



**COMPANY INTRODUCTION**

## Hello dear Sirs!

I am pleased to introduce you the National Water Company "Niagara" - one of the leading manufacturers of soft drinks in Russia.

Our secret of success is simple. Every employee loves our products, so we produce very tasty popular high quality drinks.

Our drinks are well known and loved in 49 regions of Russia.

*Join our success!*

**Oleg Tolmachev**

CEO National Water Company Niagara Ltd.





2000 год

The first batch of carbonated drinks “Niagara” was produced on the production line with capacity of 45,000 liters per day.



2003 год

NWC “Niagara” became a federal company which products are sold outside the Chelyabinsk region

2004 год

The first batch of “Taezhniy Dar” was produced. It created a new category of carbonated drinks – drinks with herbs and berries.

**ТАЁЖНЫЙ ДАР**

2009 год

The second factory for production of drinking water was opened. The total capacity of two factories is 150,000 liters per day. Company got a confirmation of compliance with requirements of ISO 2008 Quality Management System: 9001.

2014 год

New production line with capacity of 500,000 liters per days was built. Now we produce 76 SKU of drinks. Every month, about 1,000 trucks deliver drinks produced by NWC “Niagara” for more than 38,000 customers.

## National Water Company Niagara, Ltd.

### The Factory of carbonated drinks bottling, Chelyabinsk, Russia

In 2014 we built a fully automated production line KRONES, which improve and stabilize the quality of drinks, improve gassing of drinks, increase productivity up to 13 million liters per month, improve the employees skills. Our employees became more happy during the production drinks.

Carbonated drinks volume of 0.5 liter, 1.5 liter and 2 liters based on ultrapure water

Mineral, drinking and children water volume of 0.5 liter and 1.5 liter.

### The factory of drinking water extraction and bottling, the Kasargi village, Chelyabinsk region, Russia

The factory is located nearby the legendary well, which is known since 1794.

We have two powerful artesian wells to extract water from a depth of 75 meters. Our water contains silicon is known as the element of youth and beauty.

On the factory using the Steelhead equipment we prepare water, keeping all the useful nature elements.

Water volume: 3 liters, 5 liters, 6 liters and 19 liters





## FACTS ABOUT THE COMPANY\*

\* According to the AC "Nielsen"



Every 35th ruble spent on carbonated drinks in Russia is spent on drinks made by NWC "Niagara".



Today, the national water company "Niagara" is on the top of 10 largest producers of carbonated drinks in Russia by its sales volume.



According to a sales volume of carbonated drinks "Niagara" and "Taezhniy Dar" we occupy the third place on the Ural. The first and second places are occupied by the products of Coca-Cola Company and Pepsi Co.

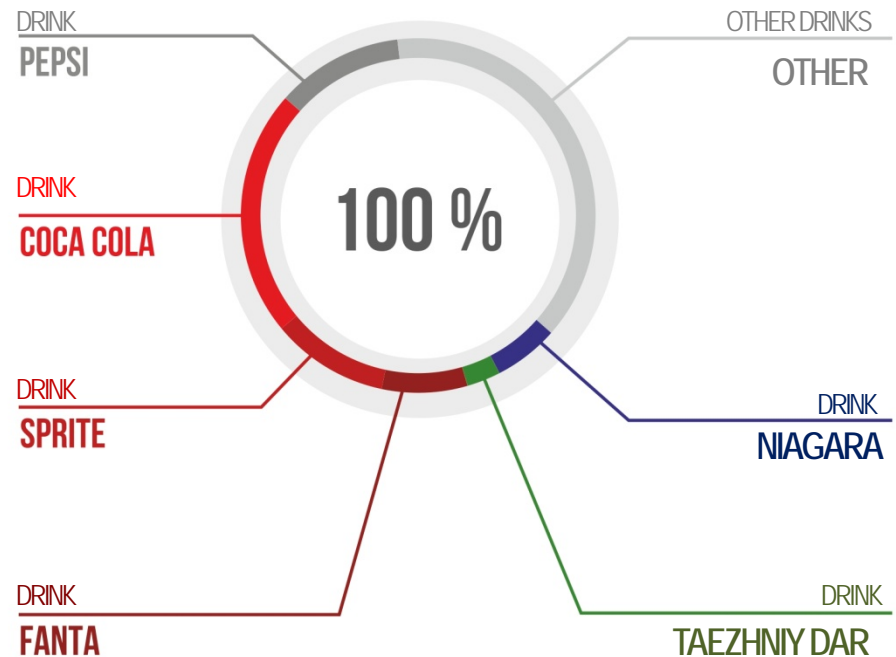


100% structure of sales in the Urals, Russia, June - July 2013, rub

## STRUCTURE OF SALES IN THE URALS, RUSSIA\*\*



\*\* June - July 2013, Rub





# ТАЁЖНЫЙ ДАР

POWER OF BERRYS  
ENERGY OF HERBS



THE RESOUNDING SUCCESS!



## BRAND № 1

“Taezhniy Dar” is the first in the herbs and berries drinks segment.

“Taezhniy Dar” is presented in one of the five retail stores in Russia.

Sales of “Taezhniy Dar” in Russia increased by 30% in 2013.





"Taezhny Dar" is the first in the herbs and berries drinks segment. Buyers choose "Taezhny Dar" due to the special taste which is a combination of natural taiga berries and spicy herbs. Plants for the drinks are collected and delivered from the Far East.



**Черника**  
с таежными  
травами  
0,5; 1,5 л.



**Брусника**  
с таежными  
травами  
0,5; 1,5 л.



**Ежевика**  
с таежными  
травами  
0,5; 1,5 л.



**Все  
в сборе!**  
0,5; 1,5 л.

"Taezhny Dar. All in One!" is all the best in the one taste! Five wild berries give delight taste. Six taiga herbs and ten Carlsbad herbs give health benefits.



# THE COMPANY'S PRODUCTS

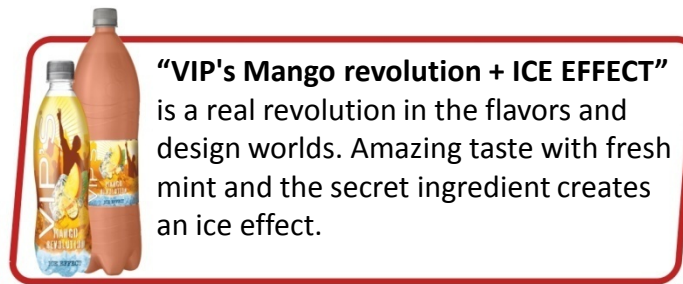
Carbonated drinks "Niagara" which are the first drinks in the segment contained juice are the great combination of price and quality, wide range and unique positions. It's the perfect opportunity for our consumers to get pleasure for the reasonable price. Moreover it's a straw in each 0.5 liter bottle! Shelf life is 12 months.

## СЛАДКАЯ ВОДА Niagara



## VIP'S

VIP's is youth carbonated drink in a stylish bottle. Unusual appearance, bright design, different from other drinks taste and reasonable price make it almost an ideal drink for modern youth.



**"VIP's Mango revolution + ICE EFFECT"** is a real revolution in the flavors and design worlds. Amazing taste with fresh mint and the secret ingredient creates an ice effect.

Манго Революция 0,5; 1,5 л.

# THE COMPANY'S PRODUCTS



## Ниагара

**Artesian drinking water "Niagara"** is the water of first quality category. Due to the individual selection of filters, drinking water "Niagara" saved all natural minerals.



Газированная  
0,5; 1,5 л.

Негазированная  
0,5; 1,5; 3,0; 5,0 л.



5,0 л.

**"Bezhin Lug"** is the water of the highest quality. It contains optimal mineral composition.

## СКАНДИНАВИЯ

МИНЕРАЛИЗОВАННАЯ ВОДА

**"Scandinavia"** is a mineralized water for every day drinking which contains a balanced composition of mineral salts. It has one of the most reasonable price in the category.



Газированная  
0,5; 1,5 л.

Газированная  
со вкусом лимона  
0,5; 1,5 л.



## АРДВИ

вода для молодости и красоты



Газированная  
0,5; 1,5 л.

Негазированная  
0,5; 1,5 л.

**Mineral water "Ardvi"** is an everyday breath of youth! It's proven by the clinical trials that daily consumption of mineral water "Ardvi" which contains silicon improves skin and hair elasticity, reduces the signs of aging.



**Children water "Karapuz"** will be loved by your child! This water is extracted from a 75 meters well and purified through ten filters. That's why it's 7.1 safer than the requirements of GOST R 52109-2003. Soft taste of the water makes a pleasure to your child and brings benefits for the growth. Parents will be attracted by reasonable price.



0,5

1,5;

3,0;

5,0+1 л.

## КВАС НИАГАРА

Kvass "Niagara" is carbonated drink based on barley and rye malts. The classic Russian kvass taste perfectly quenches your thirst and gives you strength. Shelf life is 12 months.



Ржаной  
2.0 л.



Ржаной  
0.5 л.



Окрошечка  
2.0 л.

## Парк Культуры КВАС

Kvass "Park Kultury" is fermentation kvass produced according to the classical Soviet recipe in obedience to the GOST.



Классический  
1.5 л.



Окрошечный  
1.5 л.







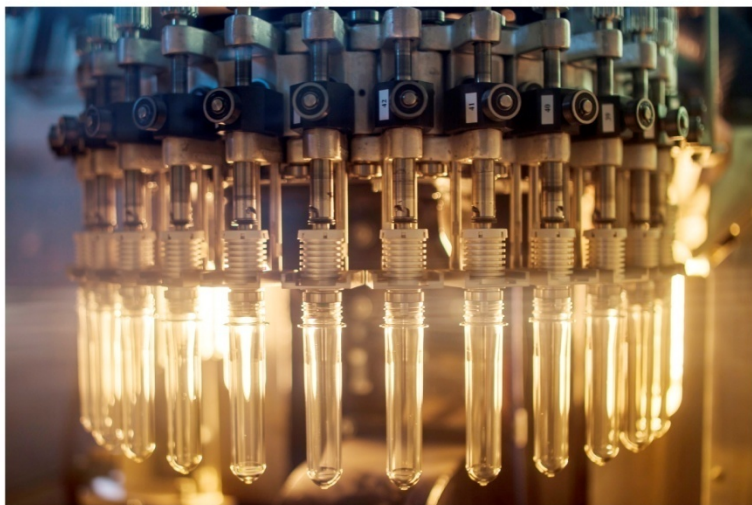
### Advantages of your own brand name soft drinks producing at the National Water Company "Niagara" factories:

1. Modern equipment gives an opportunity to produce drinks from any kind of carbonated soft drinks to a quiet drinks with sugar, juice, without preservatives and kvass of the premium segment.
2. Comprehensive assistance in the implementation of your ideas is consist of drink recipes completion and optimization, the unique recipes development and getting necessary documents for production and packaging design.
3. We guarantee our product quality.
4. We provide logistic service.

# QUALITY OF PRODUCTS



1. Strict quality control is provided by arrived raw materials control, the production line control, and drinks control during the production and storage.
2. Since 2009 the production and sales drinks have a confirmation of compliance with requirements of ISO 9001:2008, which ensures high quality and food safety of drinks.



## FEEDBACK FROM CUSTOMERS

### [WEBSITE IRECOMMEND.RU](http://www.irecommend.ru)

#### **Jana\_Carter ("Taezhniy Dar"):**

First I've heard about this drink from a friend, and she was delighted with it. You can find different tastes of "Taezhniy Dar". Most of all I loved original taste. The drink is "light" because we drank a half of a bottle and did not feel heaviness. If carbonates, then "Taezhniy Dar"!

#### **Tsivilian ("Taezhniy Dar"):**

"Taezhniy Dar" by "Niagara" is one of the best soft drink in stores. "Blueberry" is my favorite taste. It is very good, especially flavor. It really smells like blueberries and taiga herbs. It calms me dawn. So I highly recommend this carbonated drink. My score for it is a 5!

#### **Irina (Children's water " Karapuz"):**

It's tasty. My child 3 months old drank it with great pleasure.

### [WEBSITE NIAGARA74.RU](http://www.niagara74.ru)

#### **Stepan (kvass "Park Kultury")**

I live in St. Petersburg. Few days ago I bought kvass "Park Kultury" for okroshka and I was amazed that the kvass is like a kvass. I looked where it is produced. Ural guys! Thank you for the quality!

#### **Svetlana (Mineral water "Ardivi")**

It's perfect water. My husband and I took one package. Now we drink only this water. I feel better after drinking this water. Thanks for producers!

#### **Maria (Mineral water "Ardivi")**

I love this water. It reminds me the taste of mountain streams. With help of this water it's possible to get drunk. Almost it contains silicon.



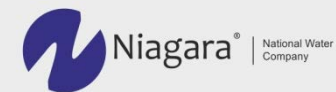




## CHRONOLOGY OF AWARDS

Year	Name of medal	Product	Prize
2006	World of pure water (International Exhibition)	Carbonated drink "Taezhniy Dar".	Gold
2006	World of pure water (International Exhibition)	Carbonated drink "Taezhniy Dar".	Silver
2006	Russian Agricultural Exhibition "Indian Summer"	Carbonated drink "Taezhniy Dar".	Silver
2007	Worldfood	Carbonated drink "Taezhniy Dar".	Gold
2007	ProdExpo	Carbonated drink "Taezhniy Dar".	Bronze
2007	ProdExpo	Carbonated drink "Taezhniy Dar".	Silver
2008	ProdExpo	Carbonated drink "Taezhniy Dar"	Gold
2009	ProdExpo	Artesian drinking water "Bezhin Lugh".	Silver
2010	ProdExpo	Carbonated drink VIP's «Cherry Cola»	Silver
2010	Russian Agricultural Exhibition "Indian Summer"	Mineral water "Ardvi"	Bronze
2010	ProdExpo	Carbonated drink VIP's «Cherry Cola»	Gold
2014	ProdExpo	Carbonated drink "Taezhniy Dar", Children drinking water "Karapuz"	Silver

## RECOMMENDATIONS



### **Alexander Malyshev, CEO "Imperial", Kazakhstan:**

"Taezhniy Dar" shows good sales even in the steppe. People interested in its rich berry taste and benefits of taiga herbs. I want to evaluate the work of the "Niagara" company representative, as an executive and a reliable person.

### **Ian Hunmey. General director of Department overseas projects, «PROSPEKT GROUP», China:**

We are particularly interested in three positions in the assortment:

- Kvass, as a new growing trend in China, due to naturalness and excellent thirst quencher. Kvass "Niagara" stands out due to its bright taste of bread and an attractive price.
- Children water "Karapuz". This is a water standard for Chinese children whose parents are buying the best products. It causes trust as a high quality product from a reliable Russian region.
- Drinks "Taezhniy Dar". Now it's difficult environmental situation in China, and these drinks are made of popular in the East herbs and berries which grow in wild forests of northern Russia. Especially we like the harmonious blend of beneficial herbs and juicy berries. NWC "Niagara" employees are responsible and executive partners.

### **Senderov Alexander, CEO, "Contact International Foods", Israel:**

We chose the "Taezhniy Dar" because of extraordinary name, exclusive product composition and presentable packaging.





## CONTACTS

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HAPPY TO COOPERATE!

