



**BOTTLERS**

# Presentation of BOTTLERS

# Agenda



- To know about BOTTLEERS
  - Tasks
  - Business model
  - Value chain
- What kind of tasks can we solve?

# About BOTTLEERS



- Bottlers Group established in 2005
- Establish in 2005 Company Water International in partnership (50%)
- Establish in 2007 Bottlers Logistics in partnership (50%)
- Sells i 2010 Company Water to Danish Bottling Company
  
- BOTTLEERS consist today of 2 companies: Bottlers Group ApS and Bottlers Logistics ApS and focuses on product development, sourcing of production and logistics solutions in the category of non-alcoholic beverages.

# What do we offer?



- BOTTLEERS offers – through an open dialogue with our clients – effective beverage solutions with based on
  - marketbased product development
  - sourcing of production capacity and capability
  - effective logistics systemes
- We offer independant and individual beverage solutions based on our clients wishes and needs.

# Tasks

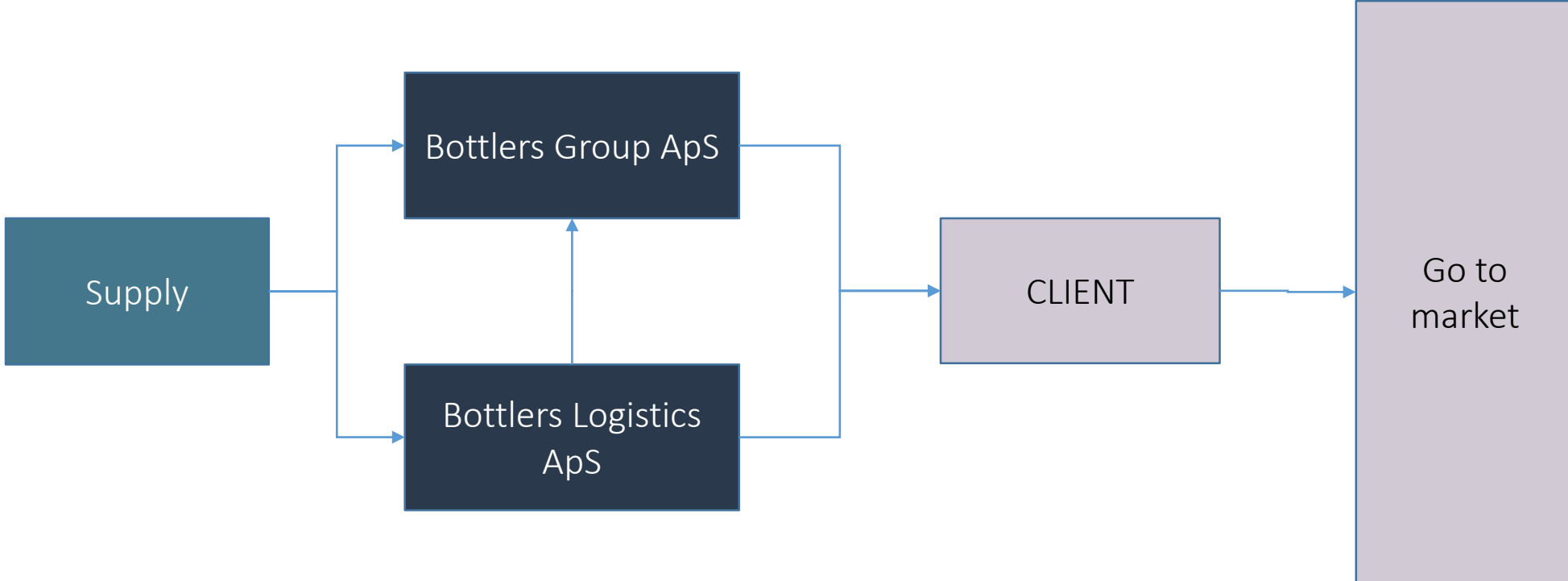


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- Product development with clientbased taste, designs and packaging
  - Production controlling towards producers and suppliers
  - Purchasing of intermediates and finished products
  - Controlling within production and warehousing
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- **SPECIAL COMPETENCE:** Total valuechain controle and handling regarding production of beverage based on external sources.



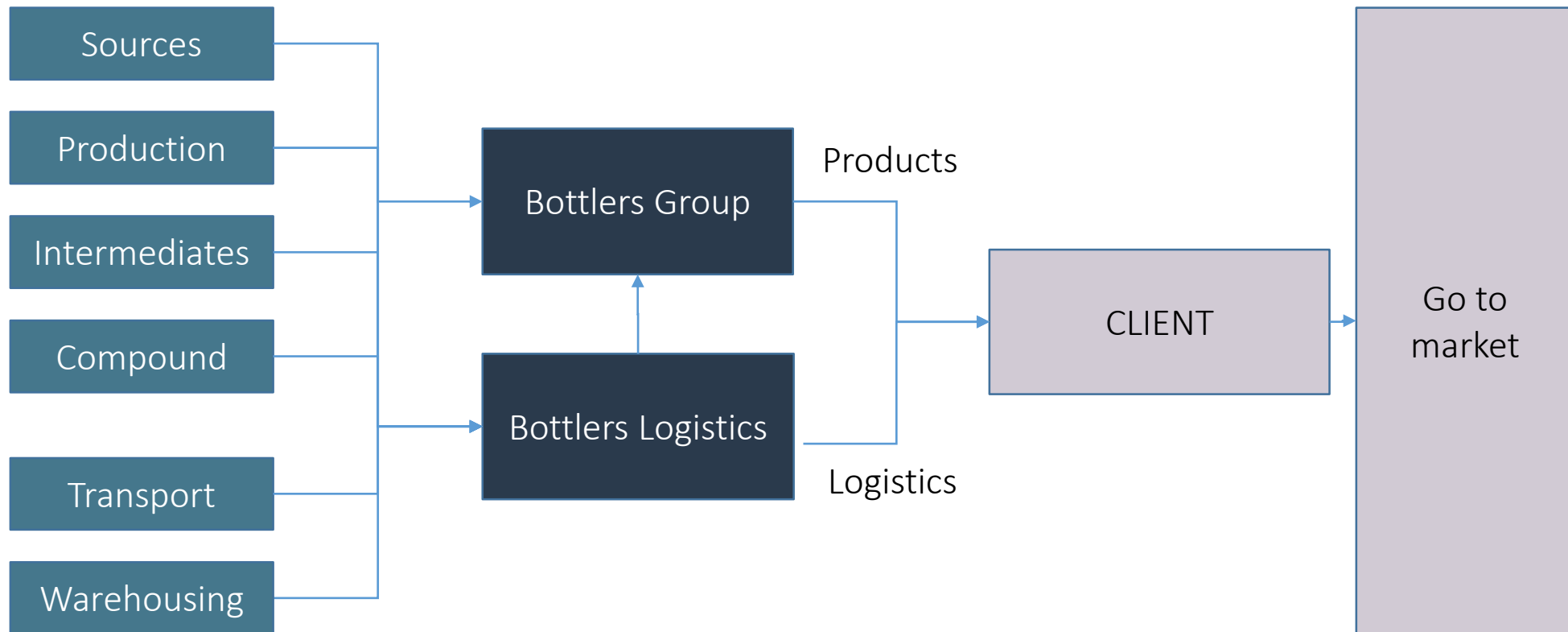
# Business model



# Value chain



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What do we offer?



# Our clients possibilities



- Consultancy towards production and product development
- Purchasing of intermediates as caps, cartons, bottles, labels etc.
- Production agreements with selected producers, within follow-up and controlling
- Warehousing and control
- Distribution world wide.



# Whats in it for our clients?

- Can focus there primary ressources on sales an marketing
  - Optimizing pricing and production costs
  - Short term lauching of new products and opportunities
  - More effective value chain.
- 
- Better business case !!



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*Optimizing beverage solutions  
-through integrated partnership*

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