



KARELIA

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KARELIA TOBACCO COMPANY IS MAKING SUCCESS IN BULGARIA

Following Bulgaria's entry into the European Union, Karelia brands are making strong headway among the country's consumers.

"Forming Karelia Bulgaria EOOD, we were certain of the challenges to make Karelia brands the leading preference among international brands," says the newly appointed General Manager, Mr. Boris Lalev.

Lalev is pleased with the results so far. "Karelia's market share is exceeding 6.10% in volume and 6.90% in value terms. In the growing category of Slims cigarettes, Karelia Slims has become the most credible choice among the country's consumers. It was only natural to enrich the range with Karelia Slims Blue, our new proposition that was launched this April. The success was such that a temporary out of stock situation occurred."

Lalev continues, "Our key target is a double-digit market share, enhancing not only our position in the premium segment with brands like George Karelias and Sons, but making adult smokers aware of the choice of Karelia as a price conscious alternative."

Karelia Tobacco Company was founded in 1888, has presence in 66 international markets worldwide and is listed on the Athens Stock Exchange since 1974.