

In Zedazeni pear lemonade is making from special pear sort "Alexandrouli" with sweet and very rich taste. This sort of pear tincture lemonade with unforgettable flavor and richness, make perfect balance of sweetness and spice.

## Cream

Flavored lemonade with the taste of cream and caramel was one of the earliest tastes, which was produced in 1887. Only lemonade Zedazeni was able to repeat this great taste of first lemonade in Georgia after many years.

Lemonade with the taste of cream and caramel will delight you with every sip.

## Lemon

Lemonade with lemon taste has delightful acidity and sweetness and makes refreshing feelings. Taste of fresh and spicy ripe lemons are growing on the west of Georgia and are perfect for soft drinks production.

# JUICE CHERO

Chero – is the first Georgian natural juice made via aseptic technology. This method allows the product to be stored for a longer period without adding chemical preservatives, while keeping all the beneficial vitamins and minerals. Ultra-modern aseptic processing machinery is unprecedented in the region, enabling us to produce the highest grade, competitive products.





**CHERO**  
Pomegranate  
NECTAR

## Pomegranate

Chero pomegranate juice contains the daily requirement of vitamins and helps strengthen the immune system. The juice distinguished by its acidity and the taste with aroma is identical to the real pomegranate. The nectar additionally contains concentrated pomegranate and chokeberry juice, as well as natural flavoring. The minimum juice content is 25%. .



## Orange

Orange juice formula consists of perfect combination of two types of oranges. The unforgettable citrus taste is rich with vitamin C and support a healthy immune system. No artificial preservatives. Convenient way to get beneficial microelements and antioxidants. The minimum juice content is 50%.

## Multifruit

The rich taste of natural fruits has a mix of vitamins: Ca, Mg, P, Na, Fe, K. This helps increase the body's endurance and strengthens the immune system. The special and unique taste of nectar is obtained by mixing a wide variety of concentrates made from tropical fruits. The minimum juice content is 50%.

## Cherry with apple

Extraordinary mix of cherry and apple gives the taste of richness and fullness. This combination has a slight sourness and sweet aroma. In addition to fruits' juice natural flavor, the nectar contains cherry and apple concentrates. The acidity regulator is citric acid. The minimum juice content is 38%.

## Apple

Apple juice is rich with vitamins and minerals. Recipe with taste of sourness and sweetness. The minimum juice content is 50%. The acidity regulator is citric acid.



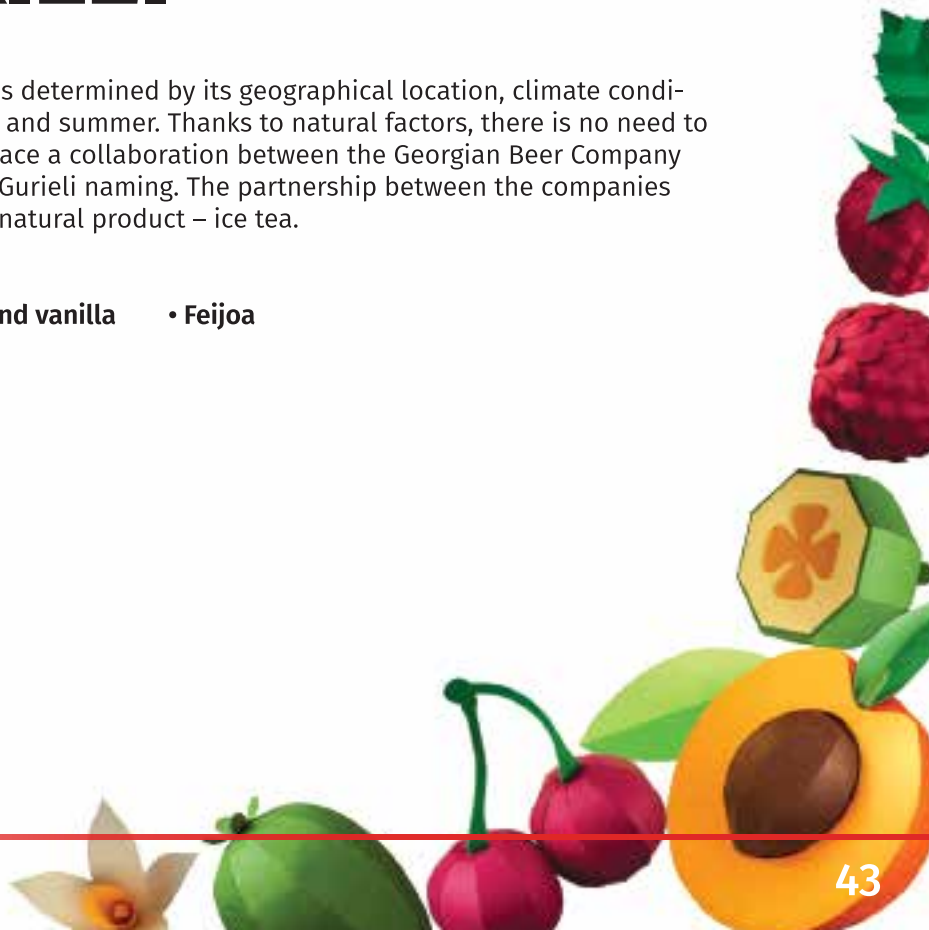
# ICE TEA GURIELI

The unique character of Georgian tea Gurieli is determined by its geographical location, climate conditions and seasonal weather diversity – winter and summer. Thanks to natural factors, there is no need to use pesticides and herbicides. In 2018 took place a collaboration between the Georgian Beer Company and Gurieli with the result of ice tea with the Gurieli naming. The partnership between the companies provides an exceptionally high-quality, tasty, natural product – ice tea.

- Peach
- Mint
- Raspberry and vanilla
- Feijoa



pet





# ICE TEA DILMAH

Dilmah ice tea is a premium class tea filled with the beneficial properties of fruits, berries and herbs. Its unrivaled taste is the result of the world famous Dilmah tea company's expertise in producing quality ingredients and blending them professionally. Tea leaves are collected and produced on plantations in Sri Lanka. Dilmah Ice Tea combines sensory pleasure with the emotional benefits of relaxation, ease, relaxation and mental renewal.

- Aloe vera
- Peach
- Raspberry
- Tropical fruits



pet

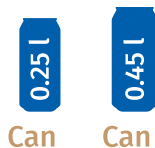


# ENERGY DRINKS

Energy drinks can provide a quick energy boost, enhance alertness and concentration, improve physical performance during exercise, and temporarily elevate mood, thanks to ingredients like caffeine, taurine, and B-vitamins.

**WILDER** – The first Georgian energy drink, produced by JSC Georgian Beer Company in accompany with European technologies. The energy drink will help you gain a competitive advantage, focus on important issues or just still your thirst.

**RAD RAIN** — is one of the brands of famous American company “Royal Crown Cola”, which is in top three carbonated soft drinks of the United States. In May 2016, JSC "Georgian Beer Company" became the official producer of "Rad Rain" in Georgia.



UNLEASH THE TRUE  
**POWER**



LIVE A LIFE WITHOUT LIMITS

# RC COLA

**RC Cola** — is a soft drink that tastes like Cola, invented by a pharmacist Claude Hatcher in the state of Georgia in 1905. RC Cola creates a light, sparkling, cheerful atmosphere. Its classic taste allows you to taste the freedom and enjoy the summer. RC Cola is more than just a refreshing drink. Its consistent taste and unique history are what set it apart from other soft drinks. RC Cola has been a part of American pop culture for over a century, and now it's a part of Georgian everyday life. Royal Crown Cola – 111 years of American success, continued in Georgia.

- RC Cola Classic
- RC Cola extra caffeine
- Rc Cola no sugar

RC Q line – is a great alternative for those looking for a carbonated soft drink with a fruity twist. First introduced in 1920, with the Q standing for “Quench”.

- Kiwi guava
- Mango melon
- Orange



A clear plastic bottle of RC Cola Classic 1905 Original Taste is centered in the image. The bottle is filled with a dark brown liquid and has a blue screw cap. A blue label wraps around the middle of the bottle. The label features the 'RC' logo in white with a red swoosh underneath, followed by 'cola' in white lowercase letters. To the right of the logo, the text 'CLASSIC 1905' is written in red, and 'ORIGINAL TASTE' is written in white below it.

**RC**  
cola

**CLASSIC 1905**  
ORIGINAL TASTE

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