

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.

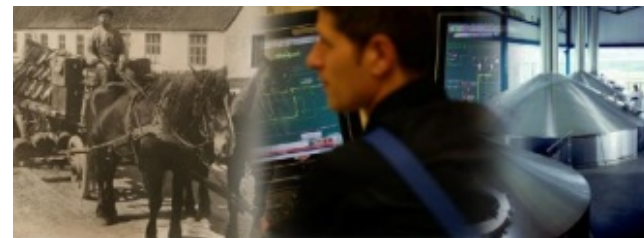
Activities of our company focus on the offer for improving the quality of school meals and the solution of a quality drinking regime for pupils and students.



**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.

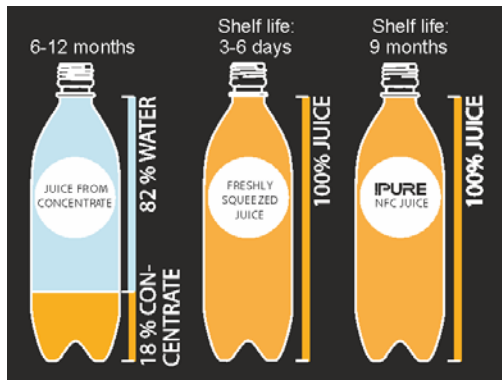
- **100% fresh fruit**
- **NFC (not from concentrate)**
- **Free from preservatives and additives**
- **Free from sugar and added water**

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.



DANFRUGT JUICE

top juices from concentrate
Exotic flavors from traditional fruits



DANFRUGT JUICE – PRUNE

Prune juice from concentrate. Pasteurized. Fruit content 100%

DANFRUGT JUICE – MULTIFRUIT

Multi fruit juice from concentrate and puree from 16 different fruits. Pasteurized. Fruit content 100%. Ingredients: Apple 25%, orange 20%, pineapple 20%, pear 15%, mandarin 5%, grapes 4%, red grapefruit 2%, blood orange 2%, passion fruit 1%, *peach 1%, *mango 1%, *guava 1%, *banana 1%, *kiwi 1%, lemon 0,5%, gooseberry 0,5%

• *From puree

DANFRUGT – BLACKBERRY (syrup)

• Taste and smell of summer berries brings you back to a hot summer day. Refreshing syrup drink is a good everyday thirst quencher but also fits well to the fest table.

• Syrup is pasteurized. The recommended ratio is 1:5.



100% FRUITS



FROM CONCENTRATE



FREE FROM PRESERVATIVES AND ADDITIVES



FREE FROM SUGAR (except Blackberry)

All products in the series are developed based on quality and innovation and characterized by:

- High juice content.
- Use of local water and the composition of salts and minerals fits perfectly to organic soft drinks.
- Contains no artificial colors.
- Organic commodities.



The range consists of specially selected fruit flavors:



- **Lemon & Ginger 3% juice** - Both lemon and ginger are popular and healthy taste profiles that go wonderfully together. They are both flavors that consumers really like.



- **Orange & Mango 8.8% juice** - oranges and mangoes are consumers second and third preferred fruit flavors, and together they provide a fresh and rich flavor.



- **Apple & Blackcurrant 8.8% juice** - the acidity of apples along with the rich natural black currant, reminds consumers of the taste of real summer.



SOFT DRINKS

SCANDINAVIAN PRODUCTS



Caribia Ginger Beer

Harboe Ginger Drink is a carbonated soft drink with the refreshing and yet spicy taste of ginger. Enjoy Harboe Ginger drink over ice or directly from the fridge.



Harboe Squash

Harboe Squash Orange is a refreshing and thirst-quenching soft drink with a crisp and sweet taste of ripe oranges. The great taste and the beautiful orange colour makes it a perfect drink for any occasion.



Harboe WOWZA

WOWZA is our new striking soft drink. The eye-catching purple can and packaging will surely attract a lot of attention, and the great taste of sweet fruits and berries will please consumers at all ages. WOWZA is a non-alcoholic Beverage.



Harboe Cola

Harboe Cola is a wonderful, tasty and popular cola for children and adults alike. It has a sweet and well-balanced taste and can be enjoyed at all times. We recommend that you enjoy Harboe Cola cooled or with ice.



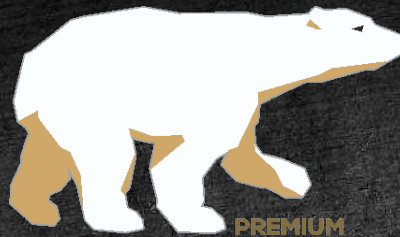
Harboe Topform

TopForm is popular soft drink with delicious sweet taste of grape sugar. It is fit to drink Topform after energetically expensive sport.



Harboe Exotic

Harboe Exotic is a novelty in our soft drinks. Harboe Exotic has a fresh and vibrant flavors of fruits like pineapple, grapefruit, lemon and mango, this is way Harboe Exotic tastes fresh and delicious of sun-ripened exotic fruits.



Bear Beer is our international flagship beer brand. Bear Beer includes a great range of beer types with different alcohol volumes. Common for all Bear Beer products is the fact that they are premium brews and free from additives and preservatives.

BEAR BEER



Bear Beer 5% (11.3°)

A lager style beer of premium quality. Bear Beer 5% has a slight yellow-golden colour, is smooth and mild in taste with a light aroma of hops in the finish

Plato: 11.3°
Alc/Vol: 5%
Extract app.: 1.8%
Colour: 8 EBC
Bitterness: 23 BU
Shelf life: 15 months



Bear Beer 7,7% (16°)

Bear Beer 7.7% - the premium strong beer of the Bear Beer family. A combination of mild and strong, moderate hops aroma, full golden colour and pure enjoyment.

Plato: 16°
Alc/Vol: 7.7%
Extract app.: 2.8%
Colour: 8 EBC
Bitterness: 23 BU
Shelf life: 15 months



Bear Beer 10% (21°)

Bear Beer 10% is a strong beer with a deep golden-yellow colour, rich in taste with a slight caramel aroma. The high alcohol content is reached only by fermentation process - no additional alcohol is added.

Plato: 21°
Alc/Vol: 10%
Extract app.: 3.9%
Colour: 10 EBC
Bitterness: 28 BU
Shelf life: 15 months



Bear Beer Wheat 5%

A typical Bavarian "Weissbier" style wheat beer. Bear Beer Wheat 5% is brewed with more than 50% wheatmalt, barley malt and caramel malt. This beer is unfiltered, thus containing all natural ingredients.

Plato: 11.8°
Alc/Vol: 5%
Extract app.: 2.3%
Colour: 11 EBC
Bitterness: 14 BU
Shelf life: 15 months



Bear Beer Strong Stout 8%

Very dark, very strong - a beer with a long tradition. Roasted malt aroma, coffee and burnt sugar notes, a slight liquorice and caramel in the finish are the main characters of this special brew. Bear Beer Strong Stout 8% is a real enjoyment for everybody's palate.

Plato: 17°
Alc/Vol: 8%
Extract app.: 3.5%
Colour: 70 EBC
Bitterness: 25 BU
Shelf life: 15 months



Bear Beer 12% (25°)

The strongest beer type in the Bear Beer range with 12% alcohol by volume. Full bodied, full flavoured and full strength - unbeatable strength. The high alcohol content is reached in the fermentation process alone. No additional alcohol is added.

Plato: 25°
Alc/Vol: 12%
Extract app.: 4.5%
Colour: 12 EBC
Bitterness: 30 BU
Shelf life: 15 months



Certificate HACCP



Certificate IFS



Certificate ISO



Certificate KOSHER Bear Beer



Certificate KOSHER PURE



Certificate HALAL





Breakfast with TV Novou

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



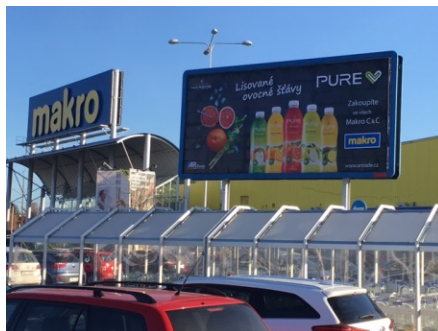
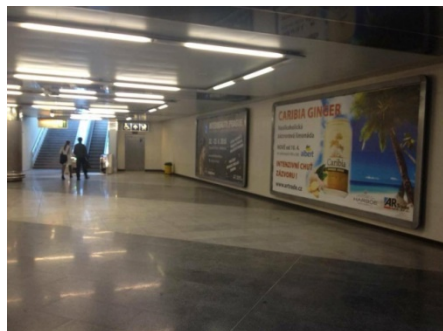
Summer special TV NOVA

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