



# SCHARGO Tea & Coffee

Corporative presentation



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OVERVIEW OF HOT BEVERAGES MARKET



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# About us

Schargo Tea & coffee d.o.o is a domestic company, founded as a result of the founder's wish to offer best products from the world of tee to the market. The company was founded in 2015 with registered office in the city of Šabac. The core business activity of the Company is tea and coffee production.

The principal business idea in the tea category is the selection of high-quality raw materials and launching products in the unique packaging, both in Serbia and in the wider region.

Innovative tea & coffee sticks offer following benefits to the consumers:

- Easier preparation of tea and coffee – due to unique Schargo tea & coffee stick
- Product consumption without dripping

In the production process only natural ingredients are used without any additives such as aromas or colours. Products are packed in natural biodegradable materials which preserve product aroma.

# Business vision

Our business vision is reflected in our striving to provide quality in all segments of our business. In order to realize our business mission we rely on the following business principles:

- Skilled and motivated workforce
- Selection of high-quality suppliers of raw materials
- Modern production technology
- Distinctive product design

By assuring quality of business operations, we shall continue to constantly analyse market demands, upgrade our portfolio and relations with our business partners.



# Business mission

Mission and vision depict the purpose of the existence of our company on its way to achieving the unique goal:

- to provide unlimited satisfaction of demands and expectations of our consumers by continuously upgrading quality of our product portfolio.
- Ensure profits for the company by growing and doing good business.



# Market concepts



HoReCa



Takeaway Tea & Coffee



Business



Retail

At the stage of development  
(launching economy brand in the season 2016/2017)

# Overview of hot beverages market



**1,7 million**  
million households bought tea at least once

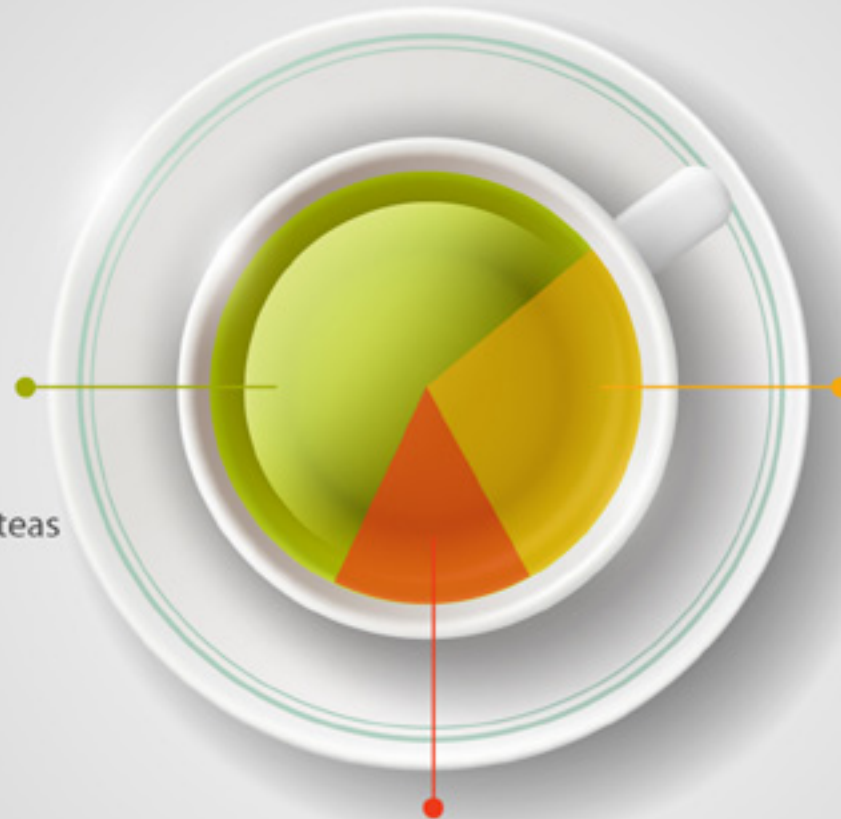


Customers' loyalty to leading brands on the market is **35%**

# Overview of hot beverages market

**57%**

of the market share  
is taken up by herbal teas



**28%**

of the market share  
is taken up by mixtures  
of herbal teas and  
medicinal herbs

**15%**

of the market share  
is taken up by fruit teas



# Product portfolio

Product portfolio contains two product categories:

Premium product category under the brand name Schargo tea & coffee is intended for market channels (HoReCa, Tea-To-Go and Business).

Economy product category is intended for (Retail). The mentioned product category shall be launched in the season 2016/2017 under the unique brand name and identity.



# SCHARGO TEA product portfolio



## MINT

Herbal tea made from mint leaves, thanks to its recognizable aroma, mint belongs to the most popular plants on the planet.

Net weight:  
24g (16 x 1.5g)  
16 pcs



## GREEN TEA

*lemon & ginger*

Mixture of green tea with ginger and lemon, originating from the Far East. It plays the key role to good health.

Net weight:  
28g (16 x 1.75g)  
16 pcs



## CHAMOMILE

Herbal tea made from chamomile flowers balances psyche and has salutary effects on the whole body.

Net weight:  
24g (16 x 1.5g)  
16 pcs



## EARL GREY

Earl Grey is black tea, favoured in Britain, drunk with few drops of milk. Its taste comes from addition of bergamot oil.

Net weight:  
28g (16 x 1.75g)  
16 pcs



# SCHARGO TEA product portfolio

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## MULTIVITAMIN

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Tea mixture enriched with vitamins B1, B2, B3, B6, B7 and B12 for healthy organism.

Net weight:  
40g (16 x 2.5g)  
16 pcs

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## RASPBERRY

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Tea mixture with raspberry flavour. Raspberry has been highly valued in all countries due to its irresistible flavour and aroma as well as its natural properties.

Net weight:  
32g (16 x 2g)  
16 pcs

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## APPLE & CINNAMON

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Tea mixture with apple and cinnamon flavour. It stimulates body energy and is especially suitable for cold winter days.

Net weight:  
32g (16 x 2g)  
16 pcs

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## STRAWBERRY CREAM

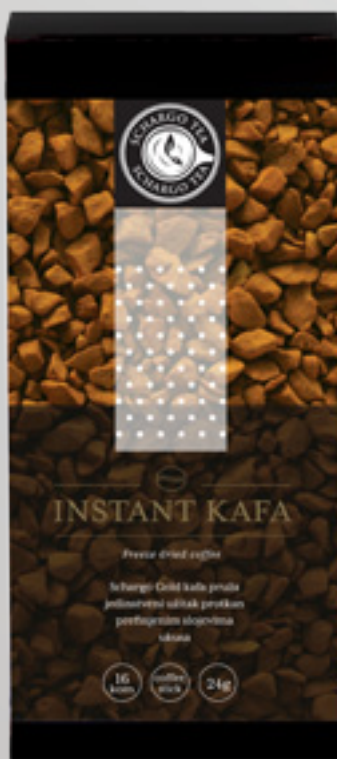
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Fruit tea with strawberry and cream flavour shall arouse all your senses with its captivating aroma and irresistible flavour.

Net weight:  
32g (16 x 2g)  
16 pcs



# SCHARGO COFFEE product portfolio



## INSTANT COFFEE

Schargo Gold coffee offers  
unique pleasure permeated  
with refined aroma.

Net weight:  
24g (16 x 1.5g)  
16 pcs

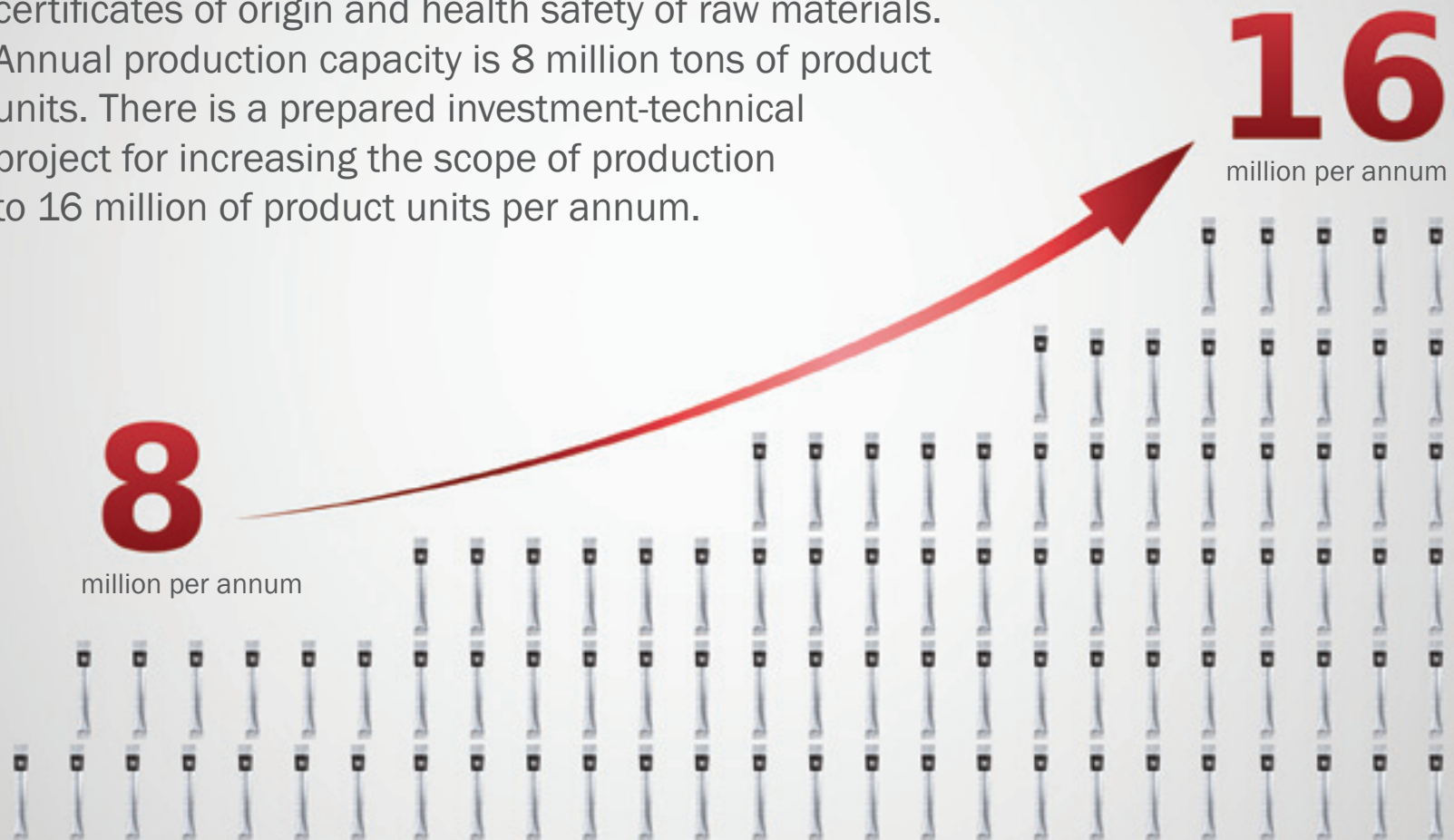
## Basic characteristics of Schargo tea & coffee products:

- Individual tea packaging (mono dosage) packed in a special packaging that enables simple (static and dynamic) consumption of the product.
- Practical usage (fast preparation, without dripping, there is no need to serve it with a tea spoon etc.)
- Product quality (natural teas of German origin)
- Sophisticated microperforation technology for the production of primary packaging that enables water penetration and its reaction with the contents of the tea packet.



# Quality systems

Production process is conducted in accordance with certificates of origin and health safety of raw materials. Annual production capacity is 8 million tons of product units. There is a prepared investment-technical project for increasing the scope of production to 16 million of product units per annum.



# Contact



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THANK YOU FOR THE  
ATTENTION!

