

MONTENEGRO

Wild beauty



Mineral water from Montenegro

MONTE[®]
Wild freshness
MINERALE




Water

Peaceful as the backwater of a lake, roaring like a waterfall, transparent as a mountain river and black as an abyss. Saving in a gulp in a desert and destroying in an ocean's wave. Giving life and taking it away. It is studied and described, it attracts and draws in. It has many faces. It is everywhere: in the sky, in the air, in the ground. It comes from the entrails of the Earth and onto your table.

The "Monte Minerale" water is magic made real.






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MINERAL SPRING WATER

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Birthplace

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Among green mountains and transparent lakes, on the Adriatic coast, under the warm southern sun, the bright pearl of the Balkans Montenegro is situated. The country has but recently opened its doors to tourists and businessmen. Washed by the sea and protected by the mountains, it has kept a unique cleanliness and original beauty.

At the foot of the mountain Tmor you will find a picturesque green valley called the Valley of Gods. The crystal-clear air, smell of flowers and tender sunshine surround the “Monte Minerale” spring and contribute to making this life-giving water. Here the underground waters lie deepest in all Montenegro. They flow sixty kilometers through karstic channels. In these layers, which act as natural filters, the water is purified and mineralized.

Therefore, the water in the spring is pure and transparent, containing micronutrients necessary for men.

Being high quality water, “Monte Minerale” needs no deep processing and is healthy.



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Chemical composition (mg/l)

Ca-46	HCO ₃ -13.5
Mg-1.46	NO ₃ -2.8
K-0.53	SO ₄ -4.4
Na-3.37	pH-7.12
Dry residue at 180°C – 149 mg/l Oxygen content – 78.5 mg/l Mineralization – 294.7 mg/l	

Chemical analysis

[See the results of chemical analysis>>](#)

Water chemistry was laboratory tested in Montenegro, Germany, Serbia and Russia

Properties and composition of water With its balanced natural mineral composition, “Monte Minerale” helps obtain the necessary quantity of useful minerals and microelements necessary for a normal intellectual and physical development of a man. The distinctive feature of our water is the presence of natural calcium that can help protect your teeth against caries.

According to the worldwide practice, mineral water is not disinfected. It must not be treated lest it should lose its natural balance and biological clearness. Our water is not an exception. The bottling technology only involves the saturation of water by oxygen to keep its composition and deliver it to the consumer in the same way as it was created by Nature.

The molecular structure of this mineral water is similar to the liquid found in the living cells of a man. Therefore it is biologically active and is easily digested by adults and children alike. “Monte Minerale” contains 18 useful minerals and micronutrients, including magnesium for flexible and elastic muscles and regulates the nervous system and calcium which makes bones stronger.

Our water is poured into bottles without mixing with air. Ultraviolet processing of the packaging ensures absolute cleanliness. The plant’s chemical laboratory runs daily microbiological and chemical tests to ensure the consistently high quality of our water.

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Production of Monte Minerale

“Monte Minerale” reaches the buyer in its original state, having been but slightly processed for extra smoothness.

“Monte Minerale” is produced from a 350-meter-deep well located in the heart of Montenegro, in a preserved forest area, between the cities of Cetinje and Podgorica. The production of the first-grade potable water “Monte Minerale” began in 2009.

The plant consists of 2 subunits: processing and bottling. The wells are licensed and equipped according to the official regulations. There is a sanitary zone where experts are keeping a round-the-clock watch. The territory is well arranged and fenced. The production halls are built according to all applicable standards and requirements. “Monte Minerale” is shipped in plastic bottles of 0.33, 0.5, 1 and 1.5 liter volume.

The plant is planning to produce a complete line of “Monte Minerale” based products. The plant features advanced technologies and equipment, the same as used by world famous manufacturers of water and soft drinks. The water is bottled near the spring, almost right where it is extracted from the well. The manufacturing process complies with world-class standards, with tests carried out every hour. As a result, the bottled water contains all the minerals and micronutrients necessary for human health, and its consistent quality is guaranteed.

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International
Organization for
Standardization

Certificates

- [ISO 22000:2500 part 1](#)
- [ISO 22000:2500 part 2](#)

<http://www.iso.org/>
<http://www.iso-9001.ru/>



Healthy Food Green Apple

- [Green Apple certificate](#)

<http://www.zdravahrana.org/>

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International
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[ISO 22000:2500 part 2](#)



[Green Apple certificate](#)



exit

TracTcep

“TRUSTCERT” Certifying System

Certifying body
“Institute of Organization Standards”
Sofiyskaya quay, 34B, Moscow 115035

CERTIFICATE OF CONFORMITY

№ POCC RU. 1912.09 TCMO/TOC

is given to DOO “Bozja voda”

Montenegro, Cetinje, Zupa Dobrska b.b

has implemented and maintains a

Quality Management System of foodstuffs safety on the basis of HASSP
principles in respect to mineral water which fulfils the requirements of
international and national standards

ISO 22000:2005 (ГОСТ Р ИСО 22000-2007)
ГОСТ Р 51705.1-2001 (HASSP)

FIELD OF CERTIFICATION:

- Production of mineral water
- Sales of mineral water
- Forwarding services



On the grounds of certifying body resolution № 01820 of December 19, 2009.

Scope: the territory of the Russian Federation, the near and far abroad.

“TRUSTCERT” Certifying System is registered in the United Register of Non-obligatory Certification
System of the FEDERAL AGENCY ON TECHNICAL REGULATING AND METROLOGY.

Registration No. POCC RU. 1912.09 TCMO/TOC dated 04.06.07

Issued on 19.12.2009.

Zlobin V.P.

Head of the Certifying Body



Validiti date: 19.12.2012 r.

Kochkin P.V.

Expert

№ 01820 “TRUSTCERT”

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Annex to the Certificate № POCC RU. 1912.09 TCMO/ГОС
(invalid without the Certificate)

The scope of certification of Quality Management System
of DOO "BOZJA VODA".

1. Production of mineral water:

- extraction of mineral water from a well
- bottling of mineral water
- production of the full line of still water
- production of the the full line of sparkling mineral water
- production of the full line of different kinds of juice
- production of low-alcohol drinks
- purchase, storing and use of necessary raw produce and materials in the production
- marketing research, including that of consumer home and foreign markets
- search and selection of partners for cooperation
- aiding in creation and operation of enterprises, aiding legal person and private individuals
- holding and participation in the arrangement of exhibitions, expositions, auctions, lotteries, product presentations, international contests, symposia, conferences in Russia and abroad

2. Sale of mineral water:

- wholesale and retail trade of finished commodities
- multilevel marketing in the sphere of product sale
- arrangement of "HoReCa" network for product sale
- rendering of intermediary, agency and commercial services while selling the product
- bringing finished commodity to the ultimate consumer

3. Forwarding:

- purchase, storing and sale of motor cars, lorries, both new and used ones, as well as their components and spare parts
- lease of cars
- rendering freight services to legal person and natural person
- delivery of product and any raw material to the consumer

Head of the Certifying Body

Zlobin V.P.



Id

Expert
Koehkin P.V.

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"ZELENI IZBOR" d.o.o.
Beograd

"GREEN CHOICE" Ltd.
PROGRAM
"ZDRAVA HRANA - ZELENA JABUKA"
"HEALTHY FOOD - GREEN APPLE"



ПРИВРЕДНА
КОМОРА
СРБИЈЕ

UDRUZENJE ZA POLJOPRIVREDU, PREDPRAMBENU,
DUVANSKU INDUSTRIJU I VODOPRIVREDU
CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA
ASSOCIATION OF AGRICULTURE, FOOD PROCESSING,
AND TOBACCO AND WATER INDUSTRY



dodeljuje
hereby issue

Žig "ZDRAVA HRANA-GRAF jabuka" Ž-738/88(33542)
Trade Mark "Healthy Food - GRAPH Apple" 738/88(33542)

MONTE MINERALE

PROIZVOD

PRODUCT

"BOŽJA VODA" d.o.o. Cetinje, Crna Gora

PROIZVODIČ

PRODUCER

na osnovu Mišljenja stručne komisije Programa Zdrava hrana - Zelena jabuka
u trajanju od 12 meseci počev od

based on the Opinion of the Expert Committee of the
Program Healthy Food - Green Apple
for the period of 12 months as of

04.05.2010. godine

sertifikat izdat u Beogradu 11.05.2010.
certificate issued in Belgrade May 11, year 2010

Mirjana Pavlović

"Zeleni izbor" d.o.o.
Program "Zdrava hrana - Zelena jabuka"
"Healthy Food - Green Apple"
Director
(Mirjana Pavlović)



Milan Prostran
Privredna Komora Srbije sekretar Udruzenja
Chamber of Commerce and Industry of Serbia
Secretary
(Milan Prostran)

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About company

Ravil Sharafutdinov

General Manager «Monte Minerale»

What we view as our key priorities is to ensure the highest purity and quality of our produce and to develop the spring sparingly to avoid disrupting the natural balance.

In 2007 we completed the exploration of the spring and decided to establish the “Monte Minerale” plant. Our research helped us see the full picture of the waterforming conditions and estimate the volume of the source. A whole company department has been established to constantly control and monitor the birthplace of our water. The plant’s another important facility is its chemical analysis laboratory fitted with state-of-the-art tools. Our plant is planning to manufacture a complete line of products based on the “Monte Minerale” mineral water including water for children and water with natural herbal and fruit extracts.

The plant’s produce has all the required sanitary and epidemiological inspection reports, registration and conformance certificates. We use advanced technologies in our work and never stop innovating. We are constantly introducing new technologies and improving our quality assurance system. We guarantee that our products are always top quality.

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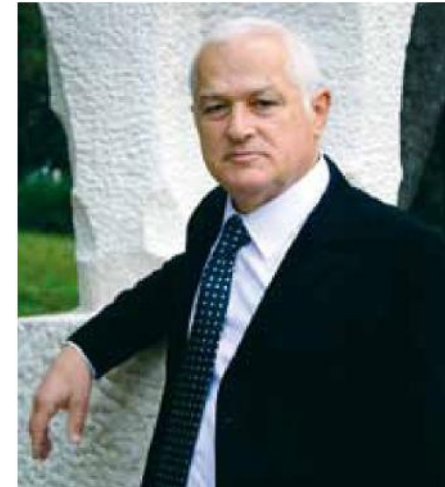
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Milovan Yankovich

Mayor of the city of Cetinje

[Read more>>](#)



Mikhailo Burich

Professor, doctor, certified hydro-geology and engineering geology specialist. Top researcher. Chairman of the State Council of Water

[Read more>>](#)

Recommendations



A handwritten signature in dark ink, which appears to read 'Milovan Yankovich'.

Milovan Yankovich

Mayor of the city of Cetinje

Nobody was surprised at the fact that in the entrails of the Earth right here in our region, in the place called Dobrska Zupa, a mineral water spring of unique clearness and mineral composition was discovered because we have never had any manufacturing plants which might disturb the ecological balance. Our municipal government pays much attention to environmental issues and each new business project is checked for its ecological complications. Only eco-friendly projects are permitted. We will not allow an exploitative approach to the environment and will always protect the natural life of the area. A large part of the community's territory is a national park. From here, the rivers that feed Lake Scutari start off and that lake is not only strikingly beautiful but also forms the largest natural reservoir of fresh water in Europe. Rare specimens of flora and fauna from the International Red Book can be found here. As a matter of fact, Montenegro is under UNESCO's protection as a large wildlife preservation zone. We work in close contact with international ecological organizations and we stand no compromises when it comes to environmental protection.

The "Monte Minerale" enterprise is not only a modern manufacturing facility, but also a team of professionals who clearly realize the consequences of irresponsible approach and improper extraction of natural resources. We believe that mineral waters of our country will take a deserved place among world-recognized brands.

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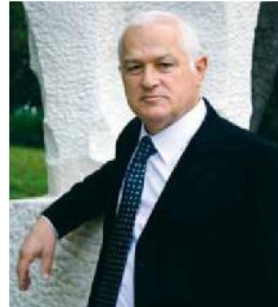
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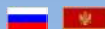
Mikhailo Burich

Professor, doctor, certified hydrogeology and engineering geology specialist. Top researcher. Chairman of the State Council of Water

There is a good reason why Montenegro is called an ecological country. The absence of industrial facilities, the pure mountain air and the abundance of forests create an absolutely unique environment here. Near its capital located in the area called the Valley of Gods, the spring of “Monte Minerale” can be found. The highest amount of rain in all Europe precipitates in this land. Oaks and beeches grow here, pure water flowing underneath. The pool of “Monte Minerale” is located on the wellknown geotectonic plate of Visoki Krsh.

The water we use is extracted from the bowels of the earth, from a depth of 350 meters, which is lower than Lake Scutari, below the rivers which had gone underground. We intercept this water as it goes among the carbonate deposits of the Jurassic period which formed over 100 million years back. It has a temperature of 9°C, which is classified as the best potable type. These conditions result in a type of water with highly stable qualities. It will not change its chemical composition even after being exposed to the sun for two years!

“Monte Minerale” is ranked premium class according to its oxygen content, concentration of hydrogen ions, and the content of organic substances. The level of macro components is considered optimal for potable water while the level of micro components complies with the strictest quality standards. High-quality mineral water is good for your health. So, drink “Monte Minerale” and be healthy!



exit



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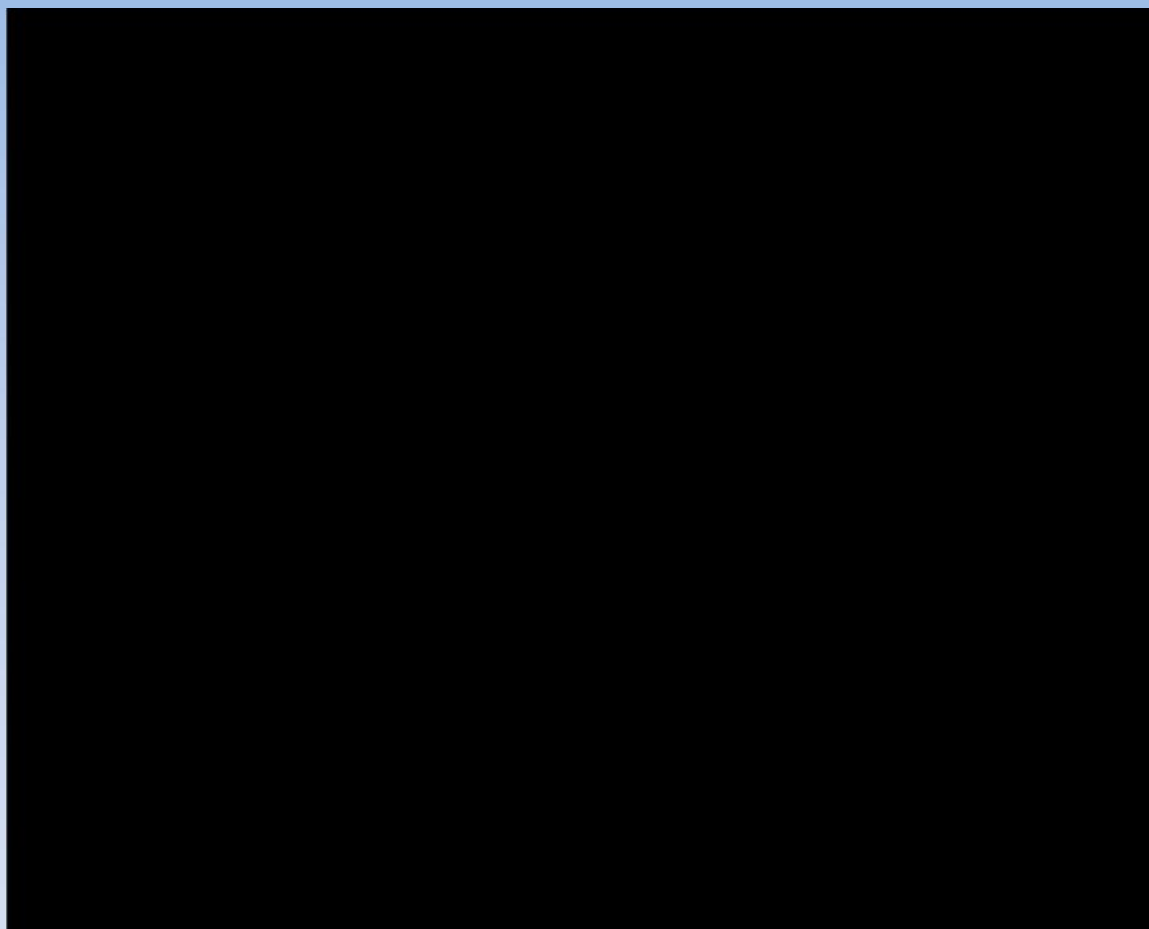
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Pause / play video – click on the video

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