



# From Local hero to International Benchmark

**“The roadmap of SUMOL+COMPAL”**

ESMA 2023 - Lisbon

Let's Get Started










# NON ALCOHOLIC BEVERAGES WORLD



**WE TAKE  
PRIDE IN OUR  
HISTORY AND  
HERITAGE**







MAIN  
FIGURES  
**2022**

## SALES VOLUME

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 **450** million liters  
**14,3 liters** per second

## INTERNATIONAL MARKETS

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 **21,1%** of sales (€)

## TURNOVER

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 **338** million euros

## EMPLOYEES

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 **1.200** employees



# OUR BUSINESS

Longtime partnerships

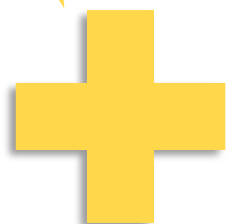
25%



PEPSICO



Unilever



ambev

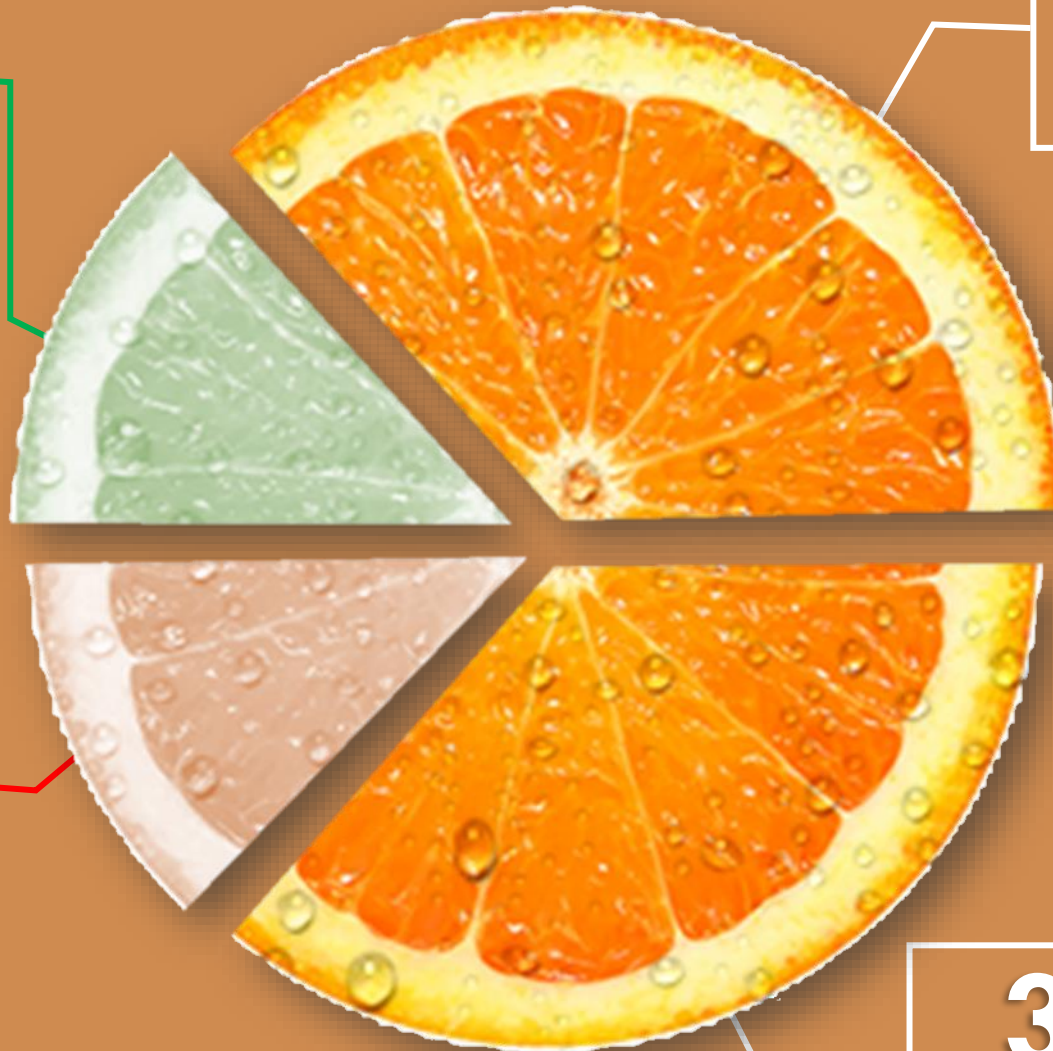
Damm

75%





**12%**  
  
sumol+compal



**39%**  
Others

# NON ALCOHOLIC BEVERAGES PORTUGAL

**10%**  
*Coca-Cola*

**39%**  
Private Label







# OUR BRANDS IN A NUTSHELL







# 1954

The SUMOL logo is displayed in a stylized, rounded font with a red-to-white gradient and a green outline.

**SUMO (juice)**



**SOL (sun)**







**RECRUIT AT YOUNG AGE AND  
MAINTAIN THE RELATIONSHIP ACTIVE  
THROUGHOUT CONSUMERS LIFE**







UNIQUE  
PLEASURE  
OF DRINKING  
SUMOL



# WHERE DO WE PLAY

## FRUIT SPECIALTIES



 SANPELLEGRINO

**SUMOL**

- ✓ > 5% fruit juice content
- ✓ More clean label, more natural
- ✓ Less sugar
- ✓ Slightly sparkling

## SODAS WITHOUT FRUIT

*Coca-Cola*



**MIRINDA**

- ✗ No fruit
- ✗ More sugar
- ✗ More additives
- ✗ Highly carbonated



# SUGAR CONTENT

/ 100 ml

Global  
commitment to  
sugar reduction



✓ 3,1 g



6,5 g



10,3 g



11,7 g



4,5 g



9,6 g



8,9 g



10 g



4,3 g





**SUMOL**<sup>®</sup>







**SUMOL**

**CELEBRATES**

**WHAT IS**

**AUTHENTIC**

**AROUND THE**

**WORLD**







**COMPAL**<sup>®</sup>

1952





*Everything started 70 years ago, in 1952*

In the quaint Portuguese village of Entroncamento, a collective of passionate entrepreneurs and farmers came together to establish a company with a primary focus on the processing of Portuguese tomatoes ...



**compal**  
**TOMATE**  
**CONCENTRADO**

**NATURAL**  
 Sem corantes nem conservantes

**MODO DE USAR**  
 O tomate concentrado **COMPAL** emprega-se na cozinha em substituição do tomate fresco.  
 1 colher de sobremesa bem cheia equivale a 1 tomate grande e bem maduro.  
 Convém diluir numa pequena porção de água.

**compal**  
 COMP. PRODUTORA DE CONSERVAS ALIMENTARES, S.A. R. L. PORTUGAL

Peso total 215 grs.  
 Peso líquido 180 grs.

**compal**

**compal**  
 com **ABERTURA FÁCIL**  
 sumo natural de LARANJA

COMPANHIA PRODUTORA DE CONSERVAS ALIMENTARES S.A.R.L. - PORTUGAL

Contém: Sumo de laranja, xarope de açúcar, ácido cítrico e vitamina C.  
 PESO LÍQUIDO 185 GRAMAS

COMPANHIA PRODUTORA DE CONSERVAS ALIMENTARES S. A. R. L. - LISBOA

**compal**  
**PEELED PLUM TOMATOES**

NET WEIGHT  
 2 LB. 3 OZ.

**compal**  
**PEELED PLUM TOMATOES**

**compal**

**compal**  
 com **ABERTURA FÁCIL**  
 sumo e polpa de PERA

COMPANHIA PRODUTORA DE CONSERVAS ALIMENTARES S.A.R.L. - PORTUGAL

Contém: Polpa de fruta de variedades seleccionadas, xarope de açúcar, ácido cítrico e vitamina C.  
 PESO LÍQUIDO 185 GRAMAS



# COMPAL<sup>®</sup>

1952  
**70**  
ANOS





# Fruit Culture

ALMEIRIM

The heart and soul of the brand  
*where the magic happens!*



**81%**  
FROM  
**PORTUGAL**





Travelling

# around the world



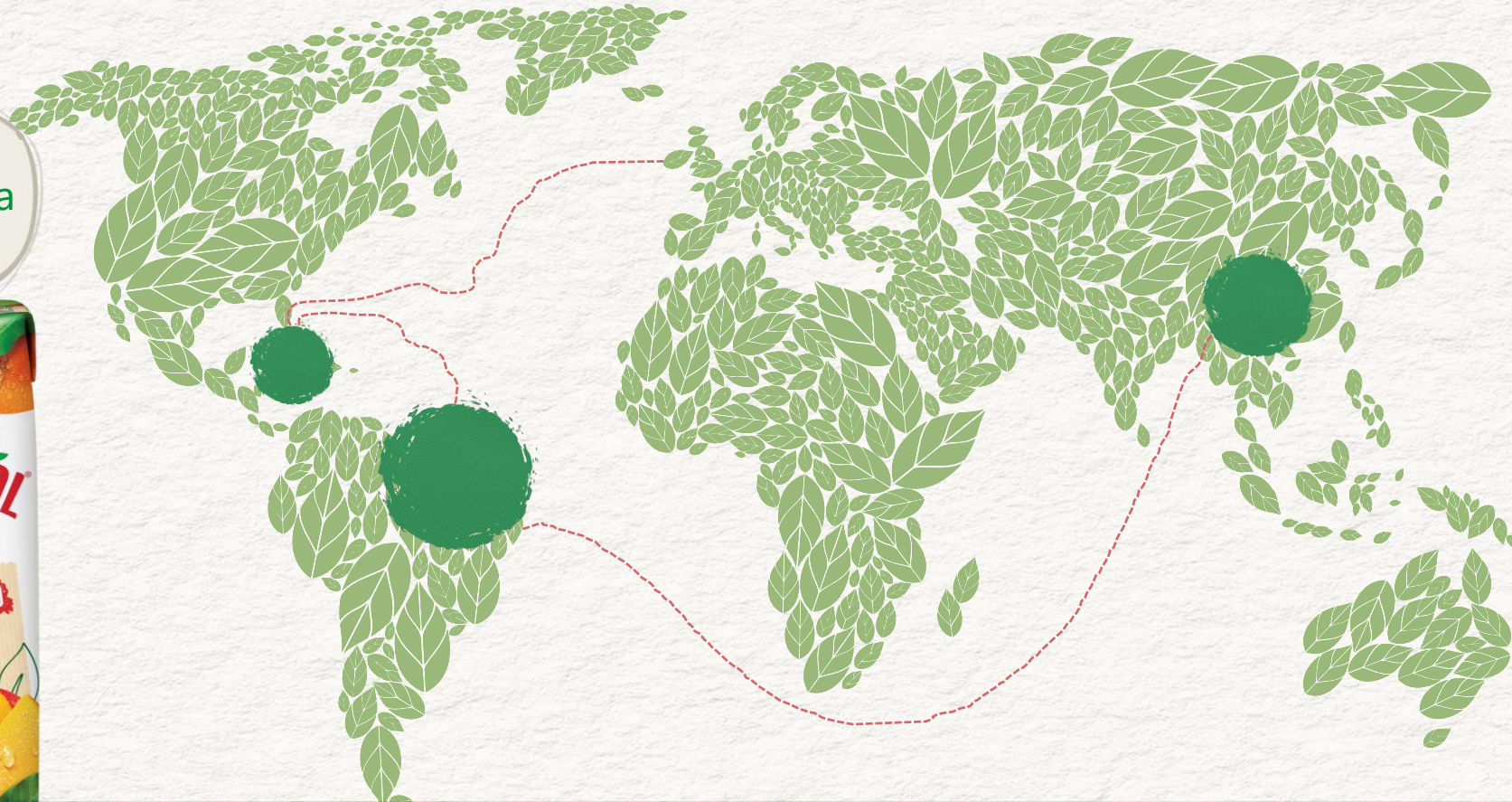
Ecuador &  
Vietnam



Brazil



Colombia





# Brand Strategy

Taste & Nutritional Profile

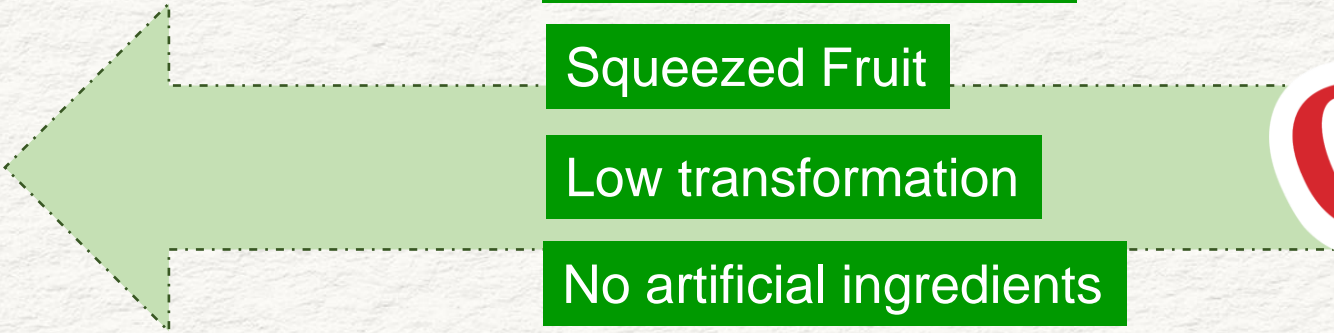
Variety / Provenance

Squeezed Fruit

Low transformation

No artificial ingredients

Sustainable





# Three different *segments*



Juices & Nectars Ambient



Fruit Shots



Chilled Juices







# Brand Architecture

## JUICES & NECTARES

100% JUICES

CLASSIC

SELECTION

NEW NUTRITION

MEALS





# The Challenge of Internationalization



Consumer  
Centric  
Brands

Built on a great  
global idea

Customized to  
local consumers  
in execution



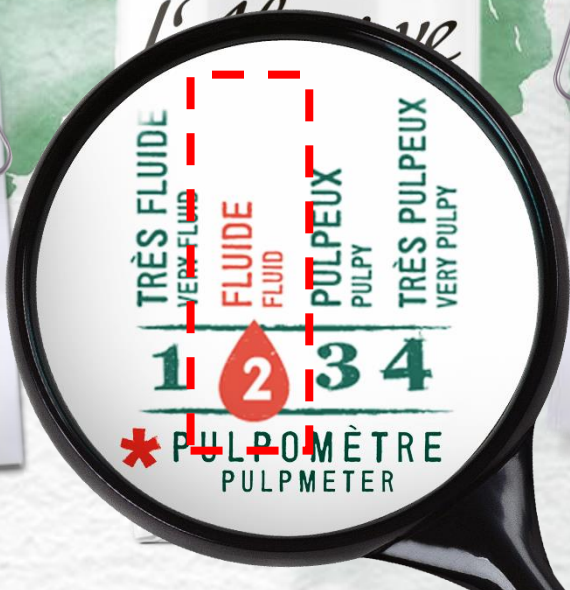


# The Challenge of Internationalization

## Product Adaptation



**FRUIT**  
 Origins  
 Freshly Squeezed  
 From Concentrate



**TYPES**  
 100% Juices  
 Nectars (25% to 50%)

**OCCASIONS**  
 Meals  
 With or without food  
 On the go or at home

**SWEETENERS**  
 Fructose present  
 in fruits  
 Sugar or Honey  
 Stevia or Sucralose



# The Challenge of Internationalization



Glocal





# The Challenge of Internationalization



Glocal







**COMPAL**  
essential®

*o essencial é a fruta*



# THE BIG IDEA

One portion  
of fruit



On the go



Fruit to drink in  
the city



Easy to eat



# DID YOU EAT FRUIT TODAY?



**EQUIVALENT  
PORTION**



World Health  
Organization

“ Eat at least 5 portions  
of fruit and vegetables a  
day (at least 400 g)





  
o essencial é a fruta





*o essencial é a fruta*

# OUR FLAVOURS







1952

fresco



# We care for our consumers

## SEARCHING FOR NATURALNESS IN FOOD

Consumers are looking for :



**More Natural products, as close to nature as possible**



**Minimal food processing**



**With no artificial ingredients**





# The freshest of packaged juices

## DIFFERENTIATION

01

Compal Brand

02

Taste of the product delivering superior freshness

03

Level of sustainability above the competition

- The only one with fruit from Portuguese plantations
- Proprietary bottle 100% recycled Pet

FRESCURA  
**HPP**  
PROTEGIDA

FRUTA  
**100%**  
FRESCA







# The New Compal Fresco





FÁBRICA  
UM BONGO

# UM BONGO

O BOM SABOR DA SELVA





A wooden signpost stands in a lush green jungle. In the background, a wooden factory with a sign that reads 'FABRICA UM BONGO' is visible, situated on a hillside. A waterfall flows over rocks in the middle ground. The scene is framed by various tropical plants and trees.

Hidden in the deep jungle is the  
**Um Bongo Factory.**

Here the juices are made with  
carefully squeezed fruit no added  
sugar, no colourings and preservatives  
or artificial ingredients: **only**

**80% FRUIT**  
**20% WATER**





# THE GOOD



# THE BAD









**UM BONGO**  
O BOM SABOR DA SELVA

**SUPER  
MARKETS**







Range flavours  
**80% FRUIT**  
**20% WATER**







# Brazil





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# REASONS TO BELIEVE

## 1) Made From Real Fruit

Guarana's Super-Fruit Originating from Mawés, an Amazonian city, this fruit's realness is accompanied by legends that portray it as more than just a mere fruit.





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# REASONS TO BELIEVE

## 2) Original since 1921

Guaraná Antarctica stands as Brazil's largest and most cherished guarana soft drink. Remarkably, it holds the distinction of being the world's first guarana soft drink.





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# REASONS TO BELIEVE

## 3) Brazil's favorite soft drink

According to Brazilians, Guaraná Antarctica ranks among the top 5 brands representing and identifying Brazil. It's synonymous with the category in the country.







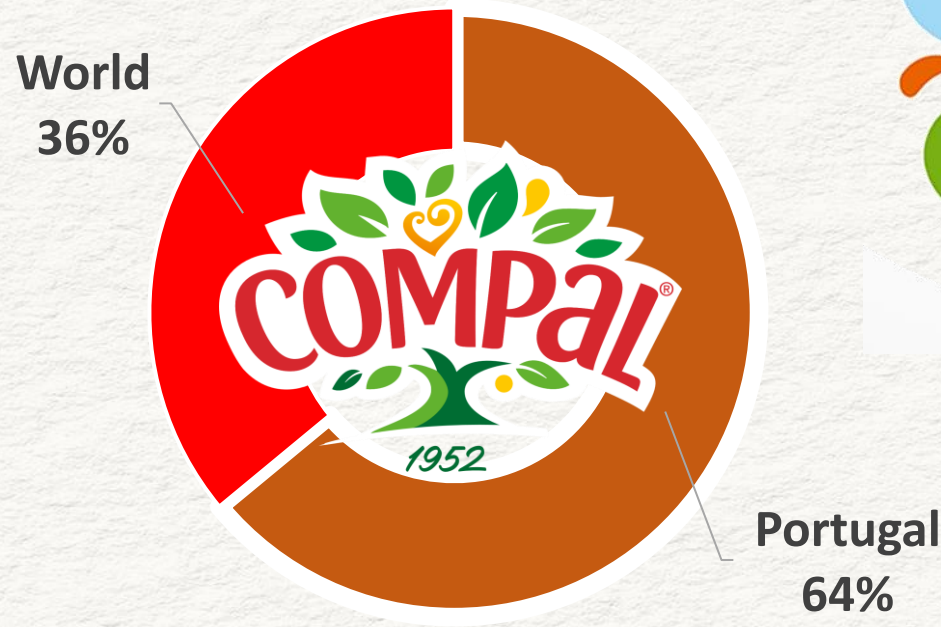
# 1921

A sparkling soft drink,  
made with guarana extract  
from the Amazon Rainforest





# INTERNATIONAL PRESENCE





# ENTRY MODELS



**EXPORTS**

**FRANCHISING**

**CO-PACKING**



# FRANCE





# PORTUGUESE DIASPORA







# CROSSOVER TO MAINSTREAM



carrefour



Intermarché

Auchan

MONOPRIX



SUPER U

marché  
frais Géant



Netto

sumol+compal



# GABON

A close-up photograph of a hand holding a green and yellow Simona orange juice bottle. The bottle has a label with the word 'SIMONA' and an orange slice. The background is a colorful, abstract pattern. The word 'GABON' is overlaid in large, bold, white capital letters across the center of the image.





# WHY FRANCHISING?

Shipping to  
Destination

Duties

Local  
Partners

Clients



0.5\$	19 k Lt	40% - 80%	Storage Distribution	Wholesalers & Retailers	3\$
0.5\$	530 k Lt	2% - 10%	Production Storage Distribution	Wholesalers & Retailers	1.5\$









# UNITED STATES



# ETHNIC SUPERMARKETS







# MAINSTREAM SUPERMARKETS





# SUPER HEROES





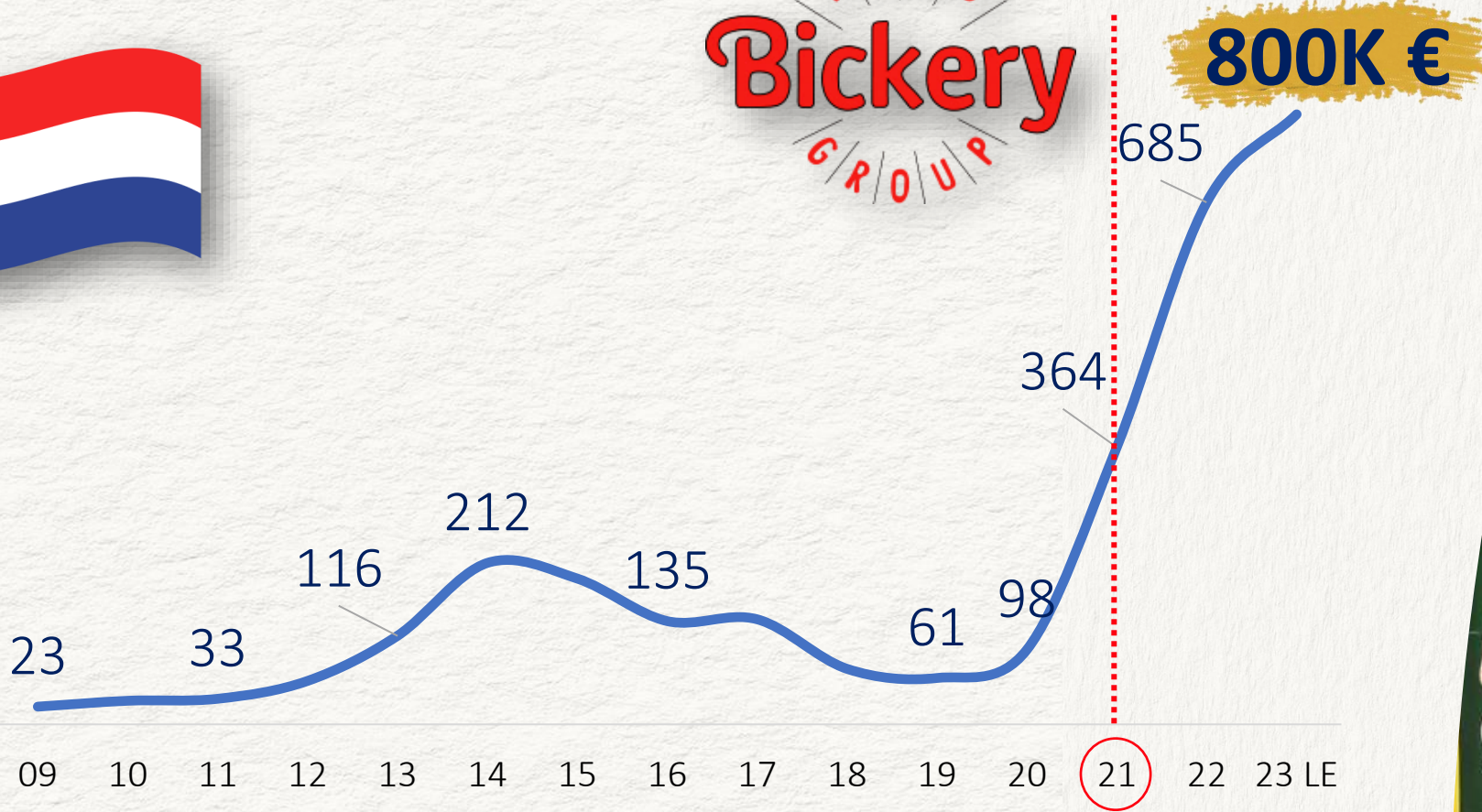




# ESMA SUCCESS STORY

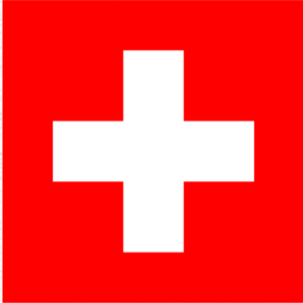


# ESMA SUCCESS STORY





# ESMA SUCCESS STORY





# ESMA SUCCESS STORY









# PARTNER SUPPORT TOOLKIT

We support our partners

Store Displays





# PARTNER SUPPORT TOOLKIT

We support our partners

Store Tastings





# PARTNER SUPPORT TOOLKIT

We support our partners

Brand Events

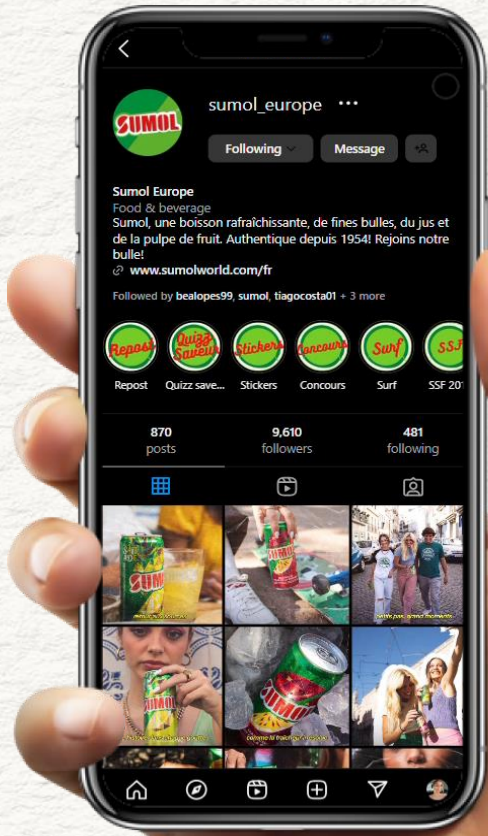




# PARTNER SUPPORT TOOLKIT

We support our partners

Communication Tools





# PARTNER SUPPORT TOOLKIT

We support our partners

**Market Visits**





# PARTNER SUPPORT TOOLKIT

We support our partners

**Brand Support Meeting 2023**







**PORTUGAL**

# Sumol+Compal

Local Heroes



# JOIN OUR TEAM



sumol+compal





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