



VAN PUR

Company profile

www.vanpur.com

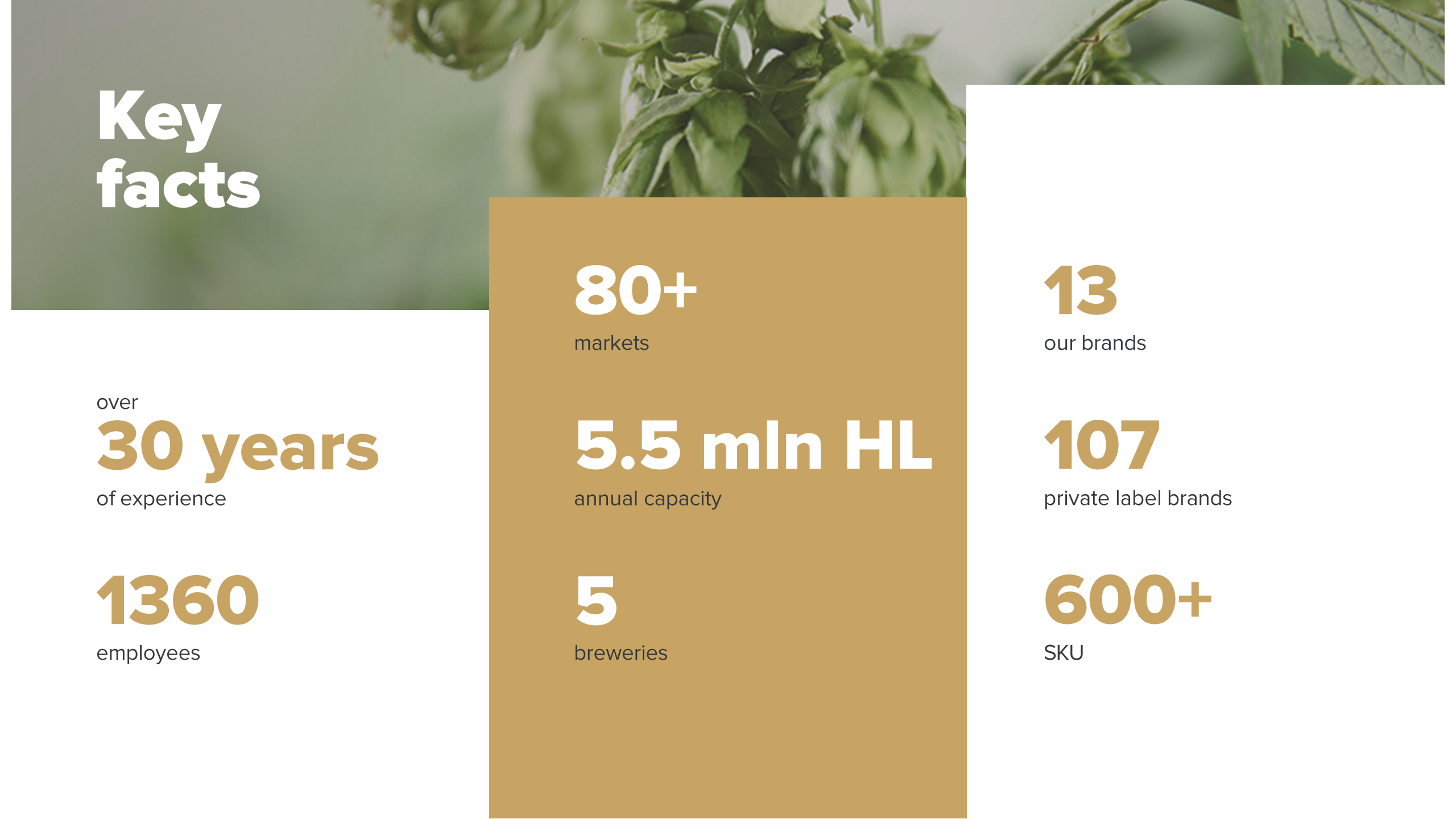
Van Pur S.A.

Located in Poland

**The largest
independent brewer
in Central Europe.**

**Privately owned family
business with over 30 years
of brewing experience.**





Key facts

over
30 years
of experience

1360
employees

80+
markets

5.5 mln HL
annual capacity

5
breweries

13
our brands

107
private label brands

600+
SKU

Dynamic sales growth

1.5 mln HL

Capacity in 2017

5.5 mln HL

Capacity in 2022

47%
domestic

**Market
Orientation**
(volume)

53%
export

Sustained development

1989



Foundation

1993



First production at the **RAKSZAWA BREWERY**

2005



Acquisition of the **ZABRZE BREWERY**

2009



Acquisition of the **KOSZALIN BREWERY**

2011



Acquisition of **JĘDRZEJÓW** and **ŁOMŻA BREWERIES**

2017



Introduction of the first **DEALCOHOLISATION PLANT** in Poland

2020



Acquisition of the **BRANIEWO BREWERY**

VAN PUR GROUP COMPANIES

2008

BAGPAK POLSKA
Drink can manufacturer

2017

Q-BEV
Soft drinks producer

1,5 mln hl

5.5 mln hl

Breweries in Poland

Let's take
a journey around
our breweries



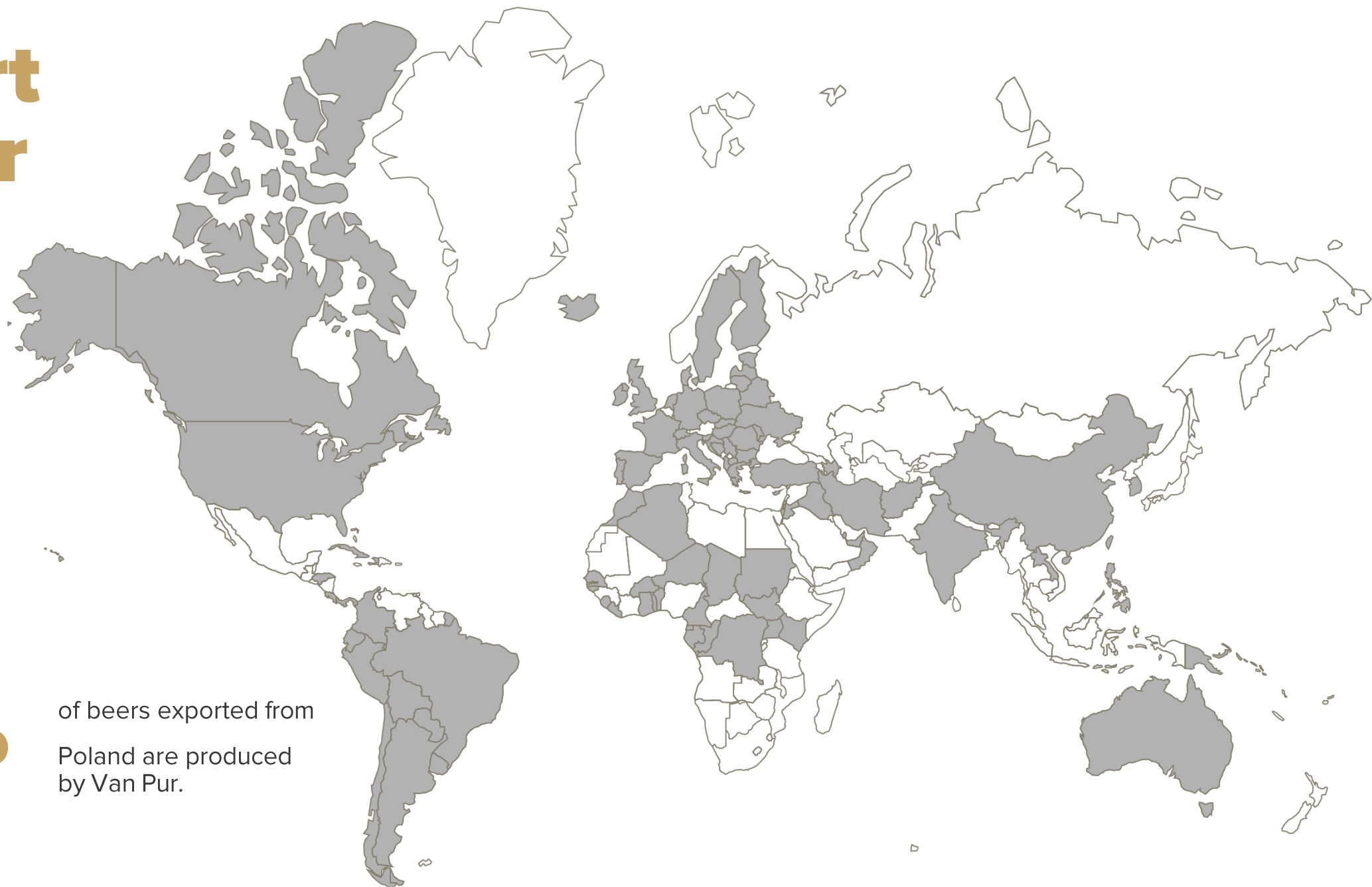
Export leader

80+

countries

53%

of beers exported from
Poland are produced
by Van Pur.



Leading producer of Private Label

Our Clients



Over 160 years of brewing heritage

**A unique tradition
of brewing developed
over decades.**

Kosher, Halal, unpasteurised,
unfiltered, open fermentors,
gluten free

**We are the leader
of technological
innovation.**

Dealcoholisation, PET Plasmax,
IFS Food 6

1st

dealcoholisation technology
in Poland was developed
by Van Pur.





VAN PUR



OUR BRANDS FOR INTERNATIONAL GROWTH

RECEPTURA BROWARU ŁOMŻA



ŁOMŻA



NEED
STATE:

„slow life”

Authentically pure.

Founded in 1968 Łomża is a premium Polish beer brand. With over 50 years of heritage and the simple recipe as can be, this lager is becoming an indicator of quality on the Polish beer market.

It contains only the best-selected barley malts and hops, untainted spring water drawn from wells located in the purest setting in Poland - and NOTHING more.

**AT ITS
OWN PACE**





TV



DIGITAL



VOD



Polish Premium

At its own pace.

Łomża brand is continuously supported by advertising and consumer promotion campaigns in media. This is also one of the most rewarded beer in Poland of the last years:



DOCEŃ POLSKIE

Łomża Export beer and Łomża Miodowe were awarded the „Doceń Polskie” product quality certificate. The products also received the honourable title of TOP PRODUCT. This title is reserved for articles with a maximum number of points (10/10).



MONDE SELECTION

Łomża has won gold medals in international competitions such as Monde Selection in Brussels (2009, 2013, 2014, 2016).



CHMIELAKI KRASNOSTAWSKIE

Łomża Jasne won 1st place in the Lager category at the 48th All-Poland Holiday of Hop-growers and Brewers - „Chmielaki Krasnostawskie 2018”. This is the oldest beer festival in Poland with prizes awarded on the basis of consumers' votes.



SUPERBRANDS POLSKA MARKA

A prestigious title decided solely by consumers (10,000 respondents) in the largest independent survey of brands in Poland. Being awarded a Superbrand title is a recognition of quality which means a brand has earned the trust of consumers.



KONSUMENCKI LIDER JAKOŚCI

Debut of the Year – it was praised by the contest jury for the fact it stands out from other products on the market.

Alcohol content 0.0%, 4.2%, 4.7%, 5.7% 6.0%

Types polish lager, specialty, radler, 0.0%

Variants 12

Market orientation

92% Domestic
8% Export



1 mln HL
Annual brand sales volume

26
Countries



www.lomzabeer.com

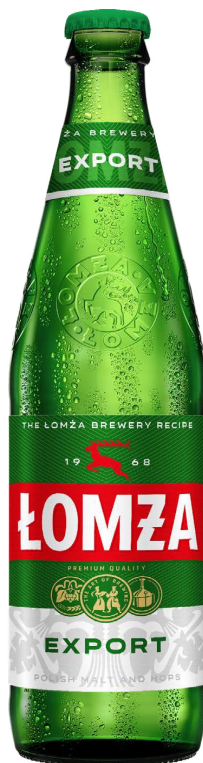


regular variants



Export

5,7%



Export

5,7%



Pils

6,0%



Non-pasteurized

5,7%



Honey

5,7%



Full Lager

6,0%

UNFILTERED is a naturally bottom-fermented beer with delicate creamy foam. It owes its refreshing character to the use of the highest quality original yeast in the brewing process.



Unfiltered

5,7%

novelty



alcohol free
variants 0.0%

20% of juice

Alcohol fruity
variant



Classic

0.0%



Grapefruit

0.0%



Watermelon
Strawberry

0.0%



Mango

0.0%



Apple Cherry

0.0%



Lemon
4-pack

2.0%

VAN PUR

IN HONOUR TO THE BELGIAN AND DUTCH BREWING CRAFT

VAN PUR

Van Pur is about the pure pleasure of tasting of
an authentic lager straight
From The Heart of Europe



BRAND POSITIONING

- Utilising the automatic association of the Van Pur brand with the Netherlands
- Design – inspired by the Dutch brewing tradition
- Specially created recipes, inspired by the best Belgian and Dutch beers
- Beers with expressive flavours and ingredients of the highest quality
- Assortment – top sellers in their categories
- Positioning by price – high-quality beer and aspirational design at an affordable price



THE BREWING CRAFTSMANSHIP



VAN PUR

PREMIUM DESIGN

In any craft,
it's the details that count

It's the details that lend
nobility and
can determine
whether we are dealing
with an original,
or merely an
imitation



A reference to the Van Pur
brewing tradition

A characteristic logo for
Dutch beer brands

Medals emphasising the
high quality of the beer
and the expertise of the
brand

A can with an elegant
matt finish

VAN PUR

NEED
STATE:

*„back to
roots“*

Inspired by best belgian brewing tradition.

The new VAN PUR story is about to come back to the roots of best brewing tradition from the heart of Europe – selected ingredients, traditional process, unusual taste experience. Dare to try and share!

WIDELY APPRECIATED



EXPORT QUALITY BEER

VAN PUR

belgian style novelties

belgian lager

2023



Blanche

4,5%

2023



Blonde

6,5%

2023



Dubbel

7,0%

2023



Triple

9,0%

BELGIAN LAGER

DIAMOND LAGER yeast and PERLE, CALLISTA, ARIANA hops give the recipe a clean and authentic Belgian character.

2023



Lager

5,0%

VAN PUR

belgian style novelties

belgian lager

2023



Blanche

4,5%

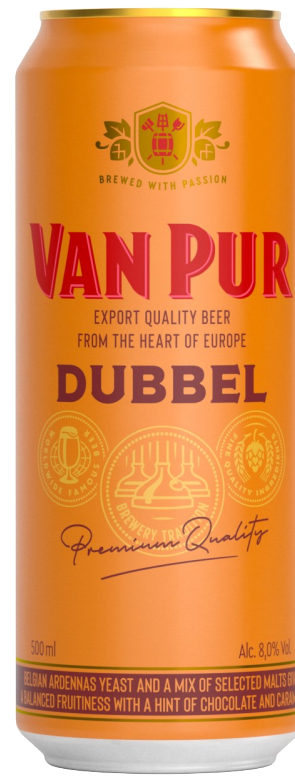
2023



Blonde

6,5%

2023



Dubbel

7,0%

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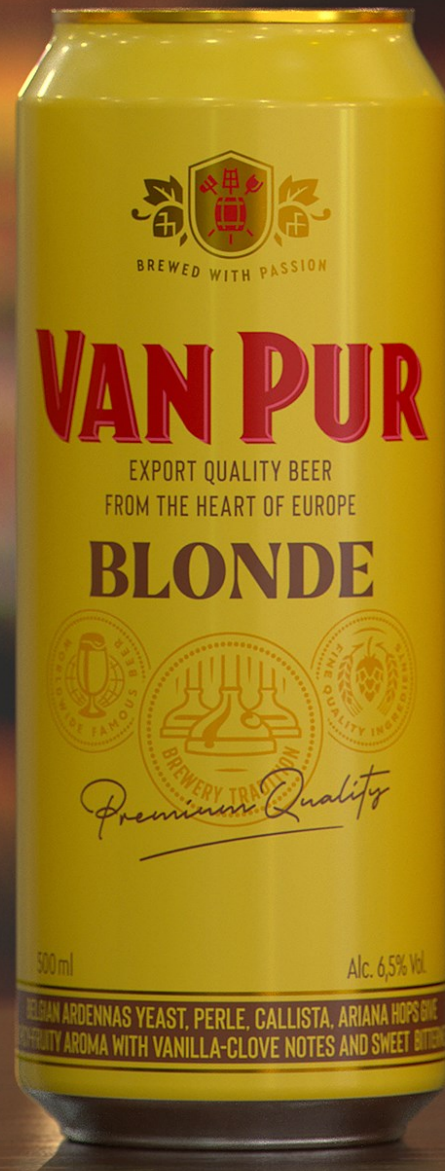
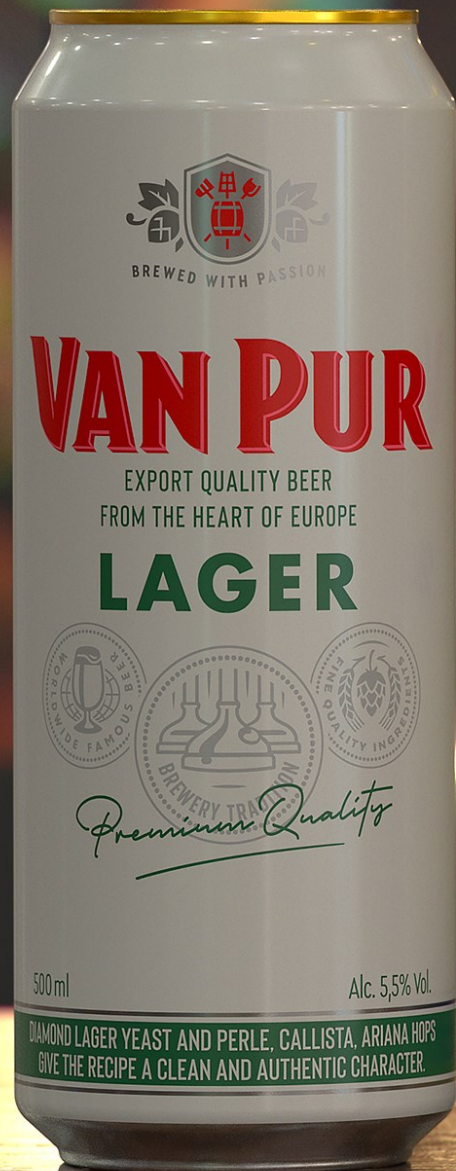
2023



Lager

5,0%

CANS new belgian range





KARPACKIE

SPIRIT OF THE CARPATHIANS

KARPACKIE

DISCOVERING THE MYSTERIOUS SLOPES OF THE CARPATHIANS, YOU IMMEDIATELY SENSE THE PRESENCE OF THEIR SOUL. IT COMBINES A SENSE OF FREEDOM, A DESIRE TO CONQUER NEW PEAKS AND A DRIVE TO LEARN THE SECRETS THAT THE MOUNTAINS HAVE HIDDEN FROM US FOR THOUSANDS OF YEARS.



CARPATHIAN WOLVES SUPPORT



KARPACKIE

NEW PRODUCT PORTFOLIO

PREMIUM NEW DESIGN

4,8% ALK	500 ML
	CLASSIC LAGER
SERVING TEMPERATURE	9-13 °C





NEW PRODUCT PORTFOLIO

PILS LAUNCH 2023

3,5% ALK	440 ML
	LIGHT LAGER
SERVING TEMPERATURE	9-13 °C



7% ABV

500 ML

STRONG RESINOUS

SERVING TEMPERATURE

7-10°C



DELICIOUSLY HOPPY

AN INTENSE BEER WITH A PLEASANTLY PERCEPTIBLE BITTERNESS, THANKS TO CAREFULLY SELECTED VARIETIES OF RESINOUS HOPS.

9% ABV

500 ML

STRONG 9%

SERVING TEMPERATURE

8-12°C



SMOKED MALTS

AN EXPRESSIVE BEER, STEEPED IN FLAVOUR,
THANKS TO THE COMBINATION OF
SMOKED MALTS AND HIGHER ALCOHOL
CONTENT.

SOLVEZA
2023



SOLVEZA

**BRAND FOR YOUNG
PEOPLE LOOKING FOR
SOME FUN**



SOLVEZA

**Taste of SUMMER
closed
IN THE BOTTLE
of refreshing beer**





SOLVEZA

- **CLASSIC LIGHT LAGER BEER**
- **TOP AGAVE & LEMON FLAVOUR (TEQUILA)**
- **MUSCAT & ROSADO INSPIRED BY WINE**
- **UNIQUE 330ml BOTTLE**
- **TWIST-OFF CAP**

SUMMER IS HERE



Edelmeister

A tribute to the brewing traditions of Germany

26
Countries



Brewed to perfection.

A range designed for beer lovers providing the opportunity to discover various styles of German beer from the comfort of home. Consisting of a diverse range from wheat beers to radlers.

Let your German adventure begin with your first sip.

Alcohol content	0.0%, 2.0%, 2.5%, 4.2%, 4.5% 4.7%, 5.2%, 5.7%, 8.8%
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Types	pilsener, specialty, radlers, 0.0%, strong beer
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Variants	14
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www.edelmeister.com

Standard variants



Schwarzbier

Pilsener

Weizenbier

8.8%

5.5%

Gluten Free

Red

4.2 %

4.5 %

5.2 %

8.8 %

5.5 %

4.2 %

5.0 %

Craft variants



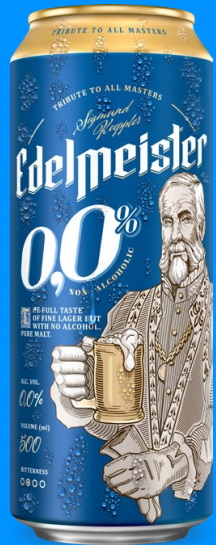
IPA

Unfiltered

4.7 %

5.7 %

Alcohol free variants



Classic

0.0 %



Lemon

0.0 %



Blueberry

0.0 %



Cherry

0.0 %



Elderflower,
Lemon & Mint

0.0 %

Alcohol variants



Lemon
Radler

2.0 %



Grapefruit
Radler

2.5 %

Brok

Domestic premium

27
Countries



Feel it.

A European lager brewed according to a secret recipe, stored in the vaults of a 150 year old brewery.

A pleasing bitterness and hoppy aroma.

Alcohol
content

5.0%

Type

European lager

Variants

1



Halne

One of the leaders on the domestic market

Power of taste.

Halne's strength derives from its long and slow fermentation period, as well as its well balanced ingredients.

Just like a bear, hibernating for a long time to muster its strength, it slowly ages to display its true grit.

Alcohol content

5.0% **6.1%** 10.0%

Type

Lager, strong, extra strong beer

Variants

3



Kuflowe

Leader of domestic market

Beer for real men.

The number one among strong beers in Poland. A beer with a distinct flavor, gold-amber colour and consistent high quality - no compromises. It is the choice of consumers with a sophisticated taste. It offers pronounced strength as a natural consequence of the brewing process.

Alcohol content	7.2%
Type	strong beer
Variants	1



Braniewo

Homage to its birthplace

The art of brewing.

A classic light lager that owes its unique taste to its place of origin – the natural, calm region of northern Poland. It's an excellent choice for those who value great harmony in the taste of a full bodied beer.

Brewed based on premium varieties of hops, malt and water from our own wells.

Alcohol
content

5.8%

Type

full lager

Variants

1



Górnośląskie

Truly regional



Silesian style beer

In Silesia, like nowhere else, they know about beer creation. The brewing traditions in these lands have been going on for centuries, as some breweries brew beer today as they used to. This is the case in the Brewery in Zabrze, founded in 1860, where the pride of the region is created GÓRNOŚLĄSKIE.

It's an expressive beer inspired by the history of the place uncompromising, brewed by successive generations of Silesians, who in what they do remain faithful to the best craft methods.

Alcohol
content

5.0%

Type

medium strong beer

Variants

1



Van Pur Malt

Non-alcoholic malt drink

16
Countries



Pure & powerful.

Van Pur Malt is a delicious, healthy and nutritious malt drink with a precise combination of the finest cereals, as a source of energy and minerals. Brewed using only water, barley malt, sugar and hops, it makes Van Pur Malt the best drink to meet the needs of an active life.

Drinks are lightly carbonated and available in 6 delicious flavours: original classic dark malt, vanilla, coffee, mango, caramel, pineapple.

Alcohol
content

0.0%

Type

malt beverage

Variants

6





VAN PUR

Private labels

www.vanpur.com

Our strong competence

51%

our brands



49%

private label

SOURCE: COMPANY'S DATA 2022

Modern Technology

We are always a leader in technological innovation.

Quality guaranteed

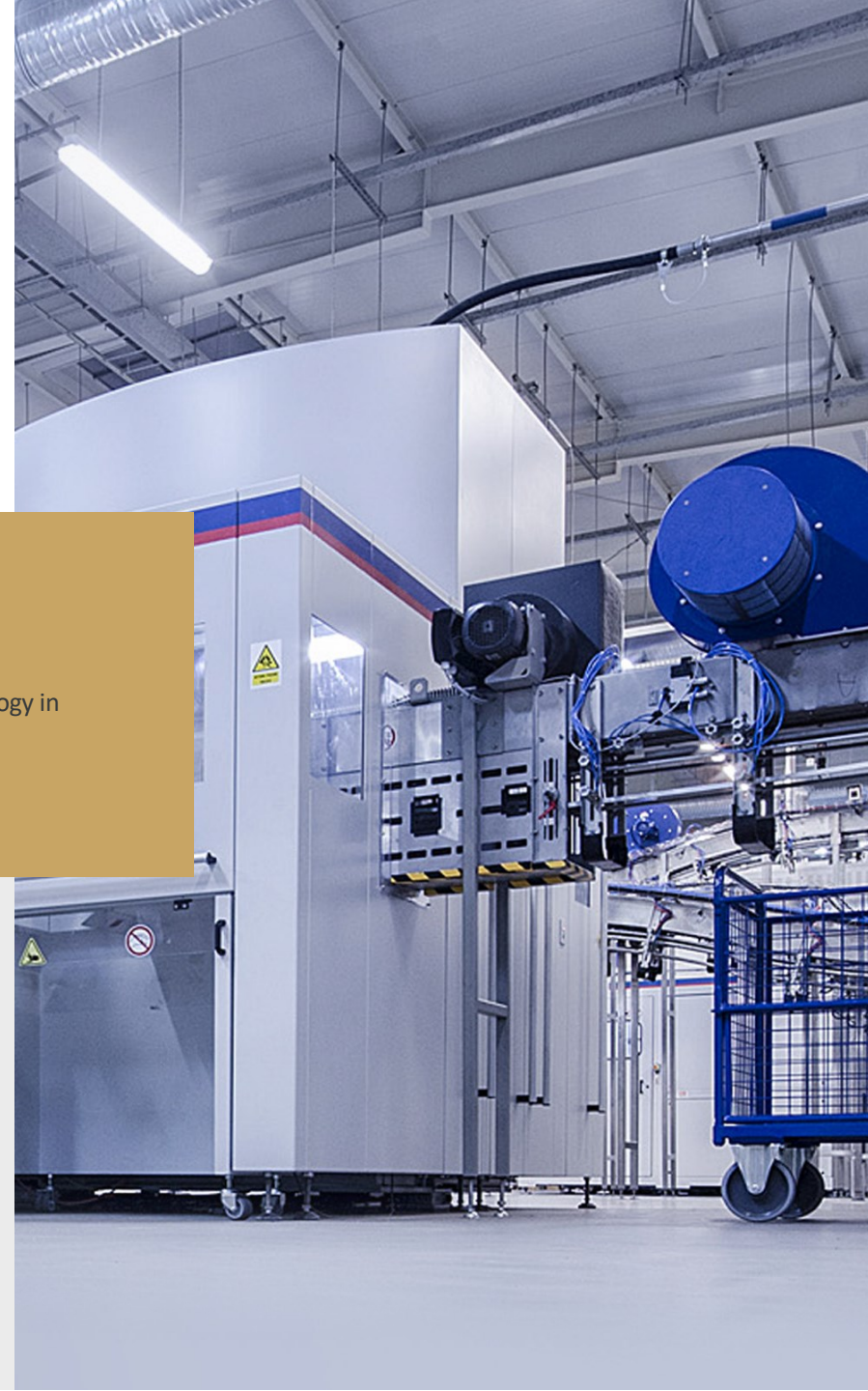
IFS Food 6, SAP, WMS

Technology

Dealcoholisation station, PET Plasmax

1st

dealcoholisation technology in Poland was developed by Van Pur.



Our R&D is your R&D

Trends

beermix, 0.0% alcohol, low calories,
pure malt, limited edition, seasonal

Health

sugar reduction, low calories, gluten free,
juices content, fruit flavours



A group of four people are sitting outdoors on a rooftop or terrace during sunset. The scene is bathed in warm, golden light. In the foreground, a man with long, wavy blonde hair and a beard is holding a beer bottle, looking towards the right. Next to him, a woman with a large, curly afro is seen from the back, wearing a white top. In the background, another man with a beard is holding a beer, and a woman with long dark hair in a red top is looking down. The background shows a cityscape with buildings under the setting sun.

Our beers are for all tastes

Lagers & Ales

**From the heart of Europe
to a final frontier on new
markets.**

Lagers

**light, full, strong, super strong, pilsener, pils,
schwarzbier, single-hop, gluten-free, unpasteurised,
unfiltered, dark lager, pale lager**

Ales

**IPA, weizenbier, witbier, stout, white ale, red ale,
belgian style**



Flavoured & Mixed

**A perfect choice for
the Millennial “sweet
tooth” appetite.**

Flavoured

**agave & lemon, honey, flavoured with cinnamon,
cardamon and orange**

Radlers

lemon, grapefruit



Non- alcoholic

The rise of healthy living and wellness.

Alcohol-free beer
100% beer 0.0% alcohol

alcohol free lager

Non-alcoholic beer
alc. max 0.5% vol.

Non-alcoholic lager beer



Beer mixes 0.0%

**„Near beer” with
fruitiness notes.**

Tastes

**lemon, citrus-mint-elderflower, pineapple, cherry,
kiwi-lychee, blueberry, watermelon-melon**

With 20 % fruit juice content

**apple cherry, watermelon-strawberry, mango,
grapefruit, lemon-lime, rhubarb**



Malt Beverages

**Healthier and naturally
sweet brewed
beverages.**

Tastes

**classic, coffee, vanilla, lime,
guarana-acai, mango**



Wide range of packaging formats

Unit packaging

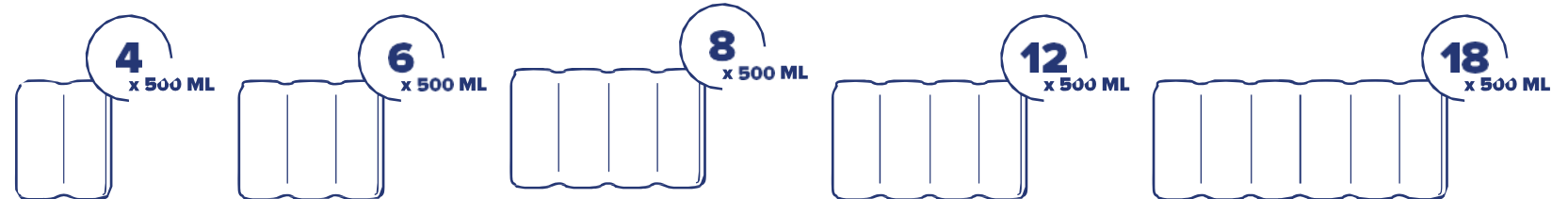
Can

330 ML
500 ML



Multipack

500 ML cans



330 ML cans



Glass bottle

330 ML
500 ML
660 ML



PET bottle

500 ML
660 ML
1 L
1.5 L

