

PRODUCT PORTFOLIO

2021



BRITVIČ[®]

TASTE OF INNOVATION

Britvic PLC, founded in the mid-19th century, is a publicly held and one of the largest non-alcoholic beverage companies in the world. With a portfolio of over 30 brands and a PepsiCo partnership since 1987, it has annual sales of more than 2 billion liters. Among their own and represented brands there are globally recognized names such as Fruit Shoot, Robinsons, Teisseire, Miwadi, J2O, Pepsi and 7UP, among others. The company has advanced strongly in recent years in terms of innovation, territorial expansion and distribution, conquering numerous markets around the world and different channels, such as retail, wholesale, convenience and leisure. Today, Britvic is investing heavily in global operations

and in the gradual and planned growth of its international business through the development of markets, export and import, maximization of partnership with PepsiCo and acquisition of brands, whenever opportunities arise in line with corporate values. In 2015, Britvic started its operation in Brazil by incorporating Empresa Brasileira de Bebidas e Alimentos (EBBA), which owns Maguary and Dafruta brands, forming Britvic ebba. In 2017, taking into account the potential of the market, the company expanded its business with the acquisition of Bela Ischia Alimentos Ltda, thus bringing together three well established brands: Maguary, Dafruta and Bela Ischia.

Britvic ebba has the largest and most complete portfolio on the Brazilian market, standing out as a solid and competitive company. Its expertise throughout the production process, strict quality controls, commercial efficiency and focus on the execution guarantee the success of its brands.



With more than 50 years of recognition in the market, Bela Ischia stands out for the concern in taking to customers the pure flavor of the fruit from the beginning of its activities. With a focus on naturalness, the brand has important sales participation in the ready-to-drink category and is a leader in concentrates in the states of Rio de Janeiro and Minas Gerais.



For more than 30 years in the market, Dafruta is part of the history of the juice industry in Brazil. With high quality products and excellent cost-effectiveness, the brand offers a complete mix of concentrates and nectars in various sizes. The brand seeks differentiation offering tasty and refreshing options.



With over 60 years of history and tradition, Maguary is the absolute leader in juice concentrates at the national level and Top of Mind in the category. In ready to drink, it occupies the national vice-leadership of the market and has a progressive growth. Focused on innovation, the brand seeks to be present at various moments in the life of its consumers, whether with products and flavors, or with specific sizes of packaging to meet each need.

The brand has the mission of innovating in the category and providing customers and consumers with a unique experience, combining naturalness and practicality.

 <http://fb.com/sucosmaguary>

 <http://www.youtube.com.br/sucosmaguary/>

 <https://www.instagram.com/sucosmaguary/>

BRITVIC AROUND THE WORLD

CHILDREN



FAMILY



ADULT



OTHER BRANDS



LIVE TO THE
MAXIMUM ALL THE
MOMENTS OF YOUR DAY

- NA Low sodium content
- 0% fat and cholesterol*
- Natural hydration
- Maguary quality
- No preservatives

PURO COCO

YOU AT
YOUR BEST!



TASTE AND BALANCE WITH THE BEST OF FUNCTIONAL TEAS



The balance between
Taste and Delicacy

THE LARGEST AND MORE COMPLETE LINE OF READY TO DRINK JUICES OF THE MARKET





The preferred flavors



No preservatives



Ready to drink



Complete line



THE HEALTHY AND NUTRITIVE SNACK TIME



No preservatives



Practical and healthy



Consumption on the go



Source of vitamins and minerals
Iron, zinc and vitamins A, C and E*



Ideal for snack time



Exclusive recipes for children's audience *



CONVENIENCE FOR THE MARKET'S PREFERRED FLAVORS



Practical cans for
consumption on the go



Ready to drink



No preservatives



Tradition and quality
Maguary

THE FIRST LINE OF THE CATEGORY SWEETENED WITH STEVIA

-  Sweetened with Stevia
-  No residual taste
-  No preservatives
-  50% less sugars than the regular line

50%
LESS
SUGARS

STEVIA



SUGAR
CANE



100%
flavor

**A SPECIAL SELECTION
OF GRAPES FOR YOU**

MAGUARY

Seleção

**NEW
PACKAGING**

Produced with the
best fruits in
Rio Grande do Sul - Brazil

Premium juice

Perfect harmony between
Flavor and Aroma





100% juice



Perfect harmony between
flavor and aroma



Premium juice



No added sugar



Produced with the best
fruits in Brazil

THE BEST QUALITY FOR YOUR FAMILY



THE NUTRIENTS NEEDED FOR A HEALTHIER LIFE

-  No added sugar
-  Low Calories
-  No preservatives
-  No artificial colors
-  With an extra dose of vitamins and minerals
-  Nectar with high fruit content

FERRO

B2

B12

B6

C

B3

ÁCIDO
FÓLICO

Live naturally!

Maguary Life brings the richness of fruits in a much more natural way. No added sugar or sweeteners, with an extra dose of vitamins and minerals. Enjoy just the energy that nature gives you.



NATURALITY IN THE NOBLEST OF FLAVORS

-  Ready to drink
-  Products with high added value
-  No preservatives
-  Light and refreshing flavors




Taste of homemade lemonade



Fruit rich in antioxidants



IN FRUIT WE TRUST.
DRINK WHAT MATTERS.

-  No added sugar
-  100% Juice
-  No preservatives

MAGUARY
100%



**THE MAGUARY YOU KNOW
WITH MUCH MORE JUICE**

**new
flavor!**

**MAGUARY LINE WITH
MUCH MORE JUICE**



80% JUICE

**NO ADDED
SUGAR**

**SOURCE OF
VITAMIN**



**TRY OUR
OTHER FLAVORS**

DISCOVER THE PURE TASTE OF THE FRUIT



No added sugar



100% JUICE



Source of Vitamin C



SOURCE OF VITAMIN C
+
NO SUGAR ADDED

REFRESH YOURSELF WITH THE BEST FRUIT COMBINATION



Refreshing and tasty products



Ideal sizes for consumption
on the go



Delicious combination of flavors



With vitamin C



THE HEALTHY AND NUTRITIVE SNACK TIME



No preservatives



Ideal for snack time



Consumption on the go



Source of vitamins and minerals
Iron, zinc and vitamins A, C and E

MAGUARY
Fruit Shoot™

ISSO É BEEM
FRUIT SHOOT



🍃 DAIRY FREE
🍃 40% LESS SUGAR

🍃 WITH CALCIUM
🍃 VITAMINS D, B6, B12 and ZINC

**Fruit
Shoot**
100%
Vegetal

NOVO



**FUN WITH CHOCOLATE
FLAVOR**



Rich in calcium and source of vitamins



Zero Cholesterol



Vegan friendly



With California almonds



Lactose free



With Calcium & Vitamin

THE ORGANIC LINE PRESENT
FOR OVER 30 YEARS IN FRANCE

PRESSADE



ORGANIC



minimizing
the impact
in nature

Fruits from
small producers

Good for you,
and for the nature



1L
23,1% DE SUCO
NÉCTAR DE CAJÚ

1L
9% DE SUCO
NÉCTAR DE LARANJA

1L
8,1% DE SUCO
NÉCTAR DE TANGERINA

1L
8,1% DE SUCO
NÉCTAR DE LIMÃO

1L
40,0% DE SUCO
NÉCTAR DE MANGA

CONCENTRATING THE BEST IN FRUITS



Maguary
Brazilian National Category
Leader and Top of Mind Brand



More economy



Perfect for recipes



Source of vitamin C



THE SAME CONCENTRATES AS ALWAYS,
MORE PRACTICAL THAN EVER

IT'S UNO,
WATER AND DONE



MAGUARY AT
IT'S PERFECT SIZING.



Sweetened to the right amount



All flavors yield 1 liter



Easy to prepare



Preferred consumer flavors

TASTE OF FRUIT EACH
AND EVERY DAY

dafruta
Tropical



YIELD
4
liters

**MORE FRUIT IN THE POUCH,
MORE TASTE FOR YOU!**

NEW
EXCLUSIVE
**MAGUARY
POP**



WITH REAL
FRUITS



SOURCE OF
VITAMINS

CONCENTRATE
JUICE WITH REAL
FRUITS



EACH POUCH YIELDS
1
LITER

**AUTHENTIC BRITISH
FLAVOR**



BRINGING A TASTE OF GREAT BRITAIN
TO ENHANCE YOUR DRINKING EXPERIENCE

Britvic
SINCE 1938

BAIXA CALORIA

TAMANHO IDEAL SERVE UM DRINK



EXQUISITE DRINKS FROM DISTILLED BOTANICALS

THE LONDON ESSENCE Co.



FEITO COM ESSÊNCIAS DESTILADAS
APENAS 40 KCAL POR GARRAFA
SEM CONSERVANTES

THE TRUE FLAVOR OF THE RUIT
OUR SKYRUPS CONTAIN MORE JUICE
VERSUS ANY OTHER BRAND



BLEND EXCLUSIVO DE AÇÚCARES! NÃO CRISTALIZA, EVITANDO DESPERDÍCIO
Feito com a água mais pura dos Alpes Franceses

BRITVIC[®]
