



Traditional Greek
beverages since 1924



Traditional Greek soft drinks since 1924

A lemon epic, a German and his secret recipe, a bank employee with an eye for design, wall-filling international awards – all the stories that form the extraordinary EPSA myth.

Traditional at heart, EPSA's thirst for quality drinks stayed unchanged: still situated at the small town of Agria in the city of Volos, even the retro style bottle with the collectible character remains. From generation to generation since 1924, EPSA carries the magic history of the Greek soft drink and juice industry.

Yet, in the nine decades passed, a lot of progress has been done: modern facilities with capacity up to 30.000 bottles per hour, biological purification systems, new products such as soda water, carbonated orangeade, cola light, tonic, blood orange, iced teas and a full line of juices.

Further, with the new groundbreaking product lines of BIO (with certified organic juice and sugar) and STEVIA (sweetener from stevia plant), EPSA is positioned at the forefront of international innovation and breakthrough, appealing to the health-minded and quality demanding worldly consumer.



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A story of refreshing



The story of EPSA dates back to 1924, a time with lemon surplus in the area of Pelion, close to Volos. Observing an increase of traditional lemonade sold by peddlers, the owners of EPSA – an existing company maintaining cold rooms for the conservation of fruits and ice supply - set goal to create a soft drink business.

A German chemical engineer was commissioned to assist with the production of lemonade. It was then that “Otto” created the secret recipe, -preserved until today- and EPSA commenced the production of soft drinks.

EPSA ownership passed to The National Bank of Greece in 1936, as the company continued to invest in modern facilities and machinery. One year later EPSA won the Golden Quality Award at the International Fair of Thessaloniki.

In 1940 Aristides Alexandridis, a bank employee, designed the innovative lemonade bottle, unique and modern with an engraved rhombus – the product award. The new bottle - still in use today - set a significant milestone for EPSA as it became a landmark for the brand.

Forward to 1969, Moskachlaidis Brothers and Nikos Tsaoutos take over EPSA.

Today, the 90 years full of experience in production and innovation allow the second generation of Tsaoutos family, siblings Penny and Michael, to grow EPSA and make soft drinks and juices of unparalleled quality and taste.





region

EPSA Traditional Greek Beverages since 1924

The undiluted magic of Pelion

Our production & bottling take place at the traditional seaside town of Agria – located on the outskirts of Volos and the foothills of Mount Pelion.

The city of Volos combines the allure of the sea with mystical mountain charm – it is a coastal port city in Thessaly situated midway on the Greek mainland, about 326 km north of Athens and 215 km south of Thessaloniki. With population of 150.000 Volos is an important industrial centre, while its port –Greece’s 3rd largest- provides a bridge between Europe, the Middle East and Asia.

Mount Pelion is a mythical mountain surrounded by sea - known for high quality waters and fertile land – it is thickly forested with beech, oak, maple, chestnut and plane trees. Pelion is considered one of the most beautiful mountains in Greece and is a popular tourist attraction throughout the year.



Authentic to the last drop

Our factory blends traditional and modern styles, giving a sense of harmony as old and new coexist.

Situated at the same place from the start, EPSA facilities house about 100 employees and a state-of-the-art production line.

Schools and visitors come to our museum exhibition of unique items showcasing the development of EPSA's production and bottling throughout the years.





Classic soft drinks

We produce exceptional beverages.

Our traditional secret recipe has remained unchanged for 90 years - so has our quality – EPSA soft drinks are high in natural juice content.

Offered in stylish glass bottles of 232ml & slim aluminum cans of 330ml.

7%
Zitronensaft
Lemon Juice
Jus du Limon

20%
Orangensaft
Orange Juice
Jus d' Orange

12%
Blood Orange Juice
Orangeade Sanguine
Blutorange Saft

20%
Sauerkirschsafft
Shour Cherry Juice
Jus de Griotte



Lemonade

Pink Lemonade

Orangeade

Orangeade
Non carbonated

Blood Orange

Sour Cherry
Non carbonated

Lemon Soda

Soda

Tonic



Classic soft drinks Slim

Can 330ml

7%

Lemon Juice

20%

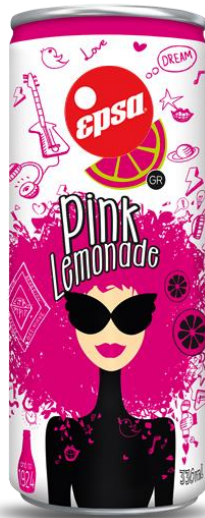
Orange Juice

12%

Blood Orange Juice



Lemonade



Pink Lemonade



Orangeade



Orangeade Non Carbonated



Blood Orange



Lemon Soda



Soda



Innovative soft drinks

Low calorie soft drinks thanks to stevia.

iTQi awarded for their Superior Taste.

Food and Drinks magazine honored EPSA Cola with sweetener from stevia plant as best product for 2012.



330 ml

Slim Can

Lemonade light
Orangeade light



330 ml Slim Can
232ml Glass Bottle Cola Light

Innovative Iced Drink with Tea

Normal with sugar and low calorie tea, thanks to stevia.



light



Groundbreaking organic beverages

Organic certified and incredibly delicious - EPSA BIO products are produced by certified organic lemon (7%) and orange (20%) juice as well as certified organic sugar – no preservatives used here!

EPSA organic lemonade has received an **iTQi** Superior Taste Award.

EPSA BIO products are produced in premium glass bottles of 232ml.



Light Drops: Persistence on quality and innovation

Beyond soft drinks, our new product is Light Drops, a stevia based liquid sweetener, suitable for diabetics and health conscious consumers.

Light Drops is an innovation of EPSA in cooperation with Organic 3S.

- No bitter after taste, low calories.
- Suitable for hot and cold drinks - easily dissolved.
- Suitable for baking and cooking, as it can withstand high temperatures.
- Available in 30ml and 500ml dispenser.



6PACKS



232ml



4PACKS



330ml





EPSA Traditional Greek Beverages since 1924

Quality at any cost

Special care and attention goes into our production.

As output increases to cover international market needs and growing demand, we are determined to safeguard our valued tradition of high product quality.

Recent machinery upgrades boost productivity to 30.000 bottles and 18.000 aluminum cans per hour. EPSA applies systems of quality control ISO 9001:2008, ISO 22000 (TÜV HELLAS) and has IFS Food certification.

The packing addresses demanding off-trade market needs as we have multipacks of 4 for cans and 6 for glass bottles.

Current production labels for glass bottles are in English/French – for large orders we print labels in any language. On aluminum cans the basic languages are Greek, English, French and Spanish.



Appealing to health-minded & demanding markets

The increasing demand for niche soft drinks is related to consumer preferences for healthier and diversified offerings.

EPSA is well positioned to satisfy such demand with its super high quality classic soft drinks - rich in natural juice content - along with groundbreaking product lines of BIO (with certified organic juice and sugar) and STEVIA (sweetener from stevia plant) soft drinks.

Our innovative BIO and STEVIA products are differentiated from competition and leverage the inability of large industry players to do well in this category.

Exports are taking place to Australia, Belgium, Bulgaria, China, Cyprus, France, Germany, Great Britain, Hungary, Israel, Malaysia, Netherlands, Portugal, Romania, Saudi Arabia, Sweden, Switzerland and the U.S.A.



distribution

Creating value together

We work closely with our global partners, to understand their individual needs and develop tailored proposals to specific markets.

Working together with our distributors, we aim to develop long-lasting and profitable relationships.

Great attention is paid to aligning new country product placements with budgeted marketing initiatives (sales promotions etc.). We focus on creative and effective trade promotions to ensure favorable impact at points of sale.



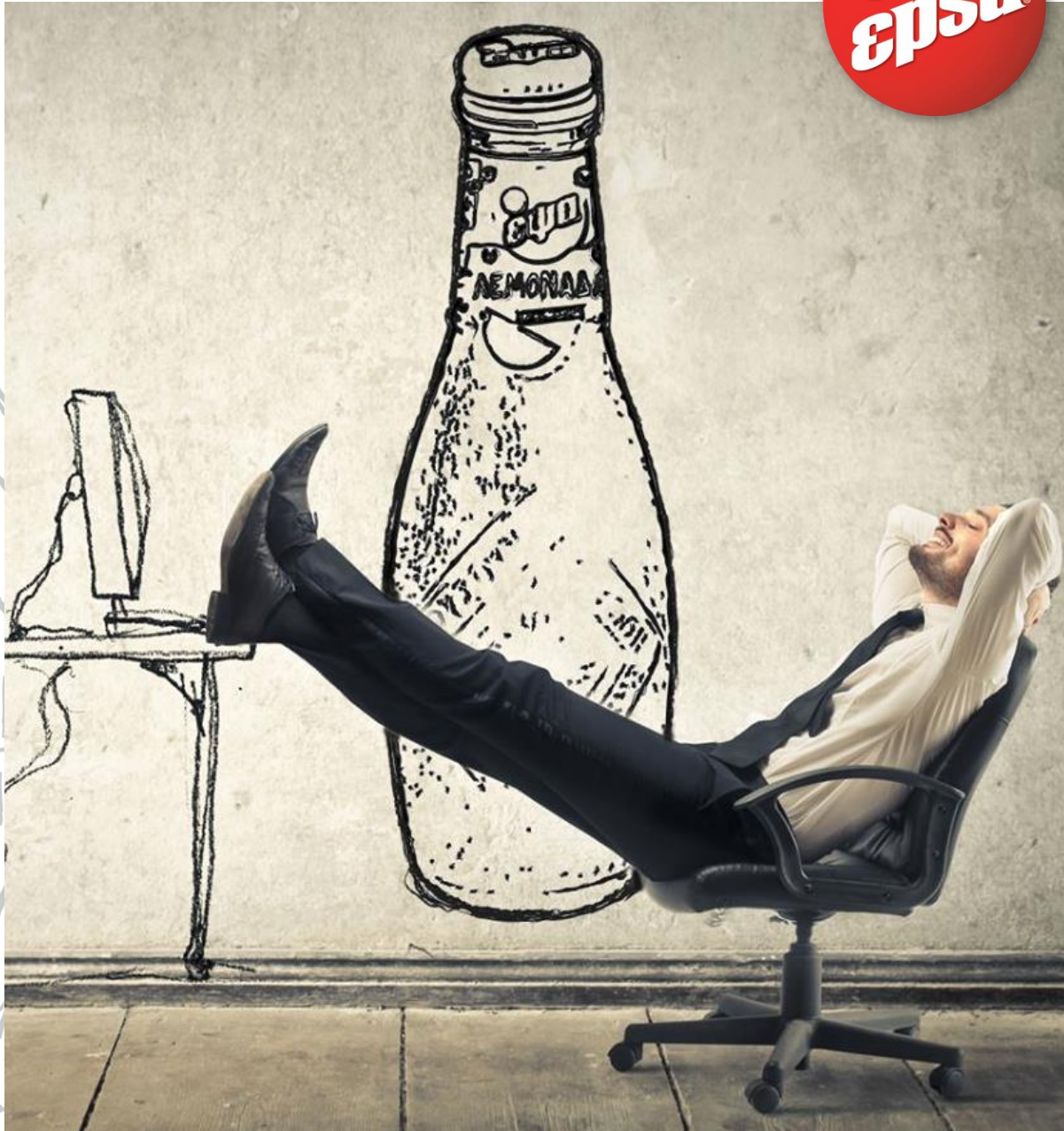
στα καλύτερα, ΕΨΑ



values

So close to nature,
inspired from life,
we strive to make real products

Our guiding values are passion for quality and creativity,
consumer well-being, respect for all and preserving nature,
along with down-to-earth simplicity and ethics.



Actual proof of hard work

- 1937** • EPSA Lemonade wins the Golden Quality at Thessaloniki International Fair.
- 2004** • EPSA sour cherry drink wins double award for the packaging and its effectiveness in the market.
- 2008** • TÜV HELLAS awards EPSA with special honors for quality management.
- 2010** • Strongest Companies 2010 (ICAP).
• Gold Label Award (packaging of EPSA tea).
- 2011** • Strongest Companies 2011 (ICAP).
- 2012** • Corporate Superbrands Greece 2011-12.
• iTQi Green Tea with Pomegranate and Sour Cherry, 1 Golden Star.
• iTQi Bio Lemonade EPSA, 2 Golden Stars.
• Sial Innovation Selection for Sial d'Or 2012 – Orangeade Bio EPSA.
• Second place Famous Brands 2012 of Greece. • Award Best Launches 2012, EPSA Lemonade/ Orangeade carbonated light with sweetener from stevia plant.
• Environmental Awards 2013 – Best Practice for the category Water Stewardship – Water Conservation.
• Product of the year – Bio Lemonade (Food & Drinks magazine).

- Self Service Excellence Awards – Category: Greek Traditional Company.
• Gold award for the 88 years of presence in the Greek Market.
- 2013** • iTQi EPSA Cola light with sweetener from stevia plant, 2 Golden Stars.
• iTQi EPSA Lemonade light with sweetener from stevia plant, 2 Golden Stars.
• Self Service Excellence Awards – Category: Innovation
• Famous Brands 2013 of Greece
• Product of the year – EPSA Cola Light (Food & Drinks magazine)
- 2014** • iTQi EPSA Lemonade, 3 Golden Stars.
• iTQi EPSA light drops with sweetener from stevia plant, 3 Golden Stars.
• National Champion European Business Awards.
• Sial Innovation Selection 2014, iced drinks with: Green Tea, Pomegranate, Sour Cherry/Rooibos Tea, Cranberry, Aronia, Goji berry.
• Famous Brands 2104 of Greece.
- 2015** • iTQi EPSA Lemonade, 3 Golden Stars.
• iTQi EPSA Blood Orange, 3 Golden Stars.





KEEP
CALM
AND
DRINK
LEMONADE



Thank you