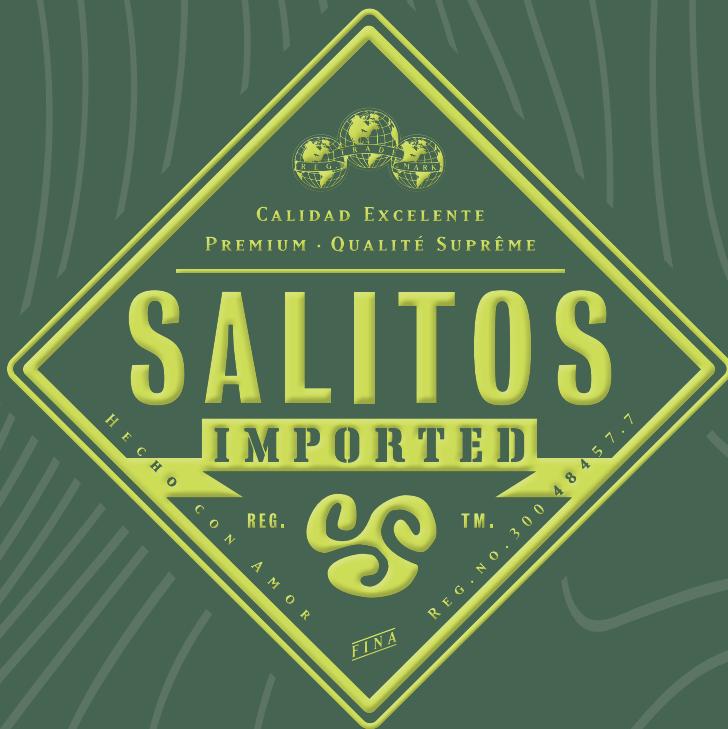


VIVA LA VIDA — VIVA SALITOS



BEER & REFRESHMENTS



SALITOS

# iVIVA LA VIDA!

SALITOS STANDS FOR **UNCOMPROMISING TASTE** QUALITY AND ICE-COLD REFRESHMENT. AND HAS DONE **FOR OVER 20 YEARS**. WE INSPIRE PEOPLE AND MOVE THE MASSES WITH OUR SOUTH AMERICAN WAY OF LIFE. **IN OVER 55 COUNTRIES**. AROUND THE WORLD. IN THE BEST CLUBS AND THE MOST BEAUTIFUL LOCATIONS. OUR FEEL FOR TRENDS AND OUR STANDARDS OF QUALITY AND DESIGN ARE A **GUARANTEE FOR CONTINUOUS SUCCESS** AND **RELIABLE SALES**. THAT IS OUR PROMISE.





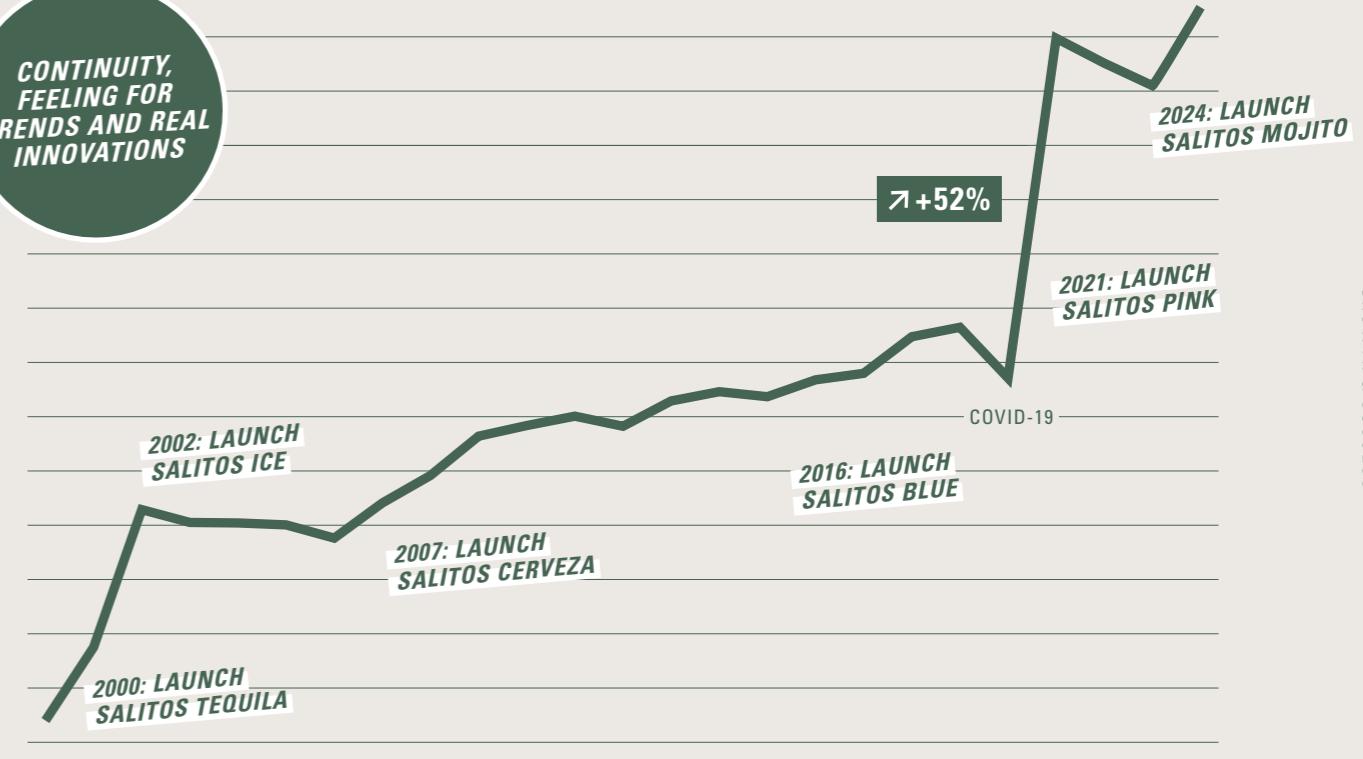
SALITOS grows and grows and grows. For 20 years, we have only known two directions: higher and further. How do we do that? Quite simply, no compromises. The forces behind our success: quality, a feeling for trends and the courage to turn visions into reality. Talking alone does not increase sales. It takes a lot of knowledge about which taste is best received by the target group – and stays in their hearts as a favourite drink in the long term. That's our job. And the figures show: we get it right.

GROWTH

## OUR SECRET OF SUCCESS: PURE FEELING FOR REAL TRENDS.

**SALITOS IS GROWING CONSTANTLY AND RELIABLY.  
AND HAS BEEN FOR OVER 20 YEARS.**

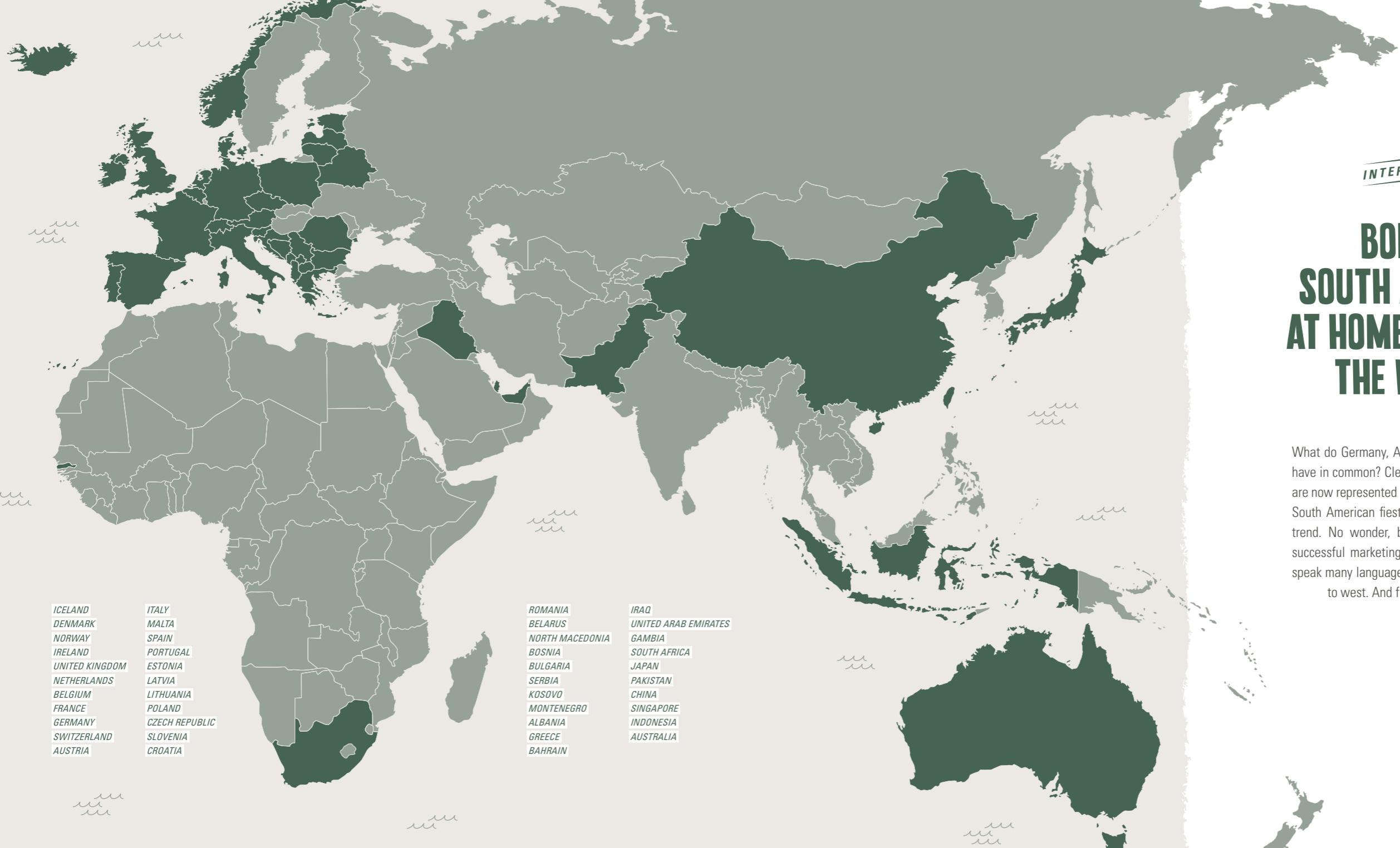
CONTINUITY,  
FEELING FOR  
TRENDS AND REAL  
INNOVATIONS



SALITOS SALES WORLDWIDE IN HECTOLITRES



A S I O D I M W E D



## **INTERNATIONAL**

# BORN IN SOUTH AMERICA. AT HOME ALL OVER THE WORLD.

INTERNATIONAL

What do Germany, Australia, Japan and Gambia have in common? Clearly, a love of SALITOS! We are now represented in over 55 countries with our South American fiesta flair – and on an upward trend. No wonder, because when it comes to successful marketing and happy consumers, we speak many languages. From north to south, east to west. And from morning to night.

ICELAND	ITALY
DENMARK	MALTA
NORWAY	SPAIN
IRELAND	PORTUGAL
UNITED KINGDOM	ESTONIA
NETHERLANDS	LATVIA
BELGIUM	LITHUANIA
FRANCE	POLAND
GERMANY	CZECH REPUBLIC
SWITZERLAND	SLOVENIA
AUSTRIA	CROATIA

ROMANIA	IRAQ
BELARUS	UNITED ARAB EMIRATES
NORTH MACEDONIA	GAMBIA
BOSNIA	SOUTH AFRICA
BULGARIA	JAPAN
SERBIA	PAKISTAN
KOSOVO	CHINA
MONTENEGRO	SINGAPORE
ALBANIA	INDONESIA
GREECE	AUSTRALIA
BAHRAIN	

**BOTTLE OPENER**

# TURN. OPEN. SHARE SALITOS MOMENTS.

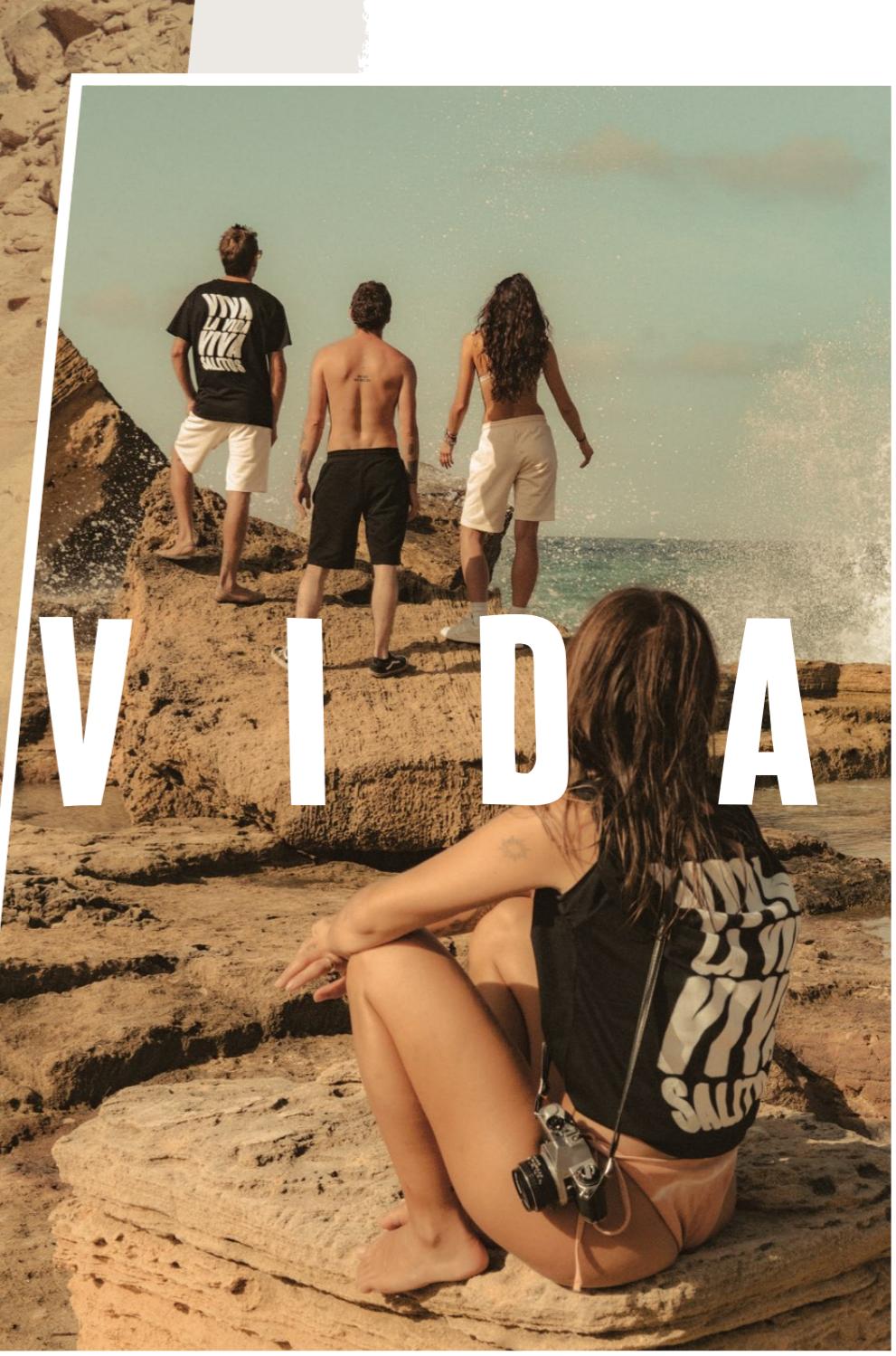
SALITOS ensures a hot atmosphere in any location! Whether at the beach, at festivals or at a party. With the bottle opener integrated directly into the bottom of the bottle, SALITOS guarantees non-stop drinking fun. Our patented opener allows each subsequent bottle to be effortlessly opened in a flash. This way, you can enjoy joyful moments à la SALITOS together.



PATENTED,  
INTEGRATED  
**BOTTLE OPENER**  
IN THE BOTTOM.



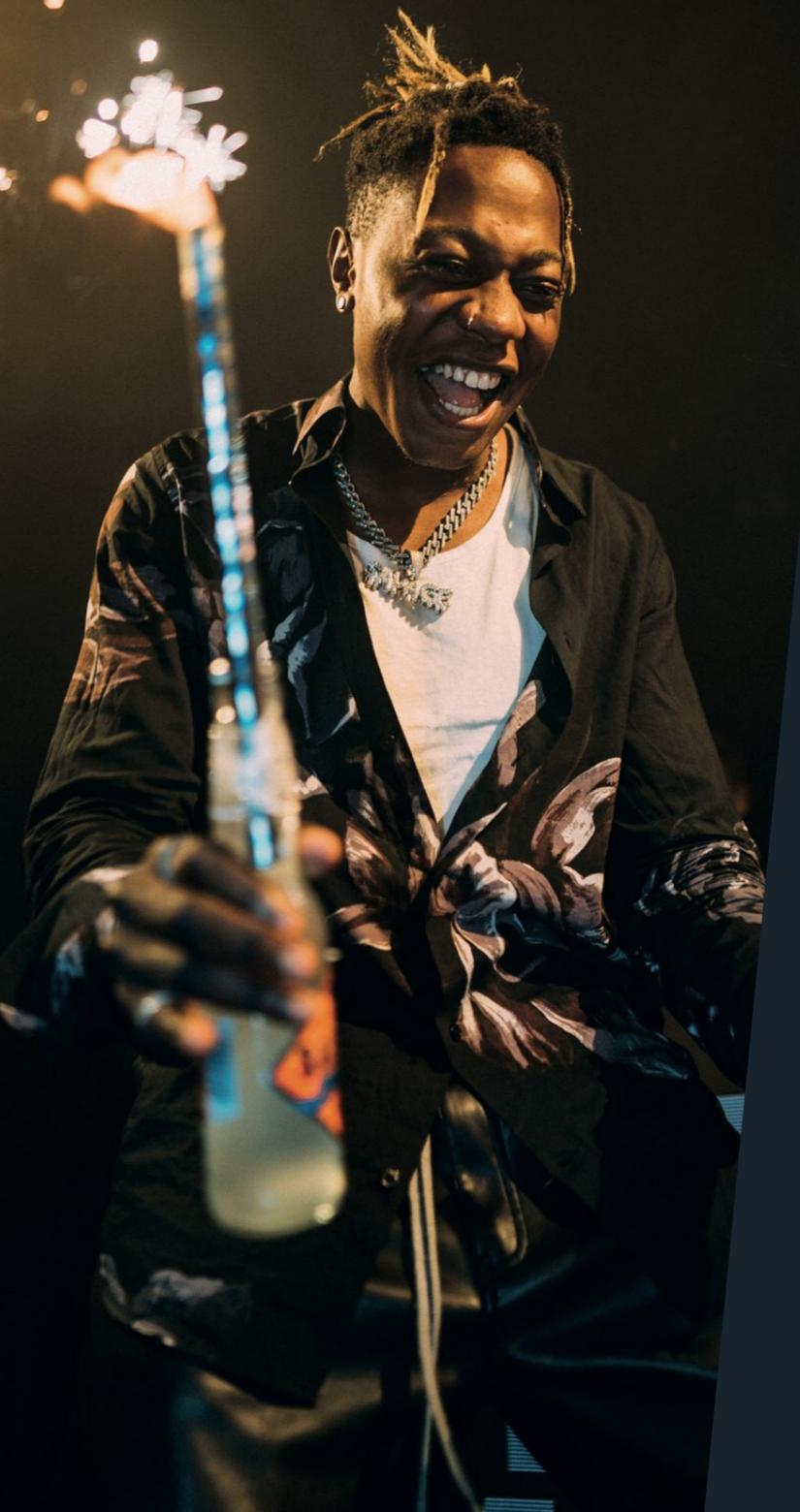
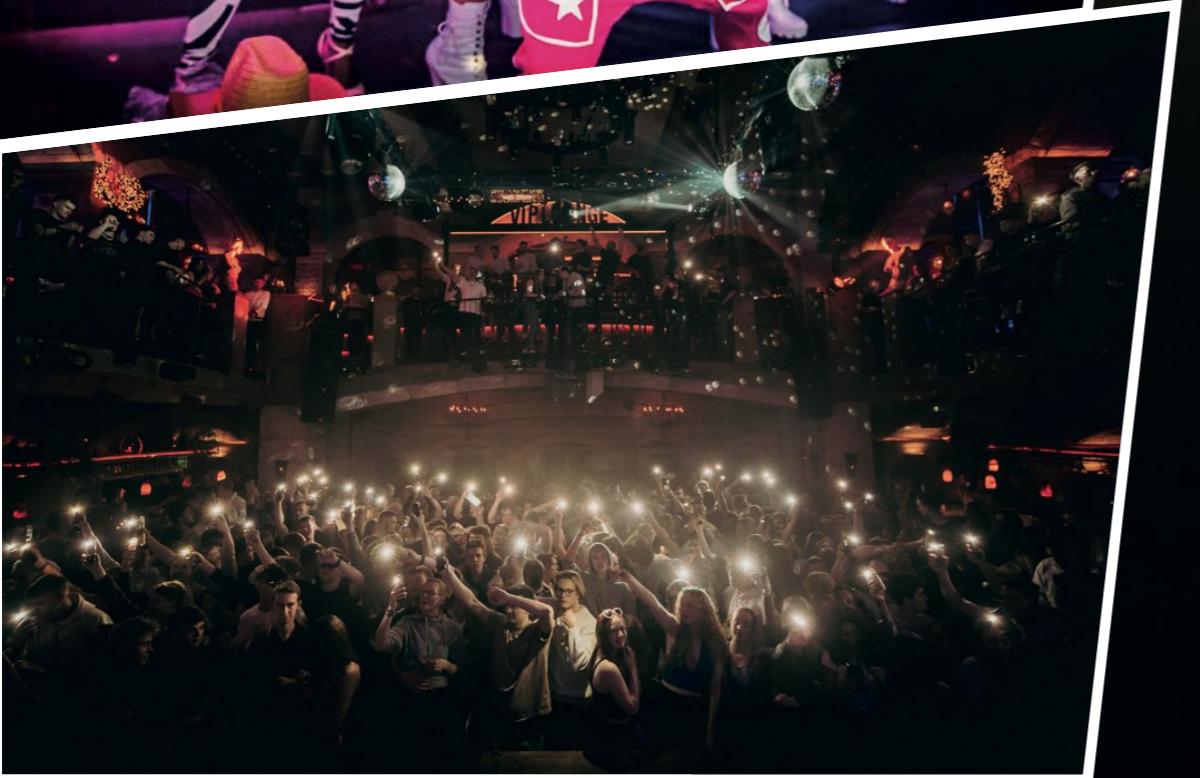
VIVA LA VIDA — VIVA SALITOS



HECHO CON AMOR



92% OF ALL  
RELEVANT CLUBS  
IN OUR STRONGEST  
MARKETS STOCK  
SALITOS



OUT OF HOME

## FULL BRAND POWER FOR FULL HOUSE CLUBS.

In Germany, we are the no.1 beer mix in the out-of-home sector. Why? Because we are unmistakable and create real nightlife experiences together with our partners. We achieve a lot and set new standards globally. Individual branding, neon signs that make millions of eyes light up, competitions, promotions and breathtaking promotional tours – we know when, how and why.



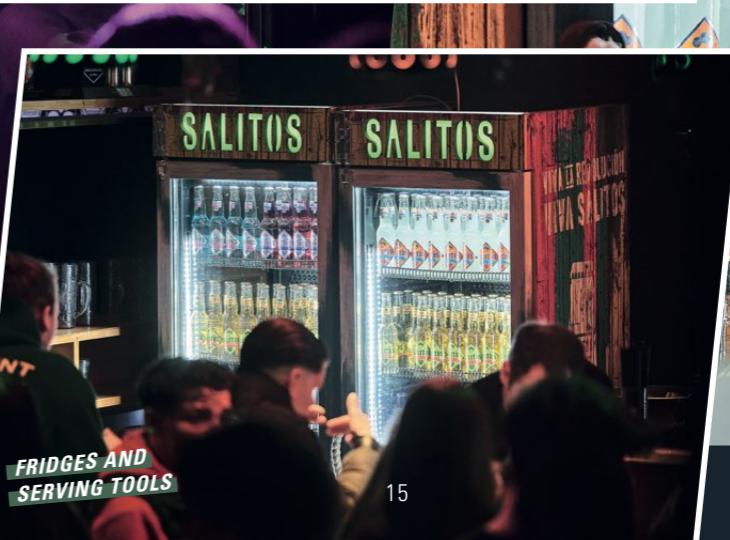
# INDIVIDUAL BRANDING STANDS OUT AND STAYS IN MIND.

Guests order what they know and love – and above all, what they see. It's that simple. For over 20 years, we have done nothing but work with our HoReCa partners to ensure that the atmosphere is right. For SALITOS! With well-thought-out lounge concepts, individual branding and successful marketing tools, we bring an emotive SALITOS atmosphere to the venue. This turns every location into a favourite one.

INDIVIDUAL  
BRANDING



FRIDGES AND  
SERVING TOOLS







VIVA LA VIDA — VIVA SALITOS

1 MILLION GUESTS\*  
300 METRIC TONS  
OF ICE  
330 SQ. M AREA

\*PER YEAR

SALITA ICE SHOT –  
IDEAL AS A SIGNATURE DRINK  
SERVED IN A FROZEN ICE GLASS

HIGHLIGHTS

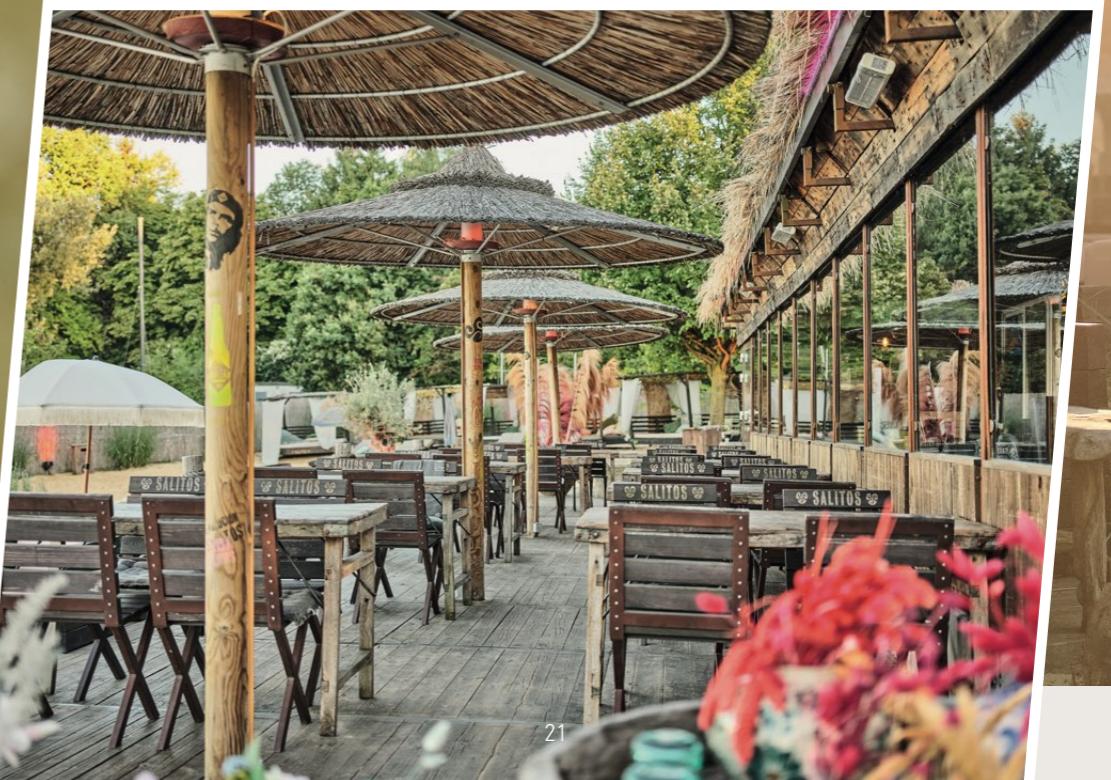
## THE WORLD'S LARGEST ICE BAR!

Not satisfied with just being individual? Alright, we specialise in the extraordinary and unique – as exemplified by the world's largest Indoor Ice Bar. Featuring 330 square metres of space, towering 6-metre ceilings, 300 metric tons of ice and an astounding one million guests annually! We don't just boost sales to chilling heights, but also elevate the atmosphere to boiling point.





W E L C O M E T O S A L I T O S B E A C H



SALITOS BEACH

## TOP DESTINATION. GUEST MAGNET. REVENUE BOOSTER.

To us, joy isn't just a feeling. It's what sparks satisfaction and delight in consumers. With SALITOS, every spot transforms into a place that offers it all: more joy. More guests. More revenue. Through our premium furniture concept, SALITOS BEACH FURNITURE, we craft authentic brand experiences. Over 500 beach clubs worldwide now captivate millions of visitors yearly. Guests abound, like grains of sand.



BEACH FURNITURE CATALOGUE  
HERE FOR DOWNLOAD!



OVER  
200 BEACH CLUBS  
IN GERMANY  
WITH MORE THAN  
15 MILLION  
GUESTS  
PER YEAR



HORECA





**PERFECT SERVE:  
ICE-COLD WITH STRAW  
IN A 0.3-LITRE GLASS**



**DRINKS**

## MARGARITA AND SALRITA: OUR WINNING DUO.

Boosting sales made easy: fill up a branded SALITOS Granitor with three litres of mango and strawberry, add seven litres of water, and in just one to two hours, hear the cash register ring. A simple tap, endless enjoyment. Whether at the beach bar, in the nightclub, at festivals or in the food truck – SALITOS delivers authentic cocktail taste with its premixes SALITOS FROZEN STRAWBERRY and MANGO MARGARITA.

# M A R G A R I T A   G O E S   S A L I T O S

VIVA LA VIDA — VIVA SALITOS



And for those craving originality, dive into our beloved SALRITA – a feast for the eyes and taste buds. With ice-cold margarita at the base, a clip in the middle and your chosen SALITOS bottle on top, it's a sure-fire way to captivate. This passionate kick in a glass guarantees not only wide-eyed wonder but also sky-high sales. We promise!

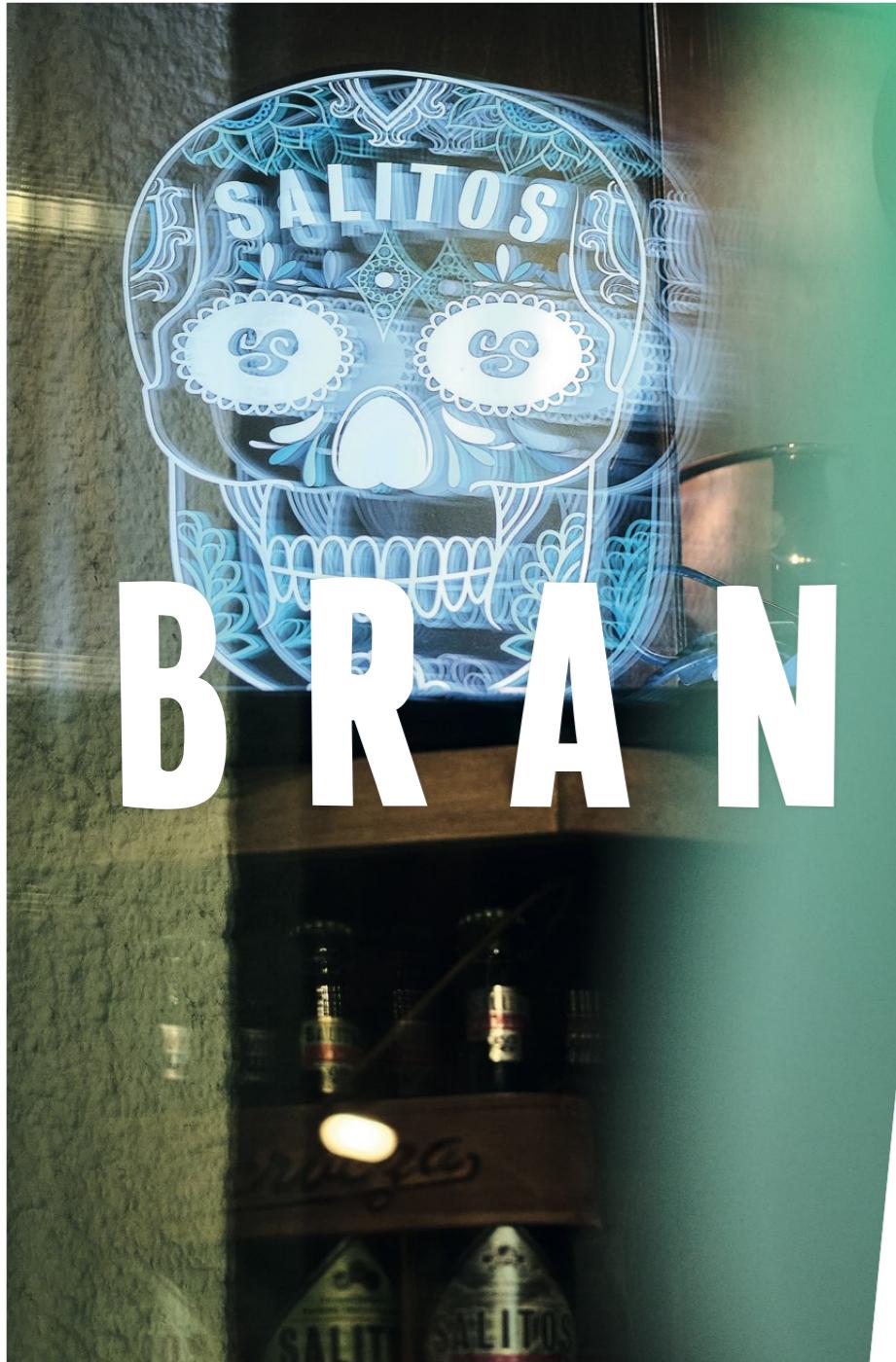


SCAN QR CODE  
FOR TASTY DRINK  
INSPIRATION!

**GUARANTEED TO WIDEN EYES  
AND BOOST SALES**



# BRAND VISIBILITY





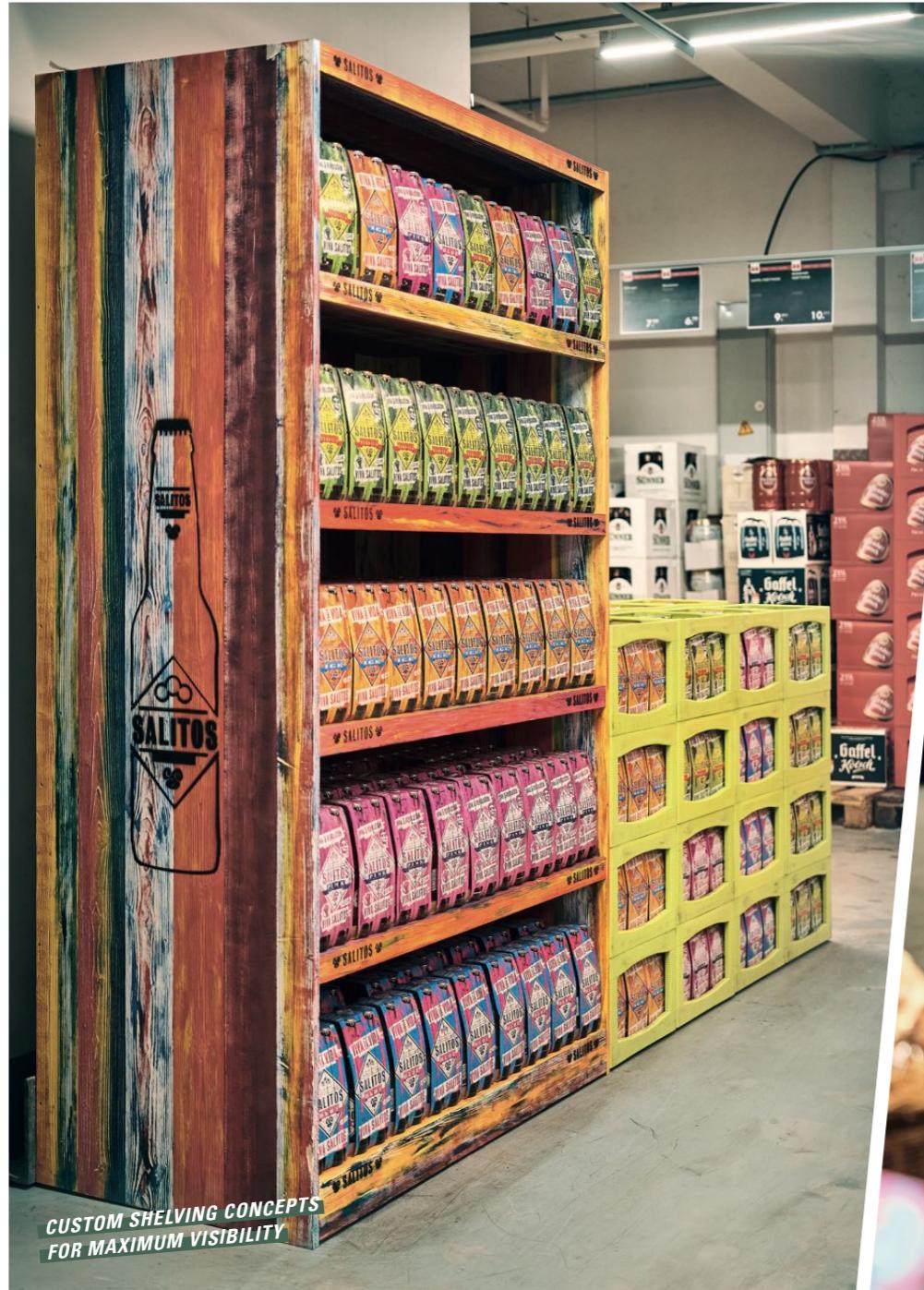
TRADE

## MORE FACING. MORE VARIETY. MORE TRADE.



TRADE

Standing out means getting noticed. And what catches the eye, gets bought. With our years of experience, we know how to rock the point of sale: variety in flavours, packaging and ideas – along with strategic secondary placements featuring custom display racks and cool refrigerators. The numbers speak for themselves: we know what we're doing.



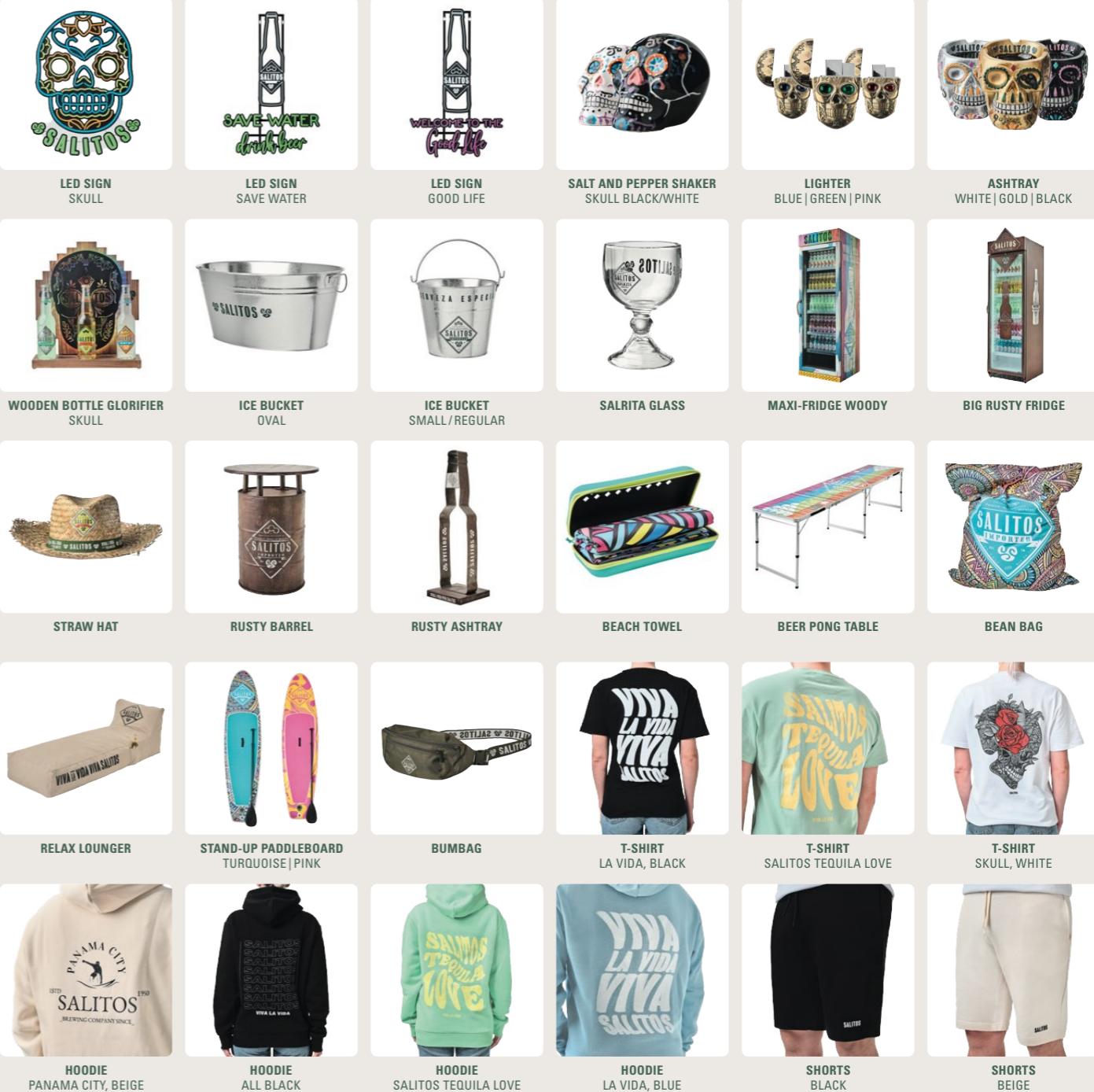
**POINT OF SALE MATERIAL**

# WITH LOVE FROM SALITOS.

Catches the eye, stays in the mind and touches the heart. We live and love our brand world down to the smallest detail. And so do our customers. From ice buckets to neon signs, from bean bags to beer pong tables – with our advertising materials, we create small brand experiences with a big impact. This is how we turn loyal customers into real fans.



B R A N D A W A R E N E S S



RANGE

# OUR STANDARD: BEST TASTE MEETS PERFECT PACKAGING.

Can, aluminium bottle or glass bottle: SALITOS offers the perfect container for every occasion. And the best taste. This not only pleases the consumer, but above all the sales department. Intelligent price positioning, well-thought-out purchase alternatives and innovative product features ensure above-average sales in an extremely fast-growing segment. We know that. You do, too. That's why we always think one step ahead.



SALITOS ORIGINAL

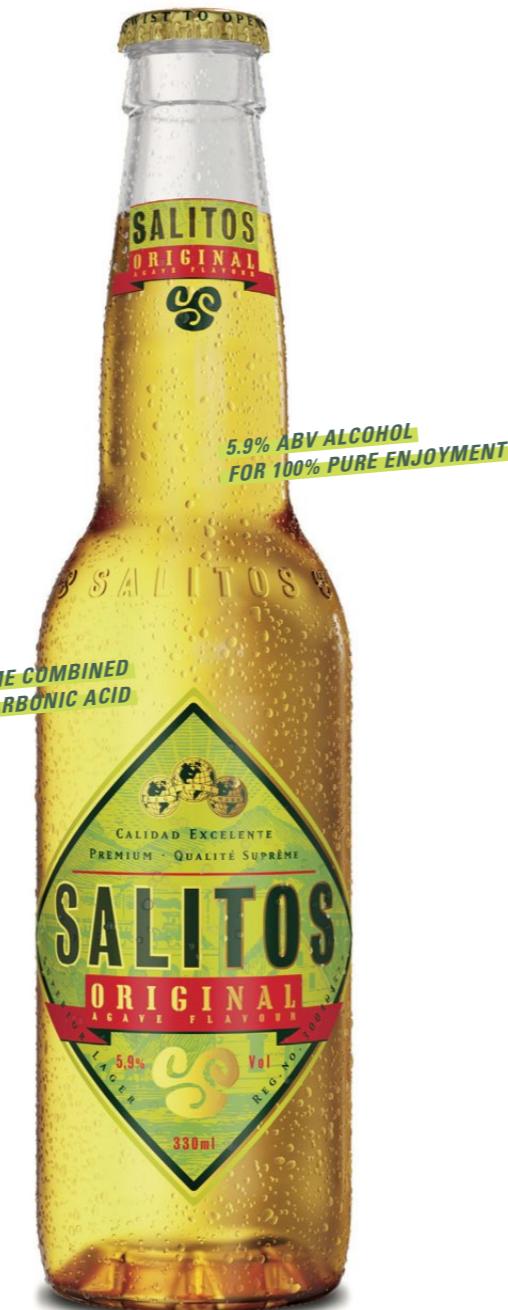
## A CLASSIC FROM THE VERY BEGINNING.

SALITOS ORIGINAL is our classic. Whether at the bar, on the beach or on the go: mild beer, combined with a light hint of lime and a tasty agave note. The result is refreshment à la South America. And all with a wide variety of containers, award-winning design and optimum price positioning.

**TYPE**  
MIXED BEER DRINK

**ALCOHOL CONTENT**  
5.9% ABV

**TASTE**  
FRUITY LIME WITH  
SPARKLING CARBONIC ACID



SALITOS MOJITO

## THE NEXT BIG DRINK: CUBA IN TOP FORM.

The soul of Cuba, compressed into a bottle. The balance of tangy lime, fresh mint and a fine rum note conveys the essence of Cuban joie de vivre with every sip. This absolutely authentic taste brings the feeling from the streets of Havana to the dance floors of the clubs.

**TYPE**  
MIXED BEER DRINK

**ALCOHOL CONTENT**  
5.0% ABV

**TASTE**  
TANGY LIME AND FRESH MINT  
WITH A FINE RUM NOTE

**SALITOS ICE**

## THE JOHN LEMON AMONG THE SALITOS LEGENDS.

Nice, nice baby – that's South America in a bottle. Tastes even fresher than it looks! Carbonic acid: particularly fine. Note: subtly tart. Refreshing experience: unique, sparkling, lemony. The real fruit and special extras of this balanced recipe unfold optimally when iced and drive the refreshment straight to the tip of your tongue.

**TYPE**  
FRUIT WINE COCKTAIL

**ALCOHOL CONTENT**  
5.2% ABV

**TASTE**  
SOUTH AMERICAN LIME  
WITH A SUBTLE HERBACEOUS NOTE  
AND FINE CARBONATION

**SALITOS BLUE**

## THE BLUEPRINT FOR MORE SALES.

Berry good! Fresh at first sight, SALITOS BLUE with its bright blue colour shows one thing above all: passion for the sea and the South American homeland. The full flavour of fresh berries and the fine sparkling quality guarantee a unique and refreshing taste experience.

**TYPE**  
FRUIT WINE COCKTAIL

**ALCOHOL CONTENT**  
5.0% ABV

**TASTE**  
FRUITY BLUEBERRY  
WITH SPARKLING CARBONIC ACID



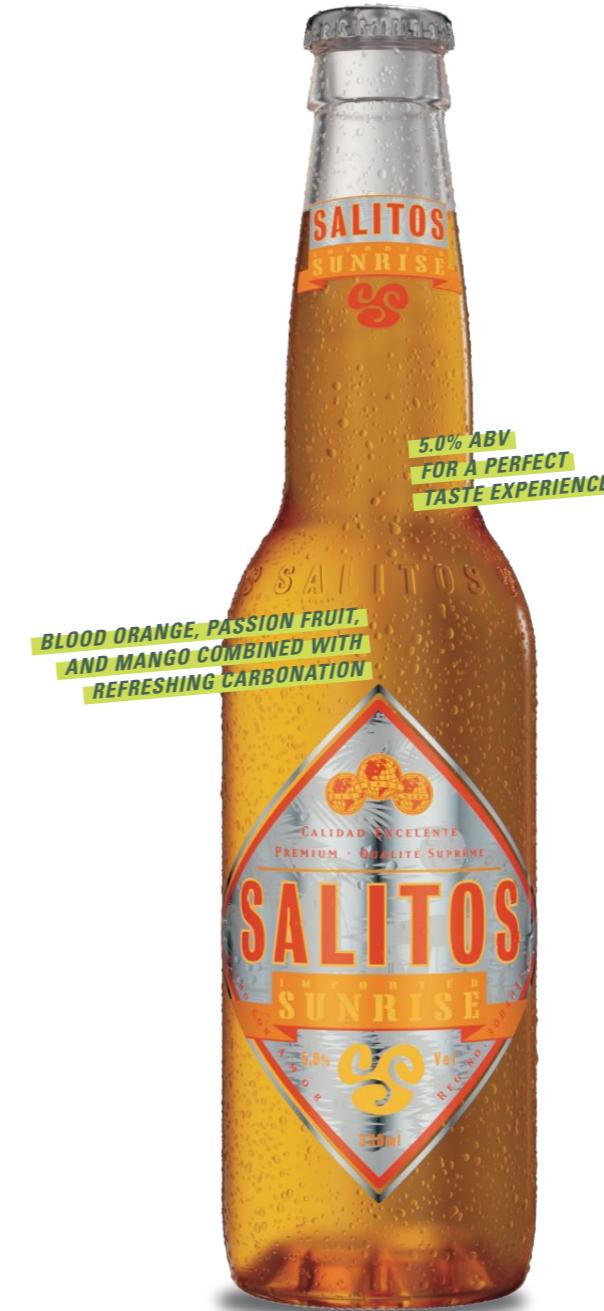
## SALITOS SPRITZ ADDS MORE SPARKLE TO SUMMER

SALITOS SPRITZ captures the taste of summer in a bottle. Fruity citrus notes, led by distinctive bitter orange, meet a subtle, pleasant bitterness, complemented by refreshing carbonation. This sparkling sensation delivers invigorating moments and brings a touch of summery lightness to your everyday life.

**ART**  
BEER MIXED DRINK

**ALKOHOLGEHALT**  
5,0 % ABV

**TASTE**  
BITTER ORANGE WITH  
SPARKLING CARBONATION



**SALITOS SUNRISE**

## HERE COMES THE SUN

SALITOS SUNRISE combines the best of blood orange, passion fruit, and mango. This fruity, tropical blend brings summer vibes to every moment. With a sparkling lightness and perfectly balanced carbonation, every sip feels like a mini vacation. A sunny explosion for your taste buds that brightens up everyday life with vibrant colors.

**ART**  
BEER MIXED DRINK

**ALKOHOLGEHALT**  
5,0 % ABV

**TASTE**  
BLOOD ORANGE,  
PASSIONFRUIT, MANGO



SALITOS PINK

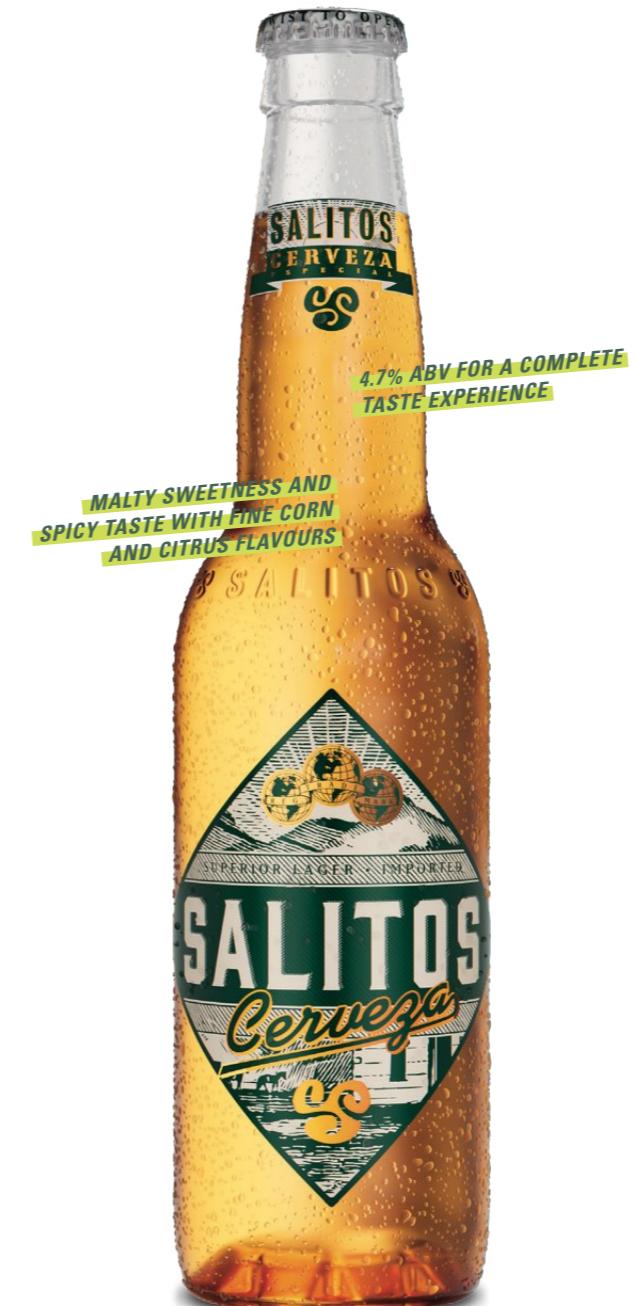
## THE FUNNY PARTY PUNK.

The most popular colour on the beach – right after sunset. SALITOS PINK is the delicate version of the fruity, tangy classics. The bright liquid brings a colourful mood to any grey, everyday life. Extra-fuity strawberry flavour with finely tuned carbon dioxide makes every sip a smile.

**TYPE**  
FRUIT WINE COCKTAIL

**ALCOHOL CONTENT**  
5.0% ABV

**TASTE**  
FRUITY STRAWBERRY  
WITH SPARKLING CARBONIC ACID



SALITOS CERVEZA

## THE TASTE OF SUN AND FREEDOM.

SALITOS was created in South America in the 1940s. The unique SALITOS CERVEZA pays homage to this period. The style: retro chic. The taste: rounded like a Mexican hat. The aromas: malty, sweet, lemony. Turns every beach into a brew kettle!

**TYPE**  
LAGER BEER

**ALCOHOL CONTENT**  
4.7% ABV

**TASTE**  
MALTY SWEET AND SPICY AROMAS  
WITH FINE CORN AND CITRUS ACCENTS





HECHO CON AMOR

VIVAS  
SALTOS

**LOCKER FOOD**

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[cuomo@locherfood.ch](mailto:cuomo@locherfood.ch)

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