



GLOBAL BEVERAGES

Company Info

Established:
2020

Headquarters:
Almaty, Kazakhstan

Active in:
Kazakhstan

Turnover:
USD 37 million

Productivity (per annum)
Alcohol – 61.1M litres
Water – 180M bottles
Soft drinks – 150M bottles

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www.asiawaters.com

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Global Beverages (formerly Asia Waters)

The largest producer of natural mineral water, soft drinks and vodka in Kazakhstan. Unique in-house natural mineral water deposits. GB owns four modern bottling plants and owns or controls four ethanol distilleries.

Company Photo



Company track record and achievements (+experience in China)

The company's history has begun 30 years ago when a group of Soviet hydro-geologists decided to become entrepreneurs and offer to the consumers unique mineral waters of the deep artisanal wells, situated in the untouched hills and forests of Burabay. The waters originated from the ancient glacier, buried deep underground at the last Glacial Age, and have absorbed a rich mix of beneficial electrolytes from the surrounding rock. The water from two wells proved to be especially unique as it had low content of deuterium dioxide (heavy water) which is usually evenly distributed in all the world's water. Heavy water is detrimental to metabolism, and if its content can be lowered, such "light" water has been proven to have great benefits for the health of humans and other mammals.

The company has grown since into a country-wide conglomerate but maintained its dedication to delivering uncompromised quality of products based on its signature waters.


CENTER FOR TRADE POLICY DEVELOPMENT





Product 1 Info

Existing Brand:
Khaoma vodka

Existing Markets:
Kazakhstan

Target consumer:

Age: 21+

Income: medium and high

Geographic feature: no significant geographic preferences.

Channels: HoReCA

Supermarkets

Wholesalers

Product 1 - Khaoma vodka

- Pricing starts from 2.80 USD/0.5l
- Packaging size: 0.5l, 0.7l, 1.0l
- Shelf-life: 3 years

Features and benefits

Malt alcohol of the Alpha class (the purest achievable). Blended using artisanal mineral water with a rich content of electrolytes and low content of deuterium.

Product track record and achievements (+experience in China)

Gold medal in the international tasting competition PRODEXPO 2017 Moscow, Russia.

The most valuable brand of Kazakhstan 2018

Gold medal of the International Tasting Competition PRODEXPO 2018 Moscow, Russia.

Gold medal in the New York Spirits competition 2018.



Product 1 - Khaoma vodka

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Links:

www.khaoma.com



Product 2 Info

Existing Brand:
POLUS vodka

Existing Markets:
Kazakhstan

Target consumer:

Age: 21+

Income: medium
and high

Geographic feature: no
significant geographic
preferences.

Channels: HoReCA

Supermarkets

Wholesalers

Product 2 - POLUS vodka

- Price from \$3,75/0.5l
- Packaging size 0.5l, 0.7l
- Shelf-life 3 years

Features and benefits

In harsh environments of polar regions, all the strength given to us by nature is revealed. Our very core is tested. Polar habitats demonstrate the tenacity of animal and plant nature, surprising us with teeming life and inspiring personal discoveries. There is something in every person that will allow him to reach his own pole.



Product 2 - POLUS vodka

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product





Product 3 Info

Existing Brand:
Green Steppe
Existing Markets:
Kazakhstan

Target consumer:
Age: 21+
Income: medium and high
Geographic feature: urban consumers mostly
Channels: HoReCA
Supermarkets
Wholesalers

Product 3 - Green Steppe vodka

- Prices starts from 5.2 USD/0.7l
- Packaging size 0.7l, 0.5l
- Shelf-life 3 years

Features and benefits

Green Steppe is a new vodka made exclusively from durum wheat alcohol. Vodka is represented in two lines.

Green Steppe Premium is a vodka for connoisseurs of quality and rich taste. This drink comes in two distinct varieties: Green Steppe Day and Green Steppe Night.

Green Steppe Four Seasons. The endless steppes of Kazakhstan are beautiful at all times of the year. This is what inspired the vodka masters to create the new Green Steppe Four Seasons.



Product 3 - Green Steppe vodka

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product





Product 4 Info

Existing Brand:
Blue Mountain
Existing Markets:
Kazakhstan

Target consumer:
Age: 21+
Income: medium
and high
Geographic feature: no
significant geographic
preferences.
Channels: HoReCA,
Supermarkets,
Wholesalers

Product 4 - Blue Mountain vodka

- Price: 2.38 USD/bottle
- Packaging size: 0.45l
- Shelf-life: 3 years

Features and benefits

The classic combination of natural mineral water from an environmentally pure region and high-quality grade «Luxe» alcohol. Thanks to the unique technology of vodka purification with the use of koumyss, fermented mare's milk, this invigorating drink acquires a light taste sophistication without extraneous shades. Koumyss is able to absorb any harmful oils and impurities that may reside in distilled alcohol.

Product track record and achievements (+experience in China)

Diploma for the best product in the VODKA category
WorldFood Kazakhstan 2017



Product 4 - Blue Mountain vodka

Photo #1 of the product



Photo #2 of the product

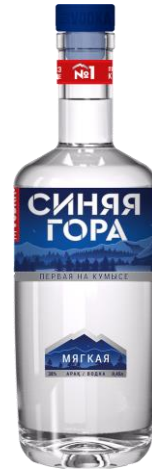


Photo #3 of the product





Product 5 Info

Existing Brand:
Staus
Existing Markets:
Kazakhstan

Target consumer:
Age: 21+
Income: medium
and high
Geographic feature: no
significant geographic
preferences.
Channels: HoReCA,
Supermarkets
Wholesalers

Product 5 - Status Vodka

- Price 3.86 USD
- Packaging size: 0.5l
- Shelf-life: 3 years

Features and benefits

A distinctive feature of this vodka is filtration; a modern platinum filter is used in the production. The classic recipe presents a pleasant bread flavor and exceptional softness.



Product 5 - STATUS vodka

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product





Product 6 Info

Existing Brand:
TURAN water
Existing Markets:
Kazakhstan

Target consumer:
Age 0+
Income: medium and high
Geographic feature: mostly urban consumers

Channels: HoReCA
Supermarkets
Wholesalers

Product 6 - TURAN natural mineral water

- Indicative pricing: 0.2 USD (0.5l)
- Packaging size: 260x195x230 cm (0.5l)
- Shelf-life: 18 months

Features and benefits

The one and only *light* natural mineral water made in Kazakhstan (133 ppm of deuterium water only, the water deposit is 1 of 5 world light water deposits). Contains only naturally dissolved minerals (Mg, Na+K, I, F, Ca), as the water is not changed while bottling (no ultraviolet, no reverse osmosis used). Perfectly balanced by nature: pH 7,5

Product track record and achievements (+experience in China)

In 2017-2019, the Independent Quality Institute Monde Selection recognized the natural mineral water TURAN as the best water in Europe and awarded the gold medal and the international trophy for the consistent quality: The International High-Quality Trophy.

Water deposit, bottling line, packaging process and the water quality were also inspected, and quality was certified by the Fresenius SE & Co. KGaA, Germany (Institut Fresenius).



Product 6 - TURAN Natural Drinking Mineral Water

Glass, still & sparkling 0.25l



PET, still & sparkling 0.5l



PET, still & sparkling 1l



Fortified flavoured
PET, 0.5l
lemon, peach & grapefruit.



Links:

[Link #1 to video, youtube: MADE BY NATURE](#)

[Link #2 to video: TURAN in sport](#)

[Link #3 to video: TURAN light water](#)



Product 7 Info

Existing Brand:
Qulager-Burabay water
Existing Markets:
Kazakhstan

Target consumer:
Age 5+
Income: medium and high
Geographic feature: mostly urban consumers

Channels: HoReCA
Supermarkets
Wholesalers

Product 7 - QULAGER-BURABAY medicinal mineral table water

- Indicative pricing: 0.2 USD (0.5 l)
- Packaging size: 260x190x240 cm
- Shelf-life:12 months

Features and benefits

QB is medicinal mineral table water with truly unique mineral composition (16 minerals, including rarely met natural occurrence of I (iodine) & Se (selenium)). The water has healing effect on 8 systems of human body: urogenital, respiratory, gynaecological, musculo-skeletal system, endocrine system, skin, digestive system, and cardiovascular, as proven by numerous studies.

Product track record and achievements (+experience in China)

In 2017-2019, the Independent Quality Institute Monde Selection recognized QULAGER BURABAY as the best water in Europe due to its unique mineral composition and significant healing effects, and awarded the gold medal and the international trophy for the consistent quality: The International High-Quality Trophy. Water deposit, bottling line, packaging process and the water quality were also inspected and confirmed by Fresenius SE & Co. KGaA, Germany (Institut Fresenius).

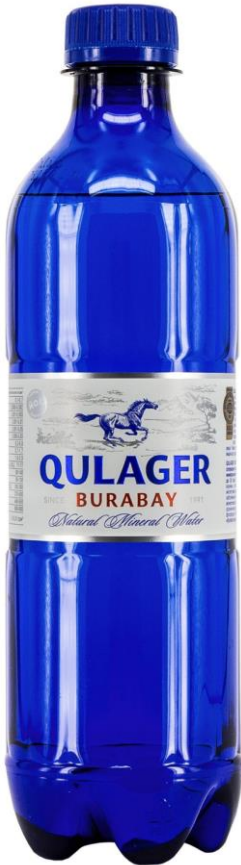




GLOBAL BEVERAGES

Product 7 QULAGER-BURABAY medicinal mineral table water

QULAGER, PET. 0.5l



QULAGER, PET. 1 l



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