



June 27th 2021

The Most Important Independent Business Award of the Year Household Items – No 1 Golden Brand - Melochi Zhizni

We would like to inform you that the 16th Award Ceremony of Golden Brand, so called Business Oscar of Georgia, organized by Global Idea and The Financial was held at Chateau Mukhrani on June 26, 2021. Golden Brand is the main award for successful business projects in Georgia, voted by experts and consumers openly.

Golden Brand is an invaluable prize. It raises the reliability among consumers, makes the brand an international trademark and it is efficiently used by Georgian as well as international brands.

The project was supported by: American Stock News, international magazine; Glossy, Publika.ge, radio Commersant FM 95,5 , Radio Maestro FM 94, 7, Radio Vinili FM 99, 7, Radio M7 - FM -93.1, International Chamber of Commerce and Georgian Association of Entrepreneur Women.

Golden Brand Award Ceremony has been taking place annually since 2006 and it is recognized as the most prestigious and influential business awards in Georgia.

This year, 57 winner brands were awarded in the presence of media. Golden Idea polls were participated by the professors-lecturers of higher educational institutions, managers, business administration specialists, consultation companies, state and non-state sector representatives, independent experts in economic issues and simultaneously, the poll was conducted among the consumers and they named the No1 Golden Brand.

The Award Ceremony always falls under a huge attention of media and business society. The journalists of different media channels had a possibility to meet the leading businessmen

Top management of more than 100 largest Georgian and foreign business companies attended the award ceremony. We had honorable guests from abroad. The title Golden Brand has been awarded to companies since 2006. The Golden Brand title holders are the largest Georgian and international companies.

This year, these were the nominees in different categories:



N 1 Golden brand winners:

1. *Children's Nutrition - No 1 Golden Brand - Nestle*
2. *Pharmaceutical Company - No 1 Golden Brand - PSP*
3. *Outdoor Advertising Service - No1 Golden Brand – Alma*
4. *Hypermarket of Construction Materials - No1 Golden Brand - Bricorama*
5. *Home Appliances - No1 Golden Brand – Megatechnica*
6. *Clinic - No1 Golden Brand - Evex Clinics*
7. *Renovation and Design - No1 Golden Brand - Rinox*
8. *Freeze-dried Fruit Production - No1 Golden Brand –Gemuani*
9. *Venotonic and Angioprotective Medication – No 1 Golden Brand - Detralex*
10. *Insurance, a Dynamically Developing Brand – No 1 Golden Brand - Ardi*
11. *Security Guards Service - No1 Golden Brand –Magistri*
12. *Architectural Paints - No 1 Golden Brand – Betek*
13. *Cement Foreign Brand – No 1 Golden Brand - -Betek Fayfiks*
14. *Jewelry Store Chain – No 1 Golden Brand - Franco Fontana*
15. *Cash Registers and Trading Equipment's – No 1 Golden Brand - Georgian Service Network*
16. *Payment Cards – No 1 Golden Brand - Mastercard*
17. *Butter foreign brand - No1 Golden Brand – Anchor*
18. *Tea, Foreign Brand – No 1 Golden Brand - Hyleys*
19. *Construction of Industrial Sites - No1 Golden Brand – Element Construction*
20. *Beauty industry - No1 Golden Brand - Avon*
21. *Chocolate foreign brand - No1 Golden Brand – Milka*
22. *Chewing Gum - No1 Golden Brand - Dirol*
23. *Flavour Candies - No1 Golden Brand - Halls*
24. *Fish and Seafood - No1 Golden Brand – Umali*
25. *Flour Production - No1 Golden Brand - La Familia*
26. *Sunflower Seeds - No1 Golden Brand - Solari*
27. *Law firm - No1 Golden Brand - Kordzadze Law office*
28. *Furniture Manufacturing N 1 Golden Brand Embawood*
29. *Children's Clothing and Accessories - No1 Golden Brand - Bebe+*
30. *Winemaking equipment and accessories - No1 Golden Brand - Shvidi Wine*
31. *Food ingredients industry - No1 Golden Brand – Shvidi*
32. *Children's Hygienic Products – No1 Golden Brand - Pampers*
33. *Dental Care Products - No1 Golden Brand – Blend a Med*
34. *Detergents (Washing Powder) - No1 Golden Brand – Ariel*
35. *Detergents (Dishwashing Liquid) - No1 Golden Brand – Fairy*
36. *Shaving Products - No1 Golden Brand – Gillette*
37. *Hair Care (shampoo) - No1 Golden Brand - Head & Shoulders*
38. *Hand Soap - No1 Golden Brand – Safeguard*
39. *Manual and Electro brushes – No1 Golden Brand - Oral –B*
40. *Fabric conditioner - No1 Golden Brand - Lenor*

41. *Delivery Service - No1 Golden Brand - Wolt*
42. *Construction, Frame Materials No 1 Golden Brand – TTC*
43. *Mixed Nuts No 1 Golden Brand –Qalaquri*
44. ***Household Items – No 1 Golden Brand - Melochi Zhizni***
45. *Software Development Company – No 1 Golden Brand - Singular*
46. *Water Pump – No 1 Golden Brand –Shimge*
47. *Cargo – No 1 Golden Brand - Gianti Logistics*
48. *Medical equipment – No 1 Golden Brand - Advanced Medical Technologies & Service*
49. *Production and Realization of Building Blocks – No 1 Golden Brand – Speckomforti*
50. *IT Academy- No 1 Golden Brand –STEP*
51. *Electromechanical, Engineering Works– No 1 Golden Brand - DOMSON’S ENGINEERING & CONSTRUCTION*
52. *Hygienic Paper - No 1 Golden Brand –Papia*
53. *Sunflower Oil – No 1 Golden Brand –Avedov*
54. *Baby skincare products - No 1 Golden Brand-Weleda*
55. *Chicken Production, a Dynamically Developing Brand - No 1 Golden Brand –Noste*
56. *Aluminum Profiles, Products, and Services- No 1 Golden Brand - ALUTECH GEORGIA*
57. *For its contribution to the regional development of the country - No 1 Golden Brand - RMG*

GLOBAL IDEA

Marketing Research Company, annual organizer of Golden brand Award Ceremony and publisher of the magazine Golden Brand and business catalogue Golden Book. www.globalidea.ge

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