



## Market

The nutritionists around the world share the opinion that water is the healthiest fluid that we take in. It keeps our body healthy and our skin beautiful, giving us strength and positively affecting our mood. The consumers' consciousness for the quality of bottled water increases, which is the reason for its increased consumption.

Despite the increased presence of brands, GORSKA is the biggest producer of natural spring water.

The KODING Company, with its brand GORSKA, is a leader on the market for still water in Macedonia, since the emerging on the market, it is the brand with the greatest growth.

Besides still water, under the brand GORSKA, the company produces sparkling water as well.

More than 20 domestic producers, as well as the majority of the regional and foreign bottled water producers, are present on the Macedonian market. However, GORSKA has succeeded to the leader position, despite the competition.

Due to the top quality, irreplaceable taste, constant development in production technology, expansion of its distribution and the good marketing support, GORSKA takes up more and more shares on the markets in Kosovo, Albania, Slovenia, Serbia, Germany, Canada and Australia.

As a result of the constant achievements on the new markets, GORSKA becomes a leading brand not only on the domestic, but on the international market as well.

## Achievements

GORSKA consistently invests in the development of new technologies in its segments. GORSKA is always first when it comes to quality standards, so in 2011, GORSKA is certified with ISO 14001:2004 as a proof of working on environmental management system.

In its production plant, GORSKA has the most sophisticated (microbiological, physicochemical, biochemical) laboratory, where the water quality is constantly supervised. Regular controls are carried out by the Republic Institute for Health Protection in Macedonia, as well as the leading European Institute FRESSENIUS where the most distinguished world brands are controlled and from which GORSKA has gained a certificate for top quality.

GORSKA is the only Macedonian bottled water that is registered in the official list of the European Union.

The constant analysis and the great number of significant certificates, which are a guarantee for the water quality, have allowed GORSKA to be a preferred brand in many renowned institutions in Macedonia.

## History

The spring Trnski which GORSKA exploits, is located in a clean natural environment, at an

altitude of 1,100 meters in the picturesque parts of the Kozhuf Mountain.

The people from village Konopishte, where GORSKA has its filling plant, say that the story of the beauty of the spring, in whose waters the residents refreshed along the river Boshava, has been passed on from generation to generation. No one knows exactly for how long the spring has existed, but it is assumed that the water that now springs from it, has been collected for centuries in the natural underground basins in the Kozhuf Mountain. The legend says that many armies, including that of Alexander the Great, have refreshed themselves in the waters from this spring when passing by this region. This water was known far and wide for its taste, refreshing effect and its beneficial and curative effects. Passing through multiple layers of mineral rocks, in the process of natural filtration, the water has succeeded in maintaining the same ideal mineral contents.

## Products

GORSKA is more than plain water. The natural perfect balance of minerals, salts and oligoelements, and especially the low percentage of sodium, allow everyday consumption in unlimited quantities. The water is especially suitable for children, pregnant women, athletes, recreational



athlete and elderly people. The naturally balanced ratio between calcium and magnesium, which is very similar to that of the human body, allows for quick compensation of bodily fluids, especially in conditions of dehydration.

GORSKA fills in a PET and a glass bottle as: still water, sparkly water and sparkly lemon-flavored water; and it includes all segments of the market: family pack of 6, 1.5, 0.5 and 0.33 liters in a PET packing; glass packing of 1 and 0.25 liters for the HOREKA market.

For the youngest, GORSKA produces Gorsk Junior whose production is carried out under rigorous control of the quality and double filtration.

Besides the abovementioned, GORSKA is a leader in filling and distribution of water in a 19-liter returnable packing.

As a result, GORSKA is the only right choice of water for refreshing in every situation.



### Recent Developments

Since emerging on the market, in only 5 years, GORSKA became a distinguishable brand in Macedonia and is an essential part of the marketable collection of all big and small markets.

For the needs of the youngest in 2011 KODING did redesign of the label of accompanying brand Gorska Junior 0.33l. Gorska Junior is the only mountain spring water in Macedonia subject to regular control by the leading European Institute FRESENIUS. By its design this package is especially suitable for children, mothers and babies.

In 2011, PET packaging of non-carbonated Gorska 0.5l was enriched with sports cap.

For the first time on the Macedonian market, famous Macedonian brand Gorska, exclusively for users who know what is best for their health, in 2011 began selling water with L-carnitine, water that significantly melts fat, accelerates metabolism, increases physical energy, increases the resistance of the heart muscle, supports healthy heart muscle and heartbeat.

Most famous nutritionists and fitness trainers recommend consuming at least one liter of water with L-carnitine during sports activities. L-carnitine contained in Gorska Sports is produced by the renowned Swiss Company for Natural Sciences - Lonza.

By introducing this product, Gorska once again is confirmed as a proven brand that offers to their customers superb quality in order to satisfy even the most demanding.

### Promotion

Since the role of the marketing in forming and maintaining the brand is huge, we continuously



invest in its development.

GORSKA is always present on TV, radio, internet, as well as at all significant public events, which helps in supporting the development of the quality of living in the Republic of Macedonia.

In accord with its abilities, GORSKA helps the cultural and sports events which contribute to the affirmation of the Republic of Macedonia as a modern state with deep cultural and spiritual roots.

By constantly investing in technology, improving the quality of service, spreading the distribution network, GORSKA, as an elected Superbrand for 2011/2012 established a sense of quality, reliability, diversity and emotional appeal among consumers.

Significant sponsorships by GORSKA in the sport are related to:

- Basketball Representation of Macedonia
- Basketball Club MZT
- Volleyball Club FORCA
- Skopje Marathon
- Soccer Club RABOTNICKI
- Soccer Club METALURG
- Swimming Club DELFIN

Cultural events in the Republic of Macedonia sponsored by GORSKA are Children's song contest-Potochinja, Skopje Summer, Autumn Music Festivities and many others.

GORSKA shows a great care for children with special needs by helping in supporting various activities.

Besides the above mentioned, the marketing strategy includes care for the natural environment of many activities for the preservation of the environment.

KODING will continue in future to follow its strategy of socially responsible company that defined the values that represent them in their daily work: trust, tradition, enthusiasm, experience, knowledge, innovation, team spirit and professionalism. To be socially responsible means to meet all legal obligations, to invest in human capital, environment and continuing to nurture the relationship with customers and partners.

### Brand Values

All activities of the company are oriented towards satisfying the consumers, producing a quality and healthy product and fast service.

By regular investments in technology, employees' education, expansion of the distributing network and improving the quality of the service, GORSKA creates a sense of safety, trust and respect with the consumers.

We are proud that the brand GORSKA became a synonym for natural, healthy and green product.

Drinkable, clean, healthy... simply GORSKA, water for ever day of life...

[www.gorska.com.mk](http://www.gorska.com.mk)



### THINGS YOU DIDN'T KNOW ABOUT...

#### GORSKA

- Spring Trnskot is located in one of the cleanest areas of the Balkans at a height of 1100 meters, near the village where Konopiste actually filled and produces Gorska.
- Oligomineral composition makes Gorska ideal for daily consumption by not only not burdening the human digestive system but also improving it.
- One of the oldest inhabitants of Macedonia are the residents of Konopiste, and their long life is largely due to continuous consumption of GORSKA.
- GORSKA is the first water in Macedonia won certificate ISO 14001:2004 and which performs regular quality control of water in the FRESENIUS Institute, Germany.
- Gorska is not just water!