



*The Most Famous
Ukrainian Beer*



OBOLON

Obolon Products

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Obolon history

The word 'Obolon' comes from the times of Kievan Rus, when it denoted low riverside meadows.

After Ukraine became independent, Obolon was the first corporation to export hopped beverages to Europe and the USA. Obolon trademark beer started being perceived as traditional Ukrainian beer in the whole world.

After a quarter of a century, Obolon has evolved into a world-renowned trademark. Today people on five continents associate Obolon with Ukrainian beer #1.



Motivational architecture for Obolon products

EMOTIONAL DECISION:

Own image :

- *Unique emotional platform (emotional engine that connects consumers with brands), focusing on the interests of the consumer;*
- *"In the right place at the right time". Direct communication with the consumer (all relevant channels, attractive and entertaining offers consumer branding activity for the formation of association represent an event with the brand).*

Recognition:

- *This is my choice because Brand promotes a joy from communication;*
- *This is my choice because a new taste enriches every event.*

DIFFERENTIATING ADVANTAGE:

- *only natural ingredients (water, malt, hops);*
- *unique flavor, very refreshing and easy to drink;*
- *the original design of the bottle and the label; identification of the consumer;*
- *consistently high quality, time-tested (with the history of the brand that respects tradition).*

KEY FEATURES AND BENEFITS:

- *consistently high quality;*
- *a wide range of products;*
- *brewed on the modern European plant (one of largest plants in Europe)*
- *affordability for all consumers and available in key TT (distribution)*



Assortment



Obolon	Zhigulevskoye	Zibert	Beermix	Zlata Praha	Hike
Bottle 0,5L Can 0,5L PET 1L, 2L, 2.5L Keg 30L, 50L	Bottle 0,5L PET 1L, 2L, 2.5L Keg 30L	Bottle 0,5L PET 1L, 2L Keg 30L	Can 0,5L Bottle 0.5L	Bottle 0,5L Can 0,5L PET 1L Keg 30L, 50L	Bottle 0,5L Can 0,5L Multipack

Assortment



Low-alcoholic beverages	RIO	Zhivchik	Citro, Lemonade	Crunches in assortment
Bottle 0.33 L Can 0.5L	Bottle 0.33 L Can 0.5L	Bottle 0,5L Can 0.33L, 0.5L PET 0,5L PET 1L, 2L	Bottle 0.5L PET 0.5L PET 1L, 2L	40 gr., 60 gr., 100 gr.

Obolon beer



Obolon Light - light beer with a pleasant malty taste and moderate bitterness. It will go well with your favourite dish. The most popular beer brand produced by Obolon. Through the introduction of the latest achievements we have improved the system of beer brewing.

Alcohol by volume – 4.5%

Solids content in original wort – 11%



Obolon Premium - especially refreshing and effervescent, high-stability beer with a pronounced taste and pleasant bitterness. In addition to traditional ingredients, rice is used in the production of Obolon Premium. This is one the most popular beer brands due to its mild taste and average solids content.

Alcohol by volume – 5,0%.

Solids content in original wort – 12%.

Obolon Beer



Obolon Soborne - light beer. Besides artesian water, barley malt and hops, the production of Obolon Soborne involves the use of corn meal, which gives the beer a special taste and flavor.

Alcohol by volume – 4,7%

Solids content in original wort – 11,5%



Obolon Strong - beer with a harmony of bitter hops and light taste. The uniqueness of the recipe of this light beer lies in the fact that besides traditional ingredients such as barley malt, hops and water, Obolon Strong contains maltose syrup. This gives the beer a pleasant light taste, sufficient alcohol content and fewer carbohydrates at the same time. A cup of this beer will be appropriate during cold periods of the year.

Alcohol by volume – 7.1%.

Solids content in original wort – 16%.

Obolon Beer



Obolon Lager is produced according to classical technology with lagering in cold. It's deeply fermented beer with a nice hop bitterness and flavour. Obolon Lager is one of the most famous Obolon beer.

Alcohol by volume – 5%

Solids content in original wort – 12%



Obolon Non-Alcoholic - premium quality beer made from selected barley. Due to a special brewing technique, the beer has a pleasant taste, while at the same time containing almost no alcohol.

Alcohol by volume – 0,5%

Solids content in original wort – 12%

Obolon Beer



Obolon Oksamytove - dark beer with a sweet flavor, full of pleasant aromas and the taste of caramel malt. Goes well with sweet and spicy dishes.

Alcohol by volume – 5,3%.

Solids content in original wort – 14,0%.



Beer Zhigulyovskoe is well-known Soviet-era beer, recipe of which brewers "Obolon" revived. As part of "Zhigulevsky" - artesian water and the finest ingredients.

Alcohol by volume – 4,2%.

Solids content in original wort – 11%.

Obolon_Brand keystone

Rational attributes

- 1. Easy to drink*
- 2. Refreshing beer*
- 3. Natural ingredients - water, malt, hops (without malt syrup)*

Emotional attributes

- 1. Live freely and openly*
- 2. Relaxedness*
- 3. Enjoying every minute*

Obolon – standard of light beer!

Reasons-to-believe

- 1. Has a complete production cycle*
- 2. Modern European plant (one of the three largest plants in Europe)*
- 3. Ukrainian trademark OBOLON*

Brand personality

- 1. Modern but respects tradition*
- 2. Friendly*
- 3. Open*



Key competitors

Baltika 3, Lvovskoe 1715, Chernigovskoe

Zibert History

In the early of XX century in Fastov began construction of the brewery. Founders of the Brewery became Julius Siebert and Prussian German Saalman. In 1906 the first Fastiv beer was launched.

1986 was the turning year in history when Fastov plant became part of the non-alcoholic beer company "Obolon". At this time, the reconstruction process equipment was started.

For centuries a small brewery has grown to a large plant as part of a national corporation. Today more than 500 people employs at the company, the products are exported to 22 countries.



Zibert

Zibert is quality beer, which is brewed according to the purity law brewing that is only: water, malt, hops



The main advantages of the brand:

- *German brewery founded in 1906*
- *Founder - German Julius Zibert*
- *German technology (meticulous quality control)*
- *Beer is brewed according to the purity law brewing that is only: water, malt, hops*

Slogan: Zibert - Taste of German traditions!



Zibert Products



Zibert light beer. Only high quality components are used to produce Ziber beer. In-house malt (malt production in Chemerivtsi) is considered the best in Ukraine. Water produced from the Cenomanian artesian well passes through high-quality treatment on modern German filters. Hops are imported from Germany and are the same as those used in their local breweries.

Alcohol by volume – 4.4%

Solids content in original wort – 11%



Zibert Draft - rich traditional draft beer with nice hirchychnkoyu and thick foam.

Alcohol by volume – 5%

Solids content in original wort – 12.5%



Zibert Bavarian - unique light beer with a strength less than a heavy beer but higher than an average light beer. Intense taste and pleasant bitter hop flavor.

Alcohol by volume – 4,8%

Solids content in original wort – 11%

Zibert

Rational attributes

1. *Traditional taste of German lager*
2. *German aromatic hops and yeast*
3. *Not high price*

Emotional attributes

1. *Confidence*
2. *Dive into the German atmosphere and traditions*
3. *Reward after hard work*

Zibert – beer that respects the German tradition!

Reasons-to-believe

1. *German brewery founded since 1906*
2. *Founder - German Julius Siebert*
3. *German technology (meticulous quality control)*
4. *Compliance with the German "Law on the purity of brewing"*

Brand personality

1. *Work hard*
2. *Family Man*
3. *Traditionalists*
4. *Optimist*
5. *Weighted decision*
6. *Friendly*

Key competitor
Lvovskoe Svetloe

Hike



Hike beer with an especially delicious, light and at the same time mild taste and soft hop bitterness. The beverage is made of traditional, but premium quality components. Pure artesian water from a Jurassic aquifer is specially treated to provide the best possible taste of Hike beer. A unique variety of fragrant hops gives the beer its original flavor. And of course the best brewing yeast culture, which contributes to mild light taste of Hike beer. Moreover, the special taste of Hike, which is unlike any other beer, is created by maltose syrup added during the production process.

Alcohol by volume – 4,8%

Solids content in original wort – 11,5%



Hike Consumer

Target consumers

Young people 18-35 years (the main core 18-24). Individualists with average income and higher, have completed secondary and higher education; young qualified professionals. Young people leading an active lifestyle, like to travel, follow the fashion, do not spend much time at home, love to spend time with the cheerful company.

Life is easy and full of impressions. They can not imagine their life without a mobile phone and the Internet. They use Internet to communicate, find friends, video and listen to the music. Once or twice a month they visit cafes, discos, going out and have some fun. Socially open, active people.

Consumer wants

Want to live easily, prefer to work where there is little work and where they can earn a lot. Could potentially start their own business. If necessary, they can easily change their life style, place of work, place of residence and social circle. They appreciate originality and sometimes ready to give some tangible benefits to express themselves.

Habits of purchases / drivers

They constantly experiment with the choice of brands, often buy a new brand or product just to find out "what it is." They trust the more popular brands. Hike like because of bright, youth design.

Repertoire of drinks

Coffee: Jacobs Monarch, Nescafe
Beer: mainstream, premium segment (basic +light)
CSD: Coca Cola, Pepsi, juice Grape-Apple, Orange, Iced Tea Lipton, Nestea
Energy drink: Burn, Non-Stop, Red Bull .
Often buy alcoholic beverages.



Zlata Praha Svetle



Zlata Praha - light lager is brewed according to the canons of Czech brewing. Beer combines rich malt flavor with a pronounced aroma hop bitterness. Alcohol content in beer - 5% solids in an initial wort - 12%.

Exquisite design banks are created by combining the characteristic symbols of historic Prague. Image of an old Czech town, well recognizable due to its unique architecture and traditional red roofs, the combination of bronze, gold and ornaments. All this represents the unique beauty of ancient Prague.

Zlata Praha Cerne



Zlata Praha Černe - bottom fermenting beer, as the name - a dark beer, almost black. This color manages to achieve through the use of barley malt high degree of doneness. Malt is a key ingredient for the creation of beers.

Flavour and Fragrance Zlata Praha Černe are formed through the use of several types of malt: light, caramel and burnt. Together they create a malty bouquet, which gives the beer a characteristic fruity flavor with notes of prunes. Unlike Porter, this beer has a low density and alcohol content, it is easy to drink, refreshing and can be enjoyed even in hot weather.

Zlata Praha Černe has a rich malt flavor and moderate hop bitterness. The alcohol content in this beer is not less than 4.1%, the density of 11.0%. Expiration date - 180 days. Available in 0.5 L. bottle.

Zlata Praha Consumers

Target consumers

Young people 20-45 years (the main core 25-35).
Traditionalists with average income and higher, have completed secondary and higher education.
Open and socially oriented people who like to chat with friends, relatives.
Often buy beer for football games, exciting tournaments and competitions.
They usually have a full-time work. They consume beer for 2-3 times a week. Adherents of traditional light beer that has great taste and at the same time easy to drink, very refreshing. Often also buy non-alcoholic beer.

Repertoire of drinks

Alcohol: beer (mainstream, premium segment) for routine cases; champagne, liquor, wine, brandy - for the holidays. Like European image and believe that the best beer is brewed in the Czech Republic.

Consumer wants

Want stability, to be confident in the product, which they purchase.
Conduct routine business and lifestyle.
Want to hear an expert opinion about the quality of beer.

Habits of purchases / drivers

Rarely buy new items, trust more popular brands.
Proponents of optimal price and product quality, they are "smart shoppers."
Zlata Praha has very interesting design, which is based on the combination of the characteristic symbols of historic Prague.



BeerMix



BeerMix Lemon are produced from artesian water, high quality barley malt and hops this original drink contains lemon syrup, which gives the beer its pleasant fruit flavor.

Alcohol by volume — 2.5%.

Solids content in original wort — 12.2%.



BeerMix Cherry are produced from artesian water, premium quality barley and caramel malt, hops and cherry syrup the drink attracts with its delicate aroma and special slightly acid flavor. This product, which embodies an unparalleled combination of best beer varieties and cherry syrup, is a pleasant drink for a broad range of consumers.

Alcohol by volume — 2.5%.

Solids content in original wort — 12.2%.



BeerMix Raspberry is a well-balanced combination of the best varieties of light beer and raspberry syrup, resulting in a rich drink with delicate wine savor and summer bouquet. Tender raspberry flavor is interlaced with a faint bitter beer taste and adds delicacy to the beer mix.

Alcohol by volume — 2.5%.

Solids content in original wort — 12.2%.



BeerMix



This BeerMix Pomegranate has a focus on an exciting flavor. A wave of freshness, a vibrant mood is provided by the new BeerMix Pomegranate beverage. Volume of the alcohol - not less than 2.5%.

The solids content of the initial wort - 12.2%.

Volume - 0, 5 L.



BeerMix Lemon Nonalcoholic is a combination of light beer and lemonade. This beverage contains water, lemon juice concentrate (0.5% reconstituted juice) and nonalcohol beer, which gives the beverage its pleasant flavor.

Volume of the alcohol - not more than 0.4 %.

The solids content of the initial wort - 12.2%.

Volume - 0, 5 L.



BeerMix Lemon are produced from artesian water, high quality barley malt and hops this original drink contains lemon syrup, which gives the beer its pleasant fruit flavor.

Alcohol by volume — 2.5%.

Solids content in original wort — 12.2%.

Volume - 0, 5 L.



Target Audience of BeerMix

Target Audience :

- *Predominantly women (18-30 years), living in big cities.*
- *Young people leading an active lifestyle, they like to travel, follow the fashion, spend much time with their friends and have some fun. As a rule, young people have a secondary education or university degree/ students, currently studying at universities.*

They like to spend their free time in cafes, disco-bars. Sometimes they go out, visit cinemas, theaters, concerts. Young people can't imagine their life without TV, mobile phone and Internet.





Obolon BeerMix_Brand keystone

<p>Rational attributes</p> <ol style="list-style-type: none"><i>1. Light beer with a low level of alcohol</i><i>2. Refreshing beer with a fruity taste</i><i>3. Variety of flavors</i>	<p>Emotional attributes</p> <ol style="list-style-type: none"><i>1. To live easy, carefree and fun</i><i>2. Romanticism</i><i>3. Relaxedness</i><i>4. Enjoying every minute</i>
<p>Obolon Beermix – Fresh impressions mix!</p>	
<p>Reasons-to-believe</p> <ol style="list-style-type: none"><i>1. The presence of the category's name in the title of the brand</i><i>2. Natural Ingredients</i><i>3. Ukrainian trademark OBOLON</i>	<p>Brand personality</p> <ol style="list-style-type: none"><i>1. Young</i><i>2. Modern</i><i>3. Fashionable</i><i>4. Friendly</i><i>5. Active</i><i>6. Life is full of impressions</i>
<p>Key competitors <i>Slavutich Ice, Chernigov Exotic</i></p>	

Low alcohol drinks



BRAND	Package	Volume	Expiration date
Brandy Cola	Bottles	0,33	1 year
Gin Tonic	Bottles	0,33	1 year
Rum Cola	Bottles	0,33	1 year
Cherry Whiskey	Bottles	0,33	1 year
Brandy Cola	Cans	0,5	180 days
Gin Tonic	Cans	0,5	180 days
Rum Cola	Cans	0,5	180 days
Cherry Whiskey	Cans	0,5	180 days
Rio Pina Colada	Bottles	0,33	1 year
Rio Margarita	Bottles	0,33	1 year
Rio-de-mojito	Bottles	0,33	1 year
Rio-de-mojito	Cans	0,5	180 days
Rio Pina Colada	Cans	0,5	180 days
Rio Margarita	Cans	0,5	180 days



Low alcohol drinks



Bottles 0,33 L



Cans 0,5 L



Law alcohol drinks _ Target audience

Core target audience:

young people 25-35 years, they have average income. The main purposes in their life: to have own company, a lot of friends. They are socializing, provide mostly a calm, predictable life. Law alcohol drink is the reward of their working day.

Main competitor: Shake.

Positioning: *Classic cocktails recognized by the whole world.*

Pricing strategy:

keep the price by 5-7% lower than the price for «Shake»





RIO



Bottles 0,33 L



Cans 0,5 L



RIO _ Target audience

Core target audience:

- young people 18-25 years old, residents of big and medium-sized cities;
- youth, for whom the image of the product is on the first place and product's compliance with certain trends;
- they often try new products unconditionally; love drinks with exotic flavors and names;
- leading an active lifestyle; pay attention to the bright and unusual designs in preference; often attend parties at the clubs.

Main competitors: Shake, King's Bridge, Longer

Positioning: modern cocktails, creating mood and allow to be your friends.

Pricing strategy: keep the price at Shake's level

Alcohol Level: 7%



Zhyvchyk_Positioning



BRAND IDEA	<i>Zhyvchyk gives health and cheerful mood everyone</i>
PERSONALITY	<i>Cheerful child who can not sit on one place, always comes up and then introduces it to life without thinking about the consequences, however, loves his parents and wants to spend time with them.</i>
BENEFITS	<i><u>Emotional</u>: good mood and health benefits <u>Rational</u>: natural juice taste and confidence in the quality</i>
REASONS TO BELIEVE	<i>High juice content (10%). The presence of functional additives (echinacea, wild rose, beta karrothin) Brand character - gives a festive mood Communication "national producer - traditional local fruit" (confidence in the product)</i>
EXECUTIONAL EQUITIES	<i>Name – Zhyvchyk (active child) Slogan - "Enjoy with the use" Brand Hero - Apple Zhivchik, Lemon, Pear, twin-Cherry Echinacea - attribute functionality and benefits</i>
TARGET AUDIENCE	<i>Children (6-12 years) who affect on the decision of their parents / they independently make purchases for their pocket money</i>

Zhyvchyk_Target audience



Target audience



Children (6-12 years):

- influence on the decision of their parents;
- they independently make purchases for their pocket money.



Parents (mothers):

- Parents focused on healthy foods;
- Providing food is implicit area of mother's responsibility

Additional audience



Youth 20-30 years (prospective parents) who:

- very ambitious and know what to strive in their life;
- want to be unique and not part of the crowd;
- seek to use natural products and can pay more for it.

Zhyvchyk

Zhyvchyk Apple

Non-alcohol carbonated drink with a pleasant apple taste. It is made from artesian water, concentrated apple juice and echinacea extract. Due to its ingredients, Zhyvchyk promotes strengthening of the immune system, higher working capacity, better mood, and has radiation protective action and a general tonic effect. Popular with both children and adults.

Energy value – 40.2 kcal/100cm³

Nutritional value: carbohydrate content – 9.0 g/100cm³

Zhyvchyk Apple non-carbonated

Non-alcohol drink with a pleasant apple taste. The content of apple juice is increased up to 10%. The absence of carbon dioxide makes this beverage even more wholesome and suitable for young children.

Energy value – 39.0 kcal/100cm³

Nutritional value: carbohydrate content – 10.0 g/100cm³



Zhyvchyk

Zhyvchyk Cherry

The basis of the new drink became delicious and healthy ingredients - cherry juice and rose hips extract. Cherry juice contains many trace elements, vitamins and antioxidants that give the drink a great healing and taste. Thanks to the juice "Zhyvchik Cherry" enhances immunity, tones after exercise and improves appetite.

Energy value – 36 kcal/100cm³

Nutritional value: carbohydrate content – 9.0 g/100cm³



Zhyvchyk Lemon

Beverage with a pronounced lemon taste made from lemon juice, artesian water and enriched with beta carotene and vitamins E and C. Thanks to this, Zhyvchyk Lemon promotes normalization of immune system indicators, improves metabolism, mitigates the adverse effect of chemical and radioactive pollution and improves resistance to stresses.

Energy value – 36 kcal/100cm³

Nutritional value: carbohydrate content – 9.5 g/100cm³



Zhyvchyk

Zhyvchyk Pear



Zhyvchyk Pear contains pear juice, artesian water, rose extract, and vitamin C. It relieves emotional stress, tones and improves the condition of the skin, strengthens the immune system, improves vision and removes radionuclides.

Energy value – 38 kcal/100cm³

Nutritional value: carbohydrate content – 9.5 g/100cm³



Zhyvchyk Unique



Ukraine's first soft drink that contains premium fructose instead of sugar; it is easily digested. This drink satisfies thirst well. Apple juice and echinacea tincture have unique radiation-protective properties and improve immunity.

Energy value – 31,0 kcal/100 g

Nutritional value: carbohydrate content – 7,9 g/100 g

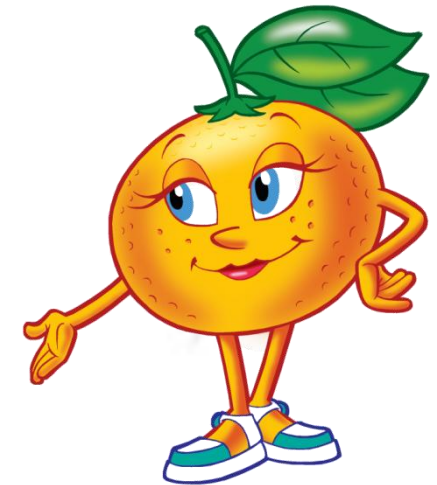
Zhyvchyk

Zhivchik orange

It's non-alcohol drinks based on mineral and natural ingredients. Zhivchik orange contains natural orange juice and extract of sea buckthorn. These ingredients are a source of vitamins E and C, provitamin A and trace elements, which have strong antioxidant properties help to improve work kardiosystemy and rejuvenation of the organism as a whole. Due to the juice "Zhivchik Orange" strengthens the immune system and quenches the thirst great. An extract of sea buckthorn contains high amounts of carotenoids, which effectively protects the skin.

Energy value – 44 kcal/100cm³

Nutritional value: carbohydrate content – 11 g/100cm³



Soft drinks



Lemonade

Non-alcoholic, carbonated beverage of the nostalgia series. It's based on artesian water, contains natural concentrated apple juice enriched with vitamin C. Obolon Lemonade is notable for its delicious lemon and apple taste and fruit caramel flavor.

Energy value – 45.5 kcal/100cm³

Nutritional value: carbohydrate content – 9.5 g/100cm³



Sitro

Non-alcoholic, carbonated beverage of the nostalgia series with a pleasant taste and fruit caramel flavor. It's produced from artesian water and natural flavorings. Special fullness of taste and soft stable foam inherent in Obolon Sitro, is the result from the use of soapberry extract.

Energy value – 43.1 kcal/100cm³

Nutritional value: carbohydrate content – 8.9 g/100cm³

Snacks



Snacks "Barbecue" are made from fragrant rye-wheat bread, with the addition of sunflower oil and natural flavoring "Barbecue". Snacks are made according to the original recipe without frying, so they are very fresh, cooked just like in nature.

Packing: '40, '60, 100 g



Snacks "Red caviar" are made from selected aromatic wheat breads, aromatic oils and natural flavor "caviar". Exotic taste of snacks would be the best addition to your favorite beer.

Packing: '40, '60, 100 g



Snacks "Crab" are made from selected varieties of flavored wheat bread, butter and the natural flavor of the sea "Crab". Snacks with traditional taste "Crab" will be a wonderful addition to your favorite beer.

Packing: '40, '60, 100 g

Snacks



Snacks "Bacon" are made from selected varieties of flavored wheat bread, butter with natural flavoring "Bacon". Snacks are made according to a recipe that eliminates browning bread, dried it and add oil; use of natural flavoring gives the product a pleasant taste of bacon.

Packing: '40, '60, 100 g



Snacks "Aspic and horseradish" are made from fragrant rye-wheat bread, fragrant oil with natural flavor aspic and horseradish. Snacks "Obolonskyi" have the traditional taste that harmonizes perfectly with beer "Obolon Lager."

Packing: '40, '60, 100 g

Snacks



Snacks "Cheese" are made from selected varieties of wheat bread, butter and with natural flavoring "Cheese." Snacks are prepared according to own recipe: bread is not subject to roasting, but it is dried and than fresh oil are added. Wheat in snacks "Cheese" is useful cereals.

Packing: '40, '60, 100 g



Snacks "Sour cream and fresh herbs" are made from fragrant wheat breads with oil and natural flavor "Sour cream with herbs." The original taste and high quality are achieved through the use of selected raw materials. Snacks with traditional taste "Smetana greens" will be a wonderful addition to light beer.

Packing: '40, '60, 100 g

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Thank you for your attention!