



Zurich, September 2023

Notification / Press Statement

Launch of Trivamarca (Romania) S.R.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 Balkan region, bringing its fast-growing portfolio of new generation beverages to consumers across one more highly dynamic market area.

Mr. Dan Epure takes over the responsibility as Managing Director of Trivamarca Romania to roll out the Trivamarca platform and lead our activities across the region.

Mr. Epure is an extremely experienced and proven consumer goods specialist with a long and successful track in particularly the international beverages industry. He has 24 years of experience in consumer goods and beverages, e.g. as Country Manager in Romania and Moldova and as Regional Manager in the Balkans.

The operational hub for the roll-out of Trivamarca Romania is based in Bucharest.

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.

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