

Press release – SPIRITS:

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Maspex is one of the largest food companies in Central and Eastern Europe with sales revenues more than 3,7 bn EUR. It was established in 1990. The company produces fruit and vegetable juices, nectars and drinks, energy drinks, pasta and cereal products, salty and sweet snacks, cappuccino and instant drinks, chocolate dragees, jams, ketchups, sauces, ready meals etc. From 2022, it is also a leader on the vodka market and the largest importer of foreign spirits in Poland.

Products of Maspex Group are sold to 70 countries worldwide.

Brands like Tymbark, Kubus, Caprio, DrWitt, Tiger, Lubella, Łowicz, Krakus, Kotlin, La Festa, Coffeeta, Ekland, Salatini, Żubrówka, Soplica, Becherovka and Purcari are unquestionable leaders in their categories.

MASPEX PRODUCT CATEGORIES



Alcohols
Leader in the vodka market in Poland.

Żubrówka is a legendary Polish brand coming from Białowieża Forest. Poland's number one vodka, it is the most recognizable Polish brand globally – number four in the world. Żubrówka is the Polish icon and pride, one of a kind. The authentic, timeless brand with the soul that brings the best of nature to you and your friends. In the portfolio, we distinguish crystal clear vodka - Żubrówka BIAŁA, flavored vodka such as Żubrówka BISON GRAS with a blade, Żubrówka ROSE and premium segment vodka Żubrówka CZARNA.

Apple ŻU or Szarlotka - an alcoholic cocktail whose main ingredients are Żubrówka Bison Grass vodka and apple juice. Lemon juice or cinnamon ale and apple particles are also sometimes added to the cocktail. The drink was created in Poland, a very long time ago.

The second name, Szarlotka, refers to the second ingredient of the cocktail - apple juice. The cocktail is prepared by mixing the ingredients with ice and garnishing with apple slices or a wedge of lemon. You can also add some cinnamon. In some recipes, the juice is replaced with apple cider and pear juice.