

## Sponsors



*Established in 1962, Lavena company began its existence as a manufacturer of lavender essential oil and later expanded its operations with the production of cosmetics, food supplements and medical devices. Today, the company is one of the largest producers of lavender essential oil in the world and one of the leading cosmetic manufacturers in Bulgaria. Lavena offers quality and affordable cosmetic solutions for different needs at all ages. By building strong brands, the company has entered the homes and hearts of many people. For more than 20 years, the baby and children's cosmetics "БОТФКО" enjoy consumers with undeniable quality and wide assortment. Cosmetics for pregnant women and postnatal treatment "Матернеа" quickly established themselves and just like many other products of the company have won love and have become a symbol many generations. The main objective of the company is to continue to create and promote beauty and health brands with invariable quality and customer care.*

# Carlsberg

## Bulgaria

Carlsberg is a Danish company, one of the world's leading brewing companies, with a large portfolio of beer brands and other beverages. The company was founded in 1847 in Copenhagen by Jacob Jacobsen and was named after his elderly son Carl. The second part of the name consists of the factory location - at the foot of the highest hill in the vicinity ("Berge" Danish means "mountain"). Carlsberg is today No 4 in the world Beer sales and operates in more than 150 countries around the globe. It employs nearly 42 000 people - public employees brands "Carlsberg", "Baltika" and "Tuborg" are among the largest beer brands in Europe. In 2016 Carlsberg Group sold 117 million hectoliters of beer, which equals 35 billion beer bottles. Carlsberg history of Bulgaria started in 1882, when Shumen housed the Czech master brewer Franz Milde and who together with local entrepreneur marketed the beginning of one of the oldest breweries in Bulgaria - Shumensko pivo. After 2002, the Shumen beer became part of the big family of world developed Danish concern Carlsberg. In September 2004, the two marks - Shumen and beer Pirin beer - pooled resources and joint under the name of Carlsberg Bulgaria. Today Carlsberg Bulgaria is one of the largest beer producers and the fastest growing beer company in Bulgaria. Carlsberg Bulgaria employs nearly 500 employees, including all employees of the breweries in Shumen and Blagoevgrad and also our logistics centers, office administration team of Sofia and sales force throughout the country. The portfolio of the company includes a variety of prime quality beers - Shumen and Pirin national No 1 brand on the Bulgarian market for 2016 and the first half of 2017. The international brands of Carlsberg and Tuborg, the Czech Budweiser Budvar, the German wheat beer Erdinger and the Belgian kraft beer Grimbergen. Carlsberg Bulgaria offers to our markets Somersby cider in five varieties - apple, pear, blackberry, blueberry and nar. For more, please visit [www.carlsberggroup.com](http://www.carlsberggroup.com). For news from Carlsberg Group - [www.carlsberggroup.com](http://www.carlsberggroup.com), subscribe or follow us @ Carlsberg Group in Twitter.

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