



## Market

Although beer is one of the most frequently used drinks in the world, its boom in Albania started only after 1990.

Compared to age long European tradition, Albania had a modest beer production and consumption experience, so the founders of Stela brewery have responded to the market hunger by investing seriously in equipment, technology and science.

Year after year the company has grown and has imported what was tested and stamped as the best beer in Europe.

The successful beginning of the joint-stock company Stefani & Co, initially Dorina & Stela, started

20 years ago with the distribution and production capacity of 500 liters per day. Actually the brewery has over 130 employees with a production capacity of 250,000 hl per year.

Its brand, Stela beer, is the second better sold beer and it covers about 15-18 % of beer consumption in the Albanian market.

## Achievements

Fermentation process is the most important step during beer production chain. Knowing this Stela has made it the key of the success, due to their special yeast that they propagate using in vitro system.

This is their identity card for about ten years and assure you that they intend to continue with the same quality for many and many years, because they discovered that they have managed to produce high good quality beer, rich in B vitamins, antioxidant-rich and easily assimilated.

Caring always about your health:

They ferment in low temperatures under optimal hygienic conditions.

They strictly respect the beer maturation time on behalf of costs (a process that guarantees the beer taste and quality).

They try to easily carbonate beer, in order not to flit removal of oxygen from the blood, the main cause of beer headaches.

Their beers are put and served in all offered formats.

Aseptic brewing and filling conditions ensure the security of a slight pasteurization of beer without hereby affecting the healthy components, for which they have

worked hard, in order not to change the beer taste.

## History

"A well-known beer brand is not always guarantee for its quality, but Stela beer has proven that deserves consumer confidence." - Mr. Constantin Gaitatzis.

There is a long time since they have been selecting the best malt and hops in rich European market.

Their secret production recipe is cooked in fully automate equipment and technology in order to fanatically save the quality of worth, rich in antioxidants and with balanced composition of salts as a result of the optimal treatment of water with the inverse osmosis method.

The next step is worth fermentation by yeast, which is in-sit propagated success.

## Products

Five types of beer are produced by Stefani & Co.

To meet different requirements, a portfolio of diversified tastes is created, starting with lager (light), continues with pils ending up with strong.

Stela Pils:

is a type of lager beer (light), fresh, brilliant and consistent foam. Sweetness and bitterness balance each other.

This beer has a distinguished aroma of hops which gives a feeling of flowers fragrance.

Stela 0.0 %: Nonalcoholic beer

Weissbeer Iliria:

Typical Bavarian beer.

Czech Pilsner;

is a typical Czech beer. Similar to the country of origin, it is produced with soft water. It has a smooth bitterness and selected hop aromas make it very special.

Strong beer is a consistent beer with a distinguished alcoholic and malt bouquet. Beer is clear, transparent and has a caramel colour. Dense foam and balanced bitterness are typical for this beer.

American Cola: Refreshing drink with natural extracts.

American Lemon: Refreshing drink with natural extracts.

American Orange: Refreshing drink with natural extracts.

Adrenalina : Aromatic energy drink with natural ingredients.





## Recent developments

Stela Beer Distribution knows how to stand by you!

The company has a strong team of distributors covering the whole territory of Albania.

As soon as products reach the distributors, they are distributed to four sale points: wholesalers, average sale points, bars & pubs, retailers.

Thanks to hourly distribution of products and the ongoing promotional activities, exciting events with friends, after work relaxing hours or the unforgettable moments of a concert are always assured with the taste of Stela beer.

Stela beer admirer knows very well that they will not be disappointed by the perfect taste of the beer, or by the care of the distribution service, or by our readiness to serve a product which always is kept fresh thanks to the great number of the company coolers in the bars across the country, which cluck happily with the three colour umbrellas in every selling and serving areas.

Strong points of distribution network: maximal flexibility and conformity reflecting the market situation.

Decision-making here is incomparable to that of competitors, correctness, responsibility and maximal speed in market and customer service,

implementation of much more attractive policies and prices for distributors and collaborators, expansion of the products range in three types of beer: Stela, Cek -Pilsner and Strong to expand its geography and consumers age groups, improving and strengthening the image of our product brand,

## Promotion

"Te Stela" beer garden has been opened Since December 18, 2009.

The 15th anniversary of Stefani&Co. marks the opening of the first beer garden in Albania.

In the midst of a thriving park, it was conceived in the form of resort - offering: the combined pool for children and adults, hotel, playground for children and the first tennis court of Olympic parameters in our country.

Especially, the restaurant offers a specialized cuisine for beer amateurs and its "delicacies". Away from the noise of the metropolis but very close to it, "Te Stela" is easy to reach destination to which you come blissfully, without fearing the lack of parking, traffic and noise of the metropolis.

At "Te Stela" you can find an exquisite selection of diverse elements from different cuisines that make a perfect pairing for the fresh Stela beer, newly produced in "Stefani & Co" Brewery, a few steps further.

Apart from Lager beer and Pilsner in new formats, super fresh beer, unfiltered with just 24 hours shelf life, comes as newness in the Albanian market. Live music and the most beloved Albanian singers are onstage "Te Stela" every weekend and during the week beer tasting goes perfectly under the sweet sounds of the piano bar atmosphere.

Beer tastings are one of the favourite things to attend.



## Brand value

Stefani &Co, throughout its history, has invested in terms of increasing the quality, continuous improvement of manufacturing equipment and procedures, perfecting this way its image and fulfilling customer's requirements.

Nowadays, while all breweries are investing in technology and equipment, they add importance to the originality keeping of beer production and that distinguishes them from others.

The trinomial quality, taste, health has accompanied their process of raw material selection, processing and quality control which have been

the subject to the management systems of ISO and HACCP since 2004.



## THINGS YOU DIDN'T KNOW ABOUT

### STELA

Stefan & Co is one of the pioneering companies in terms of care and efforts it makes to implement contemporary, European programs related to environment, considering this policy as a necessity of control, stability and progress of the whole Albanian environmental issue.

In September 2006, Stefan & Co, in cooperation with the Italian design ADA, implemented ISO 14001-2004.

Throughout this time, in order to ensure the progress of the process, their modest experience was supported by every necessary progressive investment.

Appreciating the assistance and consultancy offered by different projects, to soften a bit difficulties caused by the lack of experts, information and above all the experience, in 2010, in cooperation with UNIDO & UNEP Program and the Albanian Ministry of Environment, the clean production program was implemented (Resource Efficient and Cleaner production) and in two years they were certified.

Every day they become more reliable and they have met not only the requirements of the company itself, market and state, but they can compare with European companies.