



sumol+compal

É da nossa natureza.

Gonçalo Belchior
Júlio Rodrigues

12° SE

Index



01: History

02: Vision

03: Winning Aspiration

04: Location

05: Sales

06: Brand Portfolio

07: SWOT Analysis

08: Innovation

09: 5G Factory



History

Portuguese company, born in 1954 through its founder: António Eusébio. After the merger with COMPAL, in 2009, appear SUMOL+COMPAL with a strong presence in non-alcoholic beverage markets in Portugal and a relevant presence in some international markets.

It is a beverage production and distribution Company.

Vision

Fruits, vegetables and water are their inspiration as sources of nutrition, hydration and pleasure. Sumol+Compal intends win consumer's preference for its excellent and unique flavors and innovative brands. Tries to contribute daily to a more sustainable world.





Sumol+Compal intends to be an international reference company in fruit drinks

Leader Company in non-alcoholic beverage in Portugal and leader in fruit drinks in Angola and Mozambique.

Winning Aspiration

Locations

4 **factories** in Portugal and 1 in Mozambique.

Its brands are also in the rest of the world, through local representatives



Almeirim where produce the Juices

Pombal where produce refreshing drinks and beers

Gouveia where capture the water Serra da Estrela

Vila Flor where the Frize water is removed



In 2012, the first factory outside Portugal was opened, in the city of **Boane** in Mozambique.



The main Sumol+Compal brands are present in more than 60 countries

SALES

Nacional Market

232 Million Euros (€)

310 Million Liters (L)



International Market

68 Million Euros (€)

Angola
26 M €



Mozambique
12 M €



Other countries
30 M €



300 Million EUROS (€)

Large Portfolio



Juices with a lot of
fruit in your
composition!

Fruit content varies
from 60% to 100% fruit



COMPAL



Nova Receita

UM BONGO

80%

FRUTA

20%

ÁGUA

Juices with
80% fruit and
20% water

no added sugars*

SEM ADIÇÃO
DE AÇÚCARES*

* only the fruit sugars

*contém açúcares naturalmente
presentes na fruta





Fruit Snacks

Fruit shots, made with crushed fruit and nothing else.
No added sugar.

Carbonated soft drink with fruit juice

low fruit content

varies from 6% to 12% of fruit



B!

Non-carbonated soft drink
with fruit juice.
Only with natural ingredients.



20XX

IMAGINADO E PRODUZIDO EM PORTUGAL



B!

INGREDIENTES
DE ORIGEM
100% NATURAL



B! #ÉSOQUEBEBES



Soft drink with lemon extract
Very refreshing!



Cola flavored
carbonated soft drink



Carbonated soft drink
with guarana extract



Still soft drink with tea
and fruit extract



Spring water
captured at the highest
spring in Portugal
(1200m of altitude)





Mineral water with natural gas (already comes out of the earth with gas).
Underground removal to a depth of 2000m



Range of products with vegetables,
beans and mushrooms



Premium Beer



A Estrella Damm ainda é produzida segundo
a receita original de 1876;
uma mistura de
malte, arroz e lúpulo
ingredientes 100% naturais

A blend of malt, rice
and hops



Cheap beer

Target university parties



20XX



SWOT Analysis

- Adaptive capacity to the various markets (regional products in the formulations)
- Innovation
- Good hygiene and quality
- Balanced price with constant promotions



- Does not produce fruit concentrates for the production of beverages
- Decision process is lengthy



- Direct competition in the sector of activity
- Economic crises in the markets where the brands are sold
- Dependence on the seasonality of fruit raw materials

- Leadership in the non-alcoholic beverage market (relevance of innovations)
- Expansion of international customers
- Reformulation of unhealthy product ranges



sumol+compal

Innovation

Innovation supports all strategic decisions of the company

Every year, several innovations are launched in the brands

Innovation is used to create new sources of growth and value for the market and its brands.

Factory 5G



In partnership with NOS, Sumol+Compal advances in its digital transition and launches the first 5G factory.

5G technology will allow:

- Make the production operation more efficient
- Connect all production lines
- Have the information in real time, to act quickly (Ex: machine stopped because a piece of fruit fell to the wrong place)
- Maximize the use of production lines
- Preventive maintenance of machines to avoid prolonged stopping of equipment.



Thanks

Gonçalo Belchior
Júlio Rodrigues

12° SE