



## Market

As the nature has made a gift to the mountain, the mountain has made a gift to the water, by giving permission to the water to pass by the rocks. The qualities of water like this are already the factor of the guaranteed success, combined with one of the best distributions chains in Albania and a winning marketing strategy. The Qafshtama water is a rare type of water.

It is so because Qafshtama, though being classified as a light water, contains a balanced quantity of Magnesium which is an extremely beneficial mineral for the organism.

Moreover, being light it doesn't contain many minerals which are considered to be not properly health - friendly (like Sodium NA+) or even harmful if absorbed in big quantities (like Nitrates No-3).

## Achievements

Qafshtama experienced a quick development during the past years, with an average yearly turnover growth of 40- 55%. From year 2008, it represents one of the main emergent players in the sector of bottled water with a fast growing market share and a strong base of customers belonging to the medium- high range in the terms of purchase power.

The company has a high automation degree of the production line. EHW is rapidly investing in expanding Qafshtama plant's production capacity which soon will reach about 10.000 bph.

The domestic distribution chain is mainly owned by the company and guarantees a good coverage of the national market, especially the

most developed area of central Albania.

The company has mainly focused on outsourcing distribution outside the greater Tirana area, but keeps a tight supervision on distributors' performance, relationship with the clients, brand and product image. From 1 year the company has start to Export in Kosovo and very soon we are ready to start to export in Macedonia.

## History

Qafshtama company was founded in 2006, when one of the leading companies in the food sector in Albania, EHW GmbH, decided to implement a new project on the construction of a modern automated production line for bottling water at the source and supplying the water market with the precious underground waters of the Qafshtama mountain, located about 22 km from Kruja, in the administrative unit of Durres.

This capital-intensive project consisted in bottling directly at a high mountain source, at 1.350 meters of altitude.

EHW introduced

to the market the product branded "EHW Qafshtama", after the name of the famous mountain spring where this water originates, as a reminder of the rare properties associated to one of the most famous and well known natural water source in Albania. The water is bottled at the source and is not subject to any treatment that could alter its properties. The only process it undergoes is filtration which guarantees the absolute microbiological purity of the final product, as the end-filter of the chain has pores of 0.01 micron, smaller than the smallest existing bacteria.

That same year, a famous fountain collecting water streams flowing down from the mountain was inaugurated by Countess Geraldine of Hungary, wife of the first Albanian king Ahmet Zog and first Queen of the Albanian or otherwise known as Zogu I of Albania. Since then, the source was named after the Queen of the Albanians and still today is known as the Mother Queen's Source, veiling with a precious history mantel the ancient mountain of Qafshtama. The ruins of the antique fountain can still be noticed along the road dipping down the mountain.

Every single drop of "Qafshtama" bottled water is examined daily by EHW professionals in the company laboratories, so that its microbiological purity might be fully guaranteed on a continuative basis. Besides, weekly analysis is confused by experts of the Institute of Food Safety babes in Tirana.

The landscape around the production plant is famous for its high mountain peaks, fresh air, thick pine tree woods and multiple natural water resource. Such incomparable richness makes of Qafshtama plant position a unique spot where the purest water springs flow and an indisputable competitive advantage compared to other active players in the Albanian bottled water market, as well as in the European one.

This specific location was accurately chosen so that by bottling directly at this high mountain source known as the "Queen Spring", all the health benefits of the precious highland spring water of Qafshtama mountain might be entirely preserved.

## Products

The 1.5 L bottle format is ideal for home consumption. The nice fluid shape of the bottle makes it totally practical







## THINGS YOU DIDN'T KNOW ABOUT QAFSHTAMA

Qafshtama water is the best solution for a fast and efficient hydration of the body during sports activities. Having no sodium at all in its structure it stimulates the digestion, the absorption of the nutritive elements of the body, by guarantying the needed release of energy to face the sport activity.

to be handled and at the same time occupy less space inside home appliances.

This format enables the home consumer to get maximal benefit from a price/quality perspective.

The 0.5L bottle format is ideal for outdoors consumption.

It can be consumed in bars, clubs and restaurants but is perfectly handy also for any sports activity and other events performed outdoors like picnics, strolls etc. it could be a perfect source of hydration for babies and children thanks to its small size, handy shape and light weight as a PET bottle.

It's nice elegant shape could add importance to any event.

The small size makes it totally practical to be handled and kept close throughout the day, as a perfectly disposable font of hydration.

The 2 Liter Format is the newest product of the range introduced to the market in December 2010, responding to a recent need for a better price/quality ratio from the costumer side.

It has sub entered the family consumption segment and is contributing remarkably in expanding the market share.

The new bottle is more environmental-friendly thanks to the lower quantity of plastic material involved in producing it.

The Sparkling modality gives the pleasure of bubbles that besides the slightly stronger

taste for those who like it, favor a quicker digesting.

### Recent Developments

On 2015 Qafshtama water launched the new bottle and label design who gives to Qafshtama a premium quality image in the market. The half transparent label gives to the product a purity and cleanliness and a good impression to the costumers.

The new bottle design where made to be near the costumers request as a beautiful bottle design, transparent but very easy and comfortable to keep in hand.

Transport is usually operated in pallets which comply to the standards euro-pallet size of 80 cm\* 120cm.

### Promotion

The company is considering to invest in the near future in a new modern line for glass bottling, aiming at gaining access to the developing glass bottle market segment nationally and also from an international standpoint. Qafshtama water, as an extremely light water, can be wonderfully tasted if "Natural". It has a mild fresh taste and stimulates digestion, granting a never-ending feeling of lightness and vitality.

The packaging has been designed and produced by well-known international partners following western standards,

aimingatbuildinganoptimalcommunication of the product values to the end consumer and enhancing the value perception in the POS where the product is traded and/or consumed.

### Brand value

Natural water, following its secular course through the mountain underground layers, gets enriched with several minerals and various components some of which highly beneficial for the human body and health, others less important or sometimes even harmful.

This way every source forms its properties which will very slowly through time and will depend on the features of the rocks and composition of the highland where water originates and flows.

Natural water springs in Qafshtama mountain have an historical importance, thanks to the phenomenal properties of the water flushing out of this rich and fertile highland.

In 1932, the royal Albanian family named "Zog" decided to examine several natural water springs in the country to be able to choose among them the source it would use afterwards for home consumption. After a couple of physic- chemical test in well-known European laboratories, they chose among several water sources in Albania the source of Qafshtama mountain.

