



From the very heart of the Caucasus...



Founder of Jermuk Group
Ashot Arsenyan

The town of Jermuk, which is also called a pearl-town-resort of Armenia, sits on a small mountain plateau framed with forested slopes and split with the scenic gorge of the Arpa River. The first chronicles to mention Jermuk mineral water date back to 189 BC, the best evidence to prove that, since ancient times, the local people of Jermuk have used mineral waters for medical treatment of various diseases. A number of legends have been created and disseminated since then, underlining the miraculous healing powers and unique qualities of Jermuk water. Today, the local springs remain the main pride of the town and its main asset, too. A savvy and resolved local entrepreneur, Mr Ashot Arsenyan, came up with the idea to tap into all this and set up Jermuk Group in 1999. The company is now the largest mineral water manufacturer in the whole of Armenia.



FACT BOX



FULL NAME:

JERMUK Group CJSC

FOUNDER:

Ashot Arsenyan

OPERATIONS:

Production of mineral water and soft drinks

ESTABLISHED:

1999

EMPLOYEES:

334

www.jermukgroup.am

Milestones

Jermuk Group is a pioneering manufacturer and marketer of mineral and natural spring water in Armenia and a respected and reliable company both in Armenia and elsewhere. Jermuk Group is also a major partner for a number of world-known companies, such as PepsiCo, Carlsberg Group, Procter&Gamble and others. Few companies in Armenia can boast of Jermuk's meteoric rise to prosperity. This one-of-a-kind success story began less than 15 years ago, with the construction of a modernised factory in the town of Jermuk and the establishment of Jermuk Group, which almost instantly became the largest manufacturer of mineral and spring water in Armenia. Now for a success story itself, as it happened. Appetite comes with drinking, as they say. No wonder, then, that a year after its inception and at the turn of a new millennium, Jermuk Group decided to expand abroad and stormed the

foreign markets of Russia, Ukraine, Kazakhstan, UAE, Europe and USA. A number of exclusive contracts with top food and beverage companies soon followed. First, a deal with PepsiCo on the import and distribution of CSD products in Armenia was made in 2001. A similar deal was struck with Carlsberg in 2003, and yet another with Procter&Gamble three years later. You strike the iron while it's hot and so does Mr Arsenyan. Lucrative deals with global players allowed the company to make a number of investments in both new facilities and cutting-edge technology. In 2009, Jermuk Group launched new manufacturing facilities for PET pre-forms production and, only two years later, opened a PepsiCo factory and officially launched the distribution of Jermuk and Byuregh brands in Georgia, thus setting up Iberia Beverage. In 2011, too, the company launched Jermuk Millennium gentle sparkling and won exclusive rights from Carlsberg



Group for the import and distribution of their brands in Georgia.

A company on a mission

Now for a few words from the founder of the company himself: "Have passion in everything you do. Passion is the key ingredient to success. You need to wake up every morning and look forward to starting your work day. You have to absolutely love what you do. You cannot fake passion. Every time you experience a setback in your business, passion is what gets you going. Passion pulls you up and pushes you forward. This is a key to success". This, in a nutshell, is Mr Arsenyan's philosophy of commitment. What he is passionate about, however, is not just the results, but also the ways to achieve success. The latter, as they say in Jermuk, must be sustainable. If you think long-term and set yourself

feasible and strategic goals, you may also reinforce your position and expand geographically. Other core values in Jermuk include quality, respect and creativity. Quality, they say, is important to respond to market desires and needs. What you do, you have to do well, and the customers will come flocking in. Respect in turn means you have to value other people. Only then will you be able to benefit from diverse perspectives and outlooks. Getting feedback is essential to success, just as two heads are always better than one. Creativity and enthusiasm are vital, too, as they are key to innovation and continuous improvement of business processes. Needless to say, impeccable processes mean impeccable mineral water.

Minerals in your bottle

From deep underground in the heart



of Armenia, Jermuk mineral water is a healthy source of purity right on your doorstep. Once bottled, it completes the journey it began many centuries ago. Nature's done the difficult bit. What Jermuk does is giving it a helping hand to finish the job. This extraordinary mineral water from the virgin sources right in the heart of the Caucasus is well known for its balanced content of minerals and pure taste. It includes numerous mineral and trace elements which are necessary for the optimum functioning of the human body. And that's what makes the natural mineral water you need, the one to maintain a daily drinking regimen throughout the year. Jermuk mineral water gets its exceptional qualities from both the purity and the temperature of its source: The underground water of local mineral water source has a temperature of above 60°C, which helps the necessary amount of minerals to reach your bottle and have the positive impact on your body. Besides, a unique chemical content of Jermuk's mineral water source and the presence of biologically-active and rare minerals make it very efficient when ingested for healing purposes and used for exterior spa treatments.

Nature on your doorstep

Jermuk Group brings yet another vital water to your doorstep, the one that combines the best that nature has to offer with the spirit of our time. Protected under a fortress of ancient bedrock, Byuregh is a spring water which slowly travels through a natural purifying filter of basalt layers. Untouched by man and free from pollution, its microbiological composition is perfectly sound.

Additionally, the impeccable quality of Byuregh spring water is guaranteed by the state-of-the-art production process which is carried out according to stringent hygiene requirements. Throughout the process, on-going quality control measures are applied, with over 100 spot-checks carried out every day, from water source to packaging. Byuregh spring water is packaged in both convenient PET and elegant glass design, the latter to bring out its soft natural taste and enhance fine dining experience.



Because they care

Equipped with top-of-the-minute European technologies, the Jermuk Group water factory is one of the best facilities of this kind in CIS countries. By contrast to numerous water manufacturers who pride themselves on bringing water from remote springs all over the world, Jermuk Group is faithful to its roots and has tapped into mineral and spring water underground sources right in the town of Jermuk. Such a strategy is not only cheaper, but sustainable, too, as it puts less pressure on the environment by eliminating needless transportation requirements and air pollution. In the factory, the water flows through stain-

less steel pipes and equipment that prevent any migration of undesirable substances into water. Every step of the entire production chain, from catchment areas through packaging to the finished product itself, is spot-checked by a battery of tests that guarantee the highest standards of hygiene and taste. What they care most about in Jermuk is the highest natural quality of water which has undergone natural geological filtration and is devoid of chemical pollutants or microbiological and viral contaminants. The company's passion for nature goes hand in hand with its environmentally-friendly policies in the field of PET bottle reduction. At the end of 2011, Jermuk Group started a campaign to reduce the impact of PET bottles on the environment. The campaign is divided into two sections, namely promoting reusable/returnable bottles (glass bottles) and PET bottles weight reduction, the latter to slash the weight of PET packages by 10% across the company's entire portfolio.

Not to spill a drop

Those of you who have found Jermuk mineral water to your liking may also like to visit the Jermuk Armenia Health Spa Hotel. The hotel is situated in the very heart of the town and cheek-by-jowl with its local mineral springs. This luxurious establishment is the perfect place for both holiday and treatment of various illnesses, including gastrointestinal tract conditions (gastritis, stomach and duodenal ulcer), liver and gall-bladder complaints, problems with the musculoskeletal system, proctologic and urological diseases, rheumatism, sciatica and many others. This list alone speaks volumes about the healing properties of the local springs and, as such, may give you some idea why the company puts such an emphasis on manufacturing quality. Just as you don't want to spill a drop from your glass (especially if it contains Jermuk), they are keen not to waste any of its most valuable properties. And they can also provide you with an unforgettable experience and holiday opportunities. ■

Written by Bartosz Sowiński