

天然矿泉水产品组合



MERGERSCORP

一个由三处天然低矿物质水源组成的产品组合，这些水源具有各不相同的理化特性，且在产品定位上具有互补潜力。该产品组合包括三个匿名水源区——A、B和C——均被法律归类为低矿物质天然水，其180°C时的固定残留物含量范围约为212至292 mg/L。

这三种水源的pH值均呈微碱性，介于7.46至7.74之间，且钠含量低于20毫克/升，这使其能够定位于日常补水、健康养生及低钠摄入等细分市场。

主要投资亮点

投资指标	投资组合
水源	3
分类	天然低矿物质水
固定残留物	212–292 毫克/升
水源处的pH值	7.46–7.74
钠	<20 毫克/升
投资组合结构	3 个匿名化集水区单元
地理	意大利
产品定位	低钠 / 健康养生 / 日常补水

差异化水文剖面

来源 A — 超轻型且低钠

样本A是该组合中矿化度最低的样本，其固定残留物含量在212–279 mg/L 之间，钠含量极低，仅为3.2–3.6 mg/L。

- 钙：75.0–82.4 毫克/升
- 镁：7.8–10.2 毫克/升
- 碳酸氢盐：213–232 毫克/升
- 硝酸盐：约2.2毫克/升
- pH：7.60–7.74

潜在定位：高端超轻型、低钠且注重健康的饮用水。

风味特征：清新、轻盈且中性。

来源 B — 营养均衡且富含镁

TARGET PRICE

\$ 15,000,000

GROSS REVENUE

\$ 21,200,000

EBITDA

\$ 2,600,000

BUSINESS TYPE

食品及饮料

COUNTRY

意大利

BUSINESS ID

L#20261149

来源B的矿物质组成更为均衡，固定残留物为282–292 mg/L，且镁和碳酸氢盐的含量相对较高。

- 镁：21.0 毫克/升
- 碳酸氢盐：244 毫克/升
- 钙：58.1 毫克/升
- 钠：14.2–15.3 毫克/升
- 硝酸盐：2.2–2.5 毫克/升
- pH：7.46–7.66
- 游离二氧化碳：43.8 毫克/升

潜在定位：功能性且营养均衡的矿泉水产品定位。

风味特征：酒体饱满，圆润，平衡。

来源 C — 标准低钠型

C源水提供了一种均衡的微量矿物质组合，其固定残留物约为285毫克/升，pH值约为7.50，钠含量低于20毫克/升。

- 均衡的钙镁含量
- 存在碳酸氢盐
- 硝酸盐：约1.0毫克/升
- 电导率：约453 μS/cm

潜在定位：面向广泛的消费市场，作为日常饮用水和补充水分之用。

风味特征：和谐且清爽。

战略价值主张

三款互补的产品简介

该产品组合具备打造多产品天然矿泉水平台的潜力，每个水源都能满足消费者不同的需求。

A — 超轻型 / 低钠

专为极低矿化度和极低钠含量而设计。

B — 均衡 / 富含镁

其特点在于镁和碳酸氢盐含量较高。

C — 主流 / 低钠

风味均衡，适合广泛日常饮用。

这种互补性结构可使投资者或战略买家能够基于多元化的来源组合，开发多个品牌、SKU或市场定位。

交易机会

所有者正在考虑一项涉及天然矿泉水产品组合的潜在战略交易。

商机：天然矿泉水水源组合
资产：3个经过匿名处理的集水区
分类：天然低矿物质水
地理：意大利
固定残留物：212–292 毫克/升
钠： <20 mg/L
pH： 7.46–7.74
潜在定位：健康、低钠及日常补水

损益表摘要（百万欧元）	第1年	% 收入	第2年	% 收入	3年级	% 收入
	21.20	100.0%	26.81	100.0%	32.84	100.0%
销售成本（COGS）	(10.25欧元)	48.3%	(12.78欧元)	47.7%	(15.42欧元)	47.0%
	10.95	51.7%	14.03	52.3%	17.42	53.0%
货运、配送与仓储	(3.40欧元)	16.0%	(4.18欧元)	15.6%	(4.96欧元)	15.1%
现场销售与渠道佣金	(1.27欧元)	6.0%	(1.61欧元)	6.0%	(1.97欧元)	6.0%
品牌营销与渠道促销	(1.48欧元)	7.0%	(1.74欧元)	6.5%	(1.97欧元)	6.0%
特许权及采矿区特许权使用费	(0.42欧元)	2.0%	(0.54欧元)	2.0%	(0.66欧元)	2.0%
一般及行政费用与工厂管理间接费用	(1.78欧元)	8.4%	(2.05欧元)	7.6%	(2.30欧元)	7.0%
EBITDA	2.60	12.3%	3.91	14.6%	5.56	16.9%

在签署保密协议后，可向合格投资者
提供进一步的技术、法律、监管、运营和商业信息。

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