



## Mattoni 1873 surpasses record 2 billion bottles sold in 2024

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**Mattoni 1873, Central Europe's largest Mineral Water and soft drinks producer with 3,650 employees, 11 production sites and operations in 8 countries, has again improved its performance in 2024. The group performed well in all areas of business: natural and flavoured mineral water, soft drinks, snacks and vending machines under the Very Goodies brand. The production volume of the entire group exceeded the magic threshold of 2 billion products sold and sales increased by more than 12% y-o-y to CZK 25 billion.**

*"Last year was a record year in terms of bottles sold and financial results, which were significantly better than we expected. The successful innovations and relatively warm weather helped us, but we had to be well prepared in all countries and work hard. We grew everywhere, we are strengthening especially in the Balkans, where the group is doing very well," says **Alessandro Pasquale, Executive President of Mattoni 1873.***

In developing its foreign operations in 2024, the Mattoni 1873 Group focused mainly on Serbia. In April, it fully took **control of Knjaz Miloš**, the largest producer of mineral waters and energy drinks on the Serbian market, after buying out a minority stake from PepsiCo. Knjaz Mioš is also the official producer and distributor of PepsiCo soft drinks for the markets of Serbia, Montenegro and Bosnia and Herzegovina. In October, the Group started operations at the **new Knjaz Miloš plant** with two production lines for bottling beverage products into PET bottles and cans. Knjaz Miloš thus doubled its capacity and became the largest producer of bottled water and soft drinks in this part of Europe. The Mattoni 1873 Group invested a total of over 28.5 million euros in the modernization and expansion of the plant in Arandjelovac.

In the Czech Republic, the group focused on expanding its product lines. **Mattoni Esence**, a unique flavored mineral water without sugar and sweeteners, added the original Yuzu & Cucumber flavor. The Magnesia brand, a natural mineral water with a high content of health-promoting magnesium, completely updated its visual identity after 11 years and expanded the portfolio of functional waters **Magnesia Plus** with the innovative Boost and Revital variants. The popular non-alcoholic beermix **BirGo**, produced in cooperation with the national brewery Budějovický Budvar, expanded its offer last year with the BirGo Cedrata variant. In a report from February 2025, NADA and Nielsen just named the BirGo brand as the fastest growing brand in terms of purchase frequency in the entire non-alcoholic beer segment.

In autumn 2024, the group also offered a new **B2B e-shop "MyMattoni"** with a complete solution for businesses of HORECA customers: easy and fast orders, the widest portfolio of quality non-alcoholic beverages on the market and practical tips for the successful operation of their businesses.

In **2025**, the group will continue to develop the successful Mattoni Esence mineral water line, and consumers can soon look forward to new lines of functional waters or new features in the licensed Pepsi lemonade.

*"Mattoni 1873 has long been striving for full circularity of beverage packaging, including PET bottles and cans. The circulation of packaging materials in a closed loop - i.e. recycling from bottle to bottle and from can to can - reduces the pressure on the extraction of new raw materials, reduces the carbon footprint by up to two thirds and saves the environment. A significant step towards circularity is the deposit system for PET bottles and cans, which is already operating in sixteen European countries, including all our neighbors. We believe that from January 2027 it could also apply in the Czech Republic, which would otherwise become an isolated island that is unable to effectively manage material resources", summarizes **Alessandro Pasquale**.*

Slovakia, Hungary and Austria have gradually launched their deposit return schemes (DRS) since 2022. Poland will join the Central European countries with DRS in October 2025. Mattoni 1873 currently operates in three markets where the deposit system is effectively functioning (Slovakia, Hungary, Austria), and DRS introduction is being seriously discussed in Bulgaria and Serbia.

#### **About Mattoni 1873**

Mattoni 1873, the group around the parent company Mattoni 1873 a. s., is the largest distributor of soft drinks in Central Europe. The Group's ambition is to bring refreshment into people's lives, now and in the future, thanks to great brands and a successful tradition.

The roots of the group go back to 1873, to Heinrich Mattoni, a native of Karlovy Vary. The modern chapters began to be written in the 1990s thanks to significant investments by the new owners, the Italian Pasquale family.

In the Czech Republic, in addition to the traditional mineral water Mattoni, the group also produces spring water Aquila and mineral waters Magnesia, Poděbradka, Dobrá voda and Hanácká Kyselka; as well as soft drink brands Pepsi, Mirinda, 7UP, Schweppes, Gatorade, Mountain Dew, and others. It also distributes Lay's, Doritos and Cheetos snacks. In partnership with Budějovický Budvar, it produces the flavoured non-alcoholic beer BirGo. The group also owns the Very Goodies brand, a progressively developing operator in the beverage and food vending market with operations in the Czech Republic, Slovakia and Hungary.

Mattoni 1873 currently exports its products to almost 20 countries worldwide and, as the parent company, owns foreign mineral water brands in Austria, Hungary and Serbia. In the Czech Republic, Austria, Bulgaria, Slovakia, Hungary, Serbia, Montenegro and Bosnia and Herzegovina, Mattoni 1873 is the exclusive producer and distributor of PepsiCo branded soft drinks. The group employs 3,650 people in all countries where it operates.

Mattoni 1873 makes a significant contribution to cultural, sporting and social life. It also supports projects related to nature conservation and environmental issues. Mattoni 1873 is the founder of the Zálohujme.cz initiative, which seeks the long-term sustainability of the beverage industry through the local recycling of PET bottles and cans. For more interesting information, please follow us on [LinkedIn](#), [X](#) and [Facebook](#).

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