



# NEW PRODUCTS GROUP

New Products Group is one of the biggest producers of beverages and snacks in Ukraine. The Company has been operating for over 21 years and has numerous industry awards.

THE STORY OF OUR SUCCESS IS THE STORY OF UNDERSTANDING THE DESIRES OF CONSUMERS. WE CAREFULLY STUDY THEIR EXPECTATIONS AND PREFERENCES AND MONITOR GLOBAL TRENDS TO CREATE PRODUCTS THAT ARE CHOSEN BY MORE AND MORE PEOPLE AROUND THE WORLD.

Today, New Products Group exports its products to 23 countries, including Poland, the Czech Republic, Romania, Moldova, Bulgaria, India, Kazakhstan, Uzbekistan, Azerbaidjan, Georgia, Armenia, Israel, Croatia and others.

In connection with Russia's military aggression against Ukraine and its citizens, we confirm the COMPLETE severance of all business relations with the Russian Federation and the Republic of Belarus and the revocation of all our licenses. We guarantee you – the budgets of the Russian Federation and Belarus will not receive a single penny from the sale of our goods. New Products Group expresses its respect to the business that has chosen the same policy and declares that we are ready to unite with other manufacturers, service providers, associations, initiatives, etc. to jointly fight against the infusion of budgets into the economies of countries hostile to our Motherland.

New Products Group releases more than 220 assortment products under 17 brands. The key brands of the Company are: NON STOP, SHAKE alco, PIT BULL, SHAKE Zero, REVO, EatMe, APPS, PRYRODNE DZHERELO, KING'S BRIDGE, Haisenberg, "Zhashkivsky Kaban", "Zhashkivske".

The staff of the company employs more than 1500 people. Every day New Products Group serves more than 25 000 customers and 106 000 active points of sale around the world.

Quality verification of beverages shall take place in a special certified laboratory at all stages of the production. The Company has implemented and certified a food quality and safety management system, which is based on compliance with the certification scheme [FSSC 22000](#) (Food Safety System Certification 22000), which was recognized by the GFSI organization – Global Food Safety Initiative. Therefore, there is a control of the entire product and production chain – from the acceptance of raw materials to the use of the product, which shall ensure the highest product safety and stability standards.

Every year the [Charity Fund "Nova Gromada"](#), which was established by New Products Group in 2014 and operates exclusively at the expense of its voluntary deductions from profits, allocates funds for social and charitable projects, providing official reports on the foundation's website <https://nova-gromada.com.ua/>