



Market

By combining the Italian tradition with the advanced technology and the experienced working team, the company Rio Caffe has managed to establish itself as the leader in its field as a producer, creating leading products on the coffee market. By bonding the quality, the contemporary technology and top design, as well as meeting the needs of the consumers, it managed to create unique recognizable coffee products, which the true enjoyers in the good flavour of coffee wish to taste again. Since its successful beginnings until today, Rio Caffe carefully develops the tradition of the production which is based on top quality and a rich scope of coffee products.

From the great variety of products the company has to offer, the most famous and the highest selling brand is the brand Bravo, which is the coffee we think of when we think of the traditional Macedonian coffee. The brand Bravo first appeared on the Macedonian market in 2003, as a new product, which immediately became a significant segment on the coffee market. That was the start of the brand development, which until this day managed to maintain the leading position on the market.

Today Rio Caffe successfully keeps its position, in spite of the large number of domestic and foreign coffees present on the Macedonian market.

Achievements

With its range of various and quality coffees, the company Rio Caffe classifies on the Macedonian market as a modern company, which is easily

adjusted to the modern market challenges. The long-term policy of investing in the development and production is the foundation of the success of the company. The strength of the recognizable brand is in the opportunity to see the needs of the market and the expertise for introducing the exact products and aromas which are demanded by the consumers. During the operation of Rio Caffe, they stayed up-to-date with the technological and world class innovations, and that gave the company an opportunity to constantly build its position on the market and to maintain the top quality of the products.

The brand Bravo is definitely the most famous and the most popular brand from the variety of Rio Caffe in the Republic of Macedonia. Under the brand of Rio Caffe we also include Bravo coffee, Bravo premium, Bravo Cappuccino and Bravo Instant, which are leaders in the coffee market.

And as we say, good news travels fast, the fans of the traditional Turkish coffee beyond the borders of Macedonia now choose Bravo coffee, and this is mostly done in countries such as Australia, Canada, and the USA, where most of the migrants from our region live.

The distinguishable and modern design and the easily opened packaging are the characteristics which deserve credit for the maintaining of the constant quality, taste and aroma, as well as the making of Bravo coffee into a top brand, in Macedonia, as well as across the international borders. When all the aspects which make its value are taken into consideration, such as the tradition and the constant quality, the consumers can recognize the brand easily.

On the European market in Italy and in Austria, the Bravo brand first appeared in 2006, where coffee lovers can enjoy its unique taste.



History

The Coffee production company, Rio Caffe began its operation in 1991 and today every morning, thousands of fans of the good taste start their day with our products, distinguishable by their specific and top quality. The most famous from the assortment of Rio Caffe from that time are:

- Rio Cubanita loose packages;
- Rio Cubanita in packages of 100, 200 and 500 gr;
- Rio Minas in packages of 100, 200 and 500 gr;
- San Remo Espresso in packages of 1 kg and 250 gr;
- Rio Cappuccino.

The preparations for the brand of Bravo begin in 2001, when during a period of two years the recipe and design was elaborated. It appeared on the Macedonian market for the first time on November 1st 2003.

Product

The secret behind the quality palette of coffee products from the company of Rio Caffe is the



result of the cutting-edge technology on one hand, and on the other hand, the expert and highly qualified personnel, who is constantly invested in. The quality is also complemented with the purchase of high-quality raw material. Five products are included under the brand of Bravo.

Bravo Premium is a mixture of high quality coffee types which are ideally balanced, while the strong and specific taste are the characteristics of Bravo Coffee. Processed with the latest Italian technology, Bravo Cappuccino 3 in 1 is a real pleasure which is the perfect blend of coffee, milk and sweetener. All bitter coffee lovers can enjoy their first morning moments with Bravo Cappuccino 2-in-1. Real coffee choice for any occasion when instant make is vital, Bravo Instant coffee is the perfect opportunity for our consumers.

Thanks to the top quality and the high level of

recognizing among the consumers, in all of the years of its existence, these products have maintained leader position on the market.

Recent Developments

The company Rio Caffe maintains its course to constantly invest in new products and technologies. Taking into consideration the fact that the work is done with cutting-edge technology (closed system of production), which completely corresponds to the strict requirements of the HACCP standard, which was implemented in the company in 2008, all the conditions for development and promotion of new products were enabled.

So, at the beginning of 2012, a new product from the brand Bravo will be placed on the market called Bravo Mocha..



Promotion

As a modern and successful coffee production company, Rio Caffe is aware of the power of

advertising in the raising of the awareness of the consumers. The determination to constantly strengthen the brand is achieved through regular media campaigns through the electronic media, which are mostly concentrated on Bravo coffee.

At the same time, promotional activities are done constantly on the leading markets throughout Macedonia in retail sales. As a company which cares for its loyal consumers, in the frames of its promotion, Rio Caffe organizes prize winning games, where valuable prizes can be won.

Brand Values

The vision and mission of Rio Caffe are strongly expressed in the value of the brand. The basic factor for the success of the company is mostly the application of the advanced knowledge in correlation with the tradition and experience, and all of this supported by the modern technology in the process of production and product design.

The guarantee for top and constant quality is the basic condition for a brand to maintain itself on the market for a longer period of time, and to satisfy the needs of the most selective consumers. Maintaining that direction, the brand of Bravo has enjoyed the trust and loyalty of its devoted consumers.

www.riocoffee.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

BRAVO CAFFE

- Coffee was initially used as food.
- The bean of the coffee is placed inside a red berry.
- The coffee is the second most traded commodity on the stock market, right after oil.
- The Venetian traders brought coffee to the European continent.
- Today coffee is an enormous global industry, which employs over 20 million people.
- Coffee is the most popular drink in the world with an average of over 400 billion cups drank every year.

