



WE GROW WITH INNOVATION

2024

OUR HISTORY

1912



Mineral Water
Production
Started

1923



Republic of
Turkey
established

1930



Nuri ERBAK
found the
formula of
Legendary
Uludağ Gazoz

1931



ATATÜRK
authorized
The licence of
Sparkling
Mineral Water



COLAS ARRIVED TO TURKEY

1955



First Cola Production
NUR KOLA

1964



Coca Cola arrived
to Turkey

1964



Pepsi Cola arrived
to Turkey

OUR FIRSTS

1976

First Export
to Germany



1977

Uludağ Gazoz
Licence Agreement



Holland & Germany
Production

OUR FIRSTS

1981

First
Pet Bottle



Sparkling Mineral Water
& Uludağ Gazoz

1982

First
Can Beverage



1985

First
Diet Drink



100%

SUGAR BEET & SUGAR CANE

No Glucose / No Fructose



PRESERVATIVE FREE PRODUCTION



- FIRST & ONLY
- ALL DRINKS
(41 PRODUCTS , 128 SKU)
- PRESERVATIVE FREE
PRODUCTION
- SINCE 2018

PRESERVATIVE FREE PRODUCTION

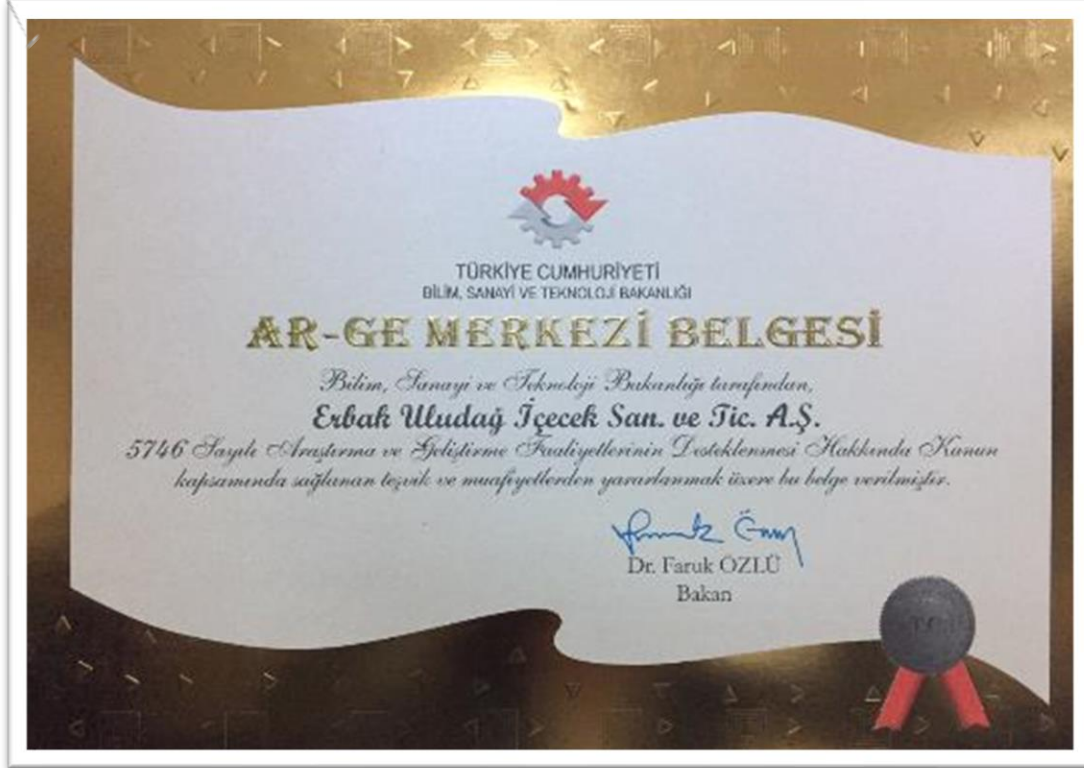
- ✓ The preservative added to the final product was removed.
- ✓ The protector from the raw material principle was removed.
- ✓ Packaging can be sterilized.
- ✓ Filling conditions were made aseptic and filtered..
- ✓ All auxiliary systems are made suitable for aseptic production.



VEGAN CERTIFICATED



Our R&D Power



FIRST
R&D CENTER
IN THE BEVERAGE
SECTOR IN TURKEY!

2015



**Great
Place
To
Work®**

Certified
AĞU 2022-AĞU 2023
TURKEY™

**Uludağ İçecek olarak
Great Place To Work®
sertifikası almaya
hak hazandık!**



ULUDAĞ – YENİCE MEGA PLANT



43.500 / 100.000 m² %35 OF OUR ENERGY FROM THE SUN

PRODUCTION LINES

YENİCE MEGA PLANT

PRODUCTION LINES	COMPANY	CLASSIFICATION	PACKAGE	PRODUCTIONS
LINE 1:	SIMONAZZI	PRESERVATIVE FREE	GLASS	ALL SOFT DRINKS
LINE 2:	TEKAL	PRESERVATIVE FREE	GLASS	NATURAL SPRING WATER
LINE 3:	KRONES	PRESERVATIVE FREE	CAN	ALL SOFT DRINKS
LINE 4:	SIDEL	PRESERVATIVE FREE	PET	NATURAL SPRING WATER
LINE 5:	KRONES	ASEPTIC	PET	ALL SOFT DRINKS
LINE 6:	KRONES	ASEPTIC	PET	ALL SOFT DRINKS



ULUDAĞ - ÇAYBAŞI PLANT



11.500 / 50.000 m²

%17 OF OUR ENERGY FROM THE SUN

PRODUCTION LINES

ÇAYBAŞI PLANT

PRODUCTION LINES	COMPANY	CLASSIFICATION	PACKAGE	PRODUCTIONS
LINE 1:	SIDEL	PRESERVATIVE	GLASS	NATURAL SPARKLING MINERAL WATER
LINE 2:	KRONES	PRESERVATIVE FREE	GLASS	FLAVOURED & FRUIT JUICED MINERAL WATER & NATURAL SPARKLING MINERAL WATER
LINE 3:	KRONES	PRESERVATIVE FREE	GLASS	FLAVOURED & FRUIT JUICED MINERAL WATER & NATURAL SPARKLING MINERAL WATER



ULUDAĞ EXPORT



50 COUNTRIES - TODAY

CHAMPION OF BEVERAGE EXPORTER - TURKEY



2017



2018



TOP 10 COUNTRIES WE EXPORT TO



1- GERMANY



2- IRAQ



3- ISRAEL



4- ROMANIA



5- DENMARK



6- NORTHERN CYPRUS



7- BULGARIA



8- USA



9- AUSTRALIA

10- OTHERS





OUR PRODUCT RANGE

Our Product Range



- We strive to meet the needs of consumers in 6 categories with 11 sub-brands and 56 different products.

Carbonated Drinks

Legendary Uludağ Gazoz, developed by our Honorary President Nuri Erbak and kept secret for four generations among the family, has been offering its consumers a pleasant and delicious drink since 1930.



Legendary Uludağ Gazoz

Mixed Fruit Flavored Soft Drink

Unique Taste Since 1930

Preserved Formula For Four
Generations



BE LEGEND !

TARGET GROUP

24+ Women & Men BC1C2

FIRST in Turkey

No Preservative Carbonated Soft
Drinks

COMPETITION

Sprite, 7Up Mountain Dew and all kind
of carbonated soft drinks

Legendary Uludağ Gazoz



**250ml
Glass**

4X6 Pack

**12
Months**



**330ml
Can**

**24 Pcs
Box**

**12
Months**



**1 L
Pet**

**12 Pcs
Box**

**9
Months**



**1,5 L
Pet**

6 Pcs Box

**11
Months**



**!!! NEW !!!
330ml Pet**

#1 export to
GERMANY



ULUDAĞ GAZOZ
GERMANY

ULUDAĞ GAZOZ
TURKEY

Legendary Orange Gazoz

Fruit Content
minimum %4



BE LEGEND !

TARGET GROUP

24+ Women & Men BC1C2

FIRST in Turkey

No Preservative Carbonated Soft
Drinks

COMPETITION

Fanta, Schweppes Mirinda and all kind
of carbonated soft drinks

Legendary Orange Gazoz



**250ml
Glass**

4X6 Pack

**12
Months**



**330ml
Can**

**24 Pcs
Box**

**12
Months**



**1 L
Pet**

**12 Pcs
Box**

**7
Months**



**1,5 L
Pet**

6 Pcs Box

**9
Months**



**!!! NEW !!!
330ml
Pet**

LEGENDARY FLAVORED GAZOZ



**250ml
Glass**

4X6 Pack

**12
Months**

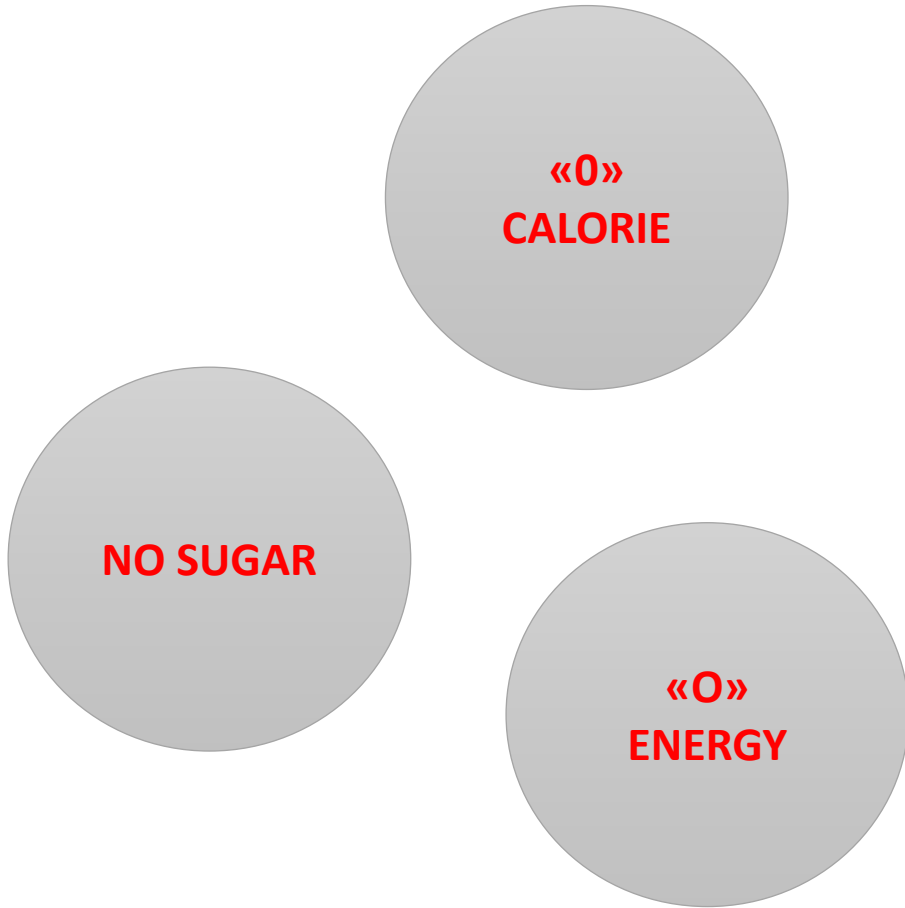
TARGET GROUP

24+ Women & Men BC1C2

FIRST in Turkey

No Preservative Carbonated Soft
Drinks

ULUDAĞ SUGARFREE PRODUCTS



TARGET GROUP

24+ Women & Men BC1C2
Consumers who pay attention
to their form
Diabetes patients

FIRST in Turkey

Diet Products

COMPETITION

All kind of Sugarfree Production

ULUDAĞ SUGARFREE PRODUCTS

Sugarfree Legendary Gazoz



**250ml
GLASS**

4X6 Pack

**6
Months**

**1 L
PET**

**4 Pcs Box
12 Pcs Box**

**6
Months**

Sugarfree Orange Gazoz

**Fruit
Content
Min.%4**



**250ml
GLASS**

4X6 Pack

**6
Months**

**1 L
PET**

**4 Pcs Box
12 Pcs Box**

**6
Months**

Sugarfree Lemonade

**Fruit
Content
Min.%10**



**250ml
GLASS**

4X6 Pack

**7
Months**

**1 L
PET**

**12 Pcs
Box**

**7
Months**

Fruit Juices

Uludağ Lemonade, creator of bottled lemonade sector, is the most preferred lemonade of Turkey with its home made flavor.



ULUDAĞ LIMONATA

Market **LEADER** and
CREATOR in Turkey

Fruit Content minimum **%10**



uludağ[®]
LİMONATA

HOME MADE TASTE

TARGET GROUP

24+ Women & Men BC1C2

FIRST in Turkey

Industrial Lemonade

COMPETITION

All kind of Lemonades and all kind of
still fruit drinks

ULUDAĞ LIMONATA

Mint
Flavored

Lime



**250ml
Glass**

4X6 Pack

**8
Months**



**250ml
Pet**

**24 Pcs
Box**

**6
Months**



**330ml
Pet**

**24 Pcs
Box**

**8
Months**



**1 L
Pet**

**4 Pcs Box
12 Pcs Box**

**8
Months**



**1 L
Pet**

**12 Pcs
Box**

**8
Months**



**1 L
Pet**

**12 Pcs
Box**

**8
Months**

ULUDAĞ STILL FRUIT DRINKS

With Uludağ FruitMeister, Uludağ Beverage contributed to the still drinks category in keeping with our mission of «innovation». Uludağ Meyvelim offers a flavor feast to the consumer with its easy to drink.



ULUDAĞ STILL FRUIT DRINKS

Easy To Drink

Fruit Content Minimum **%10**



MY CHOISE, MY JUICE

TARGET GROUP

24+ Women & Men BC1C2

COMPETITION

All kind of Lemonades and all kind of still fruit drinks

ULUDAĞ STILL FRUIT DRINKS

Pineapple



Orange



Mandarin



Forest Fruits



Grapefruit



Pomegranate



**1 L
PET**

**250ml
PET**

**1 L
PET**

**250ml
PET**

**1 L
PET**

**250ml
PET**

**1 L
PET**

**250ml
PET**

**1 L
PET**

**1 L
PET**

**4 Pcs Box
12 Pcs Box**

**12 Pcs
Box**

**4 Pcs Box
12 Pcs Box**

**12 Pcs
Box**

**4 Pcs Box
12 Pcs Box**

**12 Pcs
Box**

**4 Pcs Box
12 Pcs Box**

**12 Pcs
Box**

**4 Pcs Box
12 Pcs Box**

**4 Pcs Box
12 Pcs Box**

**9
Months**

**6
Months**

**9
Months**

**6
Months**

**9
Months**

**6
Months**

**8
Months**

**6
Months**

**9
Months**

**9
Months**

ULUDAĞ FRUTTI EXTRA

Produced From Natural
Mineral Water

Fruit Content %4

Market **Leader** in Turkey



TARGET GROUP

12-24 Women & Men ABC1

FIRST in Turkey











No Preservative Mineral Water with
Real Fruit Juice

COMPETITION

Schweppes and all kind of sparkling drinks

LIVE EXTRA, TASTE EXTRA !

ULUDAĞ FRUTTI EXTRA

FOREST FRUITS		MANDARIN		LIME		LEMON		MELON	PEAR
									
250ml Cam	1 L PET	250ml Cam	1 L PET	250ml Cam	1 L PET	250ml Cam	1 L PET	250ml Cam	250ml Cam
4X6 Pack	4 Pcs Box 12 Pcs Box	4X6 Pack	4 Pcs Box 12 Pcs Box	4X6 Pack	4 Pcs Box 12 Pcs Box	4X6 Pack	4 Pcs Box 12 Pcs Box	4X6 Pack	4X6 Pack
9 Months	6 Months	12 Months	7 Months	12 Months	7 Months	12 Months	7 Months	12 Months	12 Months

Fruit
Content
%4

Fruit Flavored Sparkling Natural Mineral Water

Turkey's first and only preservative-free fruit flavored mineral water Uludag Frutti is the right choice for those who want to live the pleasure of fruit flavors with natural mineral water.



ULUDAĞ FRUTTI

Produced From Natural
Mineral Water

Fruit Flavored
Natural Mineral Water

Market **Leader** in Turkey



NO PRESERVATIVE

TARGET GROUP

18-35 Women & Men BC1C2

FIRST in Turkey

No Preservative Fruit Flavored Mineral
Water

COMPETITION

Fruit Flavored Mineral Waters and all kind
of spakling drinks

ULUDAĞ FRUTTI

LEMON



200ml
Glass

4X6 Pack

12
Months

APPLE



200ml
Glass

4X6 Pack

15
Months

WATERMELON &
STRAWBERRY



200ml
Glass

4X6 Pack

15
Months

STRAWBERRY



200ml
Glass

4X6 Pack

15
Months

PEACH



200ml
Glass

4X6 Pack

15
Months

POMMEGRA
NATE



200ml
Glass

4X6 Pack

15
Months

Fruit
Content
%4

ULUDAĞ FRUTTI C MAX

Produced From Natural
Mineral Water

With Vitamin C

1 Bottle meets all of the daily
Vitamin C needs!



Market **Leader** in Turkey

NO PRESERVATIVE

TARGET GROUP

18-35 Women & Men BC1C2

FIRST in Turkey

No Preservative Fruit Flavored Mineral
Water

COMPETITION

Fruit Flavored Mineral Waters and all kind
of spakling drinks



ULUDAĞ FRUTTI C MAX

LEMON



**200ml
Glass**

4X6 Pack

**12
Months**

KİVİ



**200ml
Glass**

4X6 Pack

**12
Months**

ORANGE



**200ml
Glass**

4X6 Pack

**12
Months**

ULUDAĞ SHERBET

Fruit Content minimum **%10**

Perfect Combination of Apple
and Pomegranate Juice

Cinnamon and Clove Flavored



uludağ
Ramazan
Şerbeti

OUR TRADITION
OUR SHERBET

TARGET GROUP

24+ Women & Men BC1C2

COMPETITION

All kind of Lemonades and all kind of
still fruit drinks

ULUDAĞ SHERBET



1 L
PET

4 Pcs Box
12 Pcs Box

6
Months

ULUDAĞ ZERO TONIC

«0» SUGAR

«0» CALORIE

Contains Quinine

85 mg/L



**ZERO CALORIE
ZERO TONIC**

TARGET GROUP

24+ Women & Men AB

FIRST and ONLY in Turkey

No Preservative Zero Sugar Tonic
Water

COMPETITION

Schweppes and all kind of tonic water

ULUDAĞ ZERO TONIC



**250ml
GLASS**

4X6 Pack

**6
Months**



**1 L
PET**

**4 Pcs Box
12 Pcs Box**

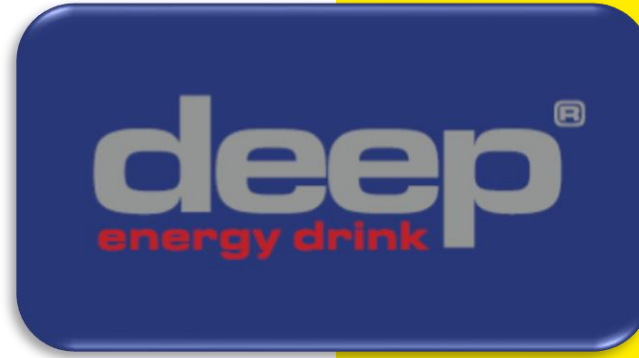
**6
Months**

DEEP ENERGY DRINK

Vitamin C
Vitamin B3 (Niasin)
Vitamin B6
Vitamin B5 (Pantotenik Acid)

Contains Caffeine

150 mg/L



**LIQUID FORM OF
ENERGY**

TARGET GROUP

18+ Women & Men ABC1

FIRST in Turkey

No Preservative Energy Drink

COMPETITION

Red Bull, Burn ve Monster, Hell and all kind of energy drink

DEEP ENERGY DRINK



**250ml
CAN**

**12 Pcs
Box**

**12
Months**



**500ml
CAN**

**12 Pcs
Box**

**12
Months**



**1 L
PET**

**12 Pcs
Box**

**9
Months**

ULUDAĞ NATURAL MINERAL WATER

High and Balanced in Mineral

Bottled at the same
SOURCE since 1912



TARGET GROUP

24+ Women & Men BC1C2

Thanks to its balanced structure with rich minerals;

- beneficial for cardiovascular health
- help strengthen bones
- Regulator for the stomach and digestive system

COMPETITION

All kind of Natural Mineral Waters

SPARKLING
NATURAL MINERAL
WATER

ULUDAĞ NATURAL MINERAL WATER

Fluoride, Calcium, Manganese,
Bicarbonate

Total Mineral Level **1.952 mg/L**

CROWN CAP



**200ml
Glass**

4X6 Pack

**18
Months**

SCREW CAP



**250ml
Glass**

4X6 Pack

**18
Months**

ULUDAĞ PREMIUM NATURAL MINERAL WATER

High and Balanced in Mineral

Smooth on the Palate



LIVE YOUR STYLE

TARGET GROUP

24+ Women & Men AB

Cobalt Blue Glass Water
Easy Open Talog Cap

COMPETITION

All kind of imported mineral water consumed in A Class HORECA points and glass bottled spring waters

ULUDAĞ PREMIUM NATURAL MINERAL WATER

Fluoride,
Calcium, Manganese,
Bicarbonate

Total Mineral Level:
1.952 mg/L



**250ml
Glass**

4X6 Pack

**18
Months**



**750ml
Glass**

6 Pcs Box

**18
Months**

ULUDAĞ PREMIUM NATURAL SPRING WATER

7.2 pH
2.0 French Hardness
Soft Taste

**Source at 2.543 meters in
Mount Uludağ**



LIVE YOUR STYLE

TARGET GROUP
24+ Women & Men AB

FIRST in Turkey
Premium Spring Water

COMPETITION
All kind of imported spring water
consumed in A Class HORECA points

ULUDAĞ PREMIUM NATURAL SPRING WATER



**330ml
Glass**

**12 Pcs
Box**

**12
Months**



**750ml
Glass**

6 Pcs Box

**12
Months**



**400ml
PET**

**12 Pcs
Box**

**12
Months**



**1 L
PET**

12 Pcs Box

**12
Months**



**2 L
PET**

6 Pcs Box

**12
Months**

ULUDAĞ BEVERAGE SPONSORSHIPS



BURSA STATE SYMPHONY ORCHESTRA

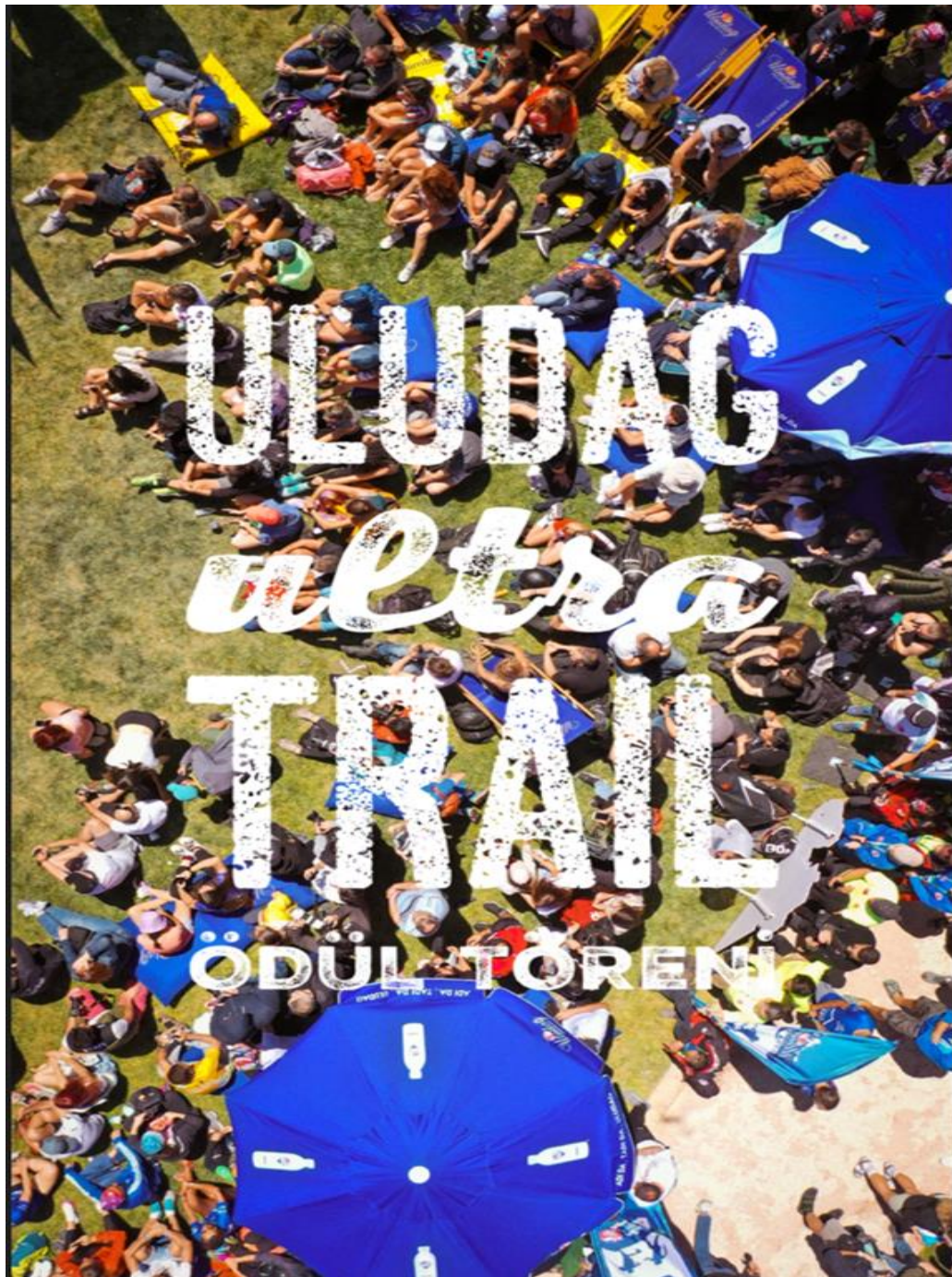


BURSA
PHILHARMONIC
SOCIETY



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21 – 23 July 2023

FRUTTI EXTRA - EUROLEAGUE OFFICIAL SPONSOR SINCE 2019





Frutti Extra: Final Four 2023 Sponsor



THANK YOU

2024

