



Mattoni 1873 launches online store with nationwide delivery

Prague, October 14th, 2020

Central Europe's largest non-alcoholic beverage manufacturer Mattoni 1873 has launched an online store this summer, selling its own products. Mineral water, soft drinks and other products from their portfolio were delivered free of charge in Prague, where the project's pilot phase was taking place. Now, the project is expanding into regional cities and lures customers with free delivery.

By creating a digital sales channel, Mattoni 1873 aimed to meet the needs of customers in the time of quarantine restrictions. The program got underway quickly and in the course of three months a new direct online sales platform was created. The first deliveries were made in Prague.

"The new online store is intended for anyone wanting their beverages delivered fast, easy and right to their door. We offer a wide range of non-alcoholic beverages, as well as popular snacks – we have something for everyone. All deliveries will be free of charge until the end of October," says Ondřej Postránský, Mattoni's head of strategic marketing, of the store's targeting.

Next day, free of charge delivery and hygiene measures

Couriers will deliver orders (three packs minimum) as soon as the day after order placement. During the project's initial phase, deliveries were only made around Prague, but as of today – October 14th, 2020 – they will be also carried out in larger cities in all of the country's regions. And, until the end of October, the delivery will be free. The standard shipping for a smaller order will cost CZK 49, with orders over CZK 799 being eligible for free shipping. The customers' health is of utmost importance to Mattoni 1873, and so our couriers are equipped with disposable facemasks and gloves, and their vans are disinfected after each delivery.

Check for availability in your area: <https://eshop.mattoni1873.cz/faq>

More than a beverage e-shop

The purpose of having a company-run e-shop is to get closer to customers and offer services with added value. Aside from premium products and gift items available for

purchase, there are interesting contests and exclusive product campaigns with giveaways. For instance, there is an ongoing Pepsi Retro campaign. Aside from Mattoni and Magnesia mineral waters, the store offers other Mattoni 1873 products – flavored soft drinks, juices, Pepsi products and snacks.