



**ΕΖΑ**  
protypos hellenic brewery



## **Hellenic Breweries of Atalanti S.A**

*Exports Department*

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# Brewery and Products



A Message from the Chairman, Mr. Athanasios Syrianos,



Dear Friend,

First, on behalf of the EZA family, let me extend to you the warmest greetings from our management and staff in Atalanti and Athens.

Following a serious investment in innovation and new technology, the extraversion of our brewery has reached a new level this year. Our facilities meanwhile include the most modern canning line in South-Eastern Europe. This gives us the capability of producing innovative products of the highest European quality at internationally very competitive prices.

I am thus very happy to present you this short presentation of our company and products, and I am personally very much looking forward to your feedback.

Sincerely,

*A. Syrianos*



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# Company Profile

EZA Protypos Hellenic brewery S.A., also known as EZA, holds a 30 years' brewing experience. The company produces, imports, and distributes exclusively national and international beer brands in Greece and abroad. Major multinational breweries have entrusted Hellenic Breweries with the production of their brands under license or contract brewing arrangements.

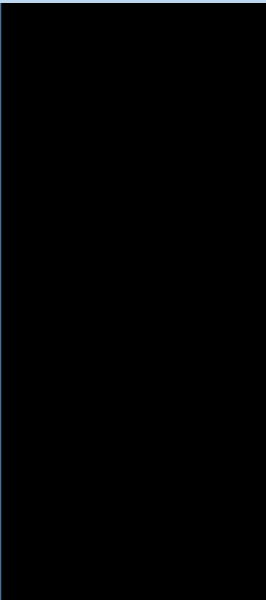
EZA applies successfully an integrated system of state-of-the-art production and environmental care processes, meeting the ELOT EN ISO 22000:2005 standards for the production & packaging of beer. Hellenic Breweries produces highest quality, bottom fermented, beers, using only natural raw materials from certified suppliers and artesian water from spring-fields sourced from Mount Parnassos. The company produces different varieties of Lager & Pilsener beers, which meet the contemporary market needs.

EZA's production and export activity expands into the private (own) labels business, with long-term collaborations with major national & international off-trade accounts and networks of independent wholesalers.



# The Brewery

EZA's plant is harmonically installed in the Greek landscape utilizing for brewing highest quality water from spring fields, sourced from Parnassos Mountain



The Atalanti brewery started its operation in 1981. Continuous maintenance and modernization investment assure the production of beer of the higher quality standards.



**Raw materials used by EZA are guaranteed free of preservatives**

EZA purchases barley malt from approved suppliers. Every lot is checked upon arrival at the plant and samples are sent to accredited organizations in order to ensure the compliance with the standards, the absence of pesticides and of other non-desired ingredients as genetic manipulated organisms.

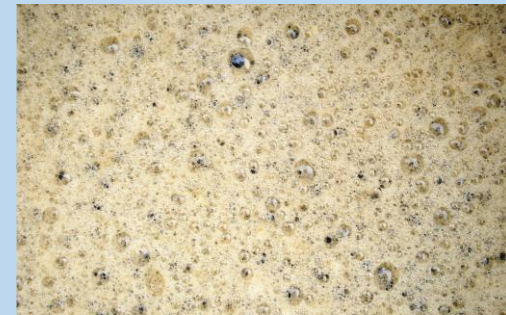




- After the use of the malt for the beer production, the material is being used for animal food.
- EZA uses hops of the highest quality
- EZA applies successfully an integrated system of
- state-of-the-art production and environmental care processes
- EZA produces beer the traditional way, using for production only barley, hops, yeast and water
- For operation and control of all production steps state-of-the-art equipment is used
- Consumption of raw and packaging materials, water and energy is monitored continuously. In a monthly technical report the entire plant operations are inspected and evaluated. Quantitative and qualitative data with the company's and licensor's standards are compared. In case of deviations the reasons are analyzed and immediate measures of improvement are materialized







- The applied program of ecological care consist of production of beer of highest quality by using environmental-friendly production standards and processes that reduce and prevent contaminations. The system of environmental protection has the following cornerstones:
- Use of excellent quality of natural ingredients, free of pesticides and free of non-genetically manipulated organisms (GMO). Following beer production the beer production (malt peel and yeast) are recycled as cattle feed
- Recycling of packaging material
- Energy saving and reduction of gas pollution
- Operation of a technologically upgraded unit for waste water treatment.
- Controlled collection of solid waste into approved areas
- EZA is one of the first members of the Collective Alternative Handling System of the Greek Society for Exploitation of Recycling SA (E.E.A.A)
- E.E.A.A, aiming to play an important role in handling and exploiting substantially the packaging material waste and conform with the provisions of the Greek legislation, set up and organized the Collective Alternative Handling System – ‘Recycling’ (CAHS – Recycling)
- The cost of the above mentioned program is covered by quarterly charges of its members.
- The weight of the material for product packaging that each member disposes into the Geek market is determining the charges each member has to contribute.



# Products





*Premium Quality*

*Hellenic Pilsener Beer*

**εζα**

**EZA ζ**

<b>Type</b>	<b>Pilsner</b>
<b>Colour</b>	Brown-blond
<b>Taste and Scent</b>	Body, aroma and bitterness that refers to the past when brewing was an art.  Tasteful, drinkable, with full body. A beer that makes you to try again. Beer made with culture and soul.
<b>Alcohol</b>	5.2% alc. vol.
<b>Serving</b>	Cold, served at 5° C



A few words on its history:

EZA ζ Premium Pilsner was launched in the Greek market in July 2013 as EZA's premium proposition complementing EZA's portfolio.

EZA ζ Premium Pilsner is distributed in Greece to restaurants, café, bar και pubs in Athens and large cities of medium to high income. The beer was introduced successfully from the first months into main retailers in Greece like Alfa-Vita Delhaize, Carrefour-Marinopoulos and Sklavenitis.

Since December 2013 EZA ζ Premium Pilsner is available in 20 l kegs.

EZA ζ Premium Pilsner is already launched in Cyprus, Italy, The Netherlands, Australia, New Zealand, China and Panama. In early 2016 it will be distributed in USA and Canada.



ζ

*Hellenic Pilsener Beer  
Premium Quality*

ΖΥΘΟΣ  
ΠΟΙΟΤΗΤΑ ΕΚΛΕΚΤΗ



Αταλάνη: 35200 Κυπαρίσσι Φθιώτιδας, τηλ.: 22330 97500, fax: 22330 97650  
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www.eza.gr

# EZA ζ

Type of Packaging	NRB 50cl	NRB 33cl	Can 33cl
Photo			
40ft container capacity	24 Europallets @ 60 Cartons/Europallet = 1.440 Cartons/Europallet (25.1 t)	24 Europallets @ 72 Cartons/Europallet/Europallet = 1.728 Cartons/Europallet (23.8 t)	24 Europallets @ 117 Trays/Europallet = 2.808 Trays/Europallet (23.9 t)

For the purchase of POS material from EZA or other marketing actions, EZA grants marketing allocation per hl quarterly.  
For information regarding the price surcharge for multipacks, shrinks etc., please do not hesitate to contact our team.





# Pils Hellas

Type	Pilsner
Colour	Blond
Taste and Scent	Blond, with 4.5% alcohol, strong hop flavor, leaving an aftertaste of bitterness. It is served cold, at 4° C, in order to feel the aroma and taste of hop.
Alcohol	4.5% alc. vol.
Serving	Cold, served at 4° C



### A few words on its history:

Pioneering creation of EZA Protypos Hellenic brewery (1996), Pils Hellas has been the first Greek beer that was tailor-made for the Greek climate characteristics and its dietary customs. The introduction of Pils Hellas created the subcategory of “national labels” in the Greek beer market, which later on was enriched by competitive labels. Greece, cradle of culture, should have its own beer. As Prometheus, whose love for mankind drove him stealing fire from Zeus, so EZA’s love for Greece inspired EZA to produce a beer that corresponds to the traditional tastes of Greece, the shining sun and the fun of the company when getting together. EZA “borrowed” a great, traditional, German recipe, which was adapted by a Bavarian brew-master who knew and loved Greece and its lifestyle, and created Pils Hellas.

### Production and Consumption:

Pils Hellas is traditionally brewed with natural raw materials of high quality standards (barley malt, aromatic hop and crystal clear water from Atalanti, Fthiotida), on a continuous high quality process, Pils Hellas can easily come through on any comparison with the best beers in the world. It is produced with the most up-to-date brewing techniques and matures fully resulting to a refreshing and easy-to Drink beer. Its “magic” taste is the reason why Pils Hellas gains everyday more and more fans and a trial is enough to “lock” them into its taste. Within a few years Pils Hellas has become one of the favorite beers, not only of Greeks, but also of the foreign tourists who visit Greece every year.

# Pils HELLAS

*This is the one for us.*



# Pils Hellas

Type of Packaging	NRB 50cl	NRB 33cl	Can 50cl	Can 33cl
Photo				
40ft container capacity	24 Europallets @ 60 Cartons = 1.450 Cartons/Europallet (25.2 t)	<u>24 Europallets @ 72 Cartons/Europallet</u> = 1.728 Cartons/Europallet (23.8 t)	<u>24</u> Europallets @ 81 Trays/Europallet = 1.944 Trays/Europallet ( <u>23.9</u> t)	24 Europallets @ 117 Trays/Europallet = 2808 Trays/Europallet ( <u>23.9</u> t)

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**BERLIN**

*Premium Lager*

BY HELLENIC BREWERIES  
OF ATALANTI

# Berlin

Type	Lager
Colour	Blond
Taste and Scent	<u>Light</u> and fresh, with clear taste of malt, leaves a delicate bitter taste of hop. Refreshing and easy-to Drink, for any occasion and all consumption sites.  It combines harmonically its aroma and flavor characteristics with the Mediterranean cuisine and its temperate climate.
Alcohol	5% alc. vol.
Serving	Cold, served at 4° C



### A few words on its history:

EZA Protypos Hellenic Brewery, holding 35 years of experience in the production of German beer, "breaks the wall" and celebrates the creation of its new German type beer, Berlin. Its appearance is clean cut and sophisticated as the beer itself. Its logo, the bear, symbol of the city and of the International Film Festival of Berlin, joins the present with the past. Respecting the tradition and incorporating contemporary visual elements, its appearance communicates quality, strength and reliability. The long experience and know-how of the company in combination with the talent of the German brew-master and his team have created the perfect recipe. The clear taste of Berlin "steals" the show.

### Production and Consumption:

Berlin is the benchmark for every beer connoisseur and fan. Its high quality is assured through a production process of high standards and high cost. The production of Berlin adheres to the German Purity Law of Beer of 1516, using exclusively water, malt, yeast and hop. It is made with water of excellent quality, from Parnassos Mountain, traditional malt from summer two-row and winter three-row barley, yeast and the finest varieties of hop, while, following its new recipe, it obtains a supreme quality and a characteristic flavor. The long maturity of the beer, using the traditional method, completes the production process of an original Lager which has rich foam, is easy-to Drink and has a fresh and clear taste that suits the Mediterranean climate conditions.



**BREAK THE WALL**

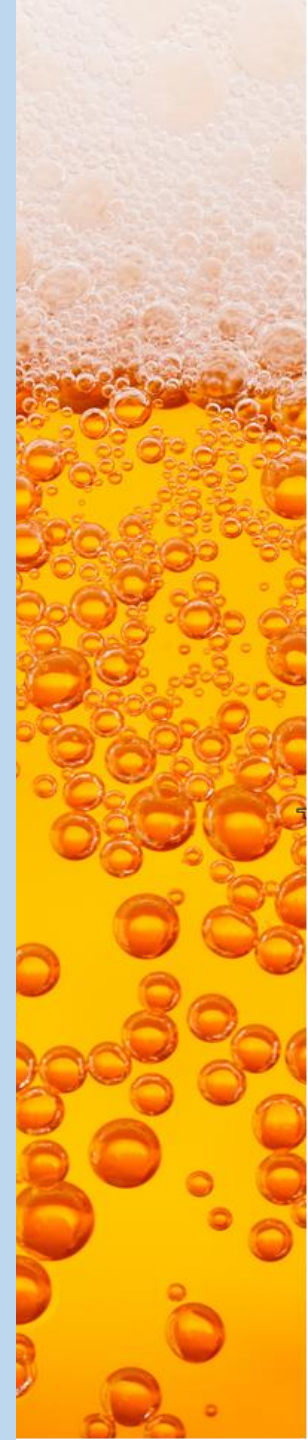


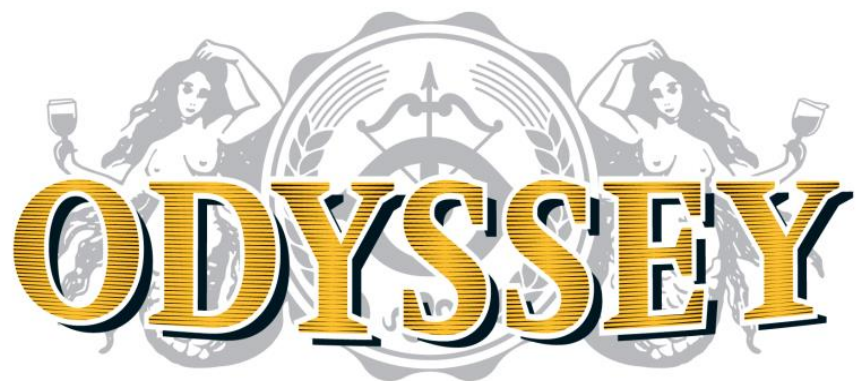
# Berlin

Type of Packaging	NRB 50cl	NRB 33cl	Can 50cl	Can 33cl
Photo				
Soft container capacity	24 Europallets @ 60 Cartons = 1.450 Cartons/Europallet (25.2 t)	24 Europallets @ 72 Cartons/Europallet = 1.728 Cartons/Europallet (23.8 t)	24 Europallets @ 81 Trays = 1.944 Trays/Europallet (23.9 t)	24 Europallets @ 117 Trays/Europallet = 2808 Trays/Europallet (23.9 t)

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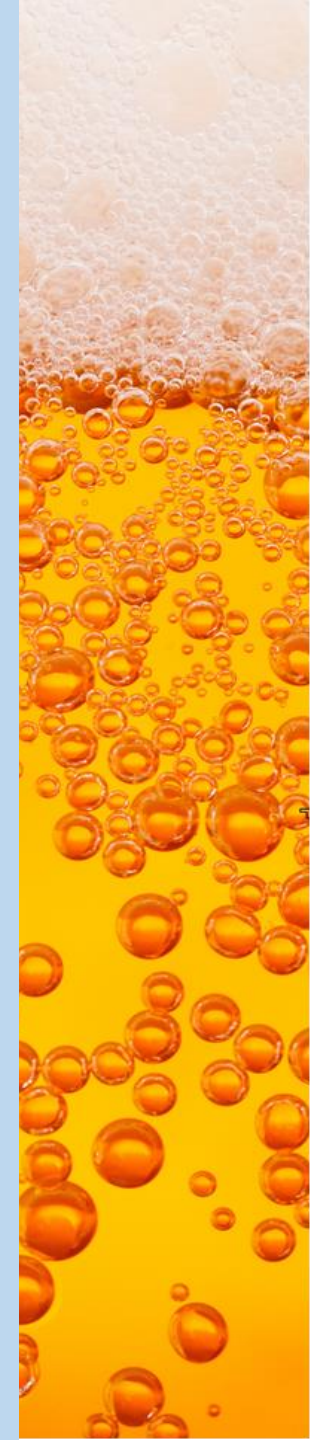




# Odyssey

White Rhapsody – Sirens' Call	
<b>Type</b>	Blanche
<b>Colour</b>	Opaque Blond
<b>Taste and Scent</b>	The taste of true Belgian blanche beer married with the flair of the Mediterranean
<b>Alcohol</b>	5% alc. vol.
<b>Serving</b>	Cold, served at 5° C

Red Rhapsody – Circe's Spell	
<b>Type</b>	Red Belgian Ale
<b>Colour</b>	Bright Red
<b>Taste and Scent</b>	Rich taste of a Red Belgian Ale with strong citrus and coriander notes. A guaranteed taste-experience worth trying.
<b>Alcohol</b>	75% alc. vol.
<b>Serving</b>	Cold, served at 5° C

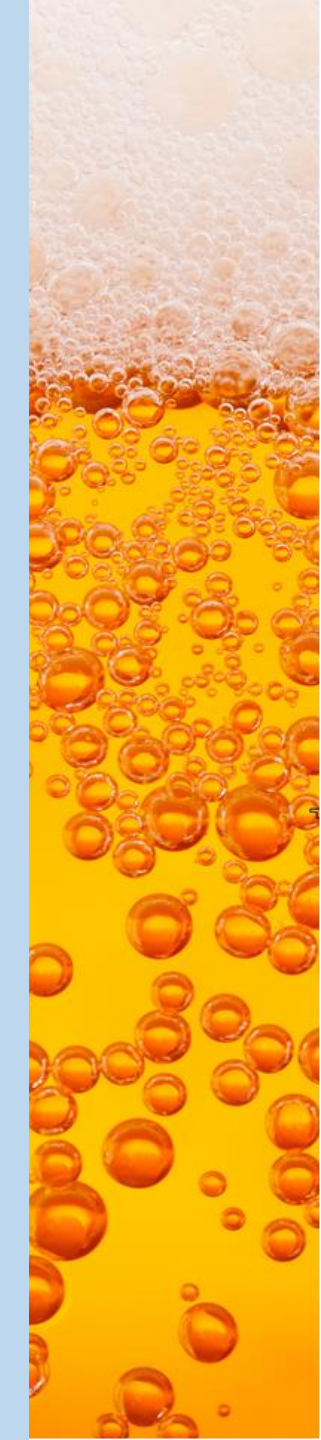




# Odyssey

Type of Packaging	White Rhapsody – Sirens' call NRB 33cl	Red Rhapsody – Circe's spell NRB 33cl
Photo	 A photograph of a 33cl bottle of White Rhapsody beer and a tulip-shaped glass filled with the beer. The bottle has a white label with the 'ODYSSEY' logo and a golden crest. The glass also features the 'ODYSSEY' logo and a golden crest. The beer is a pale, golden color.	 A photograph of a 33cl bottle of Red Rhapsody beer and a tulip-shaped glass filled with the beer. The bottle has a red label with the 'ODYSSEY' logo and a golden crest. The glass also features the 'ODYSSEY' logo and a golden crest. The beer is a deep red color.
Palletization	80 Cartons per brewery pallet	80 Cartons per brewery pallet

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# Blue Island

<b>Type</b>	<b>Light Summer Beer</b>
<b>Colour</b>	Light Blond
<b>Taste and Scent</b>	Light Beer, perfectly suitable for hot summers.
<b>Alcohol</b>	4.5% alc. vol.
<b>Serving</b>	Cold, served at 3° C with slice of lemon, or lime, or an olive
<b>Type</b>	<b>Radler</b>
<b>Colour</b>	Blond
<b>Taste and Scent</b>	Light Beer with a refreshing lemon taste
<b>Alcohol</b>	2.0% alc. vol.
<b>Serving</b>	Cold, served at 3°C
<b>Type</b>	<b>Grapefruit Radler</b>
<b>Colour</b>	Rosé
<b>Taste and Scent</b>	Light Beer with a rich taste of Grapefruit
<b>Alcohol</b>	2.0% alc. vol.
<b>Serving</b>	Cold, served at 3° C with slice of lemon, or lime, or an olive



A few words on its history:

Blue Island is the first Greek summer beer. It is a breakthrough beer proposition, the first Mediterranean Summer produced in Greece. Blue Island is a new, modern premium summer beer. Its cool refreshing taste makes it an ideal choice for the heat of the Mediterranean summer and creates a new exotic experience for everyone who tastes it. Blue Island is THE new cool and trendy Greek beer! EZA Protypos Hellenic brewery continues to innovate by producing the ideal beer for the Mediterranean summer. Blue Island is a product of high quality that will satisfy consumers because of its Greek/Mediterranean origin, its special taste and its modern package in a clear bottle. A new cool Greek beer that will add fun to the famous Mediterranean summer. This is Blue Island

Production and Consumption:

Its high quality is ensured through its production procedure, which fulfils strict requirements. Its superiority in quality and taste is owed to its production from ingredients of paramount quality – from traditional malt, yeast and aromatic hops that give Blue Island its incomparable aroma. Its appearance is simple, elegant and sophisticated like the beer itself, totally harmonized with its high quality, which responds to demanding consumers. Its quality places it between the top beers of the market and its drinking experience contributes to an unforgettable summer.



**PREMIUM  
BEER**  
WITH A COOL  
REFRESHING  
TASTE OF THE



**BLUE  
island**

PREMIUM  
BEER  
WITH A COOL  
REFRESHING  
TASTE OF THE  
MEDI  
TERRA  
NEAN  
SUMMER  
330ML ALC 4.5%VOL

**MEDI  
TERRA  
NEAN  
SUMMER**

**DESTINATION:FUN! DESTINATION:FUN! DESTINATION:FUN!**



BREWED AND CANNED BY HELLENIC BREWERIES OF ATALANTI S.A. AT KIPARISSI FTHIOTIDOS GREECE  
ΠΑΡΑΣΚΕΥΑΖΕΤΑΙ ΚΑΙ ΕΜΦΙΑΛΩΝΕΤΑΙ ΣΤΗΝ ΕΛΛΑΔΑ ΑΠΟ ΤΗΝ ΕΛΛΗΝΙΚΗ ΖΥΘΟΠΟΙΑ ΑΤΑΛΑΝΤΗΣ Α.Ε. ΣΤΟ ΚΥΠΑΡΙΣΣΙ ΦΘΙΩΤΙΔΑΣ.





# DESTINATION FUN



## BLUE island FIZZY LEMON RADLER

Ασυναγώνιστη γεύση δροσιστικού λεμονιού, με υψηλή περιεκτικότητα σε χυμό και μόνο 36 θερμίδες ανά 100 ml.



## BLUE island

**PEAR DELIGHT  
NON ALCOHOLIC  
MALT DRINK  
GLUTEN FREE**

Μοναδικό μη αλκοολούχο ποτό με βάση την βύνη με χυμό αχλάδι και λεμόνι, ελεύθερο γλουτένης, με μόνο 35 θερμίδες ανά 100 ml. Το καίνοταμο αυτό προϊόν χωρίς αλκοόλ (0,0% alc.), είναι κατάλληλο για απόλαυση από παιδιά και ασφαλές για εγκύους.



## BLUE island

**PINK GRAPEFRUIT RADLER**

Ανατρεπτική γεύση ροζ γκρέιπφρουτ, με υψηλή περιεκτικότητα σε χυμό και μόνο 41 θερμίδες ανά 100 ml.



# DESTINATION FUN



## BLUE island THE PREMIUM BEER OF THE MEDITERRANEAN SUMMER

Η "Blue Island" είναι η πρώτη ελληνική καλοκαιρινή μπίρα, ιδανική για να σας ξεδιψάσει και να σας δροσίσει σε όλες τις καλοκαιρινές σας στιγμές. Συνδυάζοντας την υψηλή ποιότητα με την μοντέρνα συσκευασία ήρθε για να σας εκπλήξει και να σας χαρίσει ένα αξέχαστο καλοκαίρι! Η εμφάνισή της είναι απλή και κομμη, ελεγχυσμένη και μελετημένη όπως και η μπίρα η ίδια, απόλυτα εναρμονισμένη με την υψηλή ποιότητα της, η οποία απεικονίζεται σε απαιτητικούς καταναλωτές.

Είναι μια από τις κορυφαίες Μεσογειακές μπίρες στην κατηγορία της και η εμπειρία της γεύσης της σε ταξιδεύει σε ένα αξέχαστο καλοκαίρι γεμάτο διασκέδαση.

Μια νέα παγωμένη ελληνική μπίρα για το κλασικό καυτό ελληνικό καλοκαίρι.

Αυτό είναι η Blue Island. Destination fun!



FIZZY LEMON RADLER



PINK GRAPEFRUIT RADLER



PEAR DELIGHT  
NON ALCOHOLIC  
MALT DRINK GLUTEN FREE

Τώρα και 3 επιπλέον ολοκαίνουργιες γεύσεις Blue Island φτιαγμένες για να αγκαλιάσουν τους πιο απαιτητικούς ουρανόσκους. Σαν τα ακαταμάχητα ελληνικά νησιά. Γευτείτε τις και βρείτε το πιο διασκεδαστικό προορισμό.

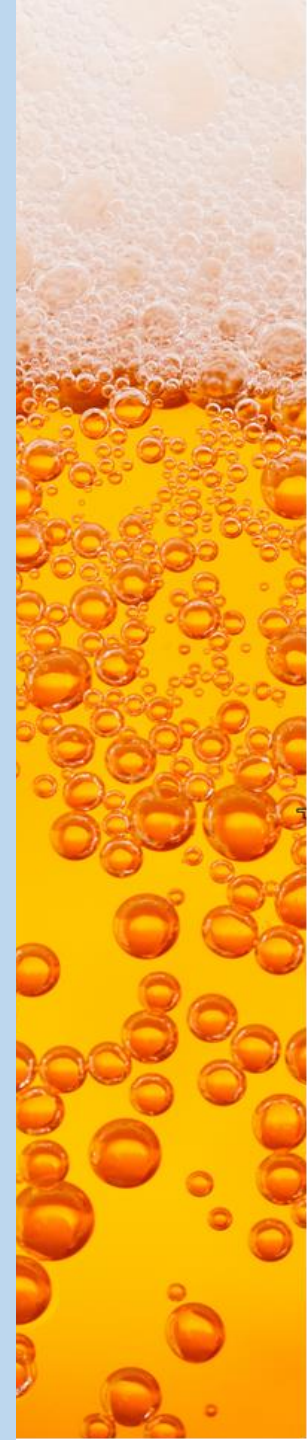
Ληγαδονήσια Βόρεια Εύβοια



# Blue Island

Type of Packaging	NRB 50cl – Blue Island Beer	NRB 33cl – Blue Island Radler	NRB 33cl – Blue Island Grapefruit Radler
Photo			
40ft container capacity	24 Europallets @ 72 Cartons/Europallet = 1.728 Cartons/Europallet (23.8 t)	24 Europallets @ 72 Cartons/Europallet = 1.728 Cartons/Europallet (23.8 t)	24 Europallets @ 72 Cartons/Europallet = 1.728 Cartons/Europallet (23.8 t)

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# **EZA Malt Drinks**



EZA Protypos Hellenic Breweries did produce its first series of malt drinks in 2015.

The ingredients used are of the highest quality, including natural malt, natural juice concentrate and spring water from the mountain Parnassos.

The available malt drinks are the following:

**Regular Malt**

**Dark Malt**

**Pear Delight**

**Apple**

**Pomegranate**

**Lemon**

**Strawberry**

**Pineapple**

**Cranberry**



## Packaging for branded Malt Drinks

Can 0.33 l

White Trays of 24 standard aluminum cans, shrink foil wrapped tray

Can 0.50 l

White Trays of 24 standard aluminum cans, shrink foil wrapped tray

NRB 0.33 l

Printed Cartons of 24



# **EZA carbonated Soft Drinks**



EZA Protypos Hellenic Breweries did produce its first series of Private Label carbonated soft in April 2016.

The ingredients used are of the highest quality, including inverted sugar for the non-zero drinks and quality natural juice concentrate for the fruit-flavoured drinks.

The available flavours are the following:

**Soda water**

**Cola**

**Cola Zero**

**Lemon-Lime**

**Lemon-Lime Zero**

**Orange**

**Red Apple**

**Red Grape**

**Raspberry**



## Packaging for Private Label Soft Drinks

Can 0.33 l

White Trays of 24 standard aluminum cans, shrink foil wrapped tray

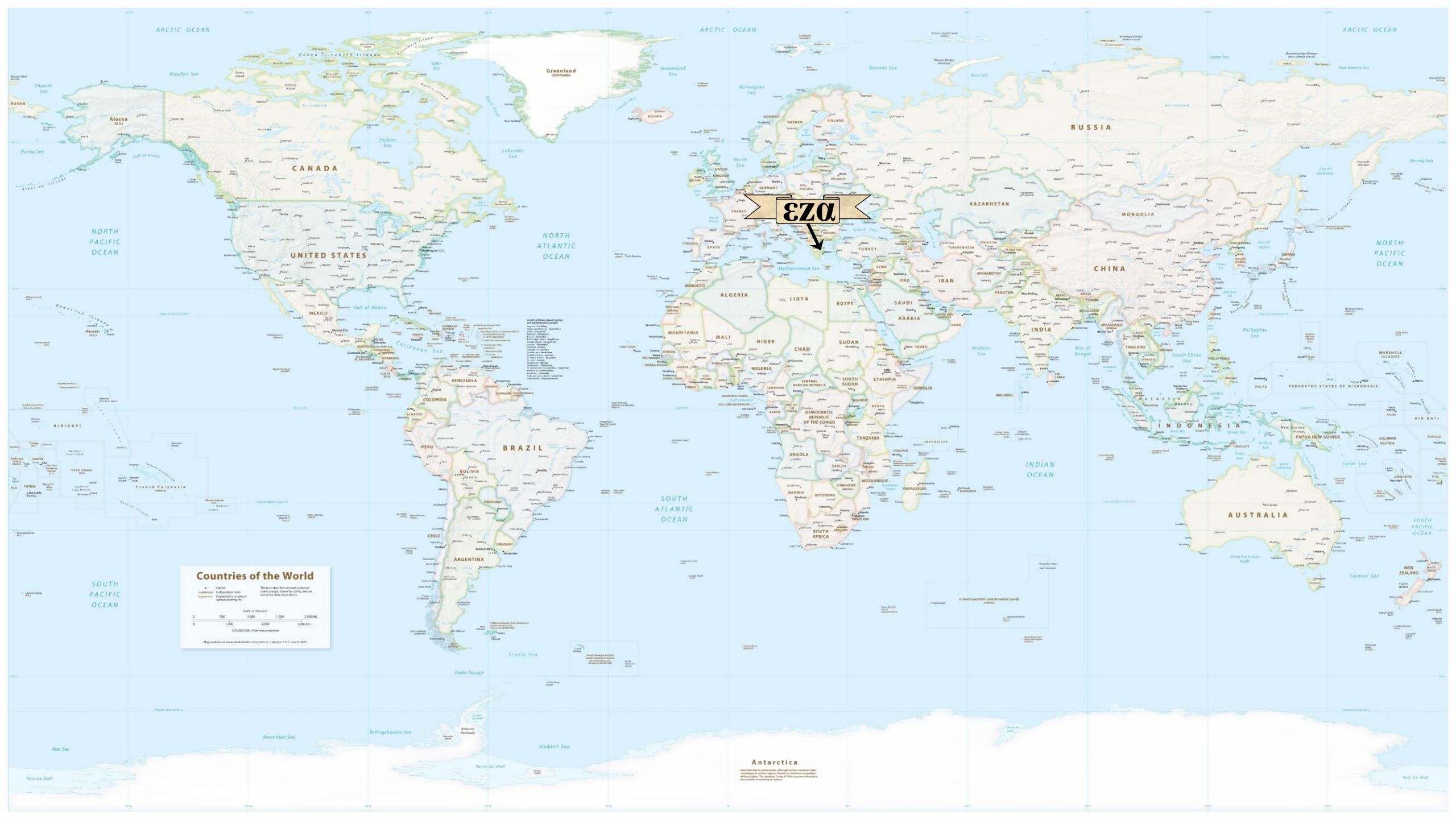




## **Payment Terms**

**Orders will be balanced by bank transfer  
before production/shipment.**





### Countries of the World

• Capital  
• Country name  
• Dependency or area of special autonomy

The boundaries shown around national land masses are not necessarily political boundaries.

Scale of Distance  
0 500 1,000 1,500 2,000 Miles  
0 1,000 2,000 3,000 Kilometers

Map modified at [www.theworldmap.com](http://www.theworldmap.com) © Version 1.0.0, June 5, 2015

**EZA**

**Antarctica**  
Antarctica has no permanent population although various scientific stations are operated by several countries. It is the only continent that has never been visited by humans. The continent is largely unexplored and is the subject of international treaties.



**Thank you!**  
**Ευχαριστούμε!**