



# Laoshan Brand Book 2022

Qingdao Beverage Group, International



**The Company and Brand**

**The Laoshan Products Portfolio**

**Brand Campaign and Activations**



# Key Facts



- **Born Global** (German + China), established in Qingdao, China by one German in **1900**
- **State-owned Company** in Qingdao, widely recognized as a leading brand in China;
- The first bottle of mineral water and beverage producer in China, and represents the **highest level** of **Chinese mineral water** in the world;
- The water source of the Laoshan comes from one of the three **Great Ancient Glacier Mineral Springs** in the world;
- **Rich Natural Minerals** with healing properties which are the must to human body;
- Exported since 1962 with Strong Presence in over **20+ countries** worldwide.



# The Mineral Water of China

## Discovery from the Germans 1900

- German journalist Behmann (Doctor of Law) mentioned many times in "Guide to Qingdao and its Surrounding Areas" from 1899 to 1906: "On the slope of the southernmost branch of Mount Itis (now Taiping Mountain), 700 meters away from the barracks The so-called Hedgehog Well."



Ancient "Hedgehog Well"



1900-1901 "Map of Qingdao and its Surrounding Areas"  
Clearly mark the location of the mineral water plant



Represents the **highest level** of **Chinese Mineral Water** in the world



The geological water source of Laoshan is **extraordinary**

**The Three Great Ancient Glacier Mineral Springs in the World Both originate from the Quaternary ancient glacier remains 2.58 million years ago**

**The king of European mineral springs: Evian**

**National Treasure of Russia: Essentuki**

**The father of Chinese mineral springs: Laoshan**

Alps-Evian originated in 1789

Greater Caucasus-Essentuki originated in 1823

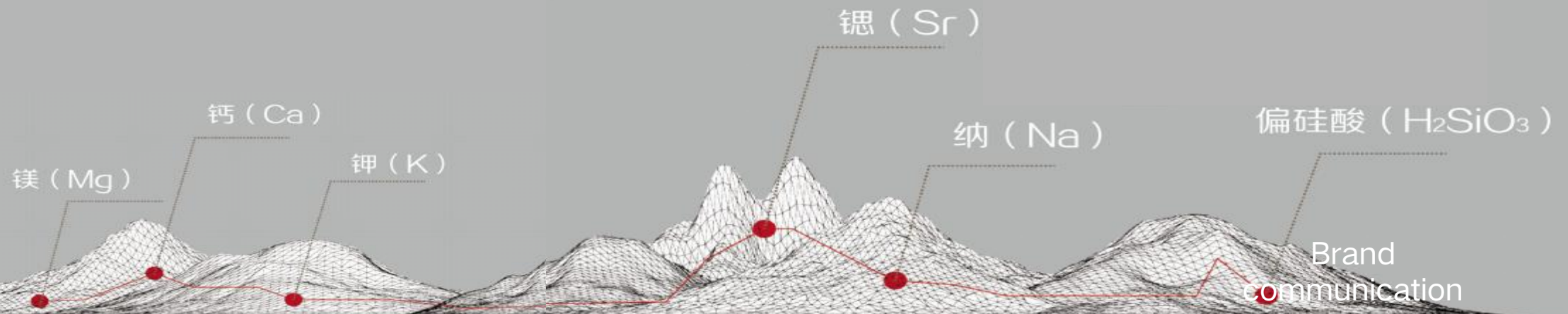


# Benefits of minerals in natural mineral water to the body?



**Strontium(Sr)** - Strontium is an essential trace element in the human body, but it presents in very small amounts normally. Strontium is related to the function and structure of the cardiovascular system which has the effect of helping with bone degeneration due to prostate cancer.

**Metasilicic acid ( $H_2SiO_3$ )** - has health care functions for human cardiovascular and bone growth, has a good function of softening blood vessels for the human body. The content of metasilicic acid is one of the most common indicators for evaluating the quality of mineral water.





# Distribution Network



The Laoshan Product has been exported since 1962 with Strong Presence in over **20+ countries** worldwide



# The Laoshan Products Protfolio





# Laoshan Mineral Water

High-End 330ml Sparkling Natural Mineral Water



The Water has been directly collected and filled from the protected three levels of core water systems in Laoshan.

- strong bubbles is added to activate better and sweet taste
- High-end product image attributes the leading and international brand positioning.

SKU: 330ml\*12Bottles

Shelf Life : 24 months

Full 20' Container Load: 2492 cases





# Laoshan Mineral Water

## Premium Natural Mineral Water



## Limited Mining Premium Quality



百年经典 礼遇全球

东经 120°39'  
北纬 36°11'

- Taken from the Laoshan core water source of Well No. 3
- The protection level of the origin is **highest level of three-level protection stationed**
- The Bottle with **fishtail** shape is Super premium

SKU: 330ml\*24 Bottles

Shelf Life : 24 months

Full 20' Container Load: 1650 cases



# Laoshan Natural Mineral Water



A representative masterpiece of  
**century-old quality**

The **flagship product** is derived from the Quaternary ancient glacier relic type drinking natural mineral water, the stability and purity of the minerals composition is constantly guaranteed which makes the taste refreshing and sweet.

SKU:

1.5L\*12 Bottles

330ml\*24 Bottles

550ml\*24 Bottles

Shelf Life : 24 months

Full 20' Container Load:

950 cases

1650 cases

1100 cases





# Laoshan Spring Water



## Best Spring Water for making Chinese Tea

The ancients in China said that "water is the god of tea" which means the water is the key of making tea, and we all say the best way to make the Chinese tea is to use the water from a mountain.

Laoshan Spring Water, a low salinity water contents moderate trace elements and macro mineral salts which is suitable for human absorption. It can maintain the electrolyte balance and help to expel toxins.



SKU:

3780ML\*4 Barrels

Full 20' Container Load:

1100 cases

Shelf Life : 12 months



# Laoshan Cola

## First Carbonated Beverage and Unique Herbal Cola in China



Laoshan Cola carefully brewed by five Chinese herbal medicines on the basis of Laoshan mineral water. The unique formula makes the taste refreshing and slightly sweet, which is good for human health and stimulates energy.

SKU:

500ml\*24 Bottles

330ml\*24 Cans

Full 20' Container Load:

1100 cases

2280 cases

Shelf Life : 12 months for Bottle/18 months for Can

崂山可乐

有草本，更健康



Laoshan



# Laoshan Oldenlandia Water



Best Beer/Liquor Companion  
Sports Drinks / Healthy Refreshment

0 Sugar 0 FAT 0 Calories

Laoshan Oldenlandia Water is made by adding Oldenlandia extract and carbon dioxide into high-quality natural Laoshan mineral water. It is a healthy beverage processed with special technique. Oldenlandia originates in Guangxi and Yunnan, and has many effects such as **alleviating hangover, nourishing stomach and liver, tonifying spleen and lungs, clearing heat and aiding digestion.**



SKU:

270ml\*24 Bottles

330ml\*24 Bottles

330ml\*24 Cans

Shelf Life : 24 months

Full 20' Container Load:

1246 cases

1246 cases

2280 cases



# Laoshan Soda



## Healthier with Flavor Diversity



It is an alkaline beverage produced on the basis of Laoshan Nature Mineral Water. Moderate alkaline substances can regulate the acid-base balance in the human body, maintain the coordination of various viscera functions so as to enhance human immunity.

The Fruit flavored soda water with Dietary Fiber added does not contain sucrose, 0 Calorie and 0 Fat, which reduce blood fat and cholesterol.

### SKU:

330ml\*24 Bottles

330ml\*24 Cans (Original)

330ml\*24 Cans

(Lemon/Grapefruit/Peach)

Shelf Life : 18 months

### Full 20' Container Load:

1246 cases

2280 cases

2280 cases





# Brand Campaign and Activation





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THE **END**