



GOLD MEDAL
AWARDED IN
2017



GOLD MEDAL
AWARDED IN
2015



GOLD MEDAL
AWARDED IN
2014

JEVEA

CRYSTALNAYA

*Excellent Taste,
Quality and Style!*



JEVEA CRYSTALNAYA IS A MINERAL NATURAL DRINKING WATER



STILL

0,33 L

1L

0,5 L

SPARKLING WATER

0,33 L

1L

0,5 L

JEVEA CRYSTALNAYA is a mineral natural drinking water. Still / Sparkling water.

Sulphate - bicarbonate sodium water. Industry standard 88006186-001-2017.

JEVEA CRYSTALNAYA is recovered from an underground karst lake 130 meters below the ground in the eco-friendly Ivanovo region of Russia. Well No. №1 /22 (34) in settl. Chertovichchi, Vichuga district, Ivanovo region.

JEVEA CRYSTALNAYA combines premium quality of the water manufactured by the Russian producer with the stylish design and sound materials of the package.

CHEMICAL COMPOSITION (MG/L)

ANIONS

HCO_3^-	HYDROCARBONATES	250-420
SO_4^{2-}	SULPATES	30-120
Cl^-	CHLORIDES	10-50

CATIONS

Ca^{2+}	CALCIUM	less than 25
Mg^{2+}	MAGNESIUM	less than 25
$\text{Na}^+ + \text{K}^+$	SODIUM+POTASIUM	130-210

TYPE OF WATER

Sulphate - bicarbonate sodium water

Total salt content	0.50-0.80 mg/L
pH value	7.5-8.5 mg/L



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OUR MISSIONS AND GOALS

WE SHARE THE TASTE AND STRENGTH OF THE NATURAL WATER

OUR MISSIONS



We know that the water does actually have a taste. We share the taste and strength of the natural water with you! We want the joy to be around your table and in your heart! That is why we make our upscale products available by means of the prudent price policy and wide distribution.

GOALS



- **M**aintain the premium quality of the product on the permanently high level, contributing to the stability and constancy of the brand.
- **M**aintain the high level of the product appeal, quality, as well as the style and exclusiveness of the packing.
- **M**aintain reasonable prices and expand distribution.
- **S**hare the slogan **MADE IN RUSSIA**, striving to attract domestic and international customers to the qualitative natural mineral water from Russia.
- **M**aintain and develop cooperation with the solid partners at the domestic and international markets.



Physiological properties of the natural mineral drinking water **JEVEA CRYSTALNAYA** are certified by the Federal State Budgetary Institution Research Institute of Nutrition of the Russian Academy of Medical Sciences and by the Russian Institute of Health Resort Study.

We are protected from falsification by means of the qualitative individual consumables maintaining guarantee of the product's quality.



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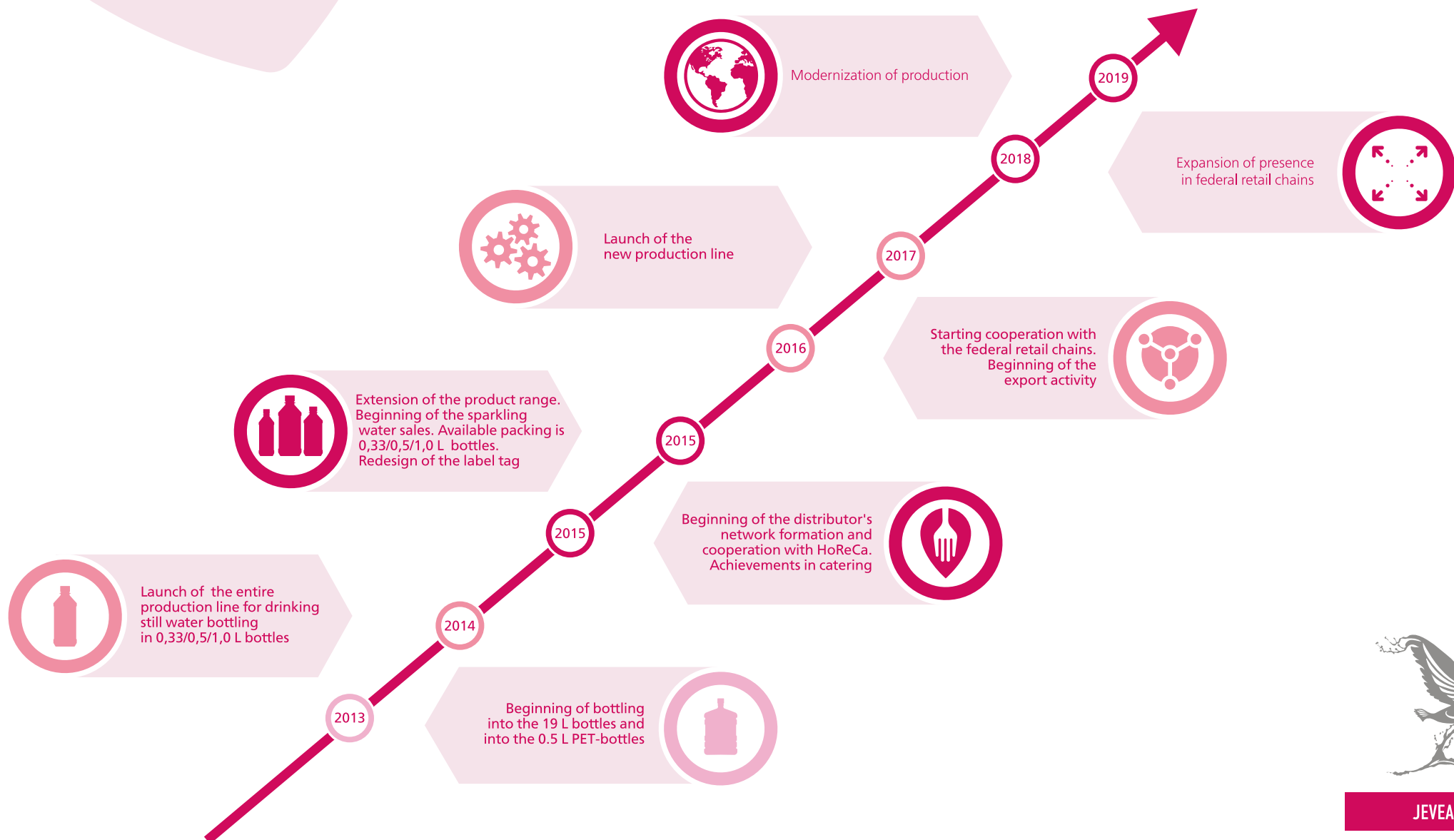
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COMPANY MILESTONES





WHY JEVEA?

NATURAL LIVING WATER MEANS HEALTH

JEVEA MEANS UNIQUE



- Special softness of the water
- Naturally balanced composition of minerals
- Ideal Ph-balance
- Recovery process technology allows to avoid alteration of the water structure and preserve its pristine qualities
- The water is excellently suitable for the day to day consumption

JEVEA MEANS ECOLOGY



- Pristine area of recovery - within a radius of **200 km** there is no industrial plants
- Depth of the well is **130 meters**. That excludes damaging anthropogenic effect
- Production process without reverse osmose and artificial mineralization

JEVEA MEANS PREMIUM QUALITY



- Modern technologies of recovery and bottling
- High quality of the solid consumables:
 - PET-bottle is very solid, ultimately transparent and looks like a glass bottle
 - convenient branded aluminum cap
 - stylish design of the label tag

JEVEA MEANS LONGSTANDING HISTORY



- JEVEA well is well-known since **1881**
- Inhabitants has gently nicknamed the water **JEVEA**, which means life-giving water



JEVEA CRYSTALNAYA is verified by the Laboratory of the Business Administration of the President of the Russian Federation and is bottled under the private label **THE CHOICE OF KREMLIN!**



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THE INDUSTRIAL WATER PRODUCTION

A natural drinking water **JEVEYA CRYSTALNYA WATER** has unique mineral composition. It is recovered from the underground lake, which was formed during the ice age on the territory of the modern Ivanovo region in Russia. It is almost the same place where the ancient Valdai glacier stopped its move from the north to the south and formerly melted. During this journey the glacier had dragged through mixture of rocks and soils for thousands of kilometers absorbing the minerals and the microelements. As a result, the unique cocktail of elements was formed that we now may find in **JEVEYA CRYSTALNYA** water.



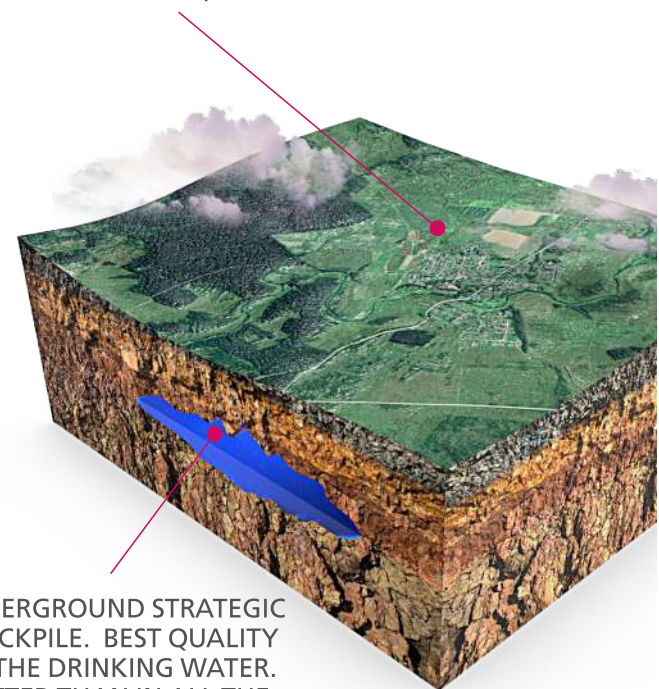
Since
1881

The industrial water production occurred in **1881** and was organized by **Abramov** brothers, who were famous manufacturers in Ivanovo.

The water was very soft and due to its unique qualifications became very popular among the region. The water was also used as the base for the famous Russian beverages, such as Kvass, Mors and various herbal teas.

JEVEA CRYSTALNAYA natural water has been recovered and well known for more than **100 years**. In fact, its title reflects its unique living force.

WELL NO. №1/22 (34) IN SETTL. CHERTOVISHCHI,
VICHUGA DISTRICT, IVANOVO REGION.

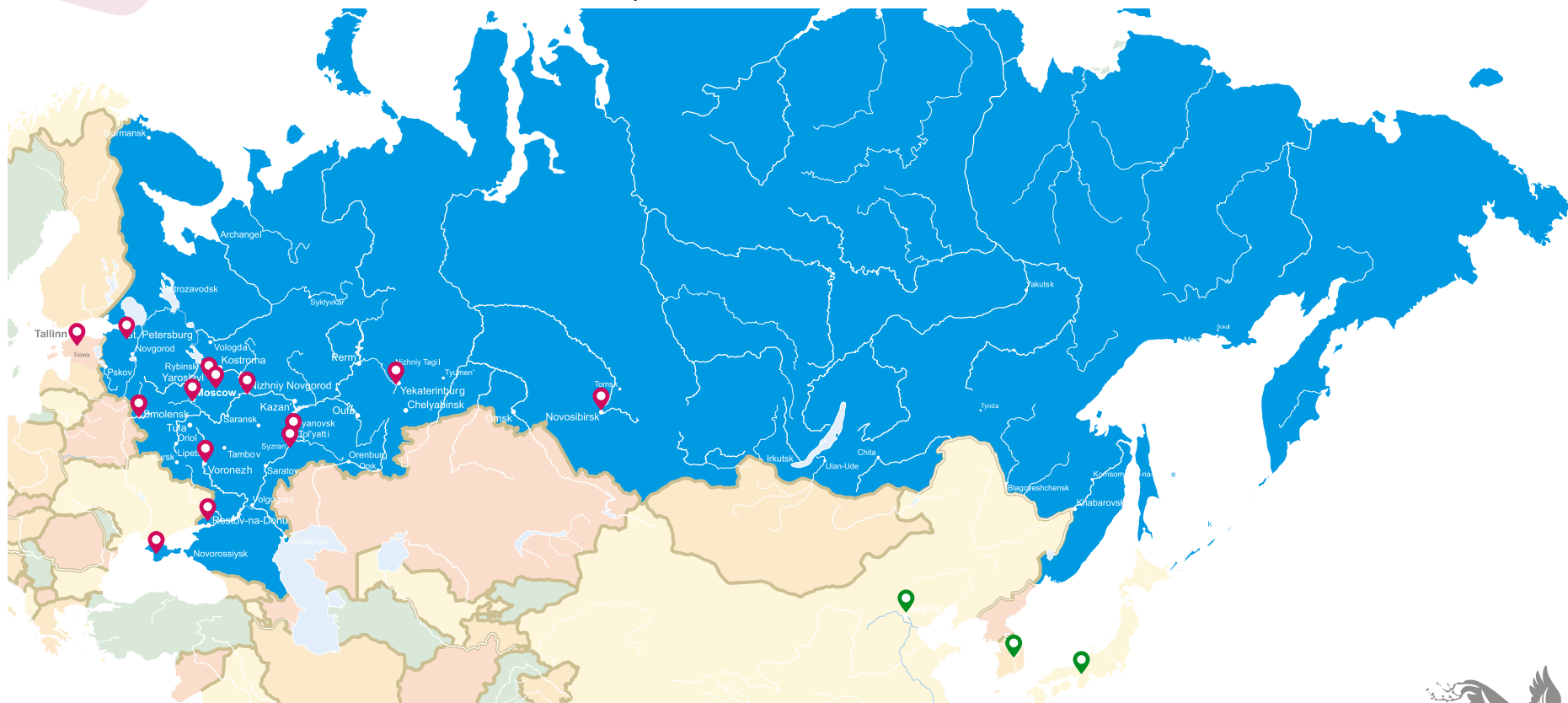


UNDERGROUND STRATEGIC
STOCKPILE. BEST QUALITY
OF THE DRINKING WATER.
BETTER THAN IN ALL THE
SOURCES OF OPEN WATER-
SPRINGS, RIVERS, LAKES,
MOUNTAIN SOURCES ETC.



EXPASION OF THE DISTRIBUTION NETWORK

JEVEA COMPANY IS READY TO COOPERATE WITH THE SOFISTICATED REGIONAL DISTRIBUTORS IN CENTRAL FEDERAL DISTRICT, NORTHWESTERN FEDERAL DISTRICT, VOGA FEDERAL DISTRICT, SOUTHERNN FEDERAL DISTRICT, AS WELL AS AT THE INTERNATIONAL MARKETS.



Distribution network on the territory of the Russian Federation is expanding robustly. **JEVEA Company** continues development of partnership relations with the solid distributors at the Russian regional markets.

Development of distribution resulted in representation in the major cities of Russia, such as Moscow, Saint Petersburg, Samara, Togliatti, Ivanovo, Voronezh, Smolensk, Yaroslavl, Novosibirsk, Krasnoyarsk, Sevastopol, Rostov-on-Don, Nizhny Novgorod, Ekaterinburg, Estonia, etc.





DISTRIBUTION IN RETAIL NETWORK CHAIN



JEVEA CRYSTALNAYA water is represented in major retail chains of Russia:

- in federal retail networks, such as **LENTA**, **AZBUKA VKUSA**, **PEREKRESTOK**, **KARUSEL**, **AUCHAN**, **O'KAY** ;
- in local networks, such as **GORILKA** in Samara region, **ELISYEYSKI** in Togliatti, **PEKARIUM** in Samara region, **FABRIKA KACHESTVA** in Samara region, **DAIR** in Astrakhan, **SOLNECHNIY KRUG** in Rostov-on-Don, **ASSORTI** in Rostov-on, **ROSA** in Krasnoyarsk, **PERVIY KEGOVYI** in Chelyabinsk;
- in filling stations networks, such as **LUKOIL**, **GAZPROMNEFT**, **TATNEFT**.



№1 federal retail network -
more than 12 800
supermarkets and hypermarkets



Azbuka Vkusa -
Premium quality retail network
- more than 170 supermarkets



Perekrestok -
Largest ecological retail network
- more than 750 supermarkets



Lenta -
Largest network of hypermarkets
- more than 350 supermarkets



Lukoil -
more than 5400 motor
filling stations in Russia



Gazpromneft -
more than 2000 motor filling
stations in Russia, CIS and Europe



Tatneft -
more than 700 motor filling
stations in Russia



French international retail group
and multinational corporation



Karusel -
Second largest network of hypermarkets
- more than 100 hypermarkets



O'kay -
Russian retail chain
- more than 120 supermarkets



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EXCELLENT SOLUTION FOR EVENTS AND HORECA



JEVEA CRYSTALNAYA bottles look perfectly at serving and can come out as the excellent decoration of the table, feast or event. More than 80% Moscow catering companies included **JEVEA CRYSTALNAYA** water in their product range. Hotels and restaurants are the permanent wholesale customers of **JEVEA** Company. **JEVEA CRYSTALNAYA** water was also represented at the such large-scaled politic event as the **RUSSION ELECTION NIGHT 2018**

BRANDING AND PRIVATE LABELING



Large solid companies chose **JEVEA CRYSTALNAYA** water for branding and private labeling:

- **TRADING HOUSE KREMLEVSKY**, the Business Administration of the President of the Russian Federation distributes the water under the private label **CHOICE OF KREMLIN**.
- Moscow headquarters of the notorious automobile company **MASERATI** serves the water **JEVEA CRYSTALNAYA** water under its own private label at the events.
- **IZMAILOVSKIY** hotel complex serves its quests **JEVEA CRYSTALNAYA** water under its own private label. That is the fifth largest hotel complex in the world, hotel room capacity is 5000 rooms.
- Russian headquarters of the automobile holding **MAZDA**.
- Automobile company **VOLVO CARS**.
- Family confectionery of the famous Russian singer **SERGEY ZHUKOV** ect.



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QUALITY OF DISPOSABLES



A hallmark of the **JEVEA CRYSTALNAYA** water is a solid and hard PET-bottle, which outlines the product in the range of other soft drinks.

It's a common knowledge, that many producers are trying to save costs in terms of the packing expenses. The lower is the weight of the packing, the cheaper is the packing.

Due to the prominent design PET- bottles show up better than glass bottles at the shelves of the supermarkets.

PET - bottles of **JEVEA CRYSTALNAYA** water are transparent and solid. That is why the bottle does not need any rib stiffeners. Aluminum cap is combined with the transparent bottle, which makes the PET- bottle look like glass bottle.

Elements of **JEVEA** corporate style:

- precisely verified geometry of the bottle
- particular transparency of the bottle
- higher weight of the preform
- higher transparency of the front label tag with the glossy lamination
- silver printing
- back label tag with the pearl cover and flat lacquer
- branded aluminum cap

– All that details together makes the PET - bottles look like the glass bottles. No doubt, it is the excellent substandard solution for PET - bottles design.



CORRELATION OF THE BLANK P R E F O R M W E I G H T * AND THE VOLUME OF THE BOTTLE

Volume of the bottle	Standard preform weight	JEVEA preform weight
0,33 L	20 g and less	23 g
0,5 L	23 g and less	36 g
1,0 L	39 g and less	52 g**

Stiffness of the bottle is hinging
on the weight of the preform blank.
Preform weight for JEVEA water
is much higher than average
preform weight of the rivals,
incl. premium brands.

* preform is a blank for bottles blowing
** for instance , standard 0.2 L PET-bottle
preform weight is ranging from 18 to 48 g.
These bottles are available in major retail networks



JEVEA IN THE MATRIX OF THE INTERNATIONAL DRINKING WATER BRANDS

MATRIX OF PET – PRODUCERS

TYPES OF THE BOTTLED WATER IN RUSSIA

DRINKING

MINERAL

■ Premium quality water

Recovered from the underground wells. Producers usually use the reverse osmosis technology in order to purify water as well as the artificial mineralization method. That changes the structure of water. Wrong choice of the mineral combination can lead to the negative effect of its taste.

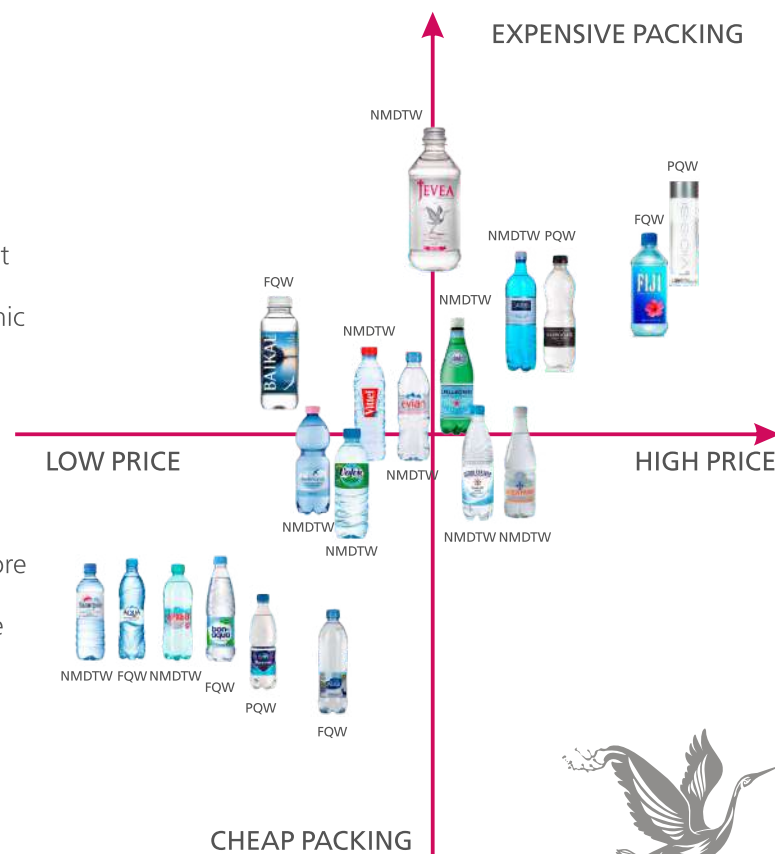
■ 1st quality water

Requests to the physical features of water are not high. Content of micro-and-macro elements is much lower than on premium quality water. 1st quality water is allowed to be produced by means of deep water purifying or reverse osmosis. It can be recovered from any source, including open water and municipal water.

■ **Table** – mineral water with mineral content 1g/L, recovered from the underground natural wells. Waters preserved from the anthropogenic impact on genetic level, comprising natural chemical content. Such water does not include anthropogenic organic or artificial components. Water for day to day consumption.

■ **Table&medical** – mineral water with mineral content ranging from 1g/L to 10 g/L. Water for restricted consumption or protracted treatment.

■ **Medical** – mineral water with mineral content more than 10 g/L and containing biologically active elements. Water for consumption according to the physician's order.



*NMDTW – natural mineral drinking table water
PQW – premium quality water
FQW – 1st quality water



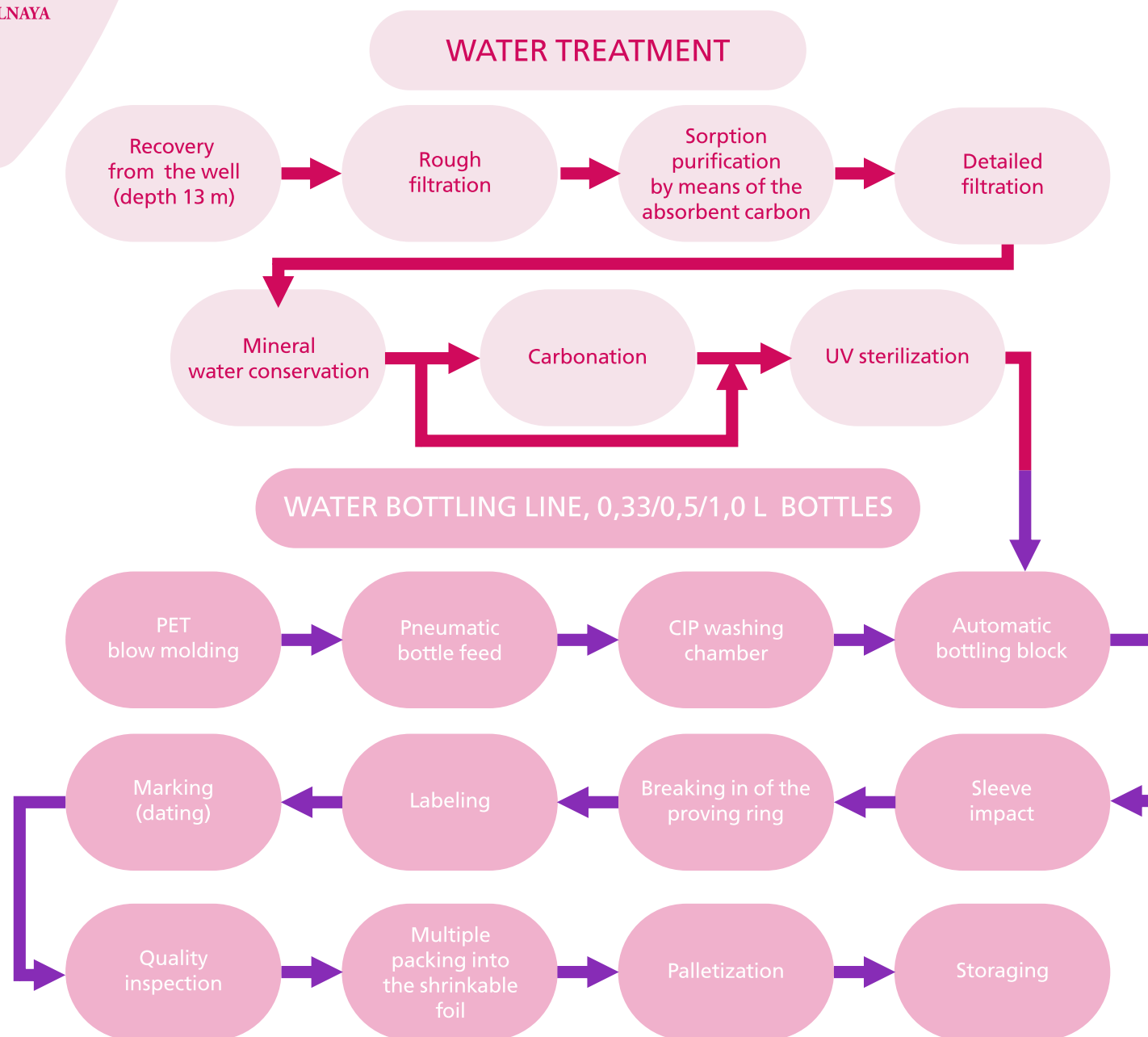
PLACE OF PRODUCTION

- Eco-friendly region in the central part of the country
- 130 depth well, preserved from the anthropogenic influence
- Well-balanced water content is formed by the nature. Therefore the water can be consumed day to day.
- People have been drinking this water since 1881.
- We do not interfere into the pristine structure of water and retain carefully its natural features. Our water does not undergo reverse osmose process.

PRODUCTION

- Modern technologies of bottling
- Modern equipment
- Entirely automated process
- High-skilled employees
- Qualitative eco-friendly materials
- Compliance with the rules of delivery and storage
- Compliance with the rules of the sanitary safety







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