



Zurich, September 2023

Notification / Press Statement

Launch of Trivamarca (Iberia) S.L.

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

As per end of September 2023, **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 Iberian region, bringing its fast-growing portfolio of new generation beverages to consumers across one more highly dynamic market area.

Mr. Benjamin J. Barreto takes over the responsibility as Managing Director Trivamarca Iberia to roll out the Trivamarca platform and lead our activities across the region.

Mr. Barreto is an extremely experienced and proven consumer goods specialist with a long and successful track in particularly the international beverages industry. He has 23 years of experience in the beverage industry, e.g. in sales, trade marketing, key account management and as Sales & Trade Director in Spain and partly in Portugal.

The operational hub for the roll-out of Trivamarca Iberia is based in Madrid.

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. Trivarga 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:

Trivamarca (Iberia) S.L.:

Benjamin J. Barreto; Managing Director Trivamarca Iberia, benjamin.barreto@trivamarca.com
Calle Marques de Riscal, 11, 5º, 28010 Madrid, España, +34 91 934 2300

Headquarter Trivarga AG – Trivamarca GmbH:

Arturo Sutter, CEO Trivarga Group of Companies, as@trivarga.com
Shelly Rosenblum, CMO, Trivarga Group of Companies, sr@trivarga.com
Restelbergstrasse 49, 8044 Zurich, Switzerland, +41 58 900 75 75