



Danish Bottling

Danish Bottling Company

Your supplier of individual beverage solutions



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- About Danish Bottling Company
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- Development of individual concepts
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About Danish Bottling Company



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- Danish Bottling Company A/S
 - Factory and international sale
- Danish Bottling A/S
 - Sale Denmark
- Danish Bottling AB
 - Sale Sweden



History



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- 2004
 - Danish Bottling Company A/S was established
- 2007
 - Danish Bottling Company moves to its present address in Brande, Jutland
 - New and state-of-the-art production facilities inaugurated
- 2008
 - A new PET-line (PCO28) inaugurated which gives additional 30 million bottles of capacity
- 2010
 - Take-over of shareholding in Company Water
 - New Bag-in-Box line inaugurated
- 2012
 - New customer structure in Danish Bottling Company

Strategy



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- Strategy:
 - Through a flexible production, effective logistic solutions and an innovative product development we want to be the most professional business partner in Scandinavia
- Mission:
 - Through a professional dialog with our customers we will develop and produce individual beverage solutions that will improve the customers competitiveness.
- Vision:
 - To be the leading producer of private label non alcoholic beverages based on natural mineral water

Natural mineral water from own sources



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- Four sources
- Claim as "natural mineral water"
- Drilling from 117 m - > 200 m
- Only one source, the Nornir ® source, is exploited at the moment
- "soft" water with a low content of sodium and chloride
- Natural mineral water is characterised by its purity at source and its constant level of minerals
- Approved for children food
- Permission to drill 200 mio. Litre water a year
- Renewed in 2010 with further 10 years

- Nornir® is a registered trademark owned by Danish Bottling Company. Nornir® is the overall name for the three Nornes: Urðr (Urd), Verðandi (Verdande) and Skuld. The names express the past the present and the future. In the Nordic Mythology the Nornes chose the faith of the humans by the "source of life" they also were responsible of keeping the tree of live "Yggdrasil" vital by giving it water from the "source of life".

About the factory



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- Modern bottling with hygienic closed facilities
- 2 PET lines (one still and one Co2-line) and one BIB line
- Technical capacity of 60 mio. PET and 3 mio. BIB
- Focus on flexibility in all stages of the production

- Buildings: 6.500 square meter
- Area: 100.000 square meter



Certificates



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- ISO 22000-certified
- BRC-certified (Global Food Standard)
- Approved for organic production





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Products and possibilities

We develop and produce products based on our customers wishes and needs both in regard to products design, production and logistic solutions



Product strategy



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- Focus on individual beverage solutions based on packaging solutions of PolyEthylene Terephthalate (PET) and Bag-In-Box (BIB)
- Our focus is on developing the following types of products
 - Beverages based on natural mineral water
 - Soft drinks – carbonated and non-carbonated
 - Functional beverages
- The products can be developed either as trademarks or own private labels

Trademarks



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- Own trademarks for customers that do not need their own private label assortment.
- **Nornir®** natural mineral water
- **Grandana®** natural flavour
- **How2live®** pure sense

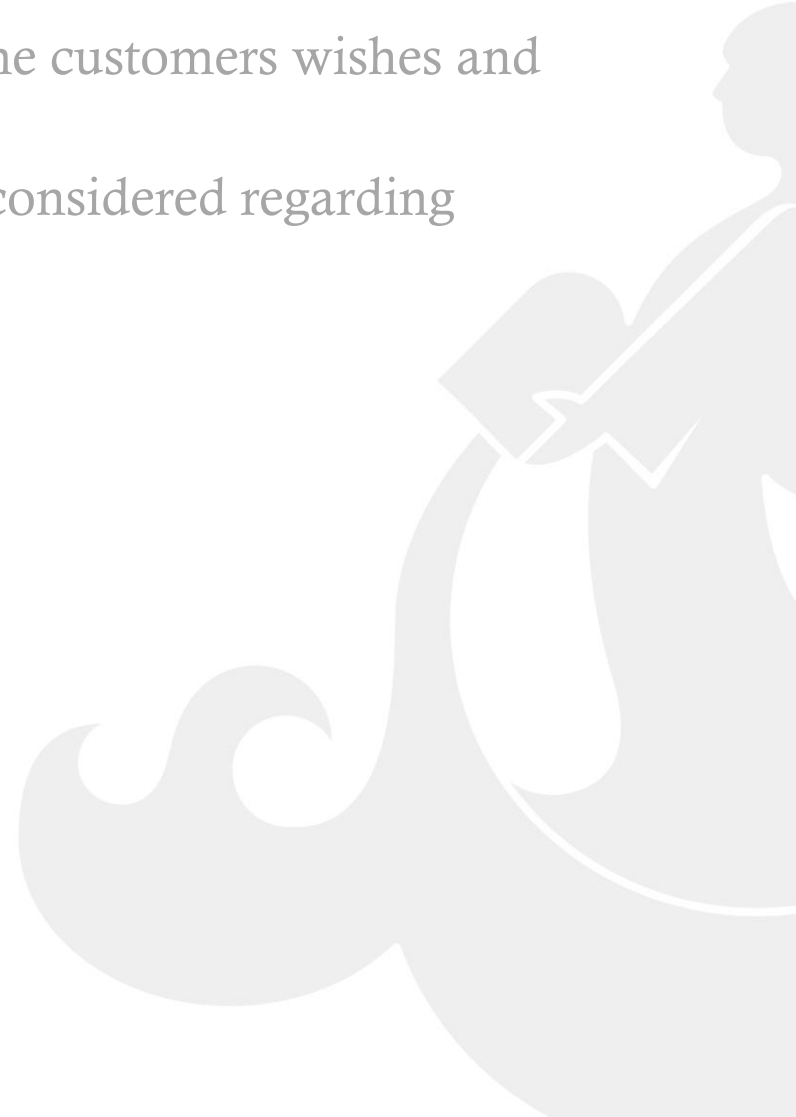


Private label concepts



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- PL-series are developed with a focus on the customers wishes and needs for individuality
- The following primary subjects are to be considered regarding development of a PL-assortment:
 - Packaging (design, cap, labelling)
 - Content (flavour)
 - Logistics (production, stock, delivery)
 - Price (purchase, production costs)



Process of development



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Development

- Concept
- Specifications
- Test of flavour
- Design
- Price indication

Specification

- Declaration
- Recipes
- Prices
- Packaging
- Stock
- Delivery
- Contract specifications
- Contact persons

Start up

- Test
- First production
- Order flow
- Samples

Production

- Meetings
- Efficiency
- Product changes
- Assortment changes

Customer needs and wishes



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- Open dialog / calculations
- Price and amounts
- Common goals
- Common project management



Summary



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- Focus on strengthening our customers beverage assortment
- Focus on private label solutions
- Investment in flexibility
- Focus on long term collaboration with common goals





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Your source to growth

