

**imperial**





### **Quality prevails here!**

6 decades! For over 60 years, Imperial beverages has been bringing the best flavor and quality to homes and families throughout Brazil. Each brand, each product, each packaging contains the ingredients that please so much, produced with dedication, talent, competence, affection and special care to offer the best there is! Strategically located in Trindade – Goiás, at the center of Brazil, in an area of 84,000 m<sup>2</sup> houses an industrial plant of 22,000 m<sup>2</sup> and 2,400 m<sup>2</sup> of administrative area . This infrastructure allows the manufacturing of numerous leading brands, either licensed our own or outsourced, which have become popular with the Brazilian population!

The company develops, manufactures and distributes beverages from all segments, in 9 production lines, in several packages including PET bottles, aluminum cans, Tetra Pack and glass in many sizes. There are more than 100 products, including juices, nectars, juice drinks, soft drinks, energy drinks, ices and beers. The company also serves as a co-packer for several large national and international companies, outsourcing well known brands.





## **MISSION**

Be excellent, productive, effective, predictable and generate profit, with ethics and quality, training and preparing our employees to be better people every day.

## **VISION**

Be recognized as one of the best company in North and Central-West region.

## **VALUES**

- Loyalty in internal and external relationships.
- Common sense and simplicity.
- Well-managed costs and every moment the search to reduce them, using creativity in the processes.
- Focus on quality, customers and management excellence.
- Be responsible for decisions.



# Our Partners





# Our Brands







Market leader in the ready-to-drink nectar segment in our region (elected by the Pop List as the Most Remembered Brand 12 consecutive times), La Fruit is a Nectar with important concentrations of fruit juice (11% to 50%), fortified with vitamins E, C, B1 and B6, a natural product without preservatives, available in mango, cashew, passion fruit, guava, orange, grape/apple and peach/apple, in addition to light versions of grape and peach flavors. Validity: 1 year.



**1000ml (Trad.)**  
Packaging: Tetra Pak Square, with cap.  
Box with 8 units



**200ml (Trad.)**  
Packaging: Tetra Pak Slim, with straw.  
Box with 27 units



**350ml**  
Packaging: Alu. Can  
case with 12 units



**1000ml and 200 ml**  
Packaging: Tetra Pak Square, with cap.  
Box with 8 and 27 units



**1000ml (100 % juice)**  
Packaging: Tetra Pak Square, with cap.  
Box with 8 units



**1000ml**  
Orange and Grape  
Packaging: PET  
case with 6 units





With more than 40 years in the market, Goianinho is a regional leader in the segment of soft drinks in the family packaging, flavors include guaraná, orange and grape, the product uses fruit juice or seed extracts. Special orders in other flavors in the can package available. Validity: Bottles 6 months, can 1 year.



**3000ml**  
Packaging: PET  
Flavor: Guaraná  
Case with 8 units



**2500ml**  
Packaging: PET  
Flavor: Guaraná  
Case with 6 units



**2000ml**  
Packaging: PET  
Flavor: Guaraná  
Case with 6 units



**2000ml**  
Packaging: PET  
Flavors: Orange and grape  
Case with 6 units



**500ml**  
Packaging: PET  
Flavor: Guaraná  
Case with 12 units



**350 ml**  
Packaging: Al. Can  
Flavor: Guaraná  
Case with 12 units



Pitchula was the first soft drink in Brazil aimed at children in a 250ml pet packaging. With over a decade of success, it is the only soft drink with vitamins in the country, with vitamins B1, B6 and E, which guarantee greater nutritional value to the product. It comes in cola, orange, guaraná and lemon flavors: Thanks to its success, it is the best-selling 250ml soft drink in the North and Central-West regions of the country. Validity: 6 months.



**250ml**

Packaging: PET

Flavor: Guaraná

Case with 12 units





With over a decade of Pitchula's success, we created Pitchulão, in a 2-liter package, bringing an incredible flavor to share with the whole family. It has orange and guarana flavors  
Validity: 6 months.



**2000ml**

Packaging: PET  
Flavor: Guaraná  
Case with 6 units

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**2000ml**

Packaging: PET  
Flavor: Guaraná  
Case with 6 units

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Big Boy Cola is back and he's here to stay, with his original formula to satisfy everyone's nostalgia. In 3 and 2L packaging. After all, what is good, we never forget  
Validity: 6 months.



**3000ml**

Packaging: PET  
Flavor: Cola  
Case with 8 units

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**2000ml**

Packaging: PET  
Flavor: Cola  
Case with 6 units

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It is a Pure Malt beer with German Hallertau hops, twice the maturation and a secret touch from the brewmaster. Imperial beer has unique taste, body and color. A gem for those who truly appreciate a noble beer.



**1.5 liter**  
Packaging: PET –  
Growler  
Case with 6 units  
Validity: 4 months

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**600ml**  
Packaging: glass  
Case with 6 units  
Validity: 9  
months

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