



SOUROTI®

1916

Sparkling Natural Mineral
Water

Since 1916

Sparkling



Sparkling

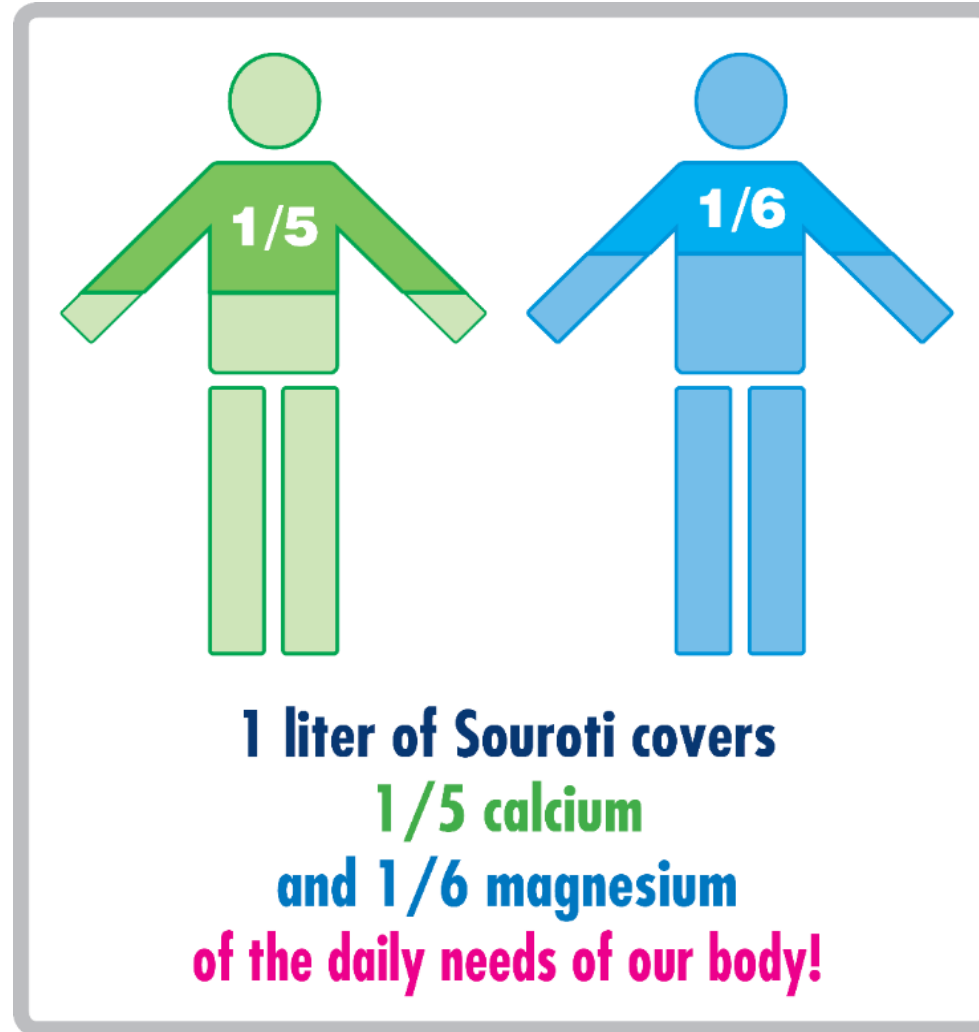


What is SOUROTI water?



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- ▶ One liter of SOUROTI sparkling mineral water contains about 750 mg bicarbonates, 188 mg calcium, 55 mg magnesium, 85 mg sodium, 12 mg potassium, 0.30 mg lithium, 92 mg silicon
- ▶ One liter of SOUROTI covers almost $\frac{1}{5}$ of an adult's daily needs in calcium and approximately $\frac{1}{6}$ of our magnesium needs.
- ▶ For all these reasons, it is recommended by nutritionists.



COMPARATIVE ADVANTAGES

Chemicals and compounds, which are highly concentrated in “souroti” and have beneficial effects on the body:

Bicarbonates - HCO_3

Calcium Ca

Magnesium Mg

Silicon dioxide (silica) SiO_2

Lithium Li

Sodium Na

Potassium K.



Recognition as Natural Mineral Water



Identification

- ▶ Calcium Ca: ~ 190 mg / L (> 150)
- ▶ Magnesium Mg: ~ 55 mg / L (> 50)
- ▶ HCO₃ Bicarbonates ~ 780 mg / L (> 600)
- ▶ Carbon dioxide at source ~ 1200 mg / L (> 250)



Carbonated Natural Mineral Water

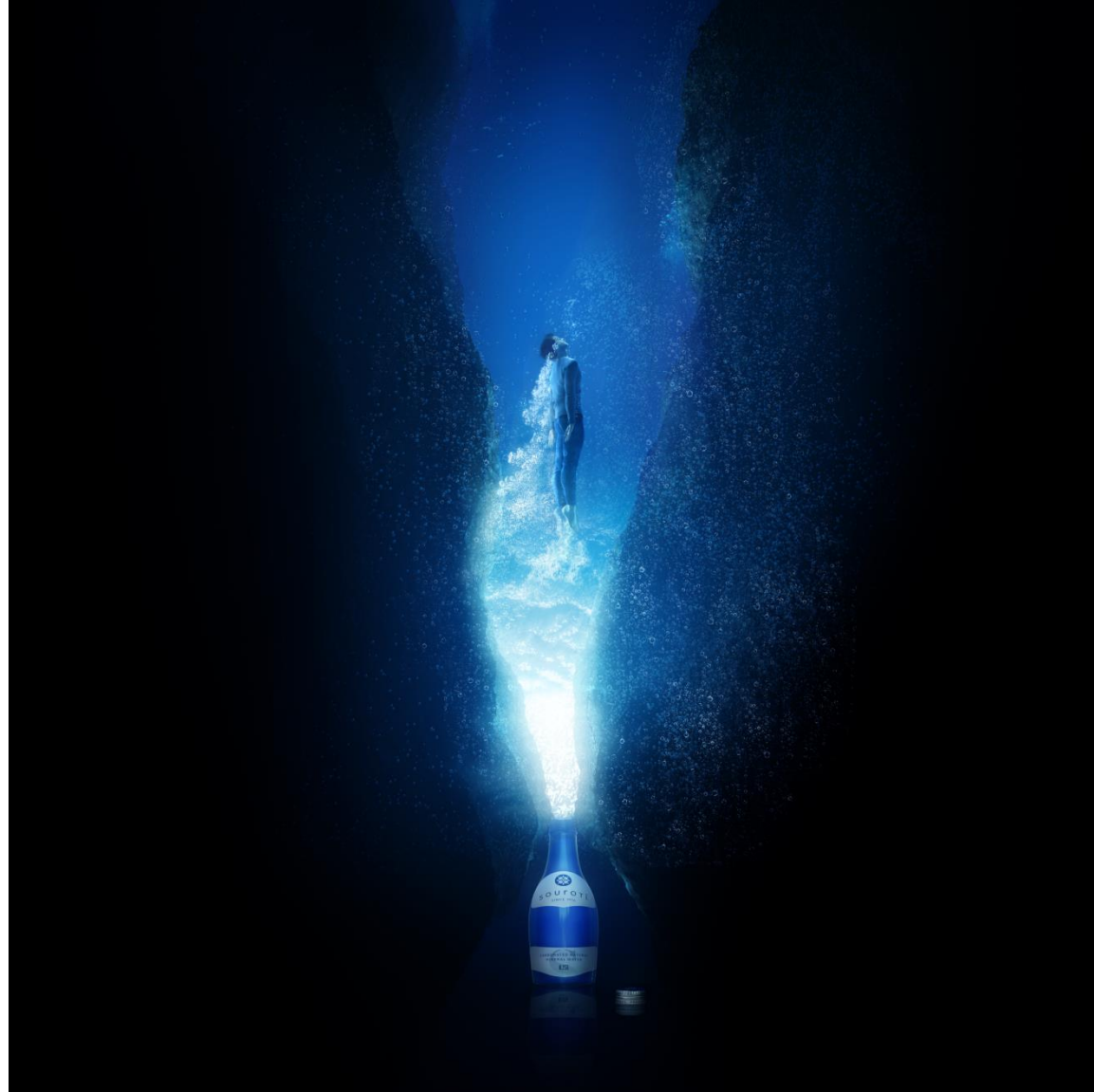
Enriched by nature with
precious minerals and **trace elements.**

A unique water!

►According to European legislation, **souroti** water has been recognized as a Carbonated Natural Mineral Water, contains calcium, magnesium, bicarbonate, acidic and is included in the list of Natural Mineral Waters of the European Union.

►With about 1.400 mg/L total dissolved mineral solids, it is one of the most enriched mineral waters in the world.

►It is rich in minerals, all of which are known to benefit the human organism.



Natural shield for health



- ▶ Water **souroti**, at source, was recognized as a curative water for drinking therapy, with medical documentation and according to all scientific data. Due to its chemical composition, it has beneficial effects on functions of the human organism (digestive system, cardiovascular system, urinary system)
- ▶ Extremely digestive and unique refreshing, **souroti** natural mineral water contributes to the smooth functioning of the body.
- ▶ Bicarbonate, HCO_3 , has a beneficial effect on the regulation of acidity in the stomach, digestion and digestive system.
- ▶ Bicarbonate, calcium and magnesium have a predominantly positive effect on the urinary system and nephrolithiasis.
- ▶ Magnesium and calcium also have a positive effect on the cardiovascular system and blood pressure and, as a rule, on the prevention of cardiovascular diseases.



Respect for Consumers

►Modern bottling, quality control, the observance of hygiene rules and the safe distribution of the product constitute, along with nature's work, those vital specifications so that the sparkling mineral water reaches the consumer in pristine condition.



A water unaltered by time

- ▶Renowned since antiquity for its exceptional quality and its therapeutic features.
- ▶Studies have demonstrated that the mineral content of **souroti** water is the same as in the first chemical analysis in 1914
- ▶It springs from the historic source of Souroti, directly from the heart of the earth.



Souroti spring



History

► Since ancient times, from the northern slopes of Mount Kalavros, on the border between the prefectures of Thessaloniki and Halkidiki, an abundant source of water has been pouring. A small pond formed from this place, whose overflowing water then crossed a picturesque stream and enchanting landscape, eventually joining the small river Anfemus ("Louloudostolistos" - decorated with flowers).

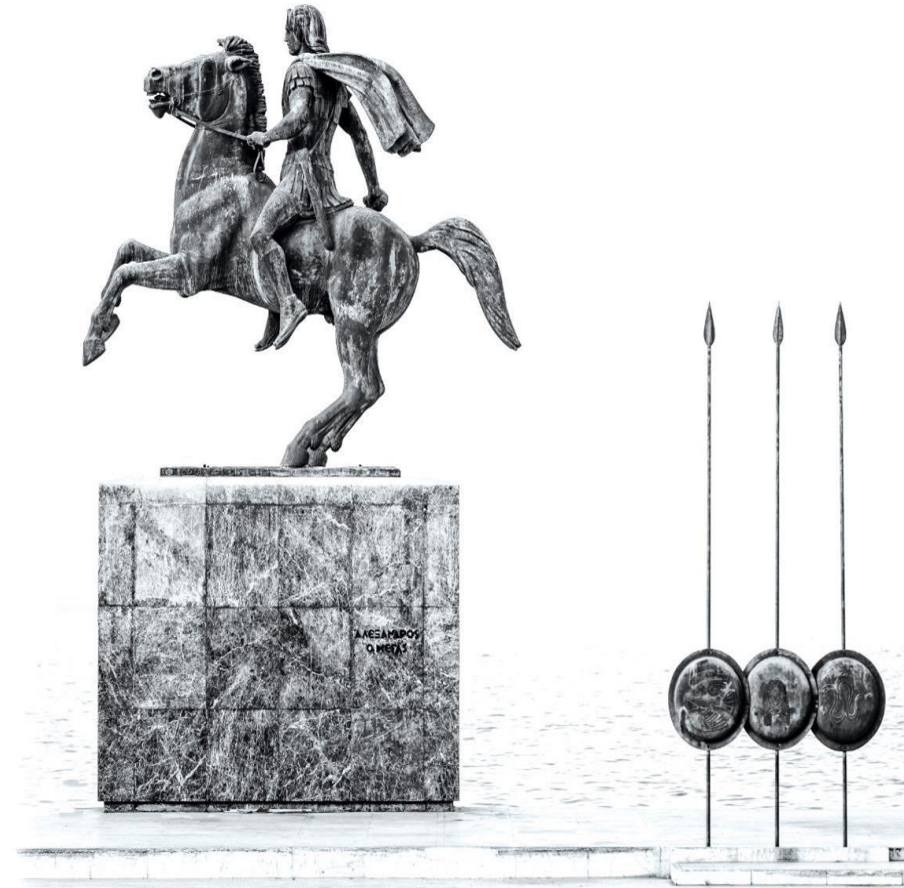
► Rodakas (rose) is a timeless gem, symbol and talisman.

► Its use began in the Mycenaean era and continues to this day. The shape and number of its petals and their symbolism are associated with the beliefs of the ancient religions of the Greeks, our Christian faith and Muslim faith in the Balkans.



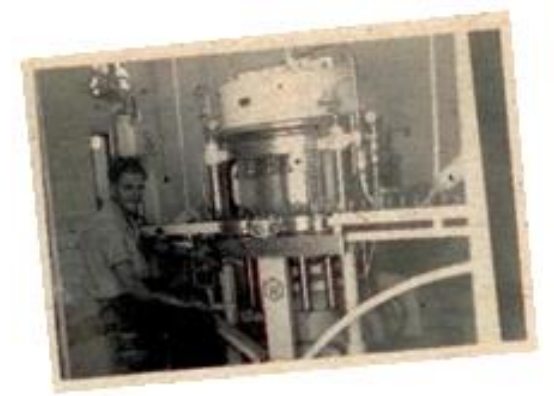
History

► Local legend has it that nobles preferred the cool water of the source for their banquets. In fact, the story goes that Alexander the Great himself would often visit Souroti the source for its precious water.



History

- ▶**1900.** The first houses are built, creating the core of the subsequent settlement of SOUROTI.
- ▶**1915.** French troops camped in the area during World War I. The French officers are so thrilled by the excellent quality of the water that they create the first rudimentary bottling facilities. They bottle water for their high-ranking officers and make select water shipments to France.
- ▶**1917.** The French example is followed by the Serbians who are installed in the area with the Serbian division of Morava. They built a two-storied building to house the bottling facilities and name the spring water "Kisepe Boda" (acidulous water).
- ▶**1918.** After the war is over, the bottling facility is undertaken and renovated by Thomas Chr. Lolas, a resident of Souroti village.
- ▶**1935 -2015.** The SOUROTI spring is officially recognized as curative and the first contract to exploit the source is drafted. In 1987, the source comes into the possession of the Community of SOUROTI, which forms 'SOUROTI' as an entirely Communal Company of Bottling of Mineral Water, making it a public company as of 2000.
- ▶**2016.** souroti was acquired by the Dimera group, owned by Ivan Savvidis.



Quality and Food Safety

►Certified quality management system, according to the ISO 9001 standard

First certification: 1997 with continued renewals of the certification to this day

►Certified Food Safety management system, according to the ISO 22000 standard

First certification: 2007 with continuous renewals of the certification to this day

►All stages of the productive procedure comply with International Standards and with current European and Hellenic legislation.



Souroti's Anatomy

CAP

Aluminium screw-on top bearing the characteristic “rodakas” designation mark.

TAG

Water-resistant, metallised paper label; offset printing for excellent aesthetic result.

NAME

SOUROTI carbonated natural mineral water was named after the location of its spring and is an origin appellation product.

BOTTLE

White glass bottle, securing stability of the product.

ANALYSIS

One of the best mineral waters in the world.



Glass Bottle

- ▶ White Glass bottle 750ml Non-returnable
- ▶ Available in a 12-bottle carton box



Glass Bottle

- ▶ White Glass bottle 250ml Non-returnable
- ▶ Available in a 4x6pack carton disk
- ▶ Available in a 2x6pack carton box
- ▶ Available in a 12-bottle carton box



Aluminum can

- ▶ Aluminum can 330ml
- ▶ Available in a 4x6pack carton disk



souroti Lemon- Lime

6x250ml Bottle | 6x330ml Can

Sparkling Natural Mineral Water

Lemon – Lime Flavor

- ▶ White Glass bottle 250ml Non-returnable
- ▶ Available in a 4x6pack carton disk
- ▶ Available in a 12-bottle carton box
- ▶ Aluminum can 330ml
- ▶ Available in a 4x6pack carton disk



New flavor souroti Pink Grapefruit

6x250ml Bottle | 6x330ml Can

Sparkling Natural Mineral Water

Pink Grapefruit Flavor

- ▶ White Glass bottle 250ml Non-returnable
- ▶ Available in a 4x6pack carton disk
- ▶ Aluminum can 330ml
- ▶ Available in a 4x6pack carton disk



souroti Spearmint-Mint

6x250ml Bottle | 6x330ml Can

Sparkling Natural Mineral Water

Spearmint – Mint Flavor

- ▶ White Glass bottle 250ml Non-returnable
- ▶ Available in a 4x6pack carton disk
- ▶ Aluminum can 330ml
- ▶ Available in a 4x6pack carton disk



Souroti Rose

6x250ml Bottle | 6x330ml Can

Sparkling Natural Mineral Water

Rose



- ▶ White Glass bottle 250ml Non-returnable
- ▶ Available in a 4x6pack carton disk
- ▶ Aluminum can 330ml
- ▶ Available in a 4x6pack carton disk



Souroti Mastic

6x250ml Bottle | 6x330ml Can

Sparkling Natural Mineral Water

Mastic

- ▶ White Glass bottle 250ml Non-returnable
- ▶ Available in a 4x6pack carton disk
- ▶ Aluminum can 330ml
- ▶ Available in a 4x6pack carton disk



souroti



►The **souroti Sparkling Natural Mineral Water** is the indisputable leader in the Greek market with a share of more than 50% for the entire Hellenic territory.

►More than **35,000,000** bottles of **souroti Sparkling Natural Mineral Water** are produced annually.

►**souroti** Natural Mineral Water is sold to more than 1,000 wholesalers in Greece.

►It is sold in all big national supermarket chains in the country, as well as in all district and local chains.



**souroti is exported in 19
countries all over the world**



**European Union
USA
Canada
Australia
Cyprus
Saudi Arabia
United Arab Emirates
Asia**



Awards



International
Taste Institute

SOUROTI CARBONATED NATURAL MINERAL WATER

SOUROTI S.A.



is granted the 2020 Superior Taste Award

Certified by the International Taste Institute's jury of the world's best Chefs & Sommeliers.

