

• *MORE THAN WATER.* •

*Ararat
Culture
Armenia!*

ARARAT GROUP LLC ARMENIA —
PRODUCTION OF MINERAL WATER
AND SOFT DRINKS



ABOUT THE COMPANY



DEVELOPMENT PLANS OF ARARAT GROUP

In 2018 the company plans to *complete construction* and launch of brewery, which will use German raw materials.



ARARAT DEPOSIT IN BOROT-AKHBYUR GORGE WAS DISCOVERED IN 1964

Mineral springs' territory of **ARARAT GROUP** includes five mineral water wells:

- wells B2-11, B2-12, B2-19 under the trademark «**ARARAT**»;
- well B3-1 under the trademark «**The Well**» *sparkling*;
- well B1-1 under the trademark «**The Well**» *still*.

«ARARAT» mineral water is included in **GOST 13273-88** dated 1986.
Regional standard **GOST 13273-88** dated 1989.



МЕЖГОСУДАРСТВЕННЫЙ СТАНДАРТ
ВОДЫ МИНЕРАЛЬНЫЕ ПИТЬЕВЫЕ ЛЕЧЕБНЫЕ
И ЛЕЧЕБНО-СТОЛОВЫЕ

ГОСТ
13273-88

Технические условия

Drinking medicinal and medicinal-table mineral waters.
Specifications

ОКП 91 8543, 91 8544, 91 8

Дата введения 01.01.89

Настоящий стандарт
лечебные и лечебно-
столовые воды в курортной
зоне. Коды ОКП для

1.1. Характеристика

1.1.1. Кислотность

организм человека

и газов

компоненты

реакция среды


1.1.2. Концентрация

менее 1 г/дм³

активные микрокомпоненты

принятых в СССР для питьевых






NATURAL MEDICINAL
MINERAL WATER

CHEMICAL COMPOSITION
G PER LITRE

CATIONS:	
NATRIUM CALIUM	0.3
CALCIUM	0.3
MAGNESIUM	0.05

ANIONS:	
CHLORINE	0.02
HYDROCARBONATE	2.20
SULPHATE	0.28
TOTAL MINERAL CONTENT	3.30





NATURAL MEDICINAL MINERAL WATER

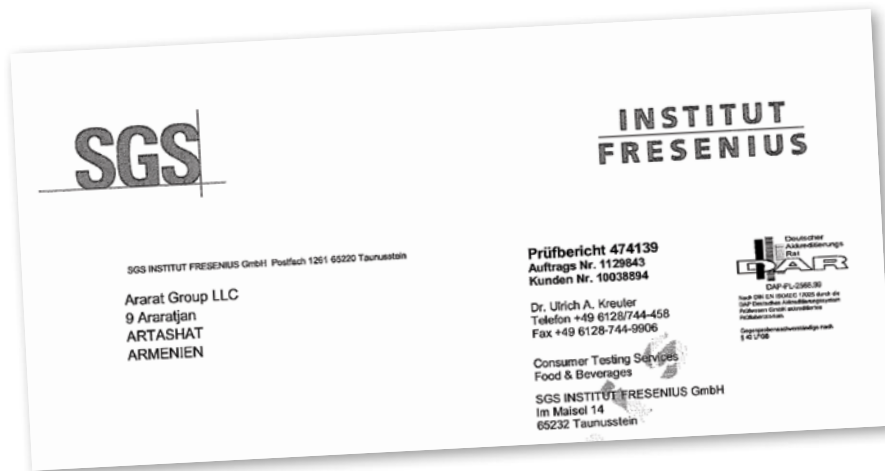
Recommended for the treatment of
Beriberi from illnesses of the
tract, the liver, gall bladder
and

CHEMICAL COMPOSITION
G PER LITRE

CATIONS:	
Na+K	0.30
Ca	0.30
Mg	0.05

ANIONS:	
Cl	0.02
HCO ₃	2.20
SO ₄	0.28
TOTAL	3.30

натрия	урш-Су	2,0—3,0	Мg 20—50	Арагат (Арм. ССР)	3,5—4,5
магниево-кальциево-натриевая, железистая			HCO ₃ > 85 (Na+K) 25—50 Ca 25—40 Mg 25—40	Турш-Су (Аз. ССР)	2,0—3,0
				Арагат (скважина 546) (РСФСР)	3,0—5,0



In 2007 all wells of ARARAT GROUP underwent independent expertise of water quality by **SGS INSTITUT FRESENIUS**, Germany — global leader in the field of testing, verification, examination and certification.

ARARAT GROUP is certified by ISO 9001 Quality Management Systems and ISO 22000 Food Safety Management Systems — the warranty of *final products safety* and supreme process flow optimization in the food production plant.





MORE THAN JUST WATER

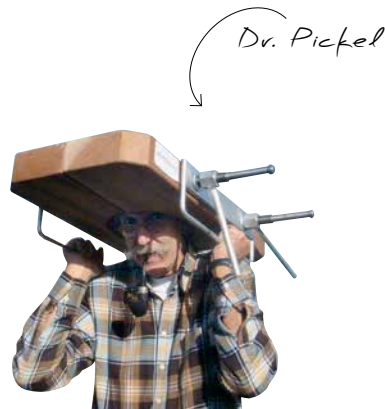
ARARAT CULTURE ARMENIA

ARARAT IS THE SYMBOL OF ARMENIA,
ARARAT IS THE SOUL OF ARMENIA,
ARARAT IS THE CULTURE OF ARMENIA,
ARARAT IS THE MINERAL WATER

Under the “*Culture*” **ARARAT GROUP** has in mind culture
of *mineral water production*, of corporate *relations*, and of *quality*.

Ararat
Cultural
Armenia!

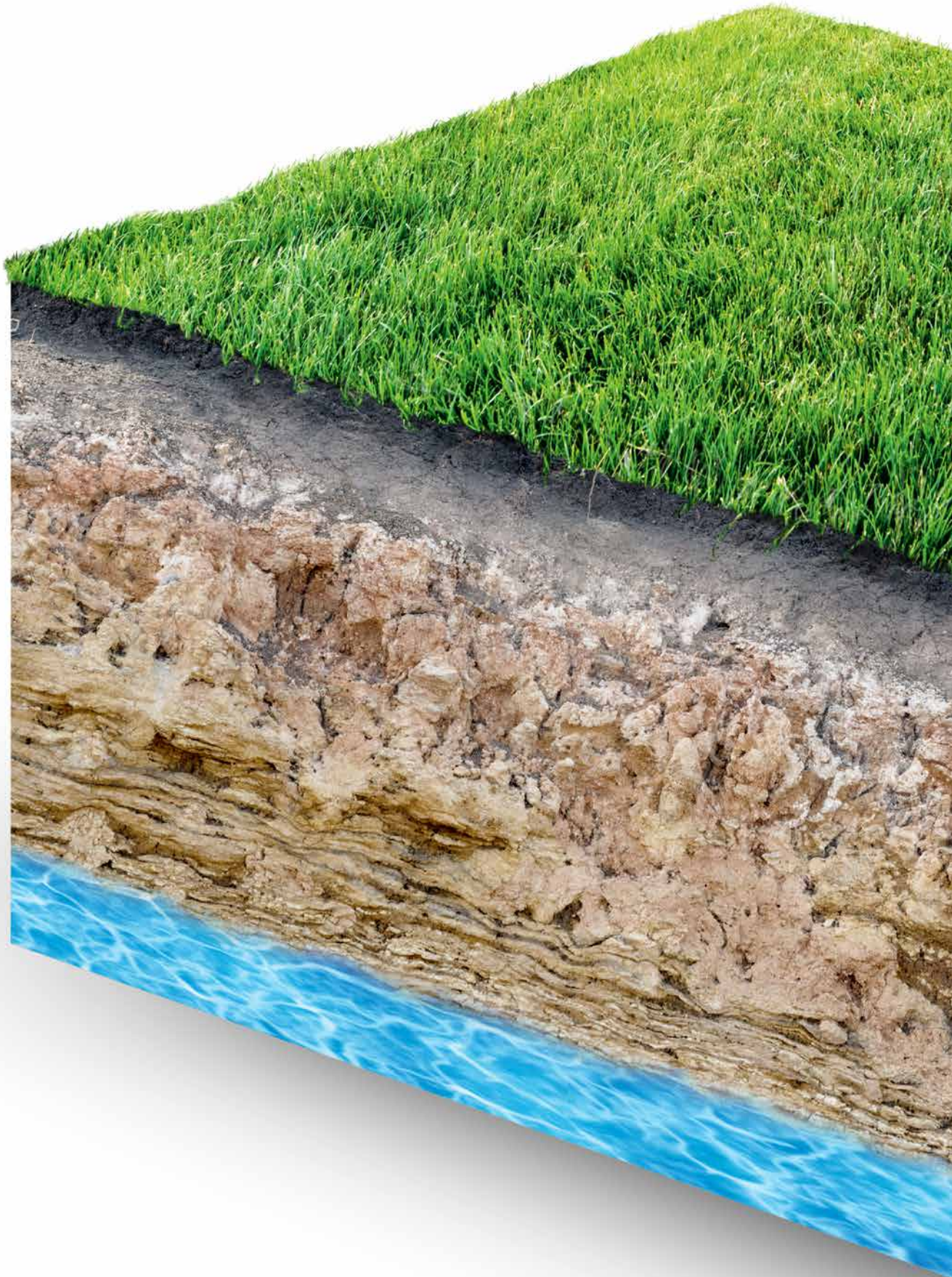




WELL RECOVERY WITHOUT LOSS OF NATURAL PROPERTIES

The wells were restored by German company *HPC AG The Engineering Company* with personal attendance of its owner *Dr. Pickel*.

HPC is one of the *leading engineering companies* in the area of environmental safety all over the world. In most cases it deals with *large scale projects* targeted towards infrastructure recovery of the *whole regions*.



WATER TREATMENT IS CONTROLLED BY SCADA SYSTEMS PROCESS

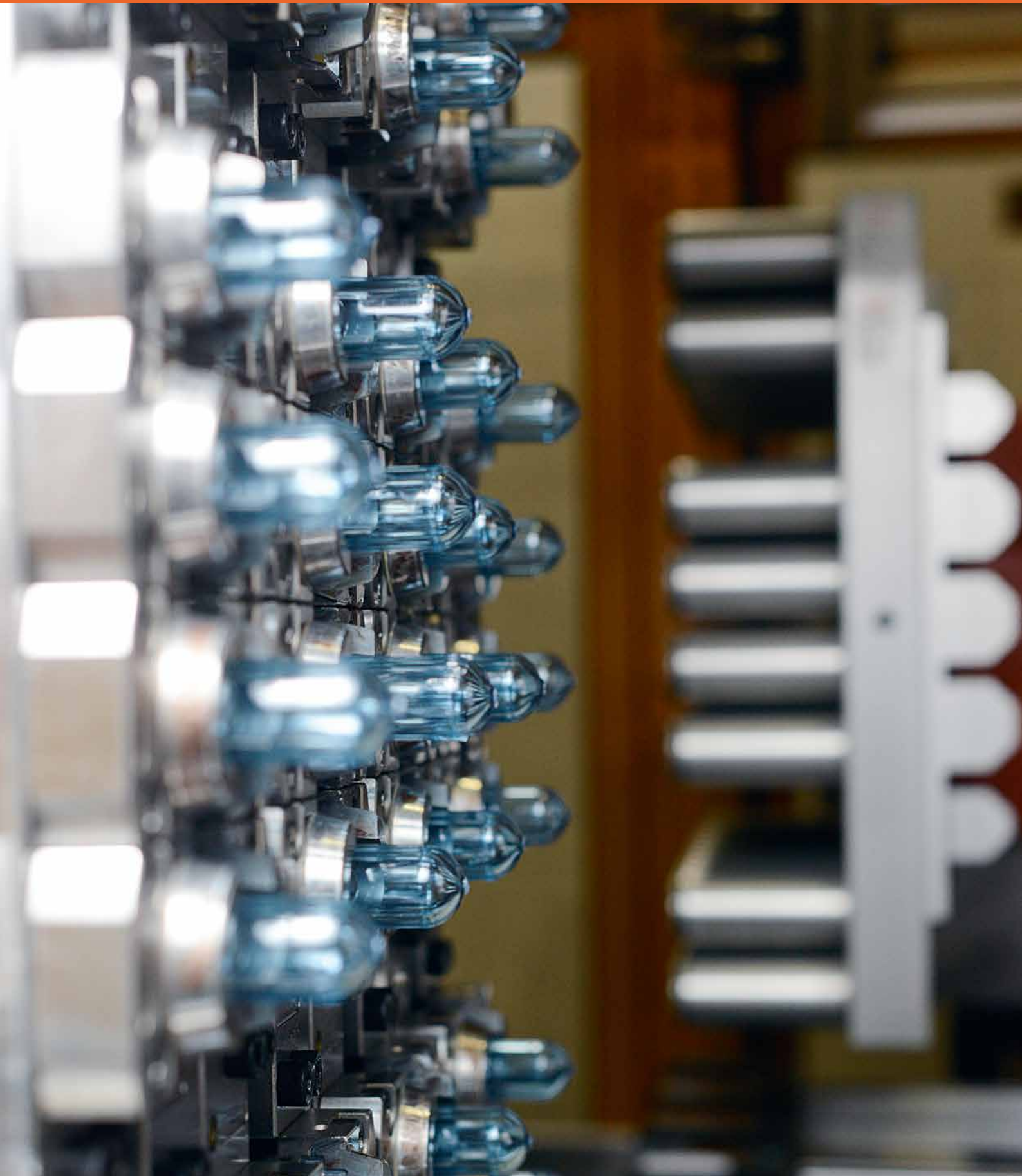
ARARAT GROUP uses equipment of Chriwa
Wasseraufbereitungstechnik GmbH, Germany for water treatment.

Chriwa is the **leading manufacturer** of equipment and integrated solutions for production of soft drinks, **mineral waters**, brewing production, water development facilities.



OWN PRODUCTION OF PET PREFORMS AND PLASTIC CAPS

Equipment of *Husky Injection Molding Systems*,
Canada; Husky Injection Molding Systems is the creator
and the *world's largest supplier* of technologies for injection molding.



THE PACKAGING OF ARARAT GROUP PRODUCTS
DOES NOT CONTAIN HEAVY METALS AND PHENOL.
THE MINERAL WATER IS NOT EXPOSED TO ANY
FOREIGN SMELL AND FLAVOUR

ARARAT GROUP uses for production of PET preforms and plastic caps raw materials of **manufacturers**, whose products meet the **global quality** standards:

PET granulate made by **KP Chemical Corporation**, Lotte Group, South Korea;

HDPE granulate made by **LG Chem**, LG Group, South Korea;

Coloring agents for preforms **ColorMatrix Group**, PolyOne, USA;

Coloring agents for caps **GABRIEL-CHEMIE Group**, Austria.



OIL-FREE AIR COMPRESSING TECHNOLOGY
THE COMPRESSED AIR USED IN THE PET
BOTTLES BLOWING PROCESS, IS FREE OF ANY
OIL VAPORS WHICH CAN INFLUENCE WATER
QUALITY AND FLAVOR

ARARAT GROUP production uses oil-free compressors
manufactured by **Atlas Copco**, the leading global solutions
provider for **high-performance industry**.



Oil-free air
ISO 8573-1 CLASS 0

THE ELECTRIC POWER OF THE PLANT
IS SUPPLIED BY HIGH AND LOW DISTRIBUTION
SYSTEMS MADE BY SIEMENS AG, GERMANY

Siemens AG is a *worldwide* leader for automation systems development
and production in *all fields of industry*.



AIR HANDLINE SYSTEM BY COLT GROUP LTD ENSURES MICROCLIMATE AND CLEAR AIR IN THE PRODUCTION SITES

Colt Group Ltd., UK provides healthy, comfortable and safe working environment for commercial and industrial buildings *all over the world* since 1931.





WE DO MORE

Krones AG is the *leading specialized company* for development and installation of *filling lines*.



ARARAT GROUP TESTING LABORATORY
CONDUCTS HYDROGEOLOGICAL MONITORING,
PHYSICAL-CHEMICAL AND MICROBIOLOGICAL
ANALYSES. IT OPERATES IN COMPLIANCE
WITH ISO 17025 STANDARD

Specialized furniture of German company *Kottermann*
and high-precision gauges ensure *quality control* and product
safety throughout the production process, starting with the wells
and consumables, and ending with *finished product*.



PROPRIETARY CAP AND LABEL MAKE THE PRODUCT COUNTERFEITING IMPOSSIBLE

The cap is *designed* in cooperation
with AWK Verschlüsse GmbH & Co KG, Germany *specifically*
for ARARAT GROUP.

The *unique technology* of label printing is executed
by Industria Grafica Eurostampa S.p.A, Italy.





PACKAGING THAT SELLS LIKE HOT CAKES

Brands «*ARARAT*», «*The Well*», «*JOSO*» were developed by Lars Wallentin, who is an outstanding business-expert, the author of Design as Business-Model concept. For over 39 years he has been working in the *Nestlé* corporation HQ in Switzerland. He was the *head of communications*, branding, package design and POBM area all over the world. He is the *author* of two out of nine corporate brand names of the company. During his work he participated in more than *50,000 projects*.



ИЗ ЛУЧШИХ
РЕКНИГ ОБ
АКОВК
У СРЕДСТ



That Changed the World



• встреча
дизайн-студии
Дизайн — эмоциональное творчество
друга.
Самой собой разумеется, из многих дизайн-проектов, в которых я участвовал, был мой самый страстный и эффективный! Будущее покажет, право ли мы были.



THE ASSORTMENT OF PRODUCTS

PACKAGING SPECIFICATIONS

CONSUMER

Family. "ARARAT" is not only the possibility to quench your thirst; it also cares for wellness of your nearest and dearest

BRAND

"ARARAT"
more than water

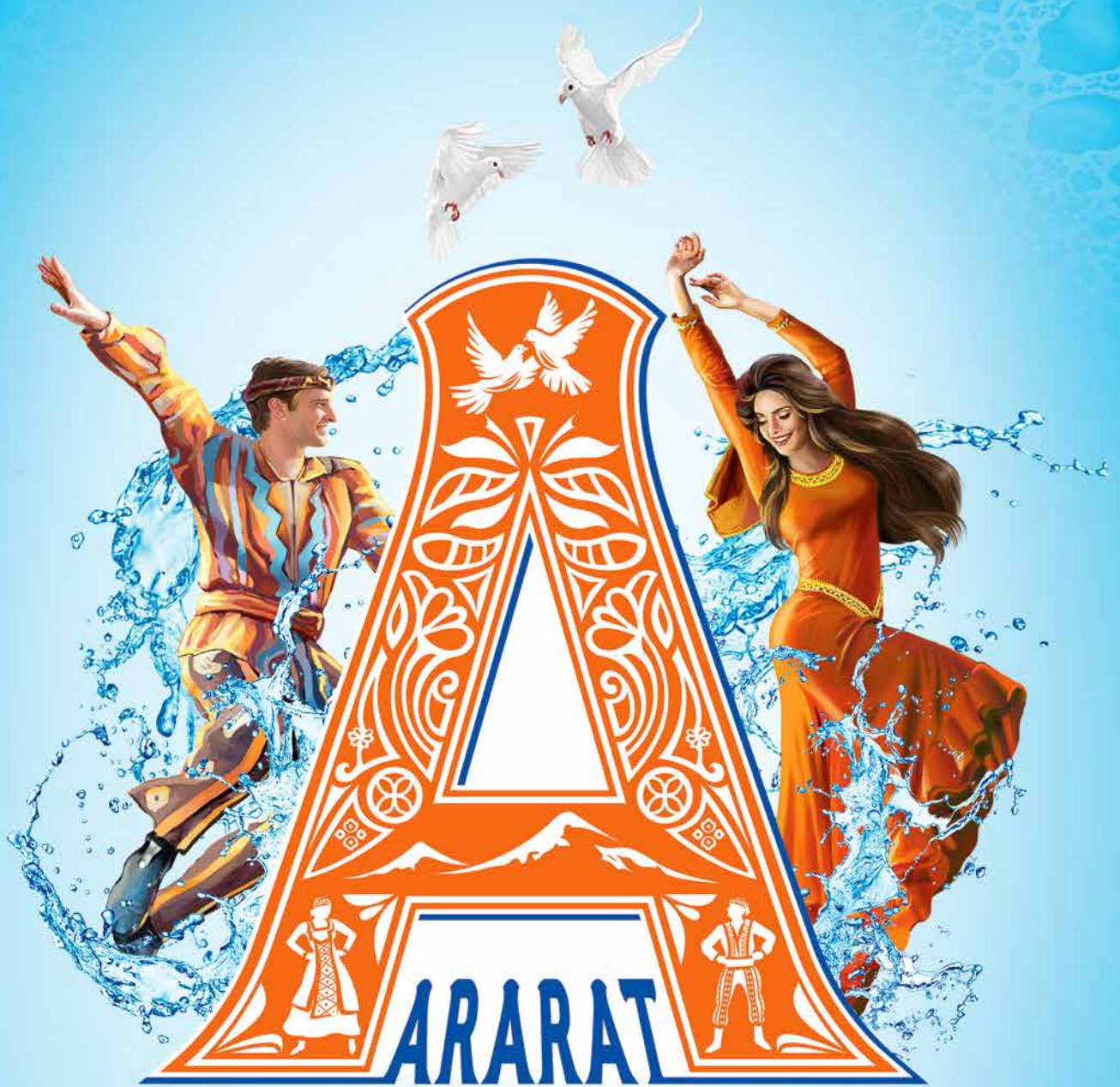
*Ararat
Cultural
Armenia!*

In spite of its "considerable" age, "ARARAT" mineral water is open to new ideas: in design and in technologies. Only the quality is unchanged

It supports water-mineral balance of your organism, stimulates digestive system, and facilitates food decomposition and digestion

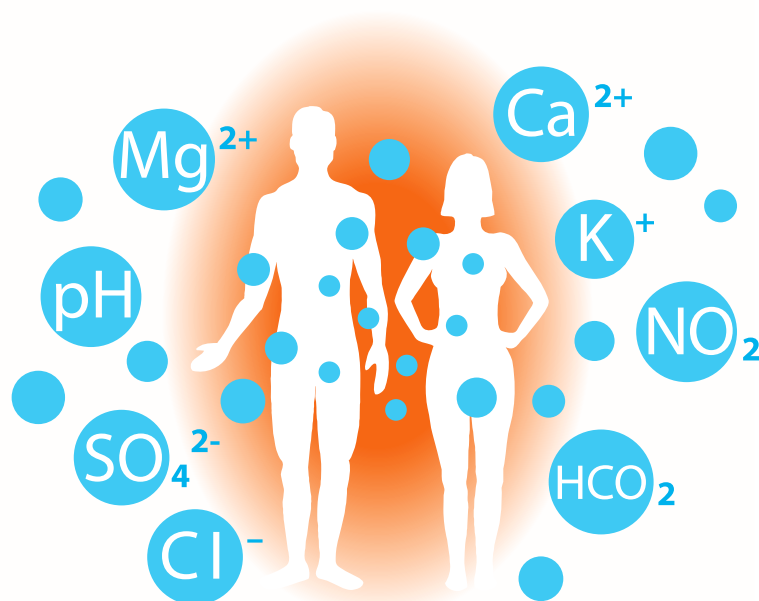
PRODUCT

BENEFIT



• **MORE THAN WATER.** •

*Ararat
Culture
Armenia!*



ARARAT – NATURAL MINERAL SPARKLING WATER

Due to its natural composition, the «*ARARAT*» water stimulates digestive system, eases digestion, improves metabolism and *speeds up calories burning off*.

The «*ARARAT*» water consumption will help you normalize water and mineral metabolism, will *stimulate digestive system* due to its balanced natural mineral composition.

Bottled in the territory of mineral springs ARARAT well No. B2-11,
Borot-Akhbyur Gorge, Armenia

General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY

Sample No. 8195784/20.05.2008

Hydrocarbonate sodium and calcium

Total Mineralization

Typical chemical composition, mg/l

2400–2800 mg/l –at 180 °C; pH 20° – 6,6

Ca²⁺250–350•Na⁺70–110•Mg²⁺70–170•K⁺80–150

HCO₃⁻1600–1800•SO₄²⁻250–300•Cl⁻80–120•NO₃⁻ < 0,3



CONSUMER

It is for people, who realize the importance of clean water consumption, who care for about their wellness

BRAND

“THE WELL” and HARMONY brings harmony to our organism and makes us healthy and beautiful

*Drink well
...be well!*

“THE WELL” is natural sparkling mineral water for daily consumption for connoisseurs of taste and harmony

Natural freshness and light bubbles create unique restorative taste which brings harmony to your body

PRODUCT

BENEFIT



Drink...



... be well!



THE WELL — NATURAL MINERAL SPARKLING WATER

«THE WELL» & HARMONY *harmonizes our body*,
revitalizes and beautifies us.

Natural water «The Well» is *perfect for rehydration* and keeps us fit.

Bottled in the territory of mineral springs ARARAT well No. B3-1, Armenia
 General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
 Sample No. 8195784/20.05.2008
 Hydrocarbonate sodium and calcium
 Total Mineralization 475 mg/l —at 180 °C; pH 20° — 6,0
 Typical chemical composition, mg/l $\text{Ca}^{2+}32 \cdot \text{Na}^{+}28 \cdot \text{Mg}^{2+}18,9 \cdot \text{K}^{+}15$
 $\text{HCO}_3^{-}305 \cdot \text{SO}_4^{2-}36,5 \cdot \text{Cl}^{-}39$



CONSUMER

It is for people, who realize the importance of clean water consumption, who care for about their wellness

BRAND

Regular consumption of "THE WELL" and HARMONY provides necessary everyday hydration to you body

*Drink well
...be well!*

Natural mineral water "THE WELL" is the source of life, which defines the wellness and longevity factor. It is perfect for all age groups, including babies - for everyday drinking and for every occasion

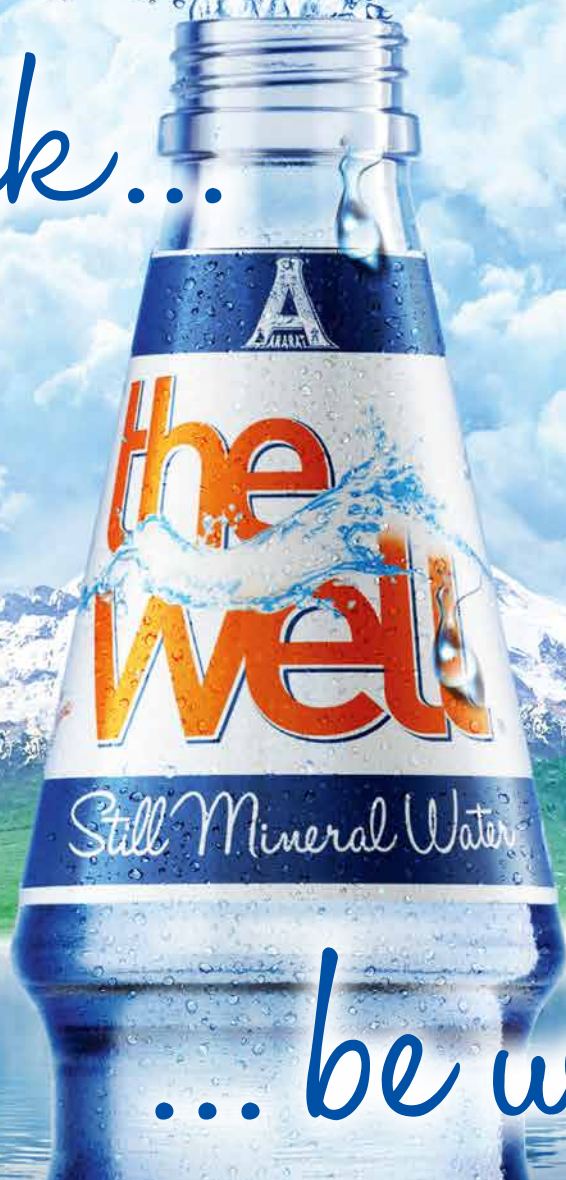
It is transportation mechanism for internal movements of all nutrients and molecules. Water supports circulated blood volume, beautifies and rehydrates skin

PRODUCT

BENEFIT



Drink...



... be well!



THE WELL – NATURAL MINERAL STILL WATER

«THE WELL» & HYDRATION, the water *deficit in our body causes* skin dryness and premature ageing in all people, irrespective of their age.

Regular drinking of “*The Well*” water provides necessary *everyday hydration* to you body.

Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
 General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
 Sample No. 8195784/20.05.2008
 Hydrocarbonate sodium and calcium
 Total Mineralization 191 mg/l — at 180 °C; pH 20° — 7
 Typical chemical composition, mg/l $\text{Ca}^{2+}13 \cdot \text{Na}^+21 \cdot \text{Mg}^{2+}15 \cdot \text{K}^+10$
 $\text{HCO}_3^-109 \cdot \text{SO}_4^{2-}3 \cdot \text{Cl}^-20$





THE ONLY PACKAGING KEEPING WATER FROM DIRECT AIR FOR THE WHOLE PERIOD OF USAGE

Mineral natural still water in Bag-in-Box package of *10 liters capacity*.

Package advantages:

- water is protected from direct air;
- easy to keep;
- easy to use;
- packing waste does not need place for storage;
- package is not returnable.

Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
 General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
 Sample No. 8195784/20.05.2008
 Hydrocarbonate sodium and calcium
 Total Mineralization 191 mg/l — at 180 °C; pH 20° — 7
 Typical chemical composition, mg/l $\text{Ca}^{2+}13 \cdot \text{Na}^{+}21 \cdot \text{Mg}^{2+}15 \cdot \text{K}^{+}10$
 $\text{HCO}_3^{-}109 \cdot \text{SO}_4^{2-}3 \cdot \text{Cl}^{-}20$



CONSUMER

It is for consumers
leading an active lifestyle

BRAND

Convenient bottle helps
to keep up with
megapolis pace



On the go

“WellGo” bottle conveniently fits
your hand; you don’t need to remove
the cap; volume of 0,68 l is sufficient
for every activity chosen

PRODUCT

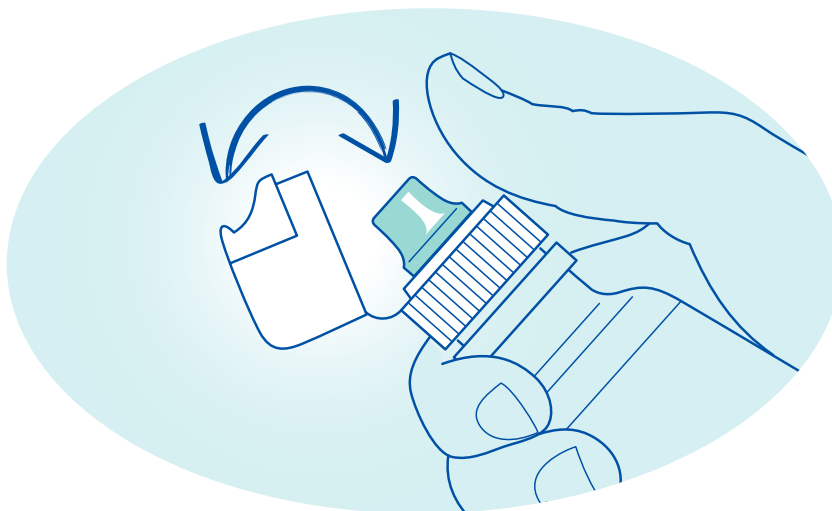
BENEFIT



Drink...



... be well !



WELLGO – NATURAL MINERAL STILL WATER

People leading an *active lifestyle* need motion *freedom*.
 You can open the bottle on the move with just one of your fingers;
 click and enjoy the *freshness of WellGo*.

Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
 General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
 Sample No. 8195784/20.05.2008
 Hydrocarbonate sodium and calcium
 Total Mineralization 191 mg/l – at 180 °C; pH 20° – 7
 Typical chemical composition, mg/l $\text{Ca}^{2+}13 \cdot \text{Na}^{+}21 \cdot \text{Mg}^{2+}15 \cdot \text{K}^{+}10$
 $\text{HCO}_3^{-}109 \cdot \text{SO}_4^{2-}3 \cdot \text{Cl}^{-}20$



CONSUMER

It is for parents who realize the importance of water for babies' vital activities and growing-up

BRAND

"Baby Well" is specially prepared, natural drinking water of low mineralization



Since birth and every day!

It does not overload the digestive tract, kidneys and cardiovascular system of babies, does not change balanced composition of baby's formula and is perfect for preparing all types of baby food

PRODUCT

BENEFIT



Drink...



LOW MINERALISATION
PERFECT
FOR
CHILDREN
LIGHT · DIGESTIVE

...be well!



BABY WELL — NATURAL DRINKING WATER

Natural, specially prepared, low mineralization *water*.
It suits for *everyday drinking* and *preparing* baby foods.

Baby Well is the harmonious development of your child *since birth*.

Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
Sample No. 8195784/20.05.2008
Hydrocarbonate sodium and calcium
Total Mineralization 113 mg/l; pH 20° — 7
Typical chemical composition, mg/l $\text{Ca}^{2+}7 \cdot \text{Na}^{+}10 \cdot \text{Mg}^{2+}5 \cdot \text{K}^{+}8$
 $\text{HCO}_3^{-}61 \cdot \text{SO}_4^{2-}3 \cdot \text{Cl}^{-}19$





THE ONLY PACKAGING THAT PRESERVES WATER FROM DIRECT AIR INFLUENCE DURING THE WHOLE PERIOD OF USAGE

Still natural mineral table water
in a Bag-in-Box packaging of *5-liter capacity*.

Advantages of the packaging:

- perfect volume for home use;
- water is protected from direct air influence;
- convenient for storage;
- easy-to-use;
- used packaging does not require place for storage;
- the packaging is not reusable and is not subject to re-washing.

Bottled in the territory of mineral springs ARARAT well No. B1-1, Armenia
General analysis was executed by SGS INSTITUT FRESENIUS GMBH, GERMANY
Sample No. 8195784/20.05.2008
Hydrocarbonate sodium and calcium
Total Mineralization 113 mg/l; pH 20° – 7
Typical chemical composition, mg/l $\text{Ca}^{2+}7 \cdot \text{Na}^{+}10 \cdot \text{Mg}^{2+}5 \cdot \text{K}^{+}8$
 $\text{HCO}_3^{-}61 \cdot \text{SO}_4^{2-}3 \cdot \text{Cl}^{-}19$



CONSUMER

It is for consumers who are emotionally young, curious and happy

BRAND

Exhilarant bubbles of different colors — Bubbling fresh



Fruit and spicy mixes with huge aroma pallet, where everyone can find its own unique taste

Natural ingredients, no sugar substitutes, possibility to pumper oneself

PRODUCT

BENEFIT



JO SO®

**Bubbling
Fresh**





JOSO, A SOFT SPARKLING DRINK
ON THE BASIS OF NATURAL INGREDIENTS
OF SIMRISE, AUSTRIA

JOSO is an unusual fruit and spicy combination,
and everyone can find his/her *own flavour* among those combinations.

In *JOSO* production we use specially softened water,
French sugar and *natural ingredients*.





JOSO IN A HANDY PACKAGE

In a bag, in a knapsack, in a car, outside...
PET bottle is *easy-to-use* for *active people*.





TECHNICAL SPECIFICATION
OF PRODUCTS



ARARAT, JOSO
THEWELL STILL,
THEWELL SPARKLING



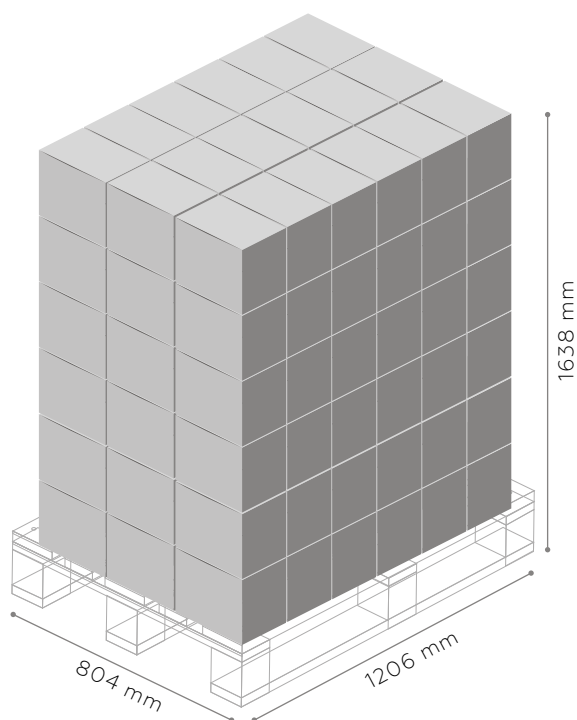
PET bottle 0.5 liters | height 244 mm | diameter 67 mm

Package | height 246 mm | width 201 mm | depth 268 mm

12 bottles
in package

18 packages
in batch

108 packages
on pallet





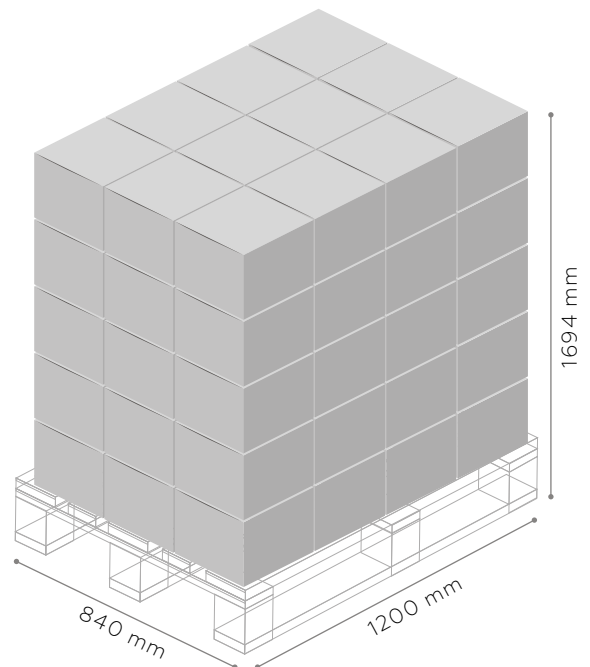
PET bottle 1.0 liter | height 305 mm | diameter 84 mm

Package | height 307 mm | width 252 mm | depth 336 mm

12 bottles
in package

12 packages
in batch

60 packages
on pallet





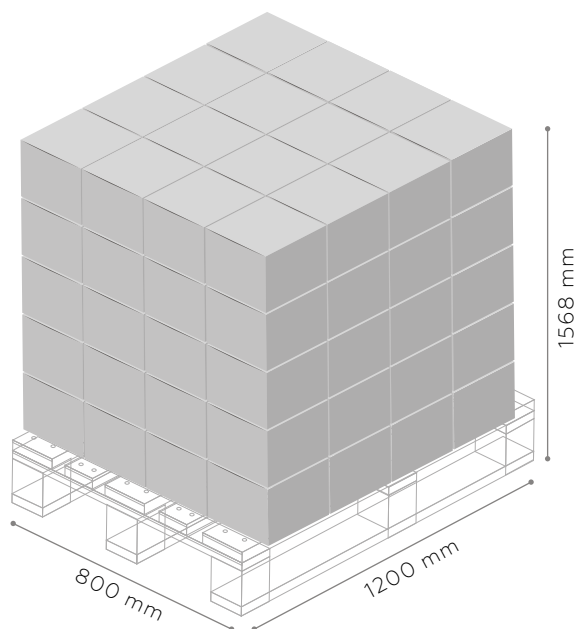
PET bottle 1.5 liters | height 350 mm | diameter 96 mm

Package | height 353 mm | width 192 mm | depth 288 mm

6 bottles
in package

16 packages
in batch

64 packages
on pallet





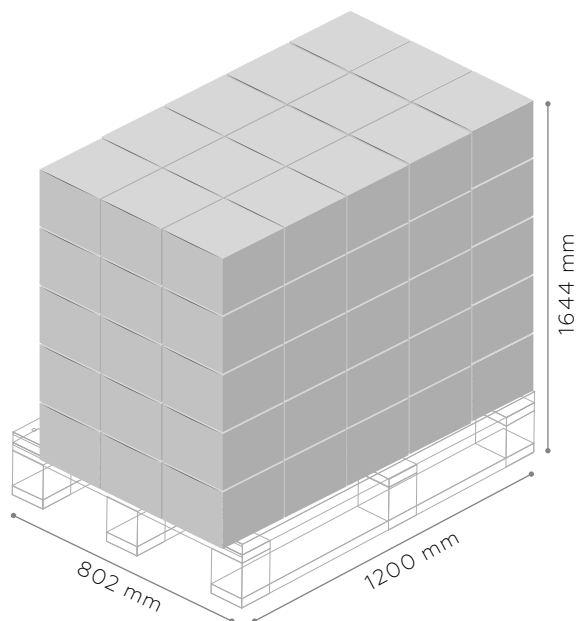
Glass 0.6 liters | height 293 mm | diameter 70 mm

Package | height 297 mm | width 292 mm | depth 218 mm

12 bottles
in package

14 packages
in batch

70 packages
on pallet





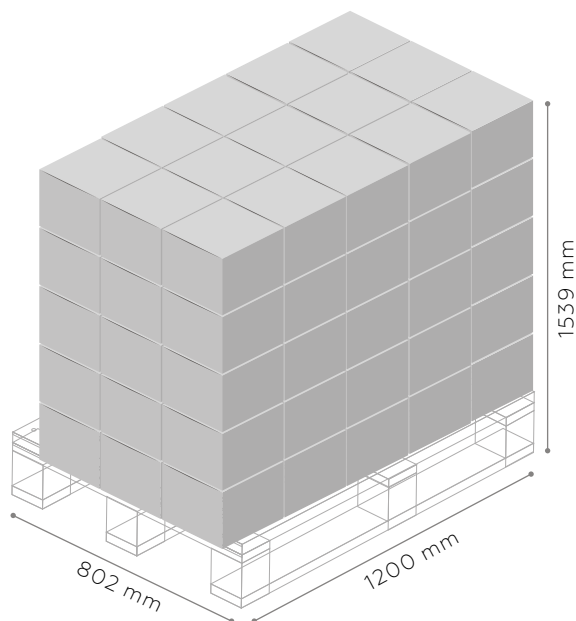
Glass 0.5 liters | height 272 mm | diameter 70 mm

Package | height 276 mm | width 292 mm | depth 218 mm

12 bottles
in package

14 packages
in batch

70 packages
on pallet





BABYWELL



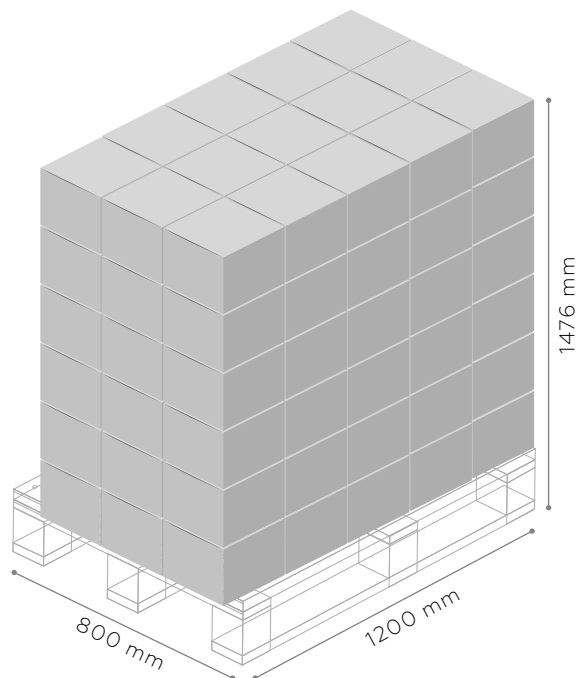
PET bottle 0.5 liters | height 223.5 mm | diameter 70.5 mm

Package | height 230 mm | width 270 mm | depth 205 mm

12 bottles
in package

14 packages
in batch

84 packages
on pallet

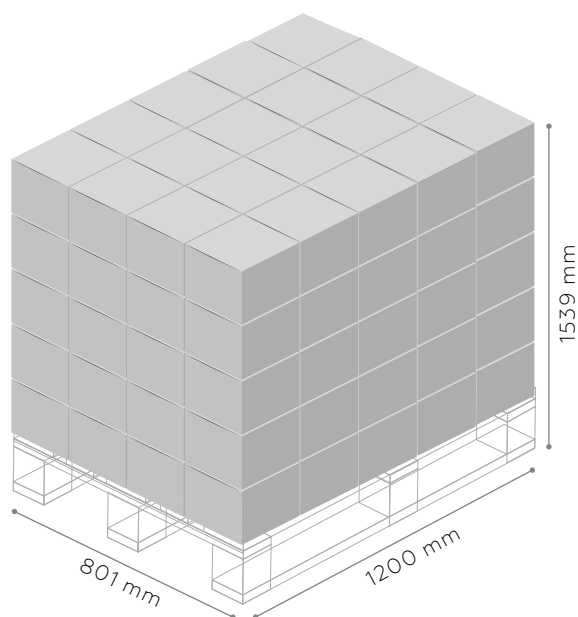




PET bottle 1.0 liter | height 273.8 mm | diameter 89 mm

Package | height 280 mm | width 178 mm | depth 255 mm

6 bottles in package | 20 packages in batch | 100 packages on pallet







WELLGO



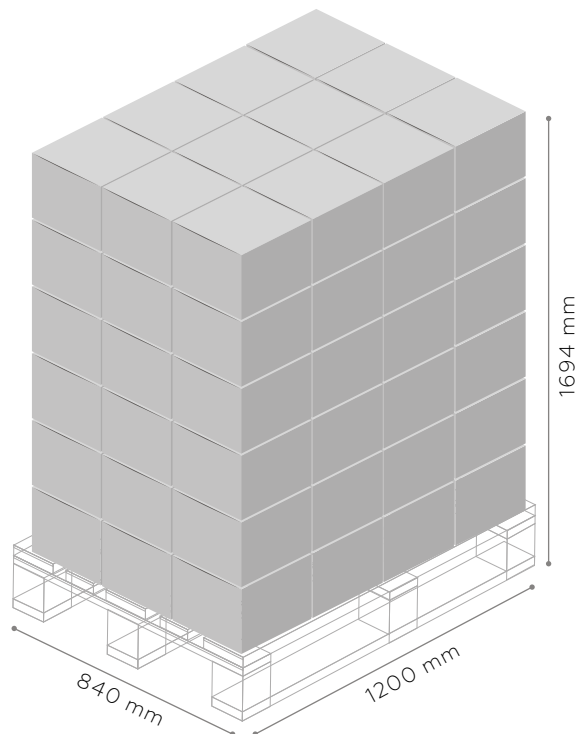
PET bottle 0.68 liters | height 252.5 mm | diameter 75 mm

Package | height 280 mm | width 300 mm | depth 225 mm

12 bottles
in package

14 packages
in batch

70 packages
on pallet



HOPING FOR A LONG PARTNERSHIP



FACTORY: ARARATYAN-9, ARTASHAT,
ARARAT PROVINCE 0701,
REPUBLIC OF ARMENIA
Tel: +374 60 464 000

«ARARAT GROUP» LLC RUS

21/1 ul. Panfilova, MR, Khimki, 141407, Russia
Country Park Business Center
Tel: +7(495) 789-44-64

«ARARAT GROUP» USA

100 N.Brand, Unit 23b, Glendale,
California 91203, US
Tel: 818 900-07-02

«ARARAT GROUP» CHINA

No.69, Technology Avenue,
Yantai Hi-Tech Zone,
Shandong province, China.
Tel: +86 535 6752528

«ARARAT GROUP» EUROPE

92107 Liepu 48a,
Klaipeda, Lietuva
Tel.: +(370) 699-43-600
Tel.: +(370) 46-400-880

«ARARAT GROUP» JORDAN

_____Akaba, Jordan

