

## SUCCESS FROM EXTENSION: FROM WATER TO BEVERAGES

PINAR Water and Beverages, the 1st bottled water company (est. 1984) in Turkey, ranks among the Top 5 companies in the national market, and experiences the pride of being a 100% Turkish capital company.

PINAR Water and Beverages is a well-established and reliable business partner for all its shareholders, customers and consumers in Turkey and abroad, and exporting its products to more than 20 countries from Europe to GCC countries, from North America to the Far East worldwide.

PINAR Water and Beverages has four production plants and a variety of natural springs with unique taste and nutritional & health benefits. All plants are operated by professional teams and equipped with the best technology, providing the highest quality and best service well above the standards of the sector.

PINAR Water and Beverages is ensuring its quality by applying physical, chemical and microbiological tests at every stage of production, from the water source to the shipment, thus satisfying consumer demands sustainably in every drop of its products.

As the pioneer of its sector, PINAR Water and Beverages decided to extend its product portfolio as per market demand and determined new goals. In pursuit of the vision to "Be A Leading Beverages Company", PINAR Water and Beverages launched its "Carbonated Fruit Flavored" Beverages range PINAR FRII<sup>®</sup> in 2017. Soon after PINAR LEMONADE<sup>®</sup> series were introduced to the market. And recently Pinar Functional Beverage category has been launched in 2019.

PINAR Water and Beverages, with a deep understanding of consumer needs, is ready for the challenges of the future and determined to provide the best products to its customers worldwide.