



EVOLUTION
GLOBAL SERVICES



WELCOME

WWW.EUROPAPRIVATELABELS.COM

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EUROPA PL specializes in the technical side of beverage development. Our insistence on setting the highest standards for research, quality, and client support has made EUROPA PL a trend-setting force.





Key European & North American Markets



Flexibility & Innovation



Product Safety & Quality



Leading Manufacturing



Skilled & Dedicated Personnel



Customer Support



Loyal Customers & High Quality



Catered to your every unique need!



RESEARCH AND DEVELOPMENT

A strong Research and Development Department

As a leading producer of beverages in Europe, we pay particular attention to the inattentiveness and comprehensiveness of the selection of beverages we offer. Our specialists are able to produce nearly any recipe of carbonated and non-carbonated beverages. Due to their experience and creativity, each year sees the creation of several hundred new recipes, the majority of which end up on store shelves worldwide.

EUROPA PL New recipes and analyses

Our specialists at the R&D Department do more than just create new recipes; they also perfect existing ones and conduct detailed sensory and microbiological analyses. They also modify ingredients and labels to conform with constantly changing legal regulations, they create new descriptions of products and help clients submit them to the GIS. Our team provides support in commissioning studies of the chemical composition and characteristic parameters of a given product.

EUROPA PL New recipes and analyses

We are not afraid of novelties. We offer our partners innovative and interesting flavors, combining the advantages of various product categories. We are experienced in creating product conceptions using the interface of two or more different beverage categories. We mix juices with energy drinks, fortified energy drinks with vitamin dietary supplements, and we also create recipes based on the flavors of popular drinks and more. We offer our clients innovative drinks with fruit pulp, functional products of various kinds and the increasingly popular low-alcoholic drinks: alcopop and cider.

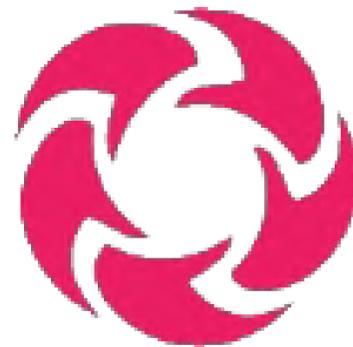
ENERGY DRINKS / PRIVATE LABEL



EUROPA PL have created number of unique recipes and brands that scored massive achievements in their own markets!

FLAVORS

- Classic Energy Drink
- Sugar Free Energy Drinks
- Natural Energy Drink
- Reduced Sugar Energy Drinks
- CBD Energy Drinks
- Pro Sport Energy Drinks
- Extra Strong Energy Drinks
- Mojito Energy Drinks
- Exotic Energy Drinks
- Pomegranate Energy Drinks
- Acai Energy Drinks
- Ginceng Energy Drinks
- Custom Energy Drinks
- Cola Energy Drinks
- Tropical Energy Drinks
- Granberry Energy Drinks
- Lime Energy Drinks
- Strawberry Energy Drink
- Pasion Fruit Energy Drinks
- Apple Energy Drink
- Watermelon Sugar Energy Drinks



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LOW ALCOHOL DRINKS

The so-called soft RTD (ready to drink) is a category of still small in comparison to traditional alcohol category, but year after year recording increasing growth. The RTDs are mainly consumed by youth for whom they are an alternative to beer and bar drinks. They are associated with fun sustained by light alcohol thanks to which it lasts longer. It is a synonym of a party that does not end in a club but rather moves from place to place.

RTD beverages are on average 4.5-7.5% alcohol, but they can also be stronger. RTD beverages, although in much smaller scale produced on the basis of beer or wine, are created mainly on the basis of vodka. There are of course other products bases, accurately depicting alcohol drinks known to us from the bar versions, such as gin and tonic.

There are also mixes of alcohols with other categories, also young but definitely the ones which appeal to consumers, especially the younger generation. Of course it is about “enhancing the party”, mixing alcohols with energy drinks. Moreover, until recently, the manufactures of energy drinks were obliged by law to provide information on not mixing them with alcohol, whereas nowadays it is a best-selling ready mix. The times are changing; the needs and regulations appear to be adjusting to them.



WATER PRIVATE LABEL

Now you can offer your customers water bottles with a label that reflects your brand and which states all the information that you want. Promote your business intelligently and creatively, strengthen your customers' loyalty brand and approach a new public by gaining an innovative competitive advantage.

With your own unique label, you can build strong long term relationships with your existing customers, but you can also acquire new customers since your brand travels everywhere.



COFFEE / PRIVATE LABEL CATEGORIES



ESRESSO BLEND 80%

ESRESSO BLEND 100% ESRESSO BLEND 95% ESRESSO BLEND 90%



ESRESSO BLEND 70%

DECAFEINE

COLOMBIA ORIGIN

ETHIOPIA ORIGIN

Private label products, coffee and tea included, are rapidly improving their product quality and introducing innovation to capture the attention of price-conscious consumers who want good products at great prices, industry observers say.





BEER PRIVATE LABEL

Beer is a powerful long-established market with a long tradition and great diversity. Regardless of that, we can observe all the time the entry of smaller players, local brands and brands looking for a particular client. Some time ago there has been a beer flavored with low alcohol content, which seem to be a response to rising brewers RTD beverage category. There are also non-alcoholic beers for those not consuming alcohol. As in any industry, in this field there are Private Label products, with greater or lesser extent of occurrence.



LAGER

IPA

0%

LIGHT

PREMIUM

RADLERS

BLACK

STOUT



SERVICES

BRANDING AND REBRANDING

Branding refers to businesses, products and services, people, as well as ideas. It reflects how a customer thinks and feels about a product, service, etc, but also how we would like him to communicate this information to someone else. Brand design does not always require strict rules like corporate (brand) identity does, and the consistent use of symbols and manuals is not always required.

PACKAGING - LABELING DESIGN

The package design involves the design of a container (bottle, jar, can, box, etc.), and the graphics that “wraps” it (labels etc.). That is, the research and design of a product’s overall image. The packaging-label design requires some important skills for a graphic designer. In addition to the creative skills, a designer has to be aware of the material’s cost and to be trained on the technical specifications as well.

BRAND - MARKETING PLAN

Your brand strategy defines what you stand for, a promise you make, and the personality you convey. And while it includes your logo, color palette and slogan, those are only creative elements that convey your brand. Instead, your brand lives in every day-to-day interaction you have with your market: The images you convey The messages you deliver on your website, proposals and campaigns The way your employees interact with customers A customer’s opinion of you versus your competition.

FUELER ENERGY DRINK

OUR BRAND



FUEEL
YOURSELF

FUELER ENERGY DRINK



FUELER



Pitch



FUEL
YOURSELF

CLIENTS & PARTNERS



SMYLIES
EXPORT | LABELLING | LOGISTICS



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FUELER

THANK YOU!

