



# INTERESTED IN CAPITALIZING ON THE JUICE DRINKS' CATEGORY POTENTIAL?

While the current competitive market environment facing the soft drinks' industry is certainly challenging there are also many opportunities for growth. Changes in demographics, lifestyle preferences and economic conditions, among other factors, pose a threat as well as an opportunity. However, with the right service provider offering competitive knowhow coupled with quality raw materials and beverage solutions, these changing factors become an opportunity rather than a threat.

**PGI provides entrepreneurs with the comprehensive knowhow necessary for entering the fruit beverage category in an effective and efficient way.**

**We implement a multi-local strategic approach, tailoring the different elements to address entrepreneurs' needs as well as specific local requirements.**

## Why Invest in the Juice Beverages' Category?

- Offer consumers tailor made refreshing and thirst-quenching options
- Competitive retail prices compared to Juice & Nectar segments
- Sizeable category with an attractive profit margin
- Better liquid cost management
- An opportunity for bottlers to enjoy an innovative positioning



# **With the Right Service Provider, Bottlers Can Gain a Competitive Edge**

## **With the Right Strategy, You Can Prosper**

### **PGI (Prigat International)**

PGI is Gat Foods' business unit named after our consumer brand, PRIGAT. PGI offers entrepreneurs a comprehensive knowledge transfer model together with the supply of high quality materials to ensure a successful product launch and brand management.

#### **• Full collaboration**

We consider our licensees as equal partners for success. We believe that true partnerships are based on openness and dialogue. Our work, conducted by way of full collaboration, is aimed at fine-tuning the necessary steps, based on on-going needs.

#### **• Professional expertise**

Our business model has been developed following many years of experience and proven success stories. We guide our partners through all the required steps for entering into and successfully operating in the fruit based beverage market.

#### **• Accelerated market penetration**

We provide a full brand essence and Ready-to-Launch marketing guidelines for quick market penetration and strong market share.





## Win - Win Collaboration Model

### PGI- Service Package Offer

- Product development
- Engineering support
- Food technology support - production and procedures
- Quality Assurance & Quality
- Control procedures
- Business plan
- Marketing support
- Supply of customized raw materials

### Investing company- Required capabilities

- Infrastructure - logistics, sales & distribution
- Equipment for production and filling lines
- Dedicated management team
- Customer base

## Gat Foods Company Profile

Gat Foods develops, produces and markets integrated solutions based on advanced ingredients as well as raw materials for the fruit beverage industry worldwide. Since our establishment in 1942 in the heartland of Israel's citrus plantations area, we have served hundreds of customers in all 5 continents, including bottlers, flavor houses, food service companies, retail chains and distribution companies. While operating globally, we tailor our products and services to suit each one of our clients.

### As our slogan states, our products are Proven on the shelf.

**Gat Foods is fully owned by the Central Bottling Company (CBC group).**

CBC is the largest 'Total Beverage' Company in Israel, producing and distributing a wide range of beverage categories, including Carbonates, Soft drinks, Water, Iced Tea, Milk, Beer, Wine and Spirits. CBC's portfolio covers well-known international and domestic brands such as Coca Cola, Muller Ocean Spray, Carlsberg and others.

### For further details please contact:

Mr. Ido Weisman  
Managing Director, Prigat International  
[Idow@gat.co.il](mailto:Idow@gat.co.il), +972-54-9001982  
[www.gatfoods.com](http://www.gatfoods.com)

