



## DOMESTIC PRODUCER OF NON-ALCOHOLIC BEVERAGES

Today Bon Boisson Beverage consists of 2 major plants and 42 representative offices all over Ukraine. The products of the company are available for purchase in more than 50 000 retail stores and in all national supermarket chains.

The underlying principle of the company is “traditions and quality”, so the reputation of Bon Boisson became its core asset over 20 years of its existence. "The Gold Series" of Bon Boisson took the lead among the classic lemonades, and BLACK became the leader among the energy drinks during this time.

Day by day hundreds of employees of Bon Boisson Beverage – from process engineers to sales representatives – put their heart and soul into their work so our consumers can enjoy the high-quality and tasty beverages.

## HISTORY OF COMPANY DEVELOPMENT FROM HIGH-QUALITY TO TASTY BEVERAGES

1997: Start of production in Dnipropetrovsk city

1998: Variety expansion – launch of the Golden Series of lemonades

2009: Release of TM Black – first energy drink in PET bottle

2009: Release of TM “Chudo-Sad” at the new plant in Cherkasy city

2015: Mineral water is bottled at Novomoskovsk Mineral Waters Plant in the resort zone “Solonyi Lyman”

2018: Release of TM BB Balance – mineral water with juice

2020: Release of TM Finest – the best tastes from around the world following the signature formulations

2020: Release of TM Natural Energy – natural energy drinks

The plant for the extraction and bottling of mineral water in Novomoskovsk was opened in 1961, the first well was drilled even earlier, in 1954.

The well from which the Bon Boisson mineral water is extracted is located in the nature-protected resort area.

Water is extracted from the pelegenic aquifer aged more than 66 million years ago.

Natural water is bottled directly at the extraction site without any intervention. This means that the first contact between a person and water occurs at the moment of opening the cap.

The imported equipment has been installed in the plant complying with ISO 22000 standards to ensure the preservation of the natural characteristics of water.

The unchanged composition of water has been recorded for over 50 years by the Ukrainian Scientific Research Institute of Medical Rehabilitation and Balneology which annually takes water samples from the well for examination.

The company has its own laboratory certified by the Ministry of Health (certificate No. ПЧ - 198/2011) that provides round-the-clock monitoring of the composition of water.





## NATURAL MINERAL WATER "BON BOISSON"

Bon Boisson natural mineral table water is extracted in the resort zone "Solonyi Lyman". Our water is bottled directly from the well, preserving its natural condition and physical properties of the mineral water.

Bon Boisson natural water is perfect for daily consumption by the whole family. It has no limitations of use and counter indications to consumption, and the low content of minerals enables to use Bon Boisson water for preparation of hot drinks and favorite dishes.

### STILL WATER



2.0l 1.5l 1.0l 0.5l 5.0l

### SLIGHTLY CARBONATED WATER



2.0l 1.5l 1.0l 0.5l

### STRONGLY CARBONATED WATER








2.0l 1.5l 1.0l 0.5l

### WATER WITH LEMON TASTE



2.0l 1.5l

### BENEFITS OF BON BOISSON MINERAL WATER

-  WATER ORIGINATES FROM THE WATER-BEARING HORIZON WHICH WAS FORMED IN THE PALEOGENE PERIOD WHICH BEGAN 66 MLN. YEARS AGO
-  WATER IS EXTRACTED IN THE RESORT ZONE AND BOTTLED DIRECTLY AT THE EXTRACTION SITE, PRESERVING ITS NATURAL CONDITION
-  WATER HAS CONSTANT COMPOSITION AND QUALITY WITHIN 50 YEARS OF RESEARCH, SO IT IS RECOMMENDED FOR THE WHOLE FAMILY
-  THE BEST POSSIBLE NATURAL COMPOSITION OF WATER WITHOUT EXCESS MINERALS MAKES IT PERFECT FOR DAILY USE
-  THE HIGHEST pH = 8.6 AMONG MINERAL TABLE WATERS IN UKRAINE ACCORDING TO THE FINDINGS OF THE EXTERNAL LABORATORY

## KARAPUZ CHILDREN'S POTABLE WATER



## CHILDREN'S WATER "KARAPUZ"

"KARAPUZ" water is produced at the modern enterprise, which has a separate line for the production of baby water. It is extracted from the underground spring 27 m deep in Cherkasy city.

"KARAPUZ" children's water has a balanced mineral composition created by nature, which is not adjusted externally.

Water quality is controlled with the use of state-of-the-art equipment in the accredited laboratory, and is accompanied by the quality conformance certificates; it also passes the clinical testing.

### 5.01

#### WHAT IS CHILDREN'S WATER? WHAT'S THE DIFFERENCE BETWEEN CHILDREN'S, ARTESIAN, WELL, OR MINERAL WATER?

First of all, children's potable water differs by its softness, i.e. the lower content of minerals.

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Children's potable water shall not be carbonated.

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Water shall not contain argentum or preservatives.

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Water shall be recommended for consumption by children. This means that the Ministry of Health of Ukraine and other competent institutes conducted research of composition of this water, and confirmed that it is suitable for babies.

#### BENEFITS OF "KARAPUZ" CHILDREN'S WATER



Recommended for children from the first days of life.



It has the best possible composition of minerals which does not burden child's body.



It does not contain the preservatives and harmful impurities.



It is intended for drinking, cooking, and powdered baby milk preparation.



It complies with the standards of the applicable health legislation, and it is recommended by the Ministry of Health of Ukraine.



It does not need boiling.



Natural water – healthy child!



## **BON BOISSON BALANCE MINERAL WATER WITH JUICE**

Bon Boisson company added new TM Bon Boisson Balance to its brand portfolio according to market trends and customer expectations.

TM Bon Boisson Balance is the natural mineral water with juice. This is the innovative product, which knows no equals on the Ukrainian market!

This product is oriented to those consumers who care for their health, drink mineral water, and pursue an active lifestyle, but who want to treat themselves to tasty beverages low in calories.

Bon Boisson Balance is a balance of natural water and fruit taste!

### **LIME-MINT**



2.0l

1.0l

### **ORANGE-GRAPEFRUIT**



2.0l

### **RASPBERRY**



2.0l

### **ORANGE-MANGO**



1.0l

### **PLUM-RHUBARB**



1.0l

## **BENEFITS OF THE MINERAL WATER BON BOISSON BALANCE WITH JUICE**



IT IS MADE WITH THE USE OF THE NATURAL MINERAL WATER



IT DOES NOT CONTAIN ANIMAL COMPONENTS AND GMO



IT CONTAINS FRUIT JUICE



IT HAS LOWER NUTRITIONAL VALUE

since 1998  
BON BOISSON  
CLASSICAL LEMONADES

## CLASSICAL LEMONADES BON BOISSON

BON BOISSON classical lemonades are made according to "GOST" (All-Union State Standard) and the standards of 70-80s of the past century. Their formulations remain the same over 20 years already.

These tastes became the Golden standard on the market of our country and they head the list among the classical lemonades. Every day about 100 000 bottles of sugary drinks made by our company are purchased in Ukraine.

### BAIKAL



2.0l 1.0l 0.5l

### LEMONADE



2.0l 1.0l 0.5l

### TARHUN



2.0l 1.0l 0.5l

### MOJITO



2.0l 1.0l

### CREAM-SODA



2.0l 1.0l

### CITRO



2.0l 1.0l 0.5l

### BENEFITS OF "BON BOISSON CLASSICAL LEMONADES"

- ★ 20 YEARS ON THE MARKET WITH CONSTANT FORMULATIONS
- ★ IT IS MADE WITH THE USE OF THE ARTESIAN WATER
- ★ IT IS MADE ON THE BASIS OF NATURAL SUGAR SYRUPS
- ★ ONLY NATURAL COLORANTS
- ★ IT IS MADE ACCORDING TO THE STATE STANDARD (DSTU)
- ★ LEADERS AMONG THE CLASSICAL LEMONADES



## JUICE-CONTAINING DRINKS BON BOISSON JUICE

The series of juice-containing drinks Bon Boisson, well-known to the consumers since 1999, became even better this year. We expanded the range of tastes and improved their formulations. Now you may enjoy both the exotic taste of mango and the refreshing combination of lime and mint.

The originality of tastes is complemented by the unique design of each label. The labels were drawn in pencil by the artist who was inspired by the country of origin of each particular fruit.

### MULTIVITAMIN



2.01 1.01 0.51

### LIME-MINT



2.01 1.01

### MANGO



2.01 1.01 0.51

### FOREST BERRIES



2.01

### FELJOA



2.01 1.01 0.51

### ORANGE



2.01

### WHITE GRAPE



2.01

### LITCHI – PITAYA



2.01

### BENEFITS OF JUICE-CONTAINING DRINKS BON BOISSON JUICE:

- ALL DRINKS CONTAIN NATURAL FRUIT JUICE
- UNIQUE TASTES IN UKRAINE
- UNIQUE DESIGN DRAWN INDIVIDUALLY FOR EACH TASTE
- IT IS MADE ACCORDING TO THE STATE STANDARD OF UKRAINE (DSTU)
- IT IS MADE WITH THE USE OF THE NATURAL SYRUPS AND ARTESIAN WATER



## ENERGY DRINKS BLACK

Black maintains leadership on the Ukrainian market according to the volume of consumption within 11 years, since the first day of entry into market.

Its success factors include the original taste, formulation with the complex of the energy components and “hardy” appearance.

We know that young people have many wishes and plans, and they need energy for their accomplishment.

So, Black proposes various formats of drink and various tastes for any situation, and invites you to enjoy your life!



**BLACK**

Класичний енергетичний напій з повним комплексом тонізуючих компонентів

2.0l

1.0l

0.5l

**BLACK**

Classical energy drink with full range of tonic components



**BLACK EXTRA**

Посилена формула: + 20% кофеїну та екстракту йохімбе

1.0l

0.5l

**BLACK EXTRA**

Fortified formulation: +20% of caffeine and yohimbe extract



**BLACK ICE**

Енергетичний напій з комплексом тонізуючих компонентів: ментол, кофеїн, комплекс вітамінів групи В

1.0l

0.5l

**BLACK ICE**

Energy drink with the range of tonic components: menthol, caffeine, vitamin B complex



**BLACK MOJITO**

Гармонійне поєднання смаку мохіто та ефекту класичного енергетика

1.0l

0.5l

**BLACK MOJITO**

Harmonic combination of mojito taste and classical energy drink effect

## BLACK ENERGY COMPOSITION



**Caffeine** – invigorates and tonics



**Taurine** – has the stress-relieving effect and improves cardiac function



**Guarana** – plant extract improving working capacity, attention and endurance



**Vitamins (B<sub>2</sub>, B<sub>3</sub>, B<sub>5</sub>, B<sub>6</sub>, B<sub>12</sub>)** – mitigate fatigue, gives life force

## MAIN BENEFITS OF BLACK

- EASY-TO-USE PACKAGE FORMAT
- RANGE OF ENERGY COMPONENTS
- BRAND PREFERRED BY YOUNG PEOPLE
- THE BEST TASTE – DETERMINED BY INDEPENDENT TASTING SESSIONS
- MARKET LEADER
- FAIR PRICE



## NATURAL ENERGY FROM “BLACK”

The innovative energy drink NATURAL ENERGY was developed for those who keep the fast pace of life but choose only natural resources for them. Natural energy derived from green coffee beans and guarana enables to maintain vigor during the day. Fruit tastes with exclusively natural fragrances set this series apart from synthetic analogues.

# NATURAL ENERGY

ANTIOXIDANT

### GOJI – POMEGRANATE

Pomegranate taste complemented with natural extract of goji, berries which are popular in the world due to their rejuvenating and tonic effect.

### ACAI

Acai berries can boost energy, speed up metabolism, reinforce the immunity and slow down the aging process.

### LIME-MINT

The well-known and beloved combination of natural lime and mint now also has the energetic effect.

### MANGO – PASSION FRUIT

Bright and exotic fruits, remind us of a land where there is a lot of energy from the sun and sea. It is worth to recharge!



0.5 l



0.5 l



0.5 l



0.5 l

### ENERGY COMPOSITION OF NATURAL ENERGY



Natural caffeine



Guarana extract



Green coffee extract



Vitamins: C, B3, B6, B5, B12

### NATURAL ENERGY BENEFITS

- ★ 100% natural energy – caffeine derived from green coffee beans and guarana extract
- ★ All drinks contain fruit juice
- ★ Mild taste of fruits, without “chemical” after-taste
- ★ Only natural flavoring agents
- ★ One bottle of drinks substitutes 2 cups of coffee

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