



Market

Since 1991, Pepsi has been present on the Albanian market, close to the Albanian consumers for 25 years. Imported by Alfa S.A, this powerful brand has managed to be one of the most demanded carbonated soft drinks in the market due to its high quality and unique spirit for all these years. In the Albanian market, carbonated soft drinks own the biggest pie on the chart compared to other drinks. Today the Pepsi brand portfolio enjoys leading market shares for most of the products.

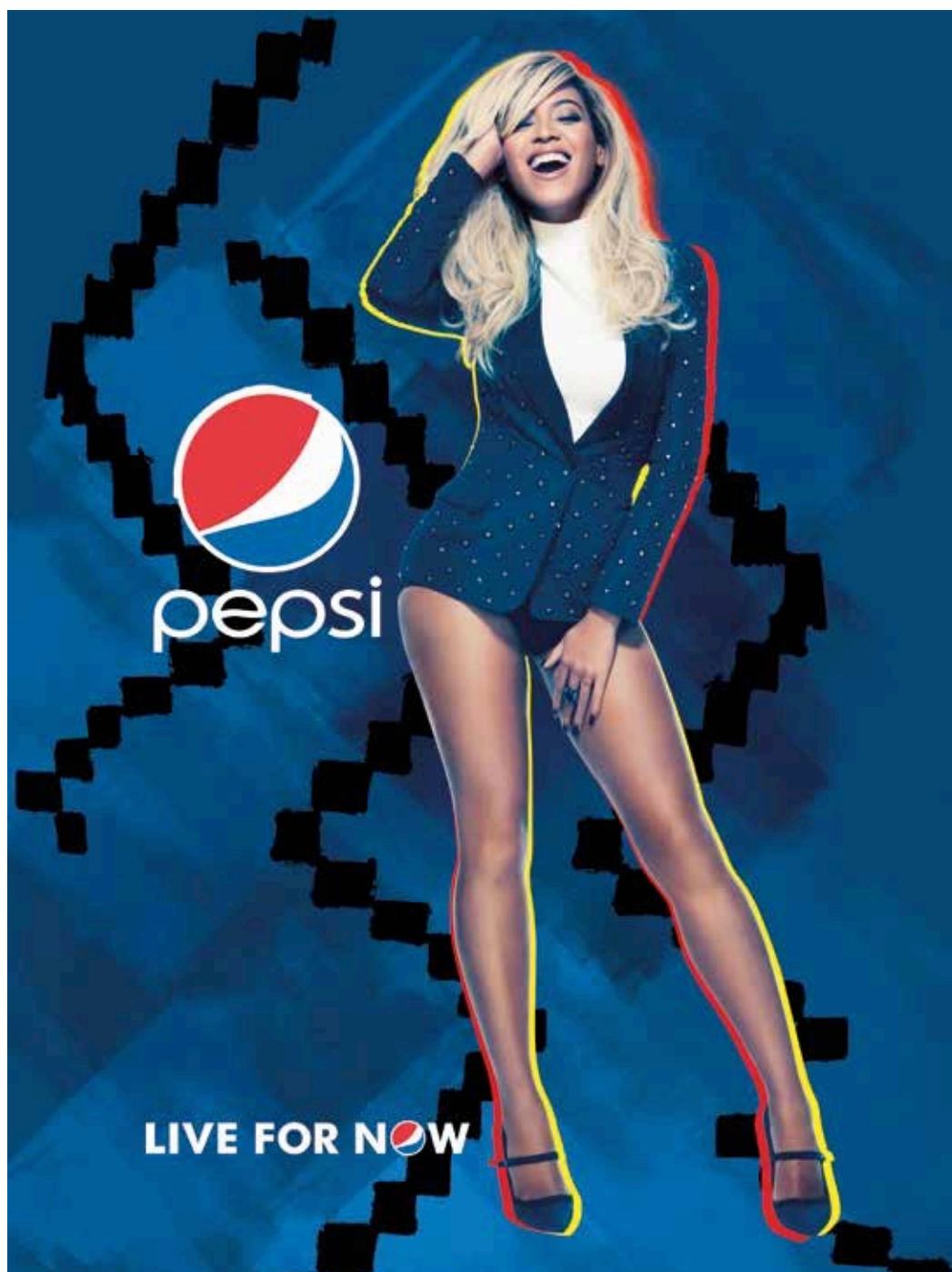
Achievements

Since 1991, even though going through a difficult socioeconomic situation, Pepsi has successfully been bottled and distributed in Albania by Alfa S.A, by maintaining all the high quality PepsiCo standards and requirements. The production facility that Alfa S.A. owns fulfils all international standards, having been granted the latest ISO 9001:2015 / ISO 22000:2005 certificates for food & drink safety and production processes. The plant is also audited by internal and external supervision once a year, by AIB International Company, in order to ensure compliance with PepsiCo standards.

Moreover, through the years, Pepsi in Albania has successfully implemented most of the worldwide marketing campaigns, and has also created new ones dedicated only to the Albanian consumers and their preferences. Through hard work, commitment, investments, and passion to achieve the best results, Pepsi Albania won two prizes awarded by PepsiCo in 2015, for the best implementation of "Pepsi Challenge" campaign and for adapting and presenting in the best way possible the new packages, +250ml, of the brand in this market.

History

In June 1991, just as Albania opened its doors to trade with the western world, Alfa S.A was created, now under the umbrella of Agna Group, and started to import and distribute well-known brands on the Albanian market, including Pepsi. Pepsi was not just one more new brand in the country, but it represented a free spirit and a new era that begun in Albania, after the fall of communism. Along with the great



taste, it brought to consumers the dreams for a better world.

Due to big investments, in 1997 Alfa S.A. constructed a very modern factory in the village of Glina, Gjirokastër to make the production of different drinks possible. In 1999 Alfa S.A. received the status of Official Bottler and exclusive Distributor for Pepsi for the Albanian territory. This signifies an important moment, not only for the company but also for the Albanian market, as such well-known brands would be allowed to start production in Albania only if the production plant is considered capable of production with high, up-to-

date standards. Through all these years, Pepsi Albania shares the same values with PepsiCo by strictly implementing them in each and every step.

Product

For 25 years now, Pepsi has shown stability in the market by offering the best quality, price and portfolio to the consumers. The portfolio of Pepsi in Albania includes, Pepsi regular, Pepsi Max and Pepsi Twist. The product comes in different packaging. It is bottled in 1.25L, 1.75L, 2.25L PET containers, as well as in 0.25L can.



THINGS YOU DIDN'T KNOW ABOUT

PEPSI

Bottled and distributed in Albania by Alfa S.A since 1991, Pepsi maintains all the high quality PepsiCo standards and requirements. During all these years, Pepsi Albania has managed to implement many worldwide campaigns which aroused and triggered the consumers' attention also, has given its support for the social well-being and especially for the categories in need.

Recent developments

Due to large investments in the production plant, in 2015 Pepsi presented for the first time on the Albanian market a new innovation in PET packages 1.25L, 1.75L, 2.25L, by giving to the consumers the opportunity to enjoy more Pepsi at a better price. The new packaging was introduced to the market with this innovative idea which brought +250ml as a gift to the consumers, thus offering them the opportunity to enjoy every moment of their day even more, at any occasion.

Promotion

During 25 years, Pepsi Albania has managed to implement many worldwide campaigns which aroused and triggered the consumers' attention by participating in different promotions and winning gifts, trips etc. Also, many well-known singers have performed in Albania supported by Pepsi, thus, not remaining anymore the remote dream of many generations (Scorpions, Europe, Akon, James Blunt, White Snake, Def Leppard, Zucchero, Reamon, Anastasia, John Newman etc). Moreover, important TV productions are supported by this powerful brand such as, Summer Nights, Rococo, Formula 1, Star Academy, Magic Songs,



Dancing with the Stars, X-Factor Albania, etc. Beauty competitions were other productions supported by Pepsi Albania like, Miss Globe, Miss Albania and Albanian Beauty Ambassador. Pepsi has given great support in promoting talented youngsters for their dreams to come true; some of these events include Rinfest, Giffoni, Kripmjaltëzat, Mikrofoni i Artë, Sportive Dancing Championship, Milan Junior Camp, The Day of Europe. Last but not less important, Pepsi has always given its support for the social well-being and especially for the categories in need, such as orphans, abandoned third age people, and poor community groups etc.

Brand Value

Pepsi has been very successful in building a global brand with clever marketing and communication, thus being the brand of the next generation. Pepsi is with those who follow their passion, who live the excitement of the moment and live for now. Throughout the years many celebrities from music and football categories, have been Pepsi endorsers. Pepsi Albania as well has supported young talents, in both sport and music categories, to follow their dreams and their passion. Fun, young, enthusiastic that is what Pepsi stands for.