



BEST FRUITS

# Introduction



BEST FRUITS

# Our history

- The company with the trade name “Hermes Balkan” AD, was first established in 1993 when it started distribution of fruit juices and carbonated soft drinks under the label of “Florina”. In 2014 the company is renamed “Best Fruits” Ltd.
- The main activity of the company includes manufacturing and marketing and distribution of juices, nectars and still drinks.  
In 1997 the Company acquired a non-functioning factory, situated in Gorubliane
- district of Sofia, strategically located on all international roads.  
Following the acquisition of the facility, the Company embarked on a major
- reconstruction that transformed the defunct plant into a modern manufacturing facility  
Following the reconstruction of the facility, Florina embarked on an investment program to create one of the best production bases in Eastern Europe investing in:
  - Five Tetra Pak production lines over the next 10 years
  - Manzini fruit processing equipment
  - Two Kronen PET production lines for carbonated soft drinks and still drinks.



BEST FRUITS

Our factory





BEST FRUITS



## Our production capabilities and quality

- We are focused on providing the best quality
- Brand re-positioning is focused on the Quality of our juices made from best fruits from Bulgaria, Greece and around the world, and on a new air of optimism to our life = The fruity side of life.
- Florina selects only the best fruits to produce its juices and drinks - fruits which have been harvested with love and care for your health.
- FLORINA produces juices, nectars and fruit drinks. In 2015 the product range entered a new category – Ice Tea.
- ✓ Our products have a certificate of BRC standard for food safety and IFS standard.
- ✓ Florina successfully introduced Quality Management System and HACCP System in 2001-2002. The both systems were integrated in 2004. The integration is a guarantee for a process management, leading to high quality and safety of the products.
- ✓ The Quality Management System, operating in the Company, is audited and certified by Moody Q-Zert GmbH, standard EN ISO 9001 : 2000 and HACCP





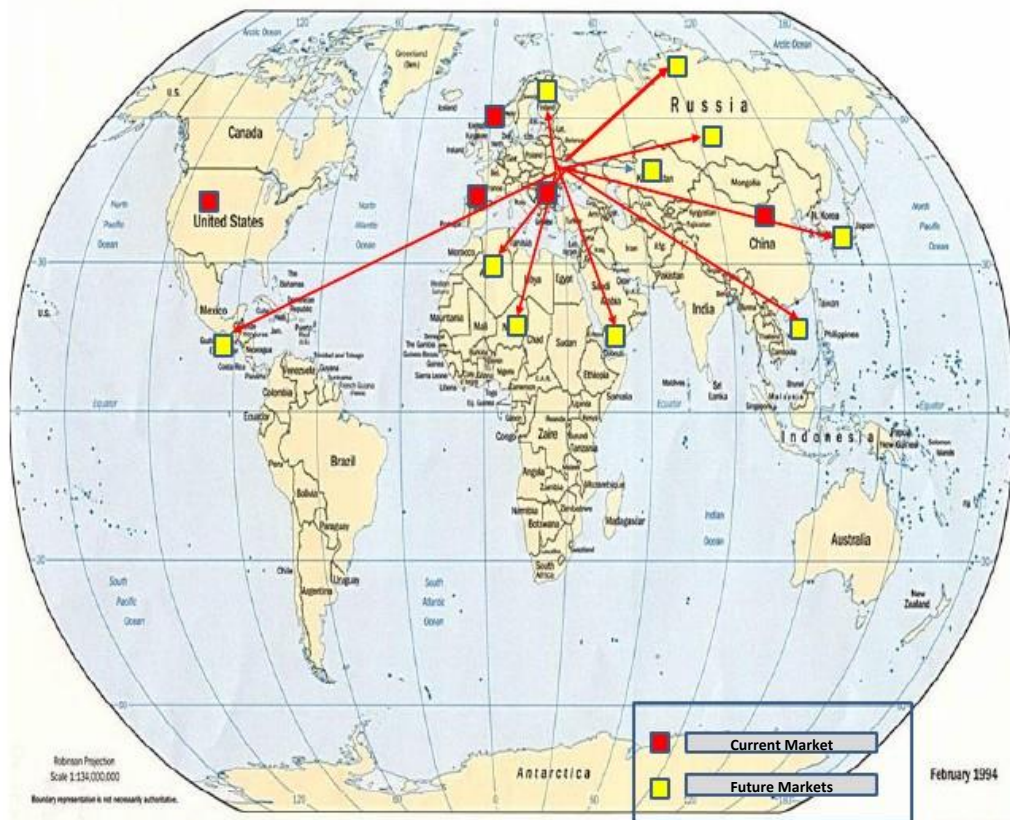
BEST FRUITS





BEST FRUITS

# Our Main Export Markets



- China
- USA
- UK
- Greece
- Romania
- Cyprus
- Macedonia
- France
- Morocco, Egypt
- Libya
- Georgia





## BRAND POSITIONING

### BEST FRUITS

- *Florina selects the best ingredients from the places where they are the most delicious and taken care of ....*
- *AND*
- *Florina brings you the joy of life – the pleasure of being healthy and in harmony. Florina brings optimism to your life.*

*1-liter Juices, Nectars, Still Drinks and Ice Tea packed in  
Tetra Pak Prism aseptic cartons; without  
preservatives*





## BEST FRUITS

## TARGET CONSUMER



OPEN-  
MINDED

AMBITIOUS

HIGH SELF-  
ESTEEM

INTERESTED  
IN  
DIFFERENT  
CULTURES  
AND  
CUISINES

ACTIVE WAY  
OF LIFE

HEALTHY WAY  
OF LIVING

EXTROVERT

INNOVATIVE

KNOW GOOD  
QUALITY WHEN  
THEY SEE IT

LOVE SPENDING  
TIME WITH  
THEIR FAMILIES

WILLING TO  
PRACTICE SPORT







BEST FRUITS

# 2016 FLORINA RE-LAUNCH

It is time to emphasize the competitive advantages of the product -> new packaging accentuating on our variety of flavors and colors





BEST FRUITS

OUR NEW PORTFOLIO



**FLORINA**





BEST FRUITS



## Our Portfolio Premium Juice

- PACKAGE **CARTON**
- VOLUME **1 LITER**

PRODUCT LAUNCH **SEPTEMBER 2016**

- SPECIFIC **100% JUICES**
- FLAVOURS **5**
- PRICE POSITIONING **MEDIUM - HIGH SEGMENT**
- COMPETITORS IN THIS CATEGORY **QUEENS, CAPPY, FRESH, PFANNER**



# Our Portfolio Premium Nectars

## BEST FRUITS



PACKAGE **CARTON**

VOLUME **1 LITER**

PRODUCT LAUNCH **SEPTEMBER 2016**

SPECIFIC **NECTARS AND STILL DRINKS**

FLAVOURS **15**

PRICE POSITIONING **MEDIUM - HIGH SEGMENT**

COMPETITORS IN THIS **QUEENS, CAPPY, FRESH,**

CATEGORY **PFANNER**







# OUR NEW PRODUCT: FLORINA ICE TEA

BEST FRUITS



## FLORINA ICE TEA

A refreshing mix from Green Tea, fruits, flowers and herbs.

The natural extract from Green Tea gives beneficial health and refreshing effects.

The combination with Stevia makes it even healthier with 30% less calories.

No preservatives.





BEST FRUITS

# OUR NEW PRODUCT: FLORINA ICE TEA



## Florina Ice Tea Flavors:

- oFlorina Ice Tea Lime 1L
- oFlorina Ice Tea Lime, Mint and Magnolia 1L
- oFlorina Ice Tea Peach and Passion Fruit 1L





# Our Portfolio Innovation

BEST FRUITS



## Rose Damascena:

*Our Bulgarian Rose Damascena oil is undisputedly recognized as the best in the world. It is a 100% Natural product obtained by water-steam distillation of the flowers of the oil-bearing.*

*Our Bulgarian Rose oil contains over 300 components with a lot of health and beauty benefits.*

*It has a typical strong rose scent and is used worldwide not only in perfumery and cosmetics, but also in aromatherapy, pharmacy and food industry.*





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# Our Portfolio Florina Portion Packs 250 ml



*250ml Nectars and Still Drinks packed in  
Tetra Pak Brik aseptic cartons; without  
preservatives*

Orange  
Pineapple  
Apple  
Apricot  
Peach  
Banana  
Sour Cherry  
Banana  
Sour Cherry







BEST FRUITS

# Our Portfolio

## Re-Launch of Kids Range FLO Force Florina Portion Packs 250 ml

Flavors - 50% Fruit Content:

- Peach & Apple
- Apple & Pear
- Peach, Carrot & Apple
- Peach, Carrot & Apple

250ml Nectars packed in

Tetra Pak Brik aseptic cartons; without

preservatives





# Our Portfolio Still drinks Strike

## BEST FRUITS



PACKAGE **CARTON**

VOLUME **1 LITER**

PRODUCT RE-LAUNCH **APRIL 2015**

SPECIFIC **STILL DRINKS**

FLAVOURS **8**

PRICE POSITIONING **LOW SEGMENT**

*Strike gives you refreshment and great taste at the right price*





# Target consumer



## BEST FRUITS

INFLUENCED BY  
PROMOTIONS

PRICE-  
SENSITIVE

MAKE RELATIVELY  
EDUCATED CHOICES

OPEN TO THE  
HEALTHY WAY OF  
LIVING ON A TIGHT  
BUDGET

SOCIALISE OFTEN OUT OF  
HOME WITH FRIENDS

MODERN  
APPROACH TO LIFE

- HOUSEHOLDS: MEMBERS 3  
WOMEN & MEN, 18-45+
- LOW TO MID INCOME
- SMALL, MID & LARGE CITIES
- EAT MOSTLY AT HOME BUT  
OFTEN GO TO EAT OUT





BEST FRUITS

**Thank you!**

Delta Capital Partners Ltd.

