



Press release

Trivarga AG is an internationally active group of companies with a wide range of products and services for the for the national and international beverage industry.

As the leading distributor for independent brands in Switzerland, we are genuinely considered the no.1 choice for emerging brands. With business experiences on four continents, we furthermore develop and manufacture third party beverages in a multitude of categories. And as a fast-moving innovator, we run our own multinational brand engine that launches up to four new brands for international distribution each year.

The three distinct Business Units:

Trivanova GmbH consolidates Trivarga's distribution business on the Swiss market and is the national market leader for independent beverage brands. Our trend-setting portfolio includes the most widely recognised independent third-party brands as well as Trivarga's own brand universe. Trivanova operates nationwide off-trade and serves all relevant market players from the classic retail, discount, convenience, kiosk, petrol, cash & carry segments as well as the wholesale, intermediate and online trade. From our main warehouse, we deliver centrally throughout Switzerland within 24 to 48 hours, thus guaranteeing the availability of our products at more than 14,000 points of sale throughout the country.

For more than 10 years, **Trivabida GmbH** has been developing and producing branded and private-label beverages in virtually every conceivable category for dozens of customers in a wide range of countries worldwide. We provide comprehensive full-service solutions. Our spectrum ranges from recipe development and layouting to filling, supply and logistics, and even support with certification and regulatory clarifications. With this approach, we are faster and more flexible than comparable companies and act more comprehensively than pure bottlers.

Trivamarca GmbH is Trivarga's brand engine and creates and launches new beverage brands in rapid succession for its own distribution in Switzerland as well as for their allocation to third-party distributors worldwide. With its own team, Trivamarca manages all brand aspects – from the development of the brand DNA to marketing tools, visuals & motion picture, social media content, merchandising as well as third country coaching along their distribution activities.

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