

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

HCO₃

SO₄

C

I

Ca₂

Mg₂

Na K

N₂SiO₃

N₃BO₃

CO₂



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.



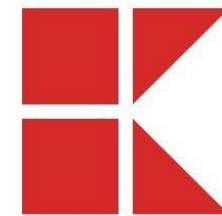
Price and Transportation

- 1 bottle – 4kc
 - 360 bottles in pallet -1440kc
 - 30 pallet in one wagon – 43200kc
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- 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 five horizontal blue wavy lines.

Kaufland

Jsme tu pro Vás

Thank you!

