



Menta Group

مجموعة منتا

2026 Brand Profile

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Company Overview

Founded in 2016, Menta Group Europe is a dynamic, multifaceted company headquartered in Dublin, Ireland. Menta Group operates across three core sectors Marketing and Retail — and is dedicated to delivering innovative, scalable solutions for brands and businesses across EMEA 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.

Our Vision & Mission

Vision

To become the leading cross-sector business group in Europe and the EMEA 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 Marketing and Retail. 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 service of Menta Group, with 10 years of expertise in branding, 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, a division of Menta Group, is a specialist buying house for Food & Beverage and Health & Beauty brands. With seven years of expertise across EMEA and Oceania, we bridge the gap between global suppliers and retailers to drive growth through strategic partnerships and brand localisation. By representing buyers at major trade events worldwide, we ensure fast decision-making and seamless transactions, making us an agile leader in the global market.

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.

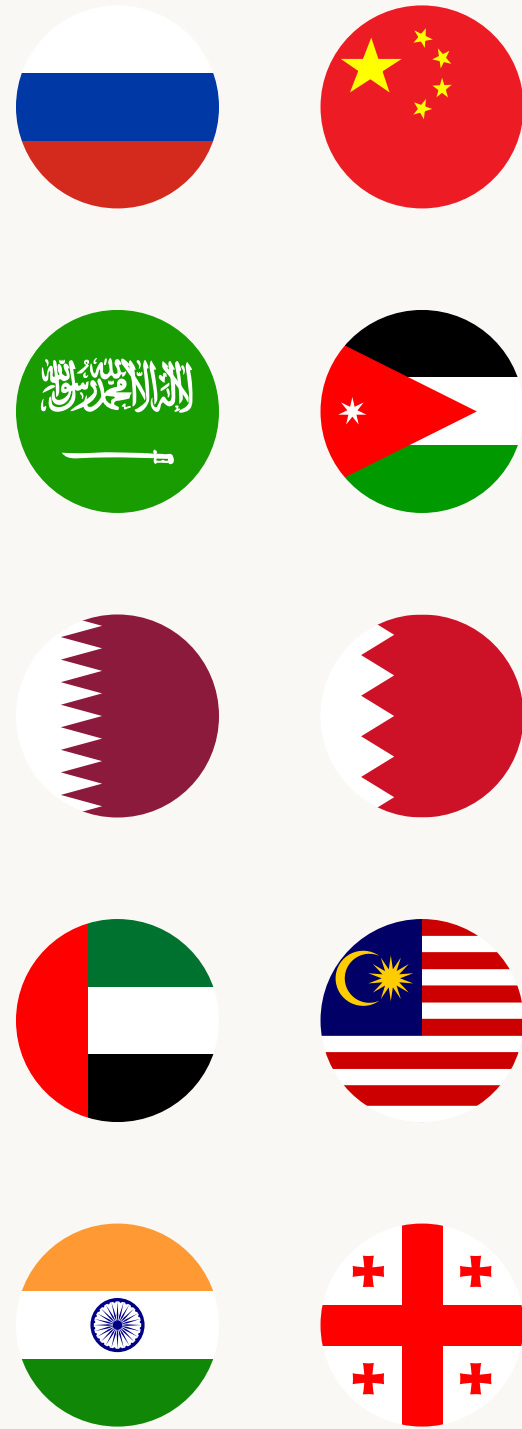


Regional Expertise & Insights

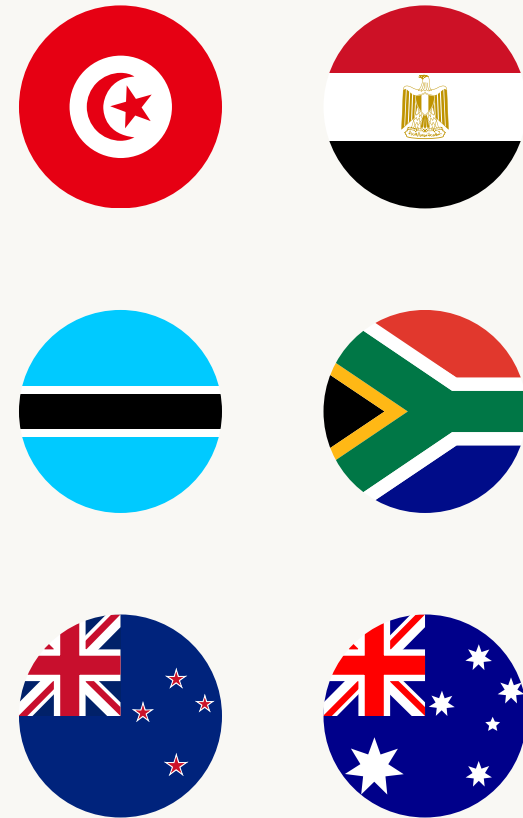
In-depth market research, analysis and consulting to help brands localize and scale effectively.

Network & Market Reach

Asia



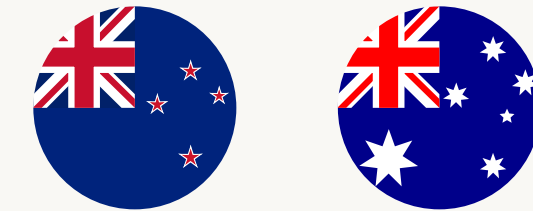
Asia



Europe



Oceania

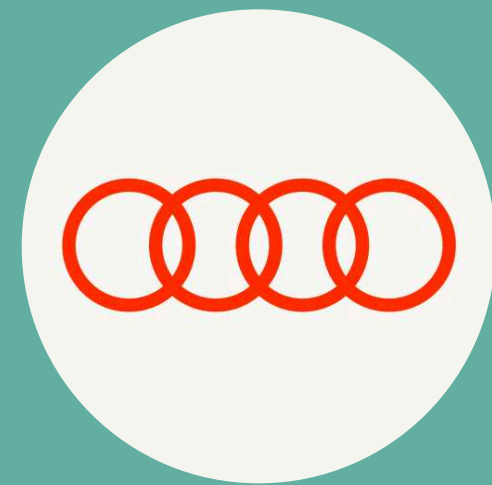


WHY MENTA?

- 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 From Marketing & Retail



Case Study



0.1 Monyo

Monyo entered the Middle East through Menta Retail's network, securing entry a retail and distribution partnerships. Menta supported product registration, localised translation, and regulatory compliance. Additionally, Menta secured distribution agreements for a successful rollout, with stock dispatched to regional partners to scale presence into new territories.



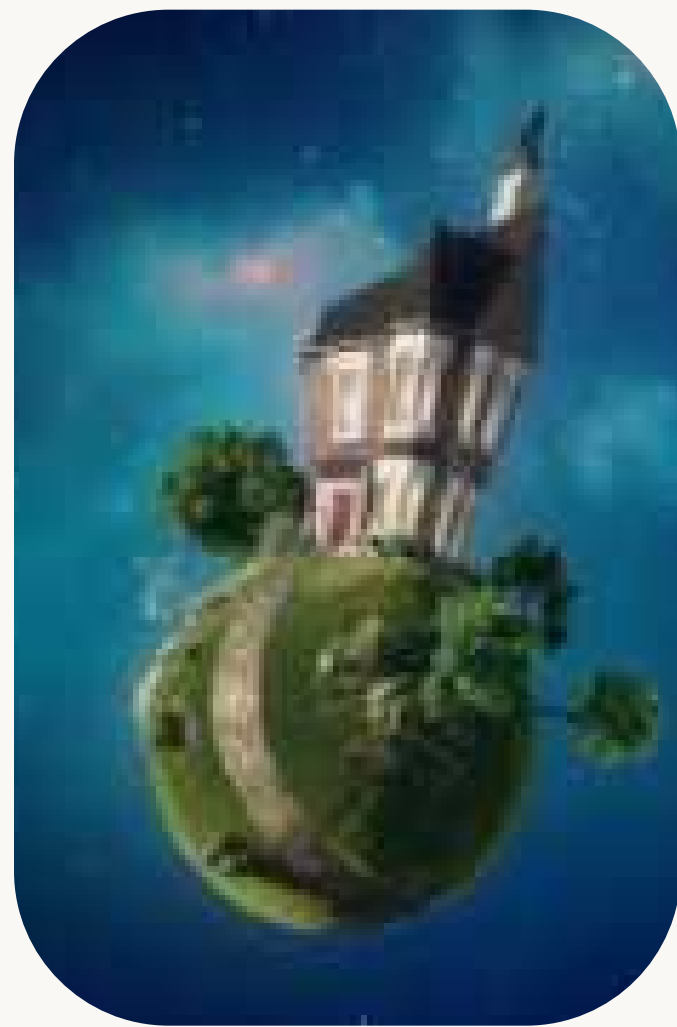
0.2 BioDenta

BioDenta entered the Middle East through Menta Retail's network, securing distribution and retail partnerships. After only 2 months of consulting, BioDenta signed a contract with our UAE partner. Within a few months, the brand achieved export approval, and stock was dispatched to the UAE to launch regional growth.



Aquatonic Beverage Company

Menta developed a 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.



British Gas & PH Jones Energy Company

Identifying strategic opportunities with the energy sector to supply affordable and renewable energy for BAME community in geographically targeted areas, potentially enabling British Gas and PH Jones to reach a stretching target of £27 Million [10% growth in over 40,000 new properties].



Black Limousine Transport Company

Based in Budapest, Black Limousine provides luxury transportation for corporate, hospitality, and government clients. Menta enhances their brand through strategic marketing and design, including rebranding, website development, and social media management.



Studio Reichenbach Production Company

Menta optimised a 6-month branding and communications strategy, resulting in a 20% increase in web traffic (from 5%). With effective communication techniques, elevated sales conversion rate to 15% (from 2%) and boosted brand awareness by 55% (from 25%).



MENTA MARKETING



Thank You



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