



BRAND PROFILE

MENTA GROUP

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COMPANY OVERVIEW

Founded in 2016, Menta Group Europe is a dynamic, multifaceted company headquartered in Budapest, Hungary. Menta Group operates across three core sectors — Retail, Marketing, and Construction — and is dedicated to delivering innovative, scalable solutions for brands and businesses across Europe and the MENA region.

With a strong entrepreneurial spirit and a team of experts in diverse industries, Menta Group is driven by a vision to bridge gaps between regional markets and elevating brand experiences.



Think Fresh.
Think Menta.

OUR VISION & MISSION

Vision

To become the leading cross-sector business group in Europe and the MENA region, known for delivering high-quality, time-efficient, and future-ready solutions that drive meaningful growth for global brands.

Mission

At Menta Group, we strive to simplify complexity across industries by delivering smarter, faster, and more reliable services in retail, marketing, and construction. Our mission is to empower brands and clients with tailored solutions that save time, elevate quality, and unlock long-term value.

OUR DIVISIONS



Marketing

Menta Marketing is the strategic and creative arm of Menta Group, with 9 years of expertise in brand strategy, digital marketing, and brand activation. We craft tailored, full-service solutions that help modern brands connect with diverse, multicultural audiences. From positioning and storytelling to cross-border campaign execution, we deliver measurable impact and ensure your brand stands out in an ever-evolving landscape.



Retail

Menta Retail is a division of Menta Group, specializing in the distribution and market launch of curated, trend-driven brands in the Food & Beverage and Health & Beauty Care sectors. With years of experience across Europe, the Middle East, Asia, and Africa, we connect global suppliers and buyers, support brand localization, and drive growth through strategic retail partnerships. Our team also represents buyers at key events, ensuring swift decisions and seamless transactions.



Construction

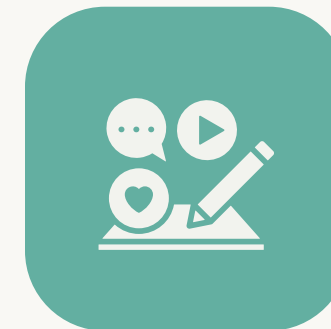
Menta Construction delivers end-to-end solutions with a focus on quality, innovation, and sustainability. From branding and project management to cost analysis, labor, and materials, we handle every stage from concept to completion. Serving both public and private sectors, our all-in-one approach ensures strategic planning, efficiency, and tailored results.

OUR SERVICE - MARKETING



Branding & Communication

Building strong brand identities and clear messaging strategies.



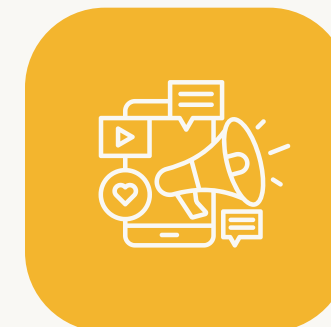
Digital Marketing & SEO

Driving visibility through search optimization and targeted digital campaigns



Design & Content Creation

Engaging visual assets through digital design, video, and photography.



Social Media & Lead Generation

Growing audiences and capturing leads across platforms.



Consultation & Strategy

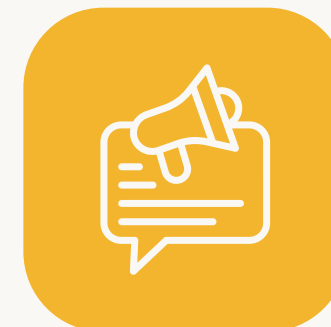
Tailored marketing strategies to align with your brand goals.

OUR SERVICE - RETAIL



Market Entry & Expansion

We connect international suppliers with our network of trusted distributors and retailers across Europe, Asia, and Africa.



Brand & Marketing Advisory

Strategic support in brand positioning, communication, and go-to-market planning.



Sales & Distribution Consulting

Tailored guidance on navigating sales channels, logistics, and local regulations.



Regional Expertise & Insights

In-depth market research, analysis and consulting to help brands localize and scale effectively.

OUR SERVICE - CONSTRUCTION



Comprehensive Project Delivery

From tendering and project management to performance monitoring, delay analysis, and earned value management.



Skilled Workforce & Engineering

Provision of both blue- and white-collar labor alongside engineering expertise for seamless execution.



Materials & Fit-Out Solutions

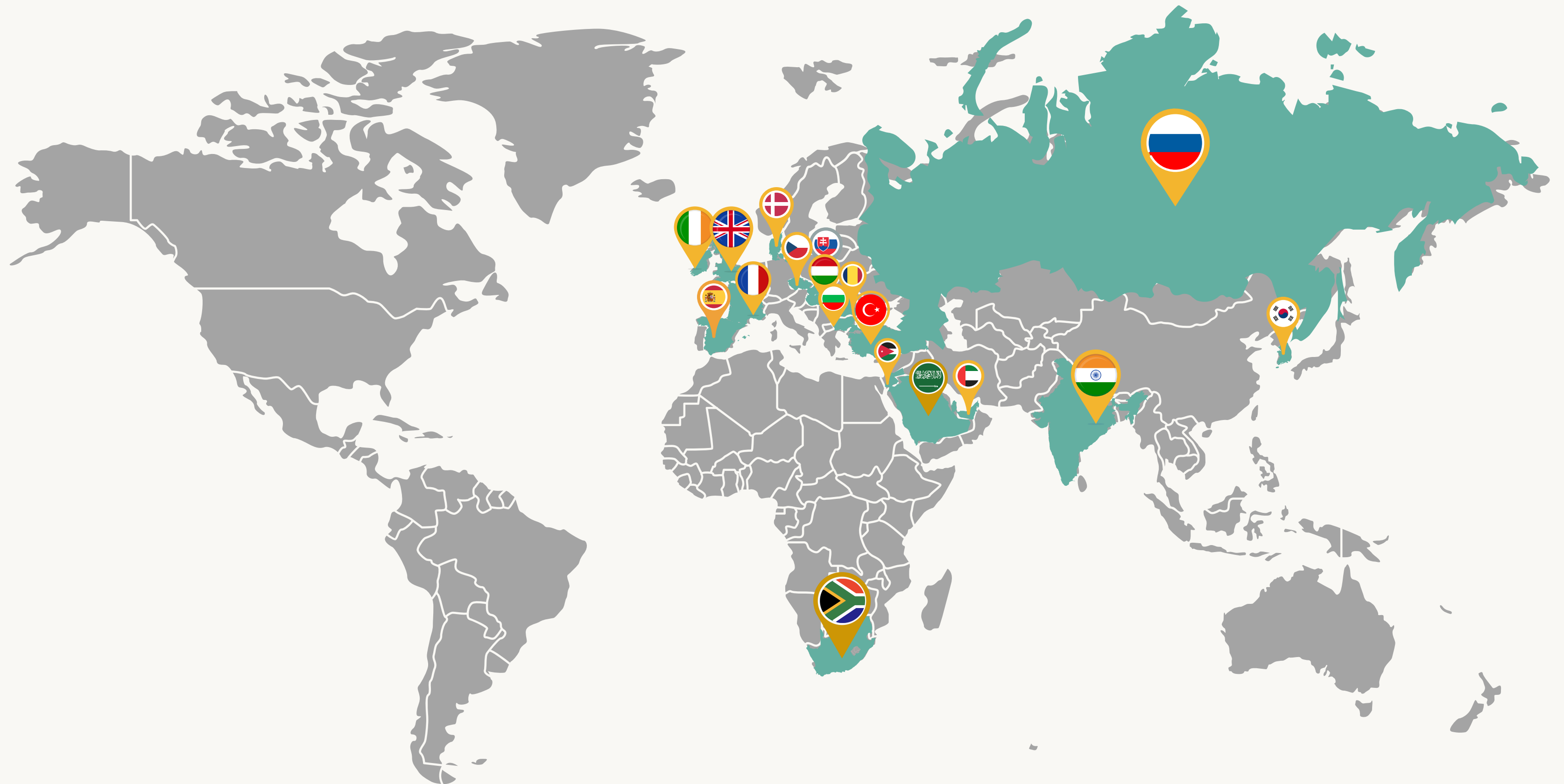
Sourcing and supply of solid/liquid materials, plus interior design and turnkey fitting services.



Branding, CSR & Client Relations

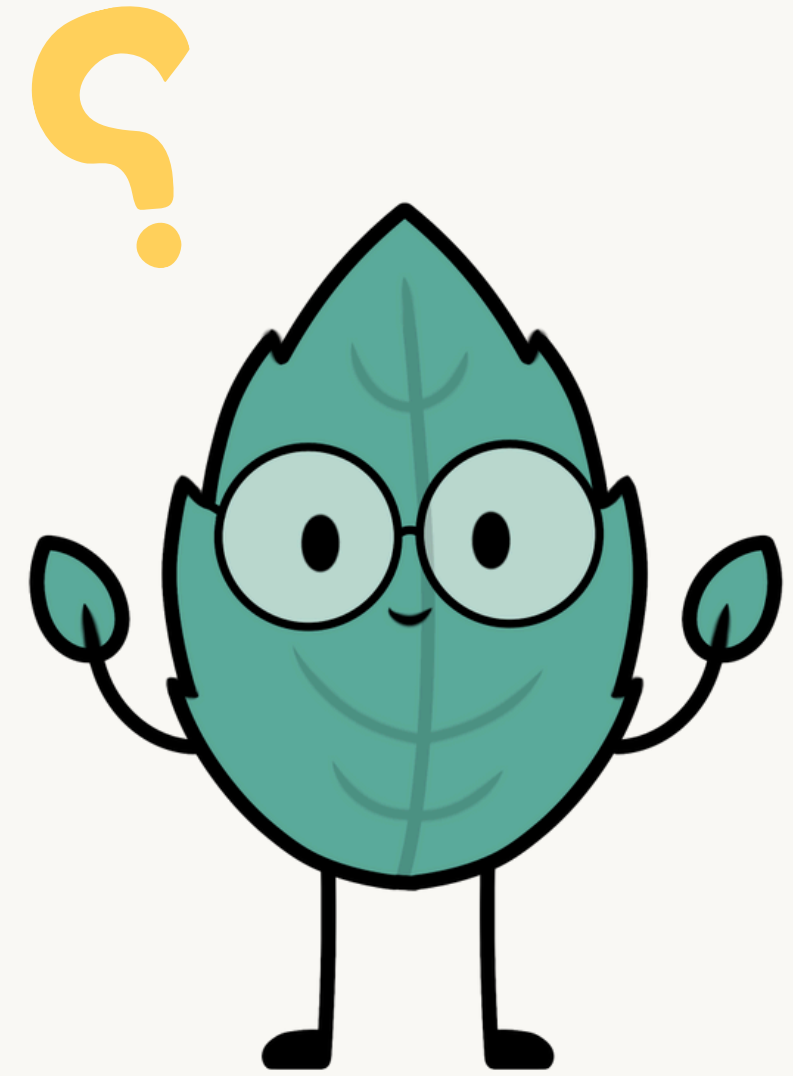
Supporting project identity, stakeholder engagement, and corporate responsibility throughout the build process.

OUR NETWORK & MARKET REACH



WHY MENTA?

- Cross-sector expertise under one umbrella
- Proven market entry strategies in Europe and MENA
- Agile, multicultural team fluent in modern brand language
- Strategic partnerships with regional distributors, agencies, and developers



SOME BRANDS WE WORK WITH

MARKETING & RETAIL

MONYO
— BUDAPEST —

BioDenta®

LAMSAT
CREATED WITH LOVE

FOUF®
Dead Sea Cosmetics


Department for
International Trade

Aquatonic
JOIN THE WATEREVOLUTION

M
SAMURAI
SHOELACE

HI LIFE
LUXURY ESSENTIALS

 Originate Insights

Dr!Hilo

BlackLimousine

LO
RU
SSO


OUR WORK MARKETING

Black Limousine

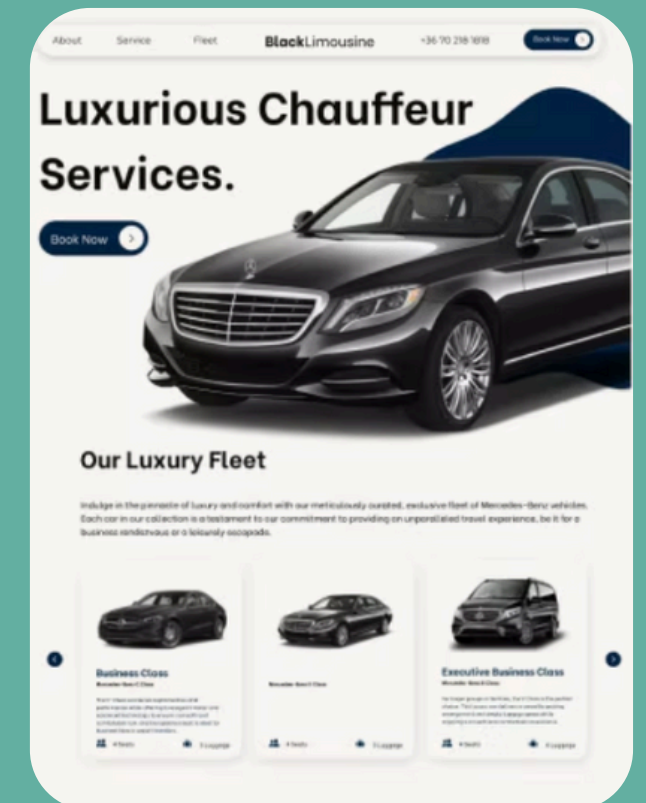
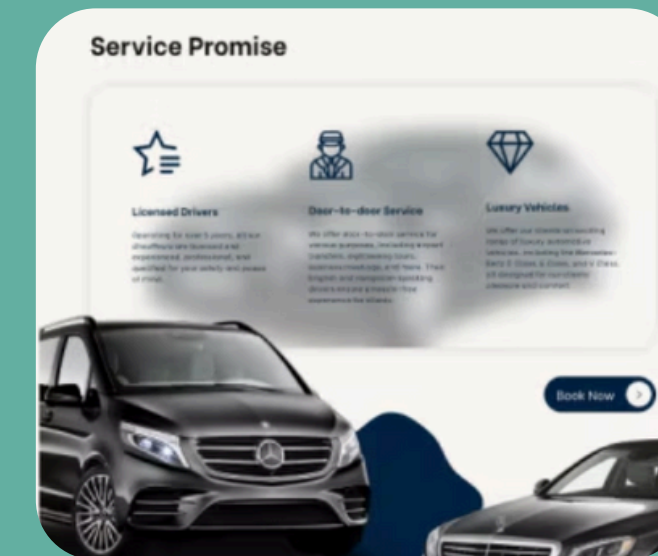
Digital Design + Brand Image + Consulting + Branding Identity

Located in Budapest, Hungary, Black Limousine Kft. is a luxury car service that caters to business people, hotels, and government clients to ensure safety. Menta came in to support the brand's awareness and showcase their best through marketing and design. We provide services for rebranding, website development, and social media management.

Aquatonic

Social Media Strategy • Content Development • Brand Positioning

Menta developed a tailored social media strategy for Aquatonic to elevate its presence on Instagram and connect with a lifestyle-driven audience. The goal was to position the brand as a premium, wellness-focused hydration choice while strengthening its identity, expanding organic and paid reach, and laying the groundwork for future e-commerce growth.

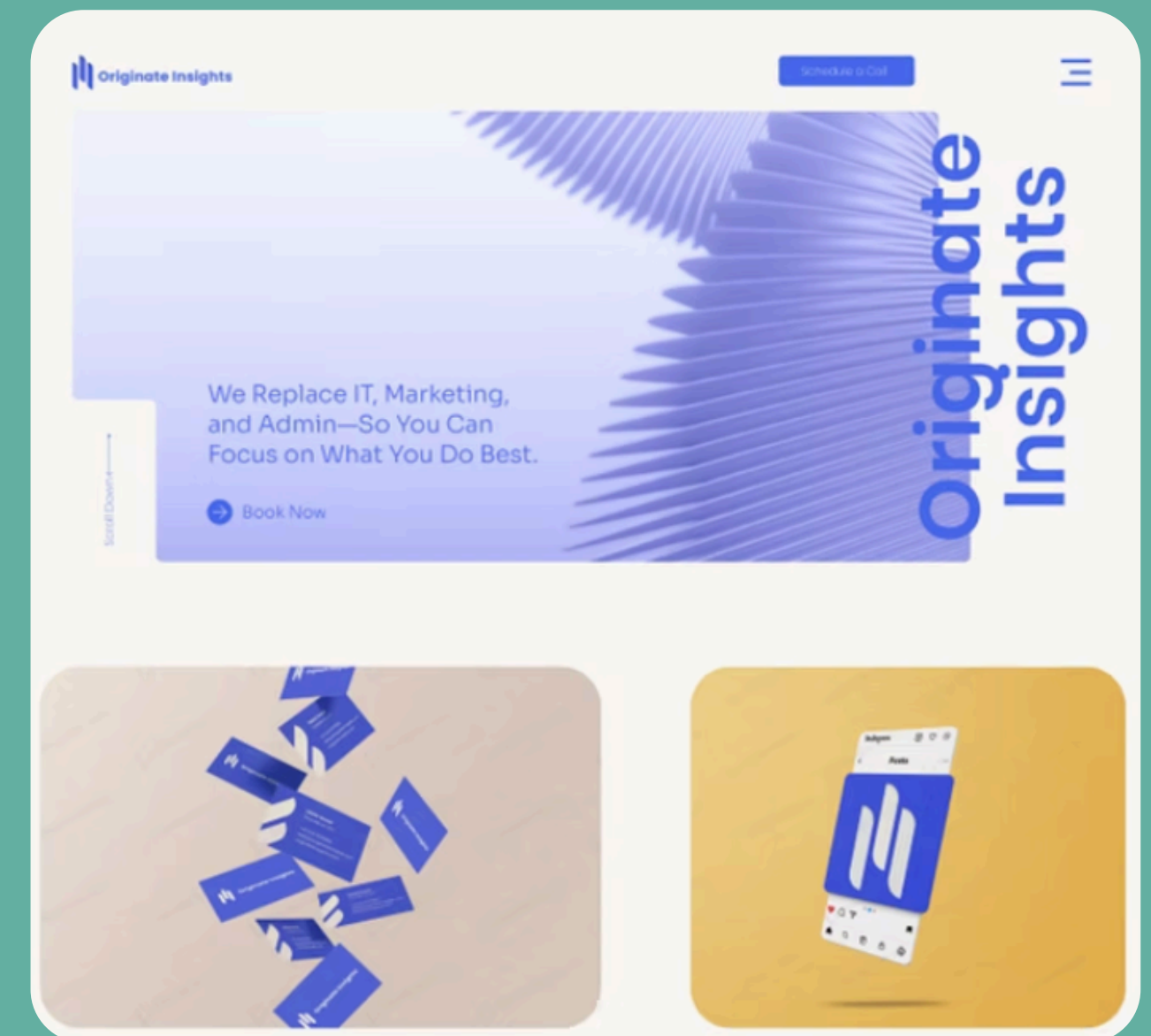


OUR WORK MARKETING

Originate Insights

Branding + Communications + Operational Support

Menta Marketing and Originate Insights convened to explore Menta's strategic support for their growth and development over a three-month period. Menta Marketing underwent a comprehensive rebranding initiative in collaboration with Originate Insights to bolster its brand identity and image for both current and prospective clients. This collaborative effort centers on operational optimisation to facilitate growth in new markets and the establishment of a robust branding and communications strategy. Notably, within the span of three months, Originate Insights secured a significant contract with a prominent manufacturing and automotive company based in the United Arab Emirates and the United Kingdom.



OUR WORK

RETAIL

01. BioDenta

Biodenta is entering new markets through Menta Retail's strategic network, starting with a regional launch in the Middle East. We supported the brand by securing distribution partnerships and aligning product offerings with local market demands. With a focus on long-term market growth, we are guiding Biodenta's expansion through retail partnerships and ongoing market development across the region and beyond.

02. Monyo

As Monyo prepares to expand into the Middle East, Menta Retail played a key role in facilitating market entry. We supported the brand through product registration, localized label translation, and regulatory compliance. Additionally, we secured distribution agreements to ensure Monyo's successful retail rollout, with plans to scale its presence into new territories through our regional partners.



THANK YOU

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