

Latvian beverage producer is searching for distribution and retail partners for natural craft drinks in cans.

Summary

Profile type

Business Offer

Company's country

Latvia

POD reference

BOLV20240607023

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- **United Kingdom**
- **Sweden**
- **Taiwan**
- **Finland**
- **Estonia**
- **Norway**
- **Belgium**
- **Hong Kong**
- **Netherlands**
- **South Korea**
- **United Arab Emirates**
- **Japan**

Contact Person

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Term of validity

7 Jun 2024
7 Jun 2025

Last update

7 Jun 2024

General Information

Short summary

Company is based in Latvia, EU. Products are natural and low alcohol crafts beverages, made from 100% natural ingredients and filled in cans - ciders, beers, premium cocktails (gin and vodka based), soft drinks and private label projects. Internationally awarded products. Primarily looking for distribution and/or retail partners for product distribution in specialised supermarkets, natural product shops, healthy choices shops and similar.

Full description

Today company stands proudly as one of the leading voices in the Baltic market for 100% natural alcoholic beverages & innovation, passion, and adventure in the world of beverages.

Drinks are crafted with care, using carefully selected apples and fruits from local farms and natural fruit juices. Juices are cold-pressed, capturing the vibrant essence of the fruits without the need for concentrates, artificial flavors or water additives. Drinks are filled in cans - made from recycled aluminum, and labels are a clever blend of organic materials and recycled plastic.

Company specialises in natural and low alcohol crafts beverages, made from 100% natural ingredients - ciders, beers, premium cocktails (gin and vodka based), soft drinks and private label projects. All of the beverages are filled in aluminium cans (black by default, but there is a possibility to fill in any other can) - 330-500ml volumes.

Primary target audience would be people 20-35 y.o., with medium high or high income, with interest in food and beverages, interest in healthier choices, ready to taste something new and enjoying craft beverages.

Ideal scenario for entering export markets would be a partnering with distributor that is ready to support the brand story building and communication in order to introduce the market and customers with a new brand, but of course company would appreciate to discuss any appropriate business offer. Activities are subject to discussion in order to find the best approach, but company is ready to support with marketing materials, advertising, tasting events, sampling etc. Potential partner list would contain :

- distributors
- retail chains
- Horeca (bars, restaurants, pubs, cafes)

Several delivery options - EXW from facility or arranged transportation by company for smaller shipments. Latvia has a frequent international SFR and AFR traffic.

Pricing is dynamic - the more potential partners are ready to buy, the best are our EXW prices.

Company has obtained all the necessary permits and licences - food safety, excise goods permit (manufacturing, warehousing, transporting), BRC certification is planned for beginning of 2025.

Advantages and innovations

As an USP could mention :

- All-natural ingredients, no artificial additives – majority of juices are pressed in factory from local fruits and berries.
- 10 years of mastery
- Low alcohol and non-alcohol beverages – current trend
- Understandable, refreshing flavours for every taste
- Sustainable production, recycled & recyclable packaging (cans, labels)
- Attractive design, specially for Generation Z - black cans, bright design!
- Gluten free, vegan products
- Solutions for HoReCa segment – all products available in 10-30L plastic KeyKegs
- Internationally awarded product with refined tastes

Technical specification or expertise sought

Stage of development

Already on the market

IPR Status

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**
- **Goal 3: Good Health and Well-being**

Partner Sought

Expected role of the partner

Expected that partner would work as a distributor or purchaser and also connect company with their marketing teams in order to promote products in the market.

Type of partnership

Commercial agreement

Type and size of the partner

- **Big company**

Dissemination

Technology keywords

Market keywords

- **07003003 - Soft drinks and bottling plants**

Targeted countries

Sector groups involved

- **United Kingdom**
- **Sweden**
- **Taiwan**
- **Finland**
- **Estonia**
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