



















WE'VE BEEN TENDERLY LOVING BRANDS SINCE 1993

Many companies are still searching and aspiring for the recipe to create successful brands. We already have it. It consists of a blend of passion, resiliance, conviction, belief and competence. When everything comes together, we create brands and products that have an emotional connection with consumers.

Success is not always guaranteed of course. What ambitious brand owners have to possess above all else is courage and belief. Timing is everything. Creating a brand is a little like finding the right combination of notes to create a hit song. Some will be a huge hit for a season and then there will be others that will turn into much loved classics.

Our team at the MBG Group has the perfect blend. We work hard, we instinctively understand our markets, we plan ahead and our experience has given us confidence along with an abundance of courage and belief. We simply make it happen.

In this brochure we aim to share with you some insight into how we have created successful brands for 30 years that resonate with consumers. You will learn more about our passion for consumer products and our rapid expansion into international markets.

ANDREAS W. HERB







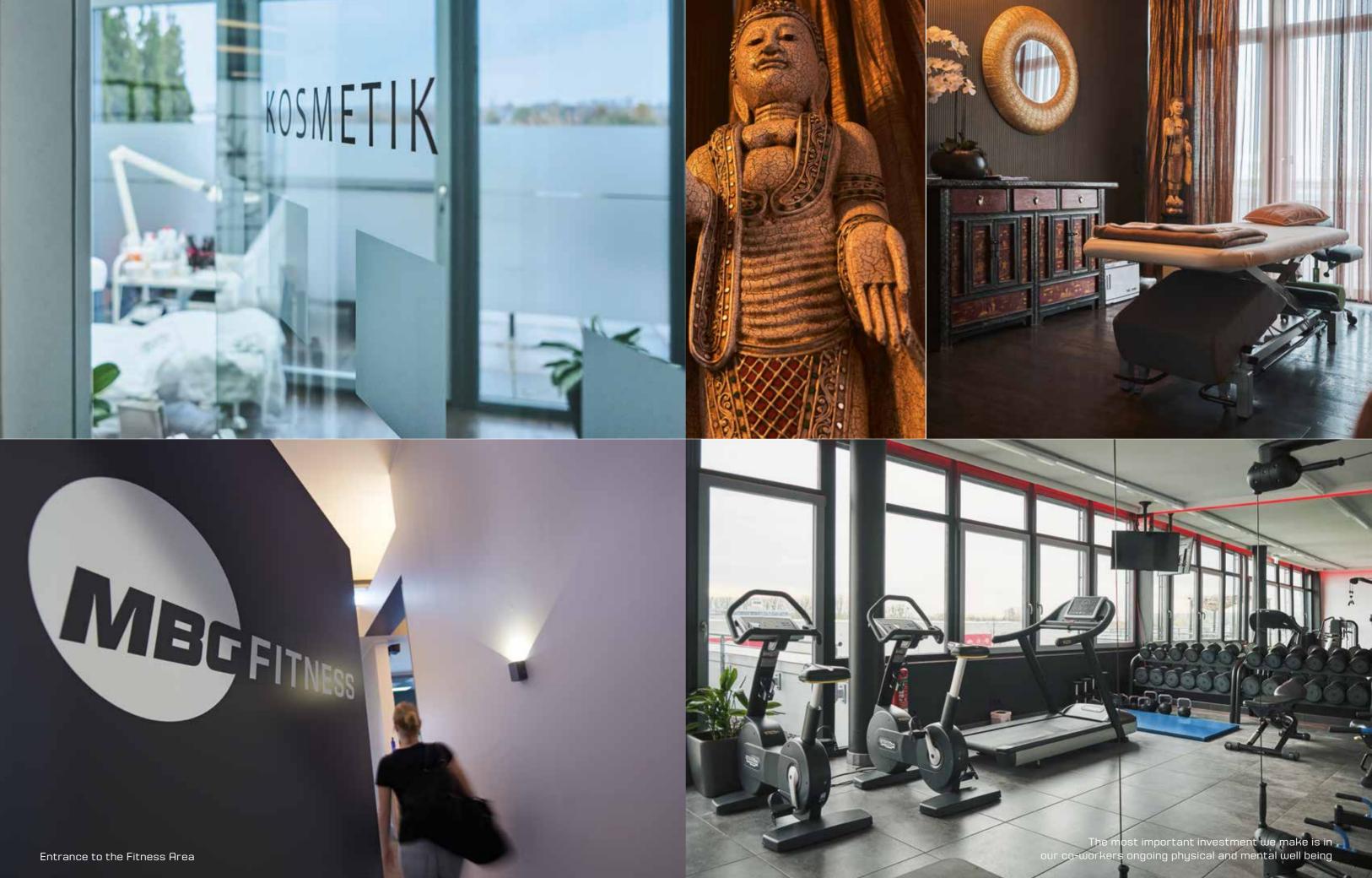












WE CREATE MARKET LEADING BRANDS

Our deeply held passion is to position products and turn them into leading brands. Our brands are successfully matched and aimed to their target consumer groups. All of our brands are developed with tender loving care and our reward is that they are loved by consumers.

- effect® exceeded the 300.000 hl in Germany in 2022
- Increase in sales of 79% across all varieties from 2021 to 2022
- SCAVI&RAY is the No.1 Prosecco in the German gastronomy
- We are represented in over 70 countries worldwide

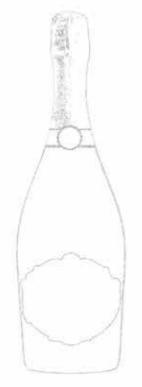
















THE WORLD OF MBG

MEG GROUP

The MBG Group consists of a growing number of subsidiary companies. They have a deep understanding of their own markets and are able to spot trends and new product entry points that help us to create demand for our brands.

Our team is made up of highly experienced market specialists who understand the fastest routes to market in order to reach the consumer. We are always seeking to expand our brand portfolio and we are opening up new businesses in new territories all over the world.

MBG NORDIC MBG NORDIC was established in 2015 and is responsible for managing the distribution and export in Scandinavia. coordinated from our

BARCALL

The most circulated on trade B2B magazine, 2x per year, as Germany-wide edition.

planning and activities are Head Office in Paderborn.

MBG FOODSERVICE

MEMBER OF ROUP

The business focus of MBG **EOODSERVICE** is on food and bar products - especially snacks and gourmet items (such as oil and balsamic vinegar). Tortilla chips, dips, nuts, etc. are successfully distributed in Germany and other countries under the HENDERSON AND SONS brand.

MBG MIDDLE EAST

Founded in Dubai in 2008 -MBG MIDDLE EAST has been managing the distribution and export of our brands to Asia and North Africa.

MBG GLOBAL BRANDS

MBG GLOBAL BRANDS GMBH has been managing the sales and exports to more than 58 countries since 1995 from our HQ in Paderborn.

was formed in 2010 and has been managing and directing the distribution of our brands in Spain and the Spanish Islands.

WE ARE AIMING FOR 500 MILLION EURO TURNOVER BY 2025

We have been managing and experiencing rapid growth and we continue to successfully open new international markets worldwide. Our brands are now distributed in more than 58 countries where leading trade partners along with top retail venues rely on our brand portfolio and our distribution knowhow to help them gain and maintain a competitive advantage.





















>0ver 60,000

Customers throughout Germany



Grocery and
Off Trade Customers



Filling Stations and Forecourt Customers



Key Account
Head Office
Customers



10,000 Catering, Bars and Restaurants



800 Drinks Wholesalers









































MUNICH

2 Key Regional Distribution Hubs

in Germany

OUR CERTIFICATION THROUGH THE IFS

The International Featured Standards, or IFS for short, evaluate the processes that are important for manufacturing, handling, storing and transporting high quality products safely. In addition to the main national retailers, the on trade and food production sectors are now placing great value on IFS certification and are beginning to incorporate IFS into their own standards. The IFS demands that food safety in production plants are stringently evaluated. Accordingly all companies are checked for product process safety, quality assurance standards, hygiene, product specifications and legal requirements. Remaining true to our company motto "We try harder!", meant that MBG had to take up this challenge. We scored exceptional and above average scores in the two categories we were judged on (IFS Broker - 100% for MBG International Premium Brands GmbH and IFS Logistics - 98,37% for MBG Food and Beverage Logistics GmbH). Our IFS certification is further and official recognition for our processes at MBG, but it is also our customers assurance that we produce and distribute a safe and compliant product - and that we go way beyond the statutory requirements.







SUCCESS – ON OVERDRIVE

In the on trade sector

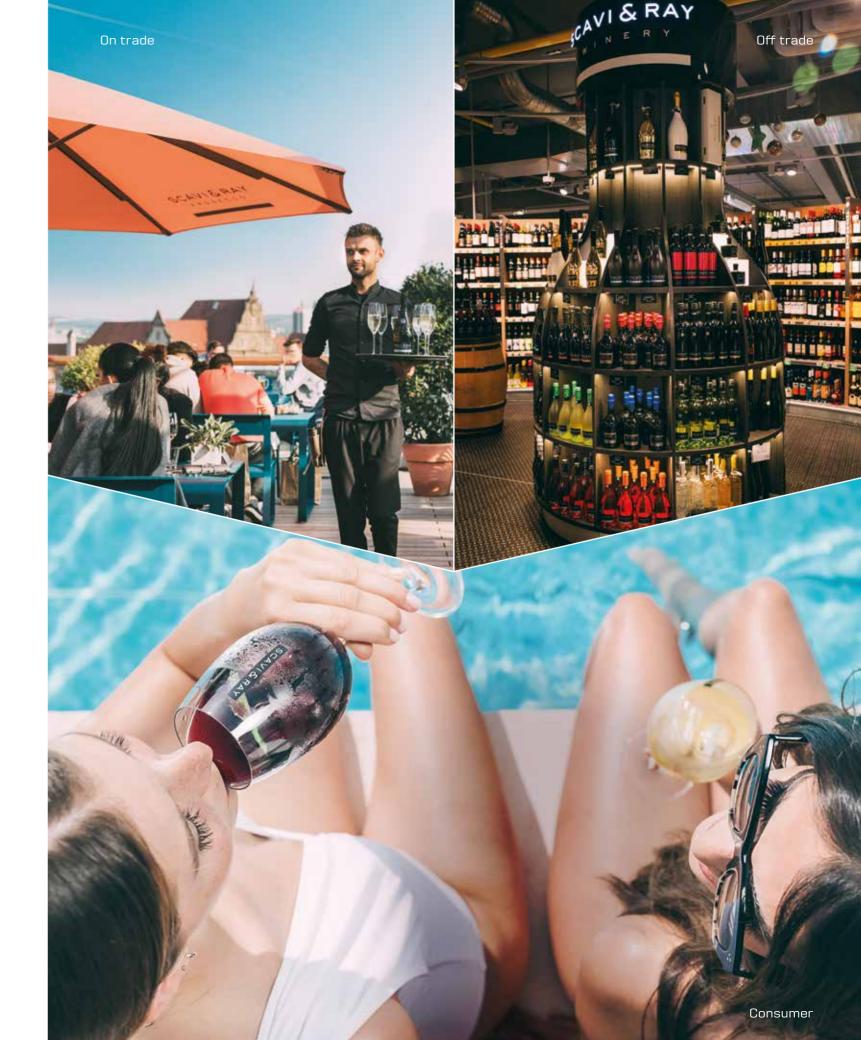
We are specialists in creative marketing solutions and successful brand management. Our comprehensive knowledge and experience ensure that we hit the mark – time and time again. We aspire to leave a strong emotional aftertaste with consumers. It is in the on trade sector where you will find our brands at home. This is where the journey starts for many of our products and this is where our drive for success starts.

In the off trade

It's in the bars and nightlife where we stage our brands as unique consumer experiences. This appeal resonates with our off trade customers too. To date our brands are available at over 40,000 off trade accounts and delivered through a network of over 800 wholesalers. You will also see our portfolio represented at over 12,000 service stations and forecourts. All of this activity is backed by our fully trained specialist account managers along with first class off trade support and merchandising.

The consumer remains at the forefront of everything we do

We aim to make our brands available to consumers everywhere and at any time. Whether experiencing them on a night out, as an accompaniment to great food, or for enjoying at home. Our brands are playing a part in the lives of more and more consumers every day. Our accessibility through all of the top social media channels enables us to have an ongoing dialogue with our fans.













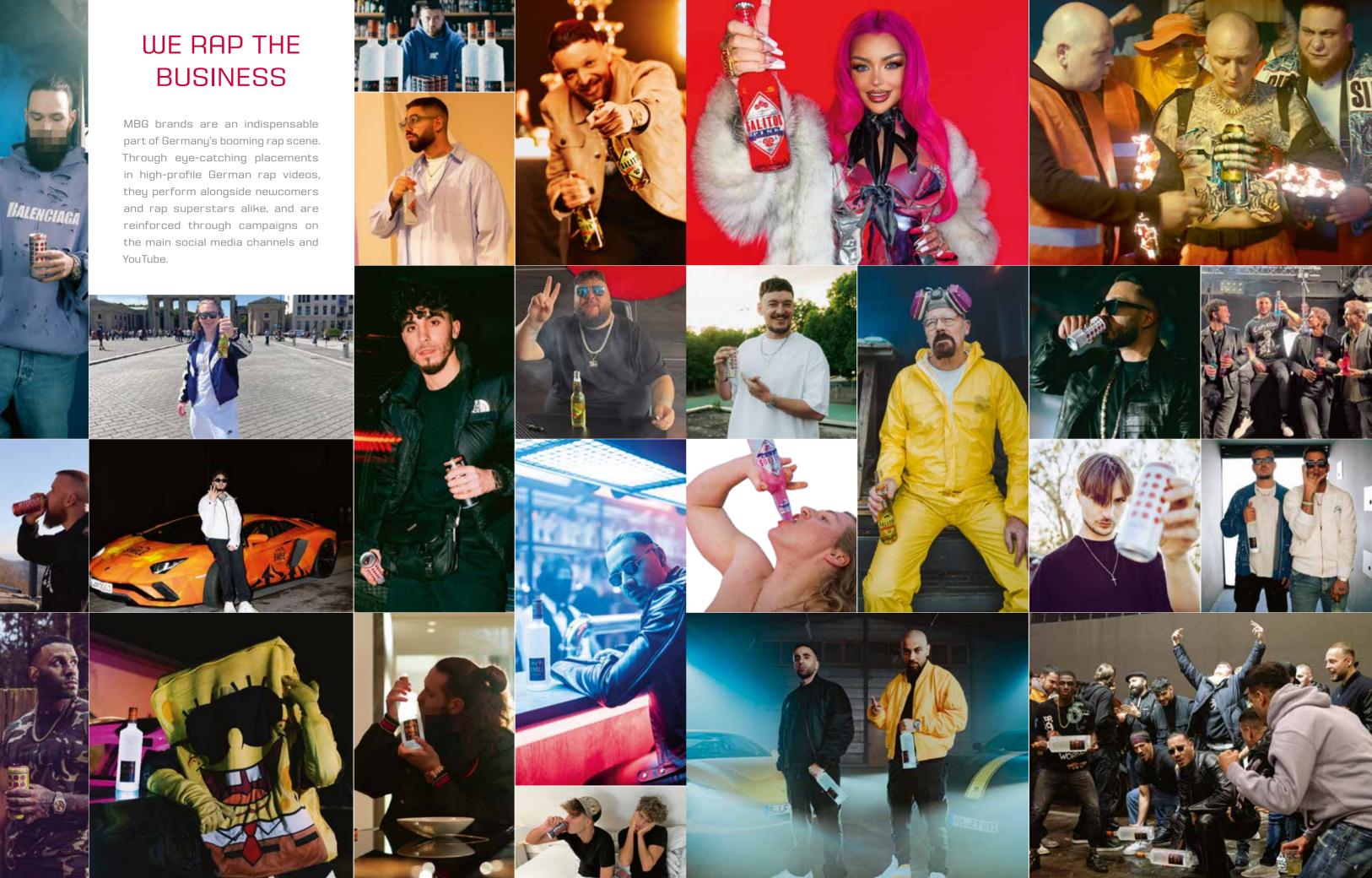














STARS & STARLETS

Wherever celebrities walk the red carpet, our brands are right there in the midst of the action. You will see SCAVI & RAY on show at numerous celebrity events – either as a partner, sponsor, welcome drink or as the exclusive Prosecco at the glamourous after-show parties. Our products are very important at these events as the organisers rely on the additional enjoyment and sheer pleasure that our brands provide to their guests.















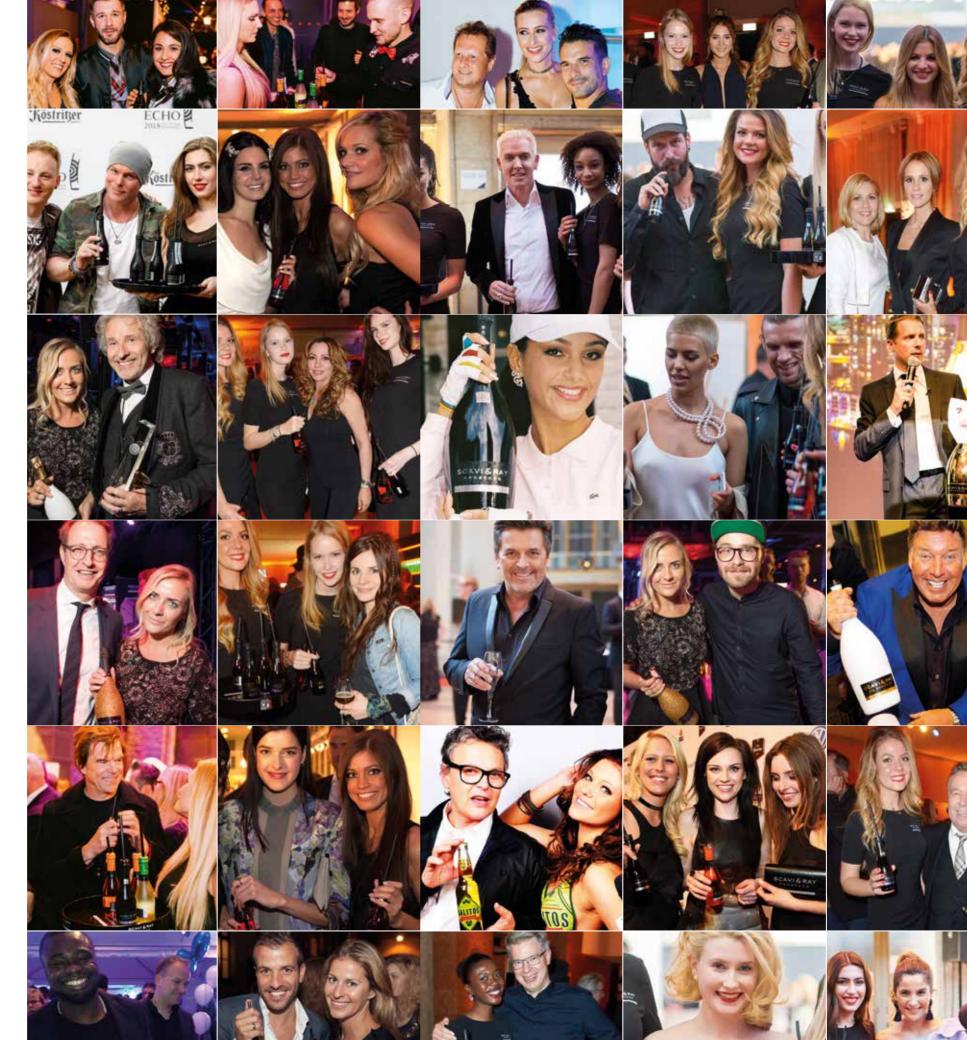


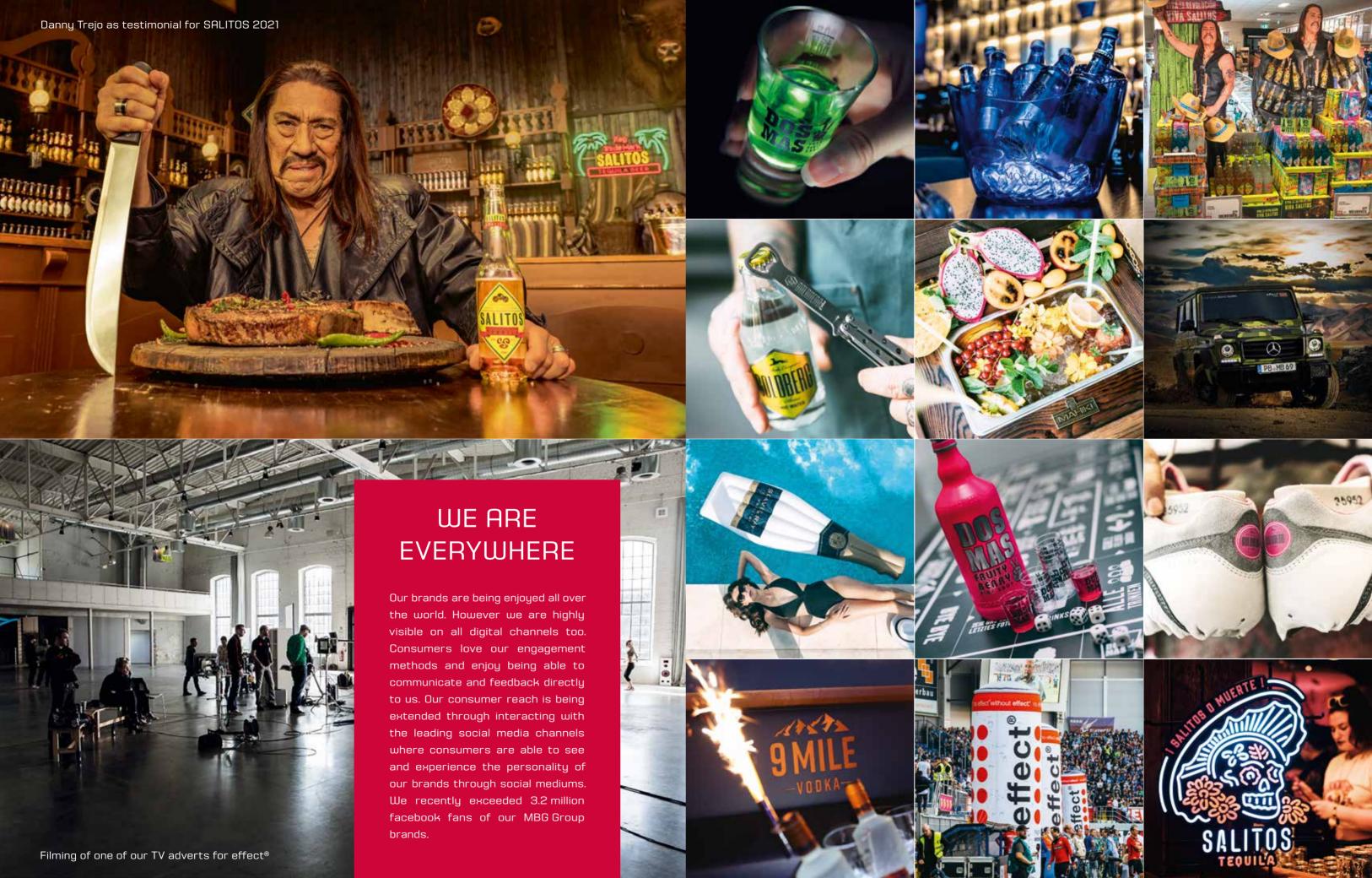








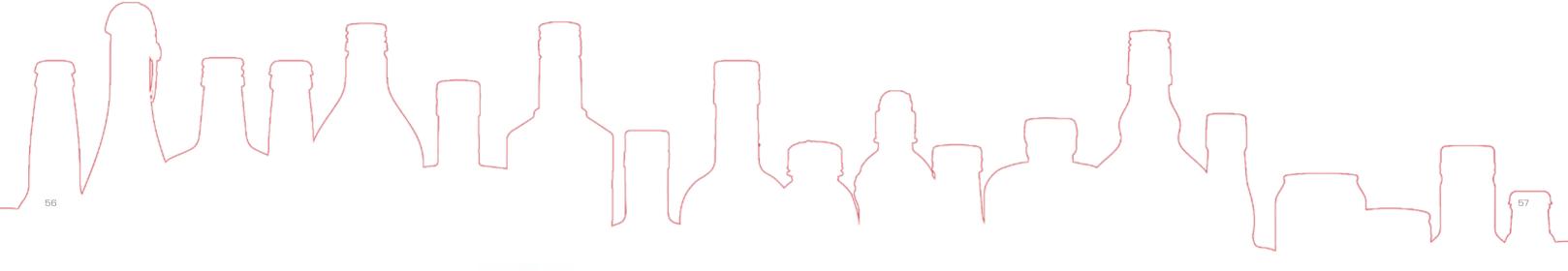






WITH OVER 400 AWARDS – YOU CAN START COUNTING ON OUR SUCCESS

Our award-winning brand portfolio has everything that our customers need. Appealing products, coupled with uncompromising quality. In whichever category we operate in whether Non-Alcoholics, Low Alcohol products or Wines & Spirits – our trade support, multiple industry awards and track records speak for itself.



















































































BORN IN 2002 REACHING 120 MIO. CANS PER YEAR

Soaring popularity with a yearly growth

Thanks to effect®, the energy drink category is once again, finding itself in strong growth. With its simple, stylish design, unique range of packaging options and first class marketing support, the effect® brand has been enjoying amazing and continual success throughout all trade sectors. Once you spot those iconic red dots it becomes harder to resist effect® and it's unique positioning as the mental energiser. There is no effect without effect®.

- German Design & Red Dot Design Award
- Weighted distribution of 73 %*
- Numeric distribution of 56 %*
- Exported to 57 countries around the world
- Also available in a sugar-free variant





Source: *Nielsen 2016/2017,

effect® FLAVOURED TASTES AND BCAA

New flavours and BCAA compounds increase sales

For 15 years, effect® has successfully relied on the classic energy drink taste. Since 2017, the brand has been introducing various flavours with new, innovative tastes and advanced functional ingredients like ginseng or guarana. The tastes are setting new trends just like the BCAA compound for sportive and active customers.

- Six flavoured tastes and four new BCAA energy drinks ensure growth
- With sugar-free and low-calorie variants
- 2,500 mg BCAA per can
- Branched-Chain Amino Acids
- BCAAs are considered to be energy providers and are mainly used in the area of strength and endurance sports





MINERAL WATER IN ITS PUREST FORM

Made in Italy -

the perfect accompaniment to Food & Wine

In an unspoiled forest high in the Italian "Alpi Marittime" in the South Western Alps, at a height of around 1,000 meters above sea level lies the source of the Bauda spring. Pristine purity, freshness and a very low mineral content make ACQUA MORELLI the most perfect companion for high class restaurants.

- A truly remarkable soft taste
- The perfect companion for good food and wine thanks to its low mineralisation (39,9 mg/l)
- Naturally fresh neutralisation effect
- Available as "Frizzante" and "Naturale"

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FINEST PROSECCO MADE IN ITALY

2018 World Champion

Sparkling Wine Category Cathay Pacific Hong Kong

The SCAVI & RAY range is of the absolute highest quality. It's incomparable freshness and beautiful packaging oozes contemporary elegance. The range consists of Italian sparkling wines as well as several fruity table wines and wonderfully balanced grappas. The SCAVI & RAY product family stands for quality and incomparable enjoyment.

- Genuine Italian quality product range
- Made only from the finest grapes
- · High quality, contemporary packaging
- A variety of packaging styles and options
- Attractive magnums
- Limited and seasonal special editions such as rhinestone and Bling Bling variants





AN ITALIAN CLASSIC

PRIMIVITO SALENTO IGT

The exceptional Primitivo SALENTO IGT is the result of the Mediterranean climate by the Adriatic Sea, bare limestone cliff soil and refreshing sirocco winds. An Italian classic with a smooth, balanced character and mild tannins. Its relatively low acidity makes it very pleasant and gratifying on the palate.

- · Smooth, balanced character
- Subtle herbal spices
- Mild sweetness
- Juicy fruit flavours
- Pairs perfectly with all spicy or Mediterranean tomato-based dishes





CA' SCAVI LUGANA DOC

The perfect wine to enjoy all year round

The famous Trebbiano grape serves as the basis of Lugana. It is one of the oldest continuously cultivated grape varieties. The CA' SCAVI LUGANA DOC is an excellent example of the benefits of the Trebbiano grape and the province of Brescia. The natural colour, permeated with golden-yellow reflections, is reminiscent of wonderfully sunny days in Italy. This ambience is enhanced by a slightly earthy, mineral nose with a very mild aroma.

- Wonderfully light wine
- Fruity flavour with
- Minimal tannins
- Floral, fruity and mineral notes
- Pairs perfectly with veal, fish, poultry, fruit, cheese and salad





FRUITY AND SWEET ZEST FOR LIFE

The premium lemon liqueur

SCAVISRAY LIMONCELLO originally comes from the Gulf of Naples and transports a real flavour of Italian life straight to your palate. It goes through a multi-level refinement process during production, with the liqueur being filtered at the end. Whether as an aperitif, digestif, neat over ice, combined with Prosecco or used as the basis for cocktails and desserts, this premium version is an incredibly stylish addition to any occasion.

- Multi-level refinement process with subsequent filtering
- Alcohol content 25 % ABV
- A stylish addition to any occasion



WWW.SCAVI-RAY.COM

CREMA DI LIMONCELLO

The world's first Limoncello with a hint of coconut

SCAVI & RAY CREMA DI LIMONCELLO is based on the original SCAVI & RAY Limoncello, which originally comes from the Gulf of Naples. This is also home to the famous aromatic, radiantly yellow lemons, the peel of which also lends CREMA DI LIMONCELLO its subtle tropical note. Irresistible aromas of sunkissed lemons and the finest cream are enhanced by a touch of coconut to create a deliciously smooth liqueur.

- Alcohol content 17% ABV
- Aromas of sun-kissed lemons and the finest cream with a touch of coconut
- The ideal base for extravagant cocktails and exquisite desserts





WWW.SCAVI-RAY.COM CREATED BY MBG IN 2022

VIVA LA VIDA! VIVA SALITOS!

45 Million bottles sold annually in 56 Countries

Following the motto "Viva la Vida! Viva SALITOS!" this Latino lifestyle brand has developed an innovative range of lager beer and mixed beer drinks as well as delicious fruit wine beverages with an unforgettable flavour. SALITOS promotes South American heritage and style all over the world.

- 45 million bottles sold annually
- Five flavours in a variety of packaging and sizes
- SALITOS has continuously shaped the category for mixed beer drinks through innovation such as the recently launched aluminium bottle
- SALITOS embodies the character and joie de vivre of Latin America





WWW.SALITOS.COM CREATED BY MBG IN 2000

THE SPIRIT OF TEQUILA

Made from the Blue Agave plant in Mexico

The original tequila that gave the first SALITOS Tequila Beer its characteristic taste. Crafted from the sun-drenched Weber Azul agave, SALITOS Tequila Spirit brings the earthy, lemon-fresh character of Mexico's world-famous Jalisco region straight to the connoisseur's palate. This fine spirit is produced by the slow, open fermentation of agave plants that have ripened for eight years.

- Silver and Gold Edition
- Made from sun-drenched Weber Azul agave plants from Mexico's world-famous Jalisco region
- SALITOS has continuously shaped the category
- 80% proportion of agave sugar
- 38% vol.





TASTE THE DIFFERENCE

Remarkable in both taste and design

The premium taste of GOLDBERG & SONS is a huge hit with many restaurants and bars. The range encompasses unique flavours making them the perfect choice for mixing with premium spirits and cocktails. They also taste great on their own!

- Red Dot Design Award
- German Design Award
- Premium filler quality
- Innovative flavour variants enable endless combinations of great tasting drinks
- Supported with a wide range of bar premium tools and point of sale materials



SHOOTER CHAMPION

With 50 Million shots sold per year!

Loud, cheeky and "two more" – that's what DOS MAS stands for! These party shots with their flashy packaging ensure memorable nights and makes "getting the next round in" more pleasurable and fun "soft"-shots. The MEX SHOT with its Sweet Cinnamon taste. The berry PiNK SHOT is perfect for princesses and heroes of the night. The KiSS SHOT provides fresh party nights with the mint taste. The HAZEL SHOT with nut nougat taste is the most popular sin of the night.

- Eye-catching packaging
- Easy to drink, high rate of sale guaranteed
- Attention-grabbing Point of Sale
- Limited edition specials such as rhinestone and Bling Bling editions





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EFFECT® PREMIXES

Ready-to-Grow with effect® Premixes

The ready-to-drink market was able to generate double-digit growth in the previous years and the trend is still upwards. MBG is right on track towards this trend with its broad portfolio of effect® premixes.

- ready-to-drink and convenient 0,33 litre cans with distinguished designs
- high quality drinks with popular flavours

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9 MILE PREMIXES

Deliciously fruity ready-to-serve long drinks

With its exquisite range of taste sensations in a cool matt black look, effect® delivers top quality to the growing fan base for ready-mixed alcoholic mixed drinks.

- ready-to-drink and convenient 0,33 litre cans with distinguished designs
- popular flavours with high quality brands like effect® and 9 MILE Vodka







READY TO ROCK

GRANITE ROCK FILTRATED

Super Premium Vodka

Unbelievably mild 9MILE Vodka is filtered through granite and made from the very finest ingredients. The creation of 9MILE Vodka was inspired by a road trip through the Midwest of the USA, so the entire product packaging is a tribute to the spectacular Nine Mile Canyon in Utah. During the manufacturing process, 9MILE is filtered through granite rock to give it an unadulterated and crystal-clear taste.

- 37.5 % vol. purity and taste has been approved by an independent, accredited testing laboratory*
- Unique bottle with a satinised Granite Rock surface finish and high-quality pewter-look embossed label
- 0.5/0.7/1.0/1.75/3.0 and shortly 6.0 Liter bottle





*DIN EN ISO/IEC 17025:2

CUTTING EDGE PROCESS[©]

Unique high quality distilling and manufacturing

SEARS Gin receives its extraordinary and full bodied taste and aroma through it's unique manufacturing process – the Cutting Edge Process®. Extremely sharp blades release the essential oils of the selected ingredients that make up SEARS Gin. The result is a gin of the highest quality. Masterfully balanced and with an exquisite taste.

- SEARS Gin with 37.5 % vol. and SEARS Original with 44 %
- Two variants without alcohol –
 SEARS Citrus Garden and SEARS Spiced Garden-
- Alcohol free, 100% vegan, sugar & sweetener free and without artificial flavors
- Exclusively at MBG Group





PREMIUM GIN FROM THE ISLE OF WIGHT

With a touch of the sea

This premium gin adds a taste of fresh isle air to MBG's exclusive portfolio and connoisseurs' palates alike. The gin is made and bottled on the Isle of Wight where it is infused with ten different roots and blossoms for seven days. The Isle of Wight Distillery was founded in 2014, and, along with making great gin, it is committed to being plastic free. The bottle's unique design reflects both the gin's heritage and the isle's history in many of its facets.

- Hand-picked ingredients
- Citrus notes with spicy black pepper and hints of sea fenne
- Environmentally-friendly packaging plastic free
- 42% vol. Blue/ 38% vol. Pink





THE STRAWBERRY GIN GLOBAL LEADER

Ranks 9th in the gin market

Puerto de Indias is manufactured in one of the oldest and most traditional distilleries in Andalusia. The gin's prestigious reputation is not only down to know-how and innovation but also dedication, careful monitoring of the distillation process and the use of the finest raw materials for a gin that boasts a very special quality. The Strawberry Gin is the first of its kind and an international success.

- Strawberry Gin with the natural and wild aroma of strawberries
- The Pure Black Edition combines a symphony of juniper and floral scents
- Manufactured with the finest raw materials
- Strawberry Gin: 37,5% vol., Black Gin: 40% vol.





PRECIOUS CRYSTALS WITH STAR POTENTIAL

Unique skull design reflecting the vodkas purity

This ultra-premium vodka, made by the Hollywood legend Dan Aykroyd, is regarded as one of the purest of its kind. The extreme purity is also down to seven phases of filtration, wherby passing through 500-million-year-old semi-precious crystals three times. The vodka is reduced with Newfoundland glacial water. The handmade crystal head bottle symbolizes the extraordinary process and supernatural purity.

- Seven filtration phases, including three with Herkimer diamonds
- Aurora uses the highest-quality English wheat and pristine water from Newfoundland
- Onyx is crafted from premium Blue Weber Agave and sourced from a single farm in Mexico
- 40 % vol. all variants





THE RED PASSION

There is a powerful change in the Sambuca market

In the past, Sambuca was mainly enjoyed as a classic digestif. These days Sambuca is gaining more and more popularity as a more sophisticated style of shot. With it's distinctive taste and balanced blend of aniseed, licorice and other secret ingredients IL SANTO leaves a soft sweet and memorable note. Our IL SANTO creates a powerful movement in the fastpaced Sambuca market.

- · Perfect notes of aniseed
- Distinctive fire coloured bottle
- An italian classic created with a traditional recipe
- Soft and sweet aftertaste



FINEST CARIBBEAN RUM

A melting pot of nuances

More than half of the exquisite HAYNES Rum ages in virgin oak barrels for more than eight years. The other part matures for at least three years in old bourbon barrels. As if that were not deep enough, it is aged for a further 15 years before the two parts merge and develop their distinctive flavour profile. The combination of these two maturation processes results in a full-bodied taste, the uniqueness of which is visually echoed through the high-quality finish and intricate packaging.

- 26-year barrel maturity
- Striking flavour profile
- Full-bodied with pronounced, spicy wood notes
- Subtle vanilla aromas on the palate
- High mixability



THE SPIRIT OF TIKI

With the first-class Mahiki Coconut around the world

The Mahiki Rum range is not just on everyones lips in the UK but is now finding it's way around the world. MBG are the exclusive distributors for the entire Mahiki range throughout Germany, the United Arab Emirates, Switzerland, Austria and the Netherlands. We also manage the entire production and packaging process for all international markets.

- MAHIKI White Coconut with an excellent, creamy taste
- Striking and memorable Tiki-design
- Remarkable branded night clubs the favourite venue of international stars and Royalty





LOW SUGAR HIGH VITAMIN

Vitamin Refreshment

ganic® – is the water with the plus. It is produced with natural and herbal ingredients and is then supplemented with vitamins. Whether for sports, work or leisure, the flavours of ganic® vitamin water provide the perfect refreshment for you. It does not get any smarter than this.

- 100% natural ingredients
- High Performance Vitamin Mix
- Thirst quenching and refreshing
- · Stylish and practical packaging
- fruity tastes, low calories





FLAVOUR UP YOUR LIFE

More than 50 flavours

The JOHN's Premium Natural Cordial Mixers are now setting a new and higher standard within leading bars and cocktail lounges: More intense flavours and a new, eye-catching bottle design for great handling help to generate increased sales. JOHN's has really shaken up the cocktail industry with the range of vivid flavours.

- Natural Ingredients
- Unique bottle design
- Easy to handle
- Ideal solubility and perfect flow properties
- High-quality flavours



WWW.JOHNS-JUICE.COM CREATED BY MBG IN 2011

THE AMERICAN DREAM

The Ice Tea that's conquering the World

AriZona is the best-selling ice tea brand in the USA and it's off to a flying start in Germany. AriZona Ice Tea can be enjoyed in eight deliciously fruity and fresh flavours.

- Best selling ice tea brand in the USA
- Fresh and fruity flavours
- 100% natural ingredients
- No artificial flavours, colours or preservatives

AriZon Watermelo Green Sooming Sooming

WWW.HENDERSON-SONS.COM

FINEST SNACKS

Finger licking, savoury snacks

HENDERSON AND SONS stands for crispy snack and bar food as well as practical food service solutions: from tortilla chips and spicy dips to crunchy nut mixes and frozen smoothies. All products are made from the finest ingredients and impress with their unique taste. The delicious little things perfectly complement the diverse beverage portfolio of the MBG Group and are ideally suited as an adjusting screw and effective catalyst for beverage sales in the catering industry.

- Tortilla chips, dips and nuts
- Frozen Smoothies
- Gluten and lactose-free products
- Free of flavour enhancers





WWW.DRINKARIZONA.COM





HEADQUARTERS

MBG GERMANY

MBG INTERNATIONAL PREMIUM BRANDS GMBH
OBERES FELD 13 | 33106 PADERBORN | GERMANY
+4952515460 | INFO@MBG-ONLINE.NET

BERLIN OFFICE

MBG INTERNATIONAL PREMIUM BRANDS GMBH JOACHIM-FRIEDRICH-STR. 10A | 10711 BERLIN

MBG EXPORT

MBG GLOBAL BRANDS GMBH
OBERES FELD 13 | 33106 PADERBORN | GERMANY
+4952515461600 | EXPORT@MBG-ONLINE.NET

MBG ESPAÑA

MBG ESPAÑA S.L.U.
COMPLEJO GREEN PARK | C/ ILLES CANARIAS, 18 - OFICINAS 45 & 46
07183 SON BUGADELLES - SANTA PONSA | SPAIN
+34 871 620067 | ESPANA@MBG-ONLINE.NET

MBG MIDDLE EAST

MBG INTERNATIONAL PREMIUM BRANDS TRADING LLC
PO BOX 62448 | EUROPEAN BUSINESS CENTRE
OFFICE NO. 210 | DUBAI INVESTMENT PARK | DUBAI
4520658675 | EXPORT@MBG-ONLINE.NET

MBG NORDIC

MBG NORDIC APS VED KLÆDEBO 9 | 2970 HØRSHOLM | DENMARK +4952515461600 | EXPORT@MBG-ONLINE.NET

MBG FOODSERVICE GMBH

FINEST FOOD & BEVERAGES
OBERES FELD 13 | 33106 PADERBORN | GERMANY
+4952515462830 | MAIL@MBG-FOODSERVICE.COM



















