

# Obolon – the most famous Ukrainian beer in the world

Obolon is a world-renowned innovative company whose products are highly rated not only in Ukraine but also abroad. By continuously improving production techniques and management systems the company team works to satisfy the tastes of the most demanding customers. Consistently high quality of beverages is a constant priority of the Obolon Company.

## Way to success

The company's history starts in 1974 when construction of the main production facility was started. The plant's opening was dedicated to the 1980 Olympic Games. The plant site was determined by the availability of large reserves of soft, crystal-clear water. Today this water from deep in the Jurassic bedrock (290 m) ensures the high quality of our products.

In 1992 the company became the first in Ukraine to privatize its assets. Today, Obolon is the only Ukrainian corporation listed among the world's 40 largest brewing concerns (according to the rating published by the German magazine Focus).

## Production processes

Obolon is a national corporation that unites the main plant in Kyiv and 8 enterprises in the regions of Ukraine. In order to constantly enhance the quality of products and all production processes, the company strives to install up-to-date equipment, making us the leader in technical equipment not only in Ukraine but also in Europe.

The rated capacity of the Kyiv plant is 11 million hectoliters of beer per year. This makes the enterprise the largest brewery in Europe. In the last two years a unique Ziemann brewing system was installed. It makes 12 brews of 750 hectoliters of cold beer wort each day. The high quality of the products is guaranteed by four powerful filtration plants manufactured by the German company KHS by order of the Kyiv brewery. The largest filter has a capacity of 950 hectoliters per hour. The Obolon filtration system is unique both for Ukraine and for Europe as well. The company features the Europe's largest bottle filling line with maximum capacity of 110 000 glass bottles per hour. In addition, the plant has high-capacity can, PET and keg filling lines.

## Products

Anyone can find products to satisfy the tastes of the most experienced gourmets from the variety of Obolon products. Six beer trademarks form the company's portfolio: Obolon (subbrand Obolon BeerMix), Magnat, hike premium beer, Zibert, Desant. Famous non-alcoholic products are Zhyvchyk, Prozora and Obolonska mineral waters, and the Jett line of energy drinks. The enterprise also produces low-alcohol beverages.

Last year Obolon started to bottle the licensed Bitburger Premium Beer. Specialists of the Bitburger Braugruppe confirmed that the plant's equipment allows the production of a high-quality beer that is identical to the German Bitburger. This testifies to the highest level of confidence and recognition of quality of all processes at the Obolon brewery.

## Quality standards

Raw material is crucial to making a quality product. In order to obtain selected malt the Obolon Corp. built its own malting plant, which is one of the most up-to-date enterprises of the continent. Its capacity is 120 000 tonnes of malt per year. The total investments in construction amounted to \$100 million. The equipment for the malthouse was supplied by the German company Schmidt-Seeger. Thanks to the outstanding quality of the malt, Obolon is not only capable of providing sufficient raw material for its own beer production, but also export the malt abroad.

The quality of raw materials and products is closely monitored by in-house cutting-edge labs. They provide ongoing product quality analysis at all stages of production. Use of natural and safe materials enables the company to make good-tasting products free from hazardous and GM components.



# OBOLON®

*The Most Famous  
Ukrainian Beer*





## Obolon accounts for 80% of Ukraine's beer export

**'Having accumulated corporate experience, Obolon continues to implement innovative ideas and solutions. We have created a company that keeps abreast of global trends. Our goal is to develop an efficient and socially beneficial business'.**

Olexandr Slobodyan, President of Obolon JSC

Obolon was the first enterprise in the food industry to certify four management systems in accordance with international standards: ISO 9001:2001 (Quality Management Systems), ISO 22 000:2007 (Food Safety Management Systems), ISO 14 001:2006 (Environmental Management Systems), and OHSAS 18 001:2006 (Occupational Health and Safety Systems). Introduction of these management systems proves that the customer may be sure of the quality and safety of the company's products.

### Exports

Having paved the way to Western markets Obolon was the first company in the former Soviet Union to export beer. Back in 1989, UK customers were the first to taste Ukrainian beer and gave the product a high rating. Today Obolon accounts for 80 % of Ukraine's beer export. 36 countries worldwide know the inimitable taste of Ukrainian traditions reproduced by the Obolon brewers. The export program is aimed at developing long-term partnership relations with international distributors. Obolon attempts to provide minimal contractual prices for its partners and offers a wide variety of transport and timely shipments. All this, along with adaptation of the product range and exterior design to the realities of a specific country, makes cooperation with foreign partners mutually beneficial and promising.

### Social investments

Obolon is a national company that worthily represents Ukraine worldwide. Such a high status is not merely prestigious but is also a

responsible attitude to its product, customers, staff members and partners. The company's corporate responsibility consists in harmonious co-existence, interaction and continuous dialogue with society.

The company constantly implements large-scale investment projects aimed at reducing the adverse environmental impact. In addition, Obolon is actively involved in charity. This line of the company's activity includes educational projects, support to the disadvantaged population and promoting spiritual revival and historical and cultural heritage. Numerous churches and monasteries have been rebuilt and hundreds of Ukrainian books printed under the auspices of the Obolon company. Sport is a vital part of corporate life. Obolon is the world's only brewing company that owns a football club playing in the Ukrainian premier league.



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