



BY APPOINTMENT TO
THE ROYAL DANISH COURT

HARBOE

HARBOES BREWERY A/S

ARTrade
spol. s r.o.

SORTIMENTS

HARBOE 2018



PURE 

AR Trade was founded in 1997 and has been operating in the Czech Republic more than 20 years.

AR Trade spol. s r.o. is the exclusive importer of the Danish company HARBOE for Czech and Slovak Republic, Austria and Hungary.

Pure pressed juices, which on the market means a high quality shift on offer while maintaining the affordability of the widest public, are dominant in our portfolio. These products can be found in selected retail chains, wholesale chains, top-of-the-range gastronomic facilities, as well as in gas station networks, health food stores, fruit and vegetable stores and hospitals.

Our products can be found in selected retail chains, wholesale chains, top-of-the-range gastronomic facilities, as well as in gas station networks, health food stores, and fruit and vegetable stores. You can also purchase PURE products on board railroad carriers in the Czech Republic, on board renowned airlines.

Activities of our company focus on the offer for improving the quality of school meals and the solution of a quality drinking regime for pupils and students.



**AR Trade company is exclusive distributor
HARBOE for Middle Europe.**

Harboe's Brewery has a long tradition of being among the front runners in the European brewery sector. Since the early beginning in 1883, Harboe has gradually expanded its activities from a local Danish brewery to a modern, international beverage group with subsidiaries in 5 countries and business activities in more than 90 markets worldwide.

With great legacy comes great responsibility: We commit ourselves to preserve our brand name by delivering products of superior quality and to continue developing our business in a highly competitive market.



The cornerstone of our strategy is innovation: It is our ambition to spearhead product innovation and process technology. We are achieving this through continuous investments in and modernisation of our breweries as well as intensive research and development.

Today Harboe's Brewery Group is one of Europe's leading producers of beer and soft drinks. Our products are distributed to global markets via our network of importers and agents - and directly to major supermarket chains in Europe, Africa, Middle East, Asia and North and South America.

PURE juices are made from freshly squeezed fruits and are therefore more tasty and healthy than juices that are made from concentrate.

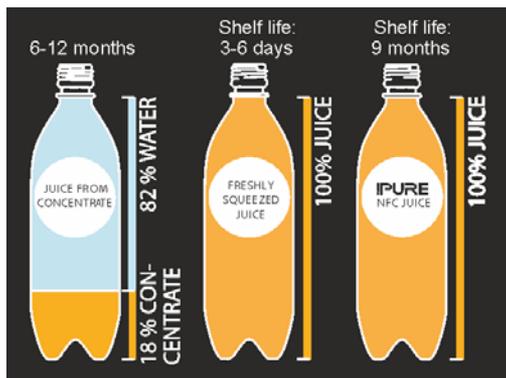
- 100% fresh fruit
- NFC (not from concentrate)
- Free from preservatives and additives
- Free from sugar and added water

Pear and pineapple juice are quite sweet while grapefruit juice is rather bitter. Apple and pear juices are suitable for toddlers because they are very mild in their taste. A glass of fresh PURE juice is an excellent healthy awakening drink for the whole family.



9 GOOD REASONS TO CHOOSE PURE JUICE

- PURE Juice is made from 100% premium fruit – and nothing else!
- PURE Juice is NOT from concentrate – ever!
- PURE Juice can be stored without cooling for 9 months
- PURE Juice is nothing but the best picked and pressed
- PURE Juice is free from preservatives and additives
- PURE Juice is the easy way to enjoy juice that tastes like freshly squeezed
- PURE Juice comes from carefully selected producers guaranteeing fruits of superior quality
- PURE Juice is free from added sugar and added water - contains only naturally occurring sugars
- PURE Juices are available in 6 delicate flavours





PURE ORANGE

It takes 3 kg oranges to produce 1 liter of PURE Orange Juice.



PURE PINEAPPLE

It takes 2-2.5 kg pineapples to produce 1 liter of PURE Pineapple Juice.



PURE APPLE

It takes 1.5 kg apples to produce 1 liter of PURE Apple Juice.



PURE GRAPEFRUIT

It takes 5 kg pink grapefruits to produce 1 liter of PURE Pink Grapefruit Juice.



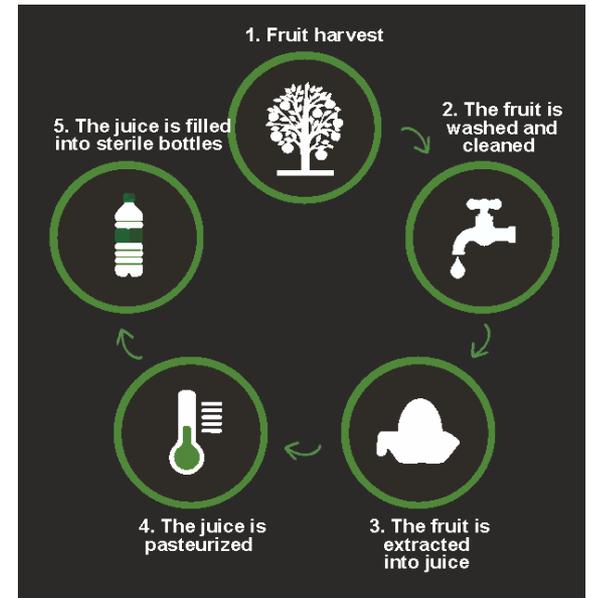
PURE PEAR

It takes 1.5 kg pears to produce 1 liter of PURE Pear Juice



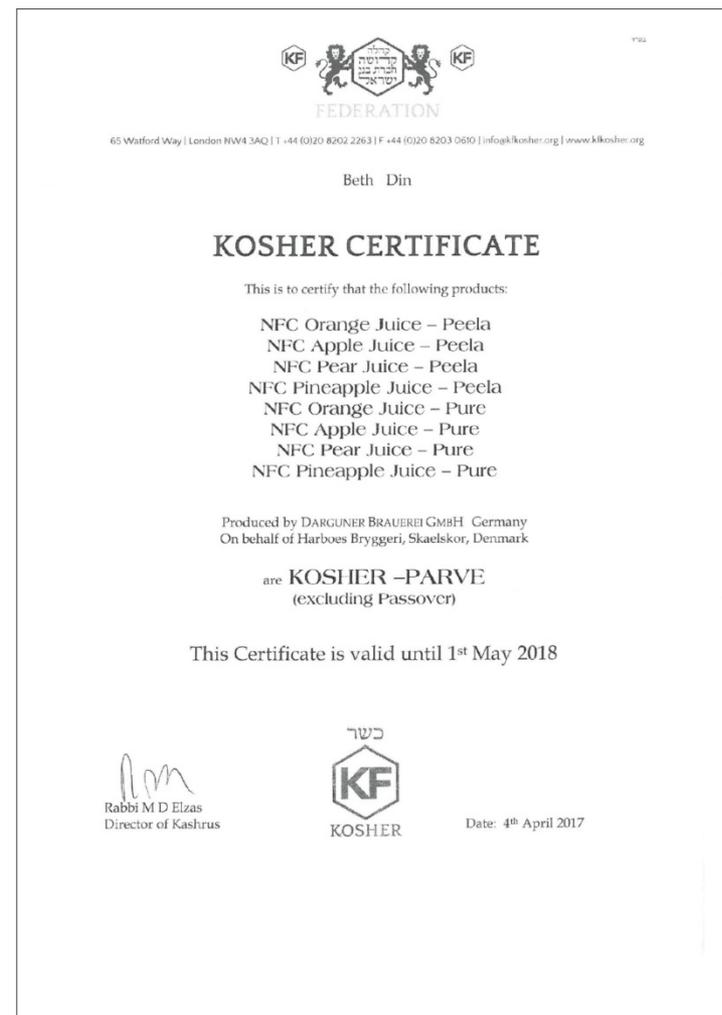
PURE APPLE/CALAMANSI

It takes 1.3 kg apples and 5 pcs calamansi fruits to produce 1 liter PURE Apple/Calamansi Juice.





Certificate HALAL



Certificate KOSHER PURE



Breakfast with TV Novou

<https://www.youtube.com/watch?v=1VIPnB7Nrc4>



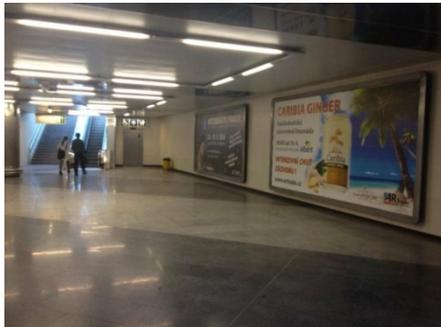
Summer special TV NOVA

https://www.youtube.com/watch?v=QyOC2u2wB_Y



TV campaign ČT4 Sport

<https://www.youtube.com/watch?v=9VSOAldvD4w>



CONTACTS:

info@artrade.cz
www.artrade.cz

Mgr. Ladislav Blažek

+420 603 888 201
lblazek@artrade.cz