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primul provider de bauturi

Who is Edrinks.ro?



- Is a company with Romanian capital operating on the market of beverages distribution from 1996;
- Is a partner and distributor of famous manufacturers of beer, water, juice, alcohol and cigarettes.

Historical Landmarks



- 1996 – Founding of the company; It is focusing the collaboration with INTERBREW BELGIUM by signing a distribution agreement;
- 1999 - Headquarters moves on 15th Iuliu Maniu Blvd. Switching from manual loading and unloading operations to mechanized handling of goods by acquiring first forklift;
- 2000 - The number of employees increased from 15 to 40 by expanding sales department;
- 2001 - We manage to expand the distribution of beer in Bucharest and in a new area, the seaside, from Costinesti to Vama Veche by purchasing warehouse located in Mangalia;
- 2004 - The number of employees exceeds 65 people and all this year has expanded and modernized premises of the workplace in Mangalia, which is the first property of the company;

Historical Landmarks



- 2006 – It is signed partnership contract with supplier QUADRANT, becoming distributor brands Pepsi, Lipton and Prigat. It was opened a new facility in Oradea city, covering all distribution services Bihor county. In October, the process of rebranding the company PETROMETAL CO 96 changed its name into EDRINKS.RO;
- 2007 - Was strengthens the partnership between Edrinks.ro and INBEV(ex INERBREW) by signing a distribution contract in Maramures, structured in two separate workplaces in Baia Mare and Sighetu Marmatiei. Expansion continued and the foundations of a building owned by the company, near Bucharest A1 motorway, for the activity in Bucharest;

Historical Landmarks



- 2008 - Was acquired a land near Oradea where we built a warehouse and offices of 1,000 m² total area, for the activity in Bihor County. The inauguration took place on 01 November. The number of employees reached 150.



Historical Landmarks



- 2009 - Changes in software were designed so that the ERP program can automatically highlight the profit center defined for each company site separately;
- 2010 – The workplace, company property, near Bucharest A1 motorway is finalized, a modern warehouse of 1800 m² spacious with all the facilities and standards imposed by EU.



Historical Landmarks



- 1000 m from Bucharest Ring Road, on A1, you can see our warehouse with WARSTEINER banner.



Historical Landmarks



- 2011 – The first full year in the new location near Bucharest A1 motorway. Changes and improvements have been made to the infrastructure and buildings to allow exceptionally carried activities;
- 2012 – Access road upgrade occurs at workplace near Bucharest A1 motorway. Was signed a distribution agreement with DEVIN BULGARIA, EDRINKS.RO became unique importer of this brand in Romania. Assets of the company grew by acquiring buildings and land of the brewery in Baia Mare. EDRINKS.RO joins Pall-Ex as a member, a palletized freight distribution network, respected both in the UK and Europe;
- 2013 - Edrinks becomes logistics partner for the entire range of products CARPATINA in Bucharest area.
- 2014 – From December Edrinks is WARSTEINER and TARGOVISHTTE importer. Edrinks signed contract for distribution with PEPSICO SA for Bihor district.
- 2015 – Edrinks take distribution of URSUS and PEPSICO in Arad district.

Offered Services



- Our sales teams – consist in 49 sales representatives follow that in every location of over 5400 active clients, the products that we sell exist and are well presented. Our target is to be known that our distribution service is prompt - safe - effective;
- Beside the distribution efficiency our company is present in the social events, the festivals and other outdoor recreational activities conducted in various locations both in Bucharest and in the country.

Sales Force



- Sales force is equipped with the latest technology –Sales Force Automation for retrieving real-time orders and receipts on tablets and smart phones.
We have a total of 49 agents and eight supervisors distributed as follows:
 - Two supervisors and 12 agents in Bucharest and Ilfov, for a total of 1,600 customers, fully covering districts 1 and 6 as well as the other four districts;
 - Four supervisors and 25 agents in Bihor covering 2,300 customers throughout the county;
 - Two supervisors and 12 agents in Maramures covering 1,500 customers throughout the county;

The Fleet



- Our distribution fleet consists of 35 vehicles that can deliver 214 T in a single race distributed as follows:
- 12 vehicles in Bucharest of which:
 - 7 vans x 2T, 1 truck x 5T, 3 trucks x 10T, 1 TIR x 28T resulting a payload **77T** on race;
- 13 vehicles in Bihor of which:
 - 5 vans x 2T, 1 truck x 5T, 7 trucks x 10T resulting a payload **85T** on race;
- 10 vehicles in Maramures of which:
 - 6 vans x 2T, 4 trucks x 10T a total of **52T** payload race.

Strategy - Objectives



- Our strengths are the experience of more than 15 years, reliability, power, perfectionism and openness to new. We have a value system based on respect, devotion and high standard services.
- We are and will be adept to the highest ethical standards to ensure superior quality of our services according to current regulations and the principle of protecting the environment. We consider continuous improvement of both the supplier portfolio and customer;
- Contracting a large number of clients is the result of a very good organization, qualified staffing and high quality equipment;
- Service quality, respected timeliness and staff training, recommend EDRINKS.RO as one of the most competitive companies in the market.

References



- Our product portfolio includes :
- **BEER: WARSTEINER ,BERGENBIER, BECK'S, STELLA ARTOIS, NOROC, LEFFE, LOWENBRAU,URSUS;**
- **WATER: DEVIN, CARPATINA, BORSEC, SPRING HARGHITA, VALEA BRAZILOR, BIBORTENI;**
- **VINES: TARGOVISHTE,MURFATLAR, JIDVEI, COTNARI;**
- **JUICES: PEPSI, COCA COLA, LIMO, TYMBARK;**
- **SPIRITS: STALINSKAYA , WEMBLEY, UNIREA, SANKT PETERSBURG, ALEXANDRION, PASSION, DISCOVERY;**
- **ZAREA SPIRITS: CARPATEN, Cognacs: MILCOV, ARAD, MOLDOVA;**
- **CIGARETTES: MARBLE, BRASS, ASHIMA;**
- **SPARKLING WINES: DORATO, CRYSTAL, DIAMANT, ATHENEE PALACE;**

Financial Indicators and Awards



- The turnover of the company has been a steady increase from 10 million EURO in 2005 to 20 m EURO in 2008 and between 2010 and 2012 we had an increase from 9 m to 10.5 m EURO.
- According to listafirme.ro, we reached 1st place in Top Profit Romania, Bucharest, District 5, by activity : Wholesale of beverages in 2013;
- According top10k.ro 2014 edition, we have reached the 4th place top profit for District 5, Bucharest.
- We consider that all the above is the professional guarantee to allow us to become your trusted partner;
- In the hope of future cooperation we will assure our special consideration.