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# FMR

## BRANDS



*FMR BRANDS Crafting  
unforgettable Moments,  
One Sip at a Time!*

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# Shaping the Future of Beverage Innovation: FMR BRANDS

At FMR BRANDS, we embrace the dynamic and evolving nature of the industry. We understand that trends come and go, private labels are gaining prominence, and new concepts emerge at an accelerated pace. We thrive in this environment of complexity and rapid development. It fuels our passion and drives us to innovate and deliver outstanding products. At FMR BRANDS, we welcome the challenge with open arms.

## Delivering Beverage Excellence: FMR BRANDS

At FMR BRANDS, we redefine the beverage industry by offering a full-service approach that creates unmatched value for brands and own-branded customers worldwide. Our expertise covers every aspect, from development and production to seamless global delivery.

With a focus on excellence, we pride ourselves on short development times, exceptional flexibility, and minimal lead times in production. Our integrated logistics ensure precise and efficient delivery, while our extensive knowledge of regulatory and customs requirements in various countries streamlines the process.

Experience the power of simplicity as we handle complexity management effortlessly, all from a single source. FMR BRANDS is your trusted partner, delivering superior results and unlocking the true potential of your beverage creations.”

## Accelerating Success with Speed & Flexibility – FMR BRANDS

At FMR BRANDS, we understand the fast-paced nature of the beverage industry, and we’re here to empower you with our speed and flexibility. As your trusted partner, we offer a comprehensive range of services to create exceptional value for brands and own-branded customers worldwide.

With our agile approach, we deliver rapid development times, unmatched flexibility, and seamless global production capabilities. Our integrated logistics ensure precise and efficient delivery, while our deep understanding of regulatory and customs requirements ensures compliance in every market.

Experience the power of speed and flexibility as we handle complexity effortlessly, all from a single source. FMR BRANDS is your dedicated partner in unleashing beverage excellence and driving your success to new heights.

## Empowering the Full Beverage Value Chain – FMR BRANDS



## Development Approach: FMR BRANDS

# 1

### Innovative Strategy & Brand Positioning: FMR BRANDS

Tap into our extensive expertise in developing comprehensive product lines and defining brands to gain a competitive edge. At FMR Brands, we bring a wealth of accomplishments to the table. With our track record of success in both national and international markets, we have created numerous innovative product categories. Trust our strategic insights and let us guide you in building a strong brand presence and positioning that sets you apart from the competition.



# 2

### Brand Development and Packaging Solutions: FMR Brand

At FMR Brands, we specialize in branding and layouting services tailored to meet your specific production requirements. Whether you need new layouts created, your existing work adapted, or guidance on color and material selection for primary and secondary packaging, we've got you covered. Additionally, as a separate service, we offer comprehensive brand development capabilities, including brand registration assistance, if needed.



# 3

### Beverage Flavor Development and Recipe Expertise: FMR Brands

At FMR Brands, we excel in flavorization and recipe services, customizing beverages to meet your unique or thematic specifications. Whether you require the development of new flavors or the reverse engineering of existing products, we handle the entire process. From creating samples and producing compounds for industrial use to conducting thorough lab analyses, tastings, testing, and certification, we ensure the highest quality standards every step of the way.



*Premixes*  
**NATURAL HYDRATION**  
**HARD KOMBUCHA** *Water*  
*Energy Drinks* **COCKTAILS**  
**LIMONADE** *Ready to Drink*  
**SPORT ENHANCEMENT**  
*Recovery Drink*

## Streamlined Production Solutions: FMR Brands

# 4

### Efficient Raw Material Sourcing: FMR Brands

At FMR Brands, we prioritize the seamless procurement of raw materials as the foundation of our operations. Our expertise lies in scaling raw material sourcing while maintaining consistent quality and timely accuracy. We excel in securing stocks, optimizing economies, and streamlining complex distribution networks. By ensuring stability throughout your growth and expansion cycles, we guarantee a reliable supply chain that supports your business objectives.



# 5

### Bottling and Storage Excellence: FMR Brands

As a trusted partner, FMR Brands excels in the production of beverages across a wide range of varieties and packaging options. From cans, glass, and cardboard to tetrapack and gel pack containers, we offer maximum flexibility to meet your specific needs. Our commitment to quality is evident through our IFS-certification and ability to accommodate Kosher productions. Additionally, we provide support for intermediate storage of finished products, as well as surplus packaging and raw materials. Trust us for superior bottling and storage solutions that ensure the utmost satisfaction for your brand.





#ACABO!  
BECAUSE EVERY PERSON MATTERS



## Streamlined Production Solutions: FMR Brands

# 6

### Efficient Complexity Management Solutions: FMR Brands

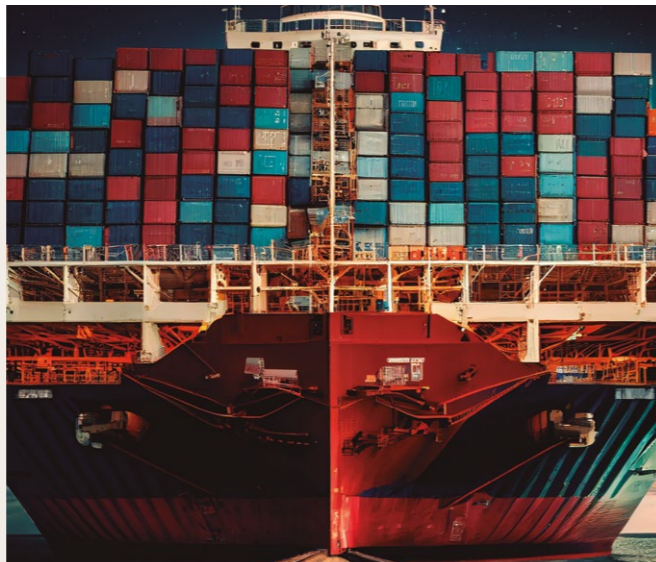
At FMR Brands, we thrive on tackling complexity head-on, which is why we are here to provide systematic and operational support in handling the increasing number of SKUs or your international expansion. We take care of various aspects to simplify your operations. From monitoring residual stocks and managing recipes to controlling scale effects, optimizing deliveries, and facilitating efficient information exchange, we ensure streamlined processes that allow you to focus on your core business.



# 7

### Efficient Procurement Solutions for FMR Brands

At FMR Brands, we specialize in simplifying your supply chain complexities. Whether you require product procurement EXW (Ex Works) directly from the factory or comprehensive worldwide supply logistics, we've got you covered. Our services encompass various aspects such as short-term buffering, customs affairs management, efficient handling of documents, and the issuance of necessary certificates. Trust us to streamline your operations and ensure smooth and hassle-free logistics management for your products.



# 8

### Regulatory Compliance Solutions for FMR Brands:

At FMR Brands, we offer comprehensive support services in regulatory affairs to ensure your compliance with certifications and requirements. Our expertise includes assisting you in obtaining necessary certifications, facilitating over-certifications by embassies or testing institutes, and providing notary apostles when required.

Additionally, we handle the provision of specification documents, approvals, test reports, and analyses. In the event of complaints, we provide detailed explanations and support to address any issues that may arise. Trust our regulatory affairs solutions to navigate complex compliance processes with ease.

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