



**aquarius-buszesz**  
C S O P O R T

# HISTORY

## **BUSZESZ Ltd:**

Established in 1862, thus the oldest existing non-multinational Hungarian food processing facility. (The old sugar mill in Budapest, where the story has begun.)

Purchased in 1992 by Mautner Markhof Wien,  
revitalized, modernised European standard accounting introduced

## **AQUARIUS Ltd:**

Established in 1991, based in Albertirsa

2007, merger with Aquarius, establishing the QUEEN Drinks Group

# CAPACITY

- Base in Albertirsa: **100.000 m<sup>2</sup>**
- **320 employees** in the group
- Capacity of 5 filling lines (mineral water + soft drinks):  
120.000 bottles / hour =  
**3.000.000 bottles / day**
- Bottling of more than 200 different products



Most up-to-date mineral water filling plant of Central Europe offering highest capacity in the region.

**2015: sold over 600 Million Liter**

# MARKET SHARES

## Our market shares in Hungary by categories

- Energydrink – **40 %**                      => market leader
- Mineral water – **25 %**                      => market leader
- Carbonated soft dink – **20 %**                      => 2nd position of market leaders

# PORTFOLIO

## SOFT DRINKS / Private labels

Group is the leading manufacturer of private labels

Large concentration of customers: 90% goes to **10** retailers only

Nearly total distribution. There is hardly any shop in Hungary without a Aquarius-Buszesz SKU



## SOFT DRINKS / QUEEN Brand

1st Hungarian Cola – since 1986

Available range:

- Cola
  - Orange
  - Ginger
  - Red grape & apple
- 
- Available packaging:
    - PET: 0.5 L, 2 L, 2.5 L
    - Alu can: 0.25 L



## PORTFOLIO



## ENERGY DRINKS / Private labels

Buszesz is the leading manufacturer of PL energy drink in Hungary

Manufacturing the majority of all PL-s in this country

### Export activity:

Strategic partnership with REWE Group and Tesco for global production

Presence in ca. 40 countries all over the world

Latest markets: USA and Nigeria

## PORTFOLIO



## ENERGY DRINKS / WATT ENERGY

Own brand of BUSZESZ LTD /

**1st domestic producer** of energy drink in Hungary

Based on mineral water

2. Position in Hungary in energy drink category

**SUPERBRANDS** award in 2015

**Wide product range in unique designed cans:**

- Classic / original
- Light version
- Natura without taurin and added caffeine
- Sport drink – isotonic
- Cherry edition – flavoured version
- Apple&Pear, flavoured version – **PRODUCT OF THE YEAR** award
- Pineberry&guave, flavoured version



**NEW IN 2016:**

WATERMELON & GOOSBERRY

APPLE & PEAR ZERO







# PORTFOLIO

## Bottled waters by BUSZESZ and Aquarius-Aqua LTD

Presently, production is effected by using most up-to-date facilities, with a staff of approx. 240 persons. The yearly production volume amounts to **270 mio pcs of bottles.**

We are one of the most important suppliers of almost all food retailers operating in Hungary.

### Main Partners:



## PORTFOLIO

### Three main product groups:

- 1) The main profile is the filling of **private label** mineral waters. For today, the company has grown to one of the most decisive suppliers of the retailers active in Hungary (e.g. Penny, Tesco, Auchan, Lidl, etc.)
- 2) „**Veritas Gold**”, „**Aquarius**” and „**Aquaria**” are our own brands, we intend to increase sales considerably by repositioning and rebranding the product.
- 3) **Co-filling** agreement with the „Metropolitan Mineral Water Co.” (distributor of Pepsi products – „Kristályvíz”)



### Developments for the future:

More focus on flavored, functional and baby mineral waters.



## Vinegars

Buszesz has a vinegar facility too

Vinegar 13,4 Mio lit

Quantitative and Qualitative leadership of the market with a market share of 75%



600 Liter =

Pride

&

Responsibility!

more consumption => more waste => more danger  
degradation of a PET: 450 years

Our main steps on the green way:

- **Reduction of the PET bottle weight** by 50% (saving stability)
- Realization of **own pre-form production**

Next step:

- Innovation of **FOOD GRADE** recycling of PET

=> **Recy-PET Karcag**

# GREEN MISSION



## Mission:

### 100% COVERING

Of whole process of PET bottling + raw material supply

## Targets of project:

- 1.) Building plastic wastage recycling **innovation centre** / establishing research facility
- 2.) Producing **food-grade** packaging material from the recycled PET bottles

=> Sensational technology, which can be a giant leap to **the top of the world** for the Hungarian scientists and for the Innovation Centre in Karcag

## End-product:

High quality, eco-friendly, every part produced in Hungary – result of Hungarian head- and technological work



THANK YOU  
FOR YOUR ATTENTION!



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