



Zurich, April 29, 2022

## **Notification / Press Statement**

# **Launch of Trivarga / Trivamarca Turkey & Northern Cyprus**

### **Trivarga continues to redefine the beverage category, delivering refreshment in how we see the market not just in the bottle.**

As per end of April 2022, **Trivamarca GmbH**, a 100% subsidiary and the Own Brands Business Unit of Swiss headquartered Trivarga AG, expands its business reach and launches regional operations in the Turkey & Northern Cyprus region, bringing its fast-growing portfolio of new generation beverages to consumers across one more highly dynamic market area.

Ms. Serpil Çubukçu takes over the responsibility as Head Operations Turkey & Northern Cyprus on behalf of Trivamarca to roll out the Trivamarca platform and lead our activities across the region.

Ms. Çubukçu is an extremely experienced and proven consumer goods specialist with a long and successful track in particularly the international beverages industry. She has many years of market expertise in Turkey where - previously to joining Trivamarca - she helped several world-renowned brands to gain a market foothold and subsequently achieve tremendous growth.

The operational hub for the roll-out of Trivamarca in Turkey & Northern Cyprus is based in Istanbul.

**Trivarga AG** is home to an internationally operating group of companies that provides a large scope of products and services to the Swiss domestic and international beverage industries. It is the number 1 distributor for independent beverage brands in Switzerland and a leading turn-key service provider to the beverage industry for clients on 4 different continents.

**Trivamarca GmbH** is Trivarga's brand engine that creates and launches new beverage brands for distribution and allocation to third party distributors worldwide.

#### **Contacts:**

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