

# Mineral water Yessentuki



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# History

- Essentuki - mineral waters of a large popular Russian resort of Essentuki.
- Opened in 1811, the mineral springs.
- In 1847, the governor of the Caucasus, Prince Vorontsov approves project gallery.
- Gallery was built in 1856.



# Medicinal properties

- stomach diseases (chronic gastritis)
- liver
- rehabilitation activities after surgery
- for mild form of diabetes
- metabolic disturbances



# Mineralization

HCO<sub>3</sub>

SO<sub>4</sub>

C

I

Ca<sub>2</sub>

Mg<sub>2</sub>

Na K

N<sub>2</sub>SiO<sub>3</sub>

N<sub>3</sub>BO<sub>3</sub>

CO<sub>2</sub>



# Industrial production

- Water comes out of the hole in the pump room without losing its natural temperature.
- After reaching the surface of the mineral water cools down outdoors and for 15-20 minutes.
- After is bottled in glass factories in Yessentuki.
- For maximum safety of the properties of medicinal mineral water, treated with a solution of silver.
- Safekeeping only in a glass container.



# Price and Transportation

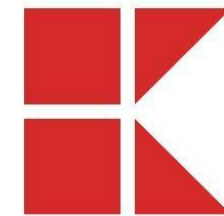
- 1 bottle – 4kc
  - 360 bottles in pallet -1440kc
  - 30 pallet in one wagon – 43200kc
- 
- Transport cost – 4000EUR
  - Total cost for one bottle 14kc





# Marketing

**TESCO**

The Tesco logo consists of the word "TESCO" in a bold, red, sans-serif font. Below the text are four blue diagonal stripes.

**Kaufland**

**Jsme tu pro Vás**

Thank you!

