



**FOODSTUFFS**

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EXPORT CENTER**

 **EXIAR**

 **EXIMBANK OF RUSSIA**

# Catalogue of Russian FAST-MOVING CONSUMER GOODS PRODUCERS



June 2020

## Main Categories:

- Beverages, Wines & Spirits 
- Sweets & Confectionary 
- Waffles 
- Natural Fruit Confection 
- Tea, Jam, Honey, Cream 
- Edible Groceries & Canned 
- Ice cream & Dairy Products 
- Meat & Fish products, Delicacies 





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# Beverages, Wines & Spirits



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**NEW**

# KACHETY

**KACHETY LTD IS A UNIQUE ENTERPRISE FOUNDED IN SIBERIA IN 2002. IT IS A FULL CYCLE WINE FACTORY APPLYING CUTTING-EDGE TECHNOLOGIES FOR THE PROCESSING AND PRODUCTION OF NATURAL GRAPE AND FRUIT WINES**

## General and Financial Information

## Key strengths / Innovation

- Total Sales (RU & International) 510508,735 Dal
- Total Market share (Russia & Other Countries)
  - ✓ Russian 97%
  - ✓ Export 3%
- Main relevant product groups within company Portfolio:
  - ✓ Wines Siberian berries (cranberries) 0,75L
  - ✓ Wines Siberian berries (honeysuckle) 0,75L
  - ✓ Wines Siberian berries (cowberries) 0,75L
  - ✓ Wines Siberian berries (black currant) 0,75L
  - ✓ Wines Siberian berries (blueberries) 0,75L

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ High quality wine
- ✓ Products are safe and EAC compliant
- ✓ Declaration EAEU

- Logo's of relevant brands:
- Currently present in: China, Kazakhstan



### What's in it for Partner professional customers?

- ✓ 100% Natural
- ✓ We are a manufacturer of qualitative products
- ✓ We can promptly deliver finished products to the addresses of distributors and ready-made networks
- ✓ A wide range of product sizes and packaging options
- ✓ Individual packaging design.

- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Russia: «Yarche», «Maria-Ra», «Commandor», «Krasny Yar», «Bakhetle», «Slata», «Gigant», «Bystronom», «Lama»
  - ✓ China «TOBO»
- Certification, Certificate of confirmation, Declaration of confirmation, Test report, Certificate of origin

### Limitations

- ✓ Terms of delivery DAP, CPT
- ✓ Payment terms: 40 days payment by installments
- ✓ Storage conditions: +5, +20

### Points of differentiation compared with other market players?

- ✓ Uniqueness of the product (wine from Siberian berries)
- ✓ Environmentally friendly product
- ✓ A non-GMO product with inimitable taste qualities
- ✓ Special label design, designed with all modern trends in mind
- ✓ Ingredients compliance to European EU, the Eurasian EAEU and the American FDA quality standards



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NEW



  
**Château  
TAMAGNE**  
• ШАТО ТАМАНЬ •  
**KUBAN-VINO**



THE LARGEST WINERIES IN RUSSIA FOR THE PRODUCTION OF STILL AND SPARKLING WINES WAS FOUNDED IN 1956, AND IN 2003, IT BECAME PART OF THE "ARIANT" GROUP OF WINE COMPANIES. THE WINERY OPERATES ON THE PRINCIPLE OF A FULL CYCLE PRODUCTION INCLUDED SEEDLING'S PRODUCTION.

### General and Financial Information

- Total Sales (RU & International) 60 000 000 bottles per year
- Total Market share (Russia & Other Countries) 98%Russia / 2% Export
  - ✓ Share of Russian market 10%
  - ✓ Export volume approximately 600 000 bottles per year
- Main relevant product groups within Kuban-Vino LTD Portfolio:
  - ✓ Wines and sparkling wines CHATEAU TAMAGNE. Different grape varieties from international to local, diverse technologies and styles
- Logo's of relevant brands:
- Currently present in: Russia, Belarus, Kazakhstan, Japan, China, Hong Kong, Malaysia, Turkey, Brazil, Norway, Germany, Spain
- Main buyers: Traders/HoReCa
- HoReCa: Austria, Belgium Croatia, France, Germany, Hungary, Italy, Japan, Serbia, Poland, Turkey
- Traders: Bulgaria, China, Czech Republic, India, Netherlands, Romania, Slovakia, Serbia, Poland
- Cooperate with: Metro Turkey, Metro Russia
- Auchan Russia, Globus Russia, X5 Retail Group Russia, Magnit Russia
- Certification:
  - ✓ ISO 9001
  - ✓ FSSC 22000
  - ✓ Our company is ready for the preparing all necessary documents for every country. According to our export experience we don't have any complications with obtaining relevant documents



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label** 
- ✓ New kinds of wine (Russian wine) with absence of competition in this segment
- ✓ Ready for the strong joint marketing activities
- ✓ Reliable supplier with 8 514 ha of vineyards and full-circle production
- ✓ Possibility to carry out special orders including bottling of private labels
- ✓ Availability to react on features of the each market with regard to design of the labels, grape varieties, price levels and other parameters

#### What's in it for Partner professional customers?

- ✓ New kind of wine
- ✓ Good ratio between price and quality
- ✓ For the Traders our wines is new kind of wine (Russian wine) with absence of competition in this segment
- ✓ For the HoReCa our wines allow to wide their wine menu and find interesting gastronomic combinations

### Points of differentiation compared with other market players?

- ✓ Greatest owner of vineyards in Russia 8 514 ha
- ✓ Own modern vine nursery 4 000 000 rootstock per year
- ✓ Professional winemakers team and famous Italian consultants
- ✓ Wide assortment and various styles of wine due to more than 40 grape varieties and availability necessary modern equipment
- ✓ Annual investments more than 20 million EURO in developing vineyards and winery
- ✓ The most active marketing support

### Limitations

- ✓ Absence of the recognition of the brand in Europe.
- ✓ It encourage us to build very close cooperation for the working out approaches providing increases in vogue of the Chateau Tamagne wines
- ✓ Kuban-vino has three own productions, 60 million bottles of wine per year and more than 12,000 hectares of land located on the taman peninsula and in anapa district

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# BARLINE

COCKTAIL SYRUP

## General and Financial Information

- Total Sales (RU & International) 2.2 mln Euro w/o VAT (Russia)
- Total Market share (Russia & Other Countries)
  - ✓ 30% (Russia)
  - ✓ 3% (Other Countries)
- Main relevant product groups within Company Portfolio:
  - ✓ Sugar syrups
  - ✓ Toppings
  - ✓ Fruit filling
- Logo's of relevant brands: Barline
- Currently present in:
  - ✓ Kazakhstan
  - ✓ Armenia
  - ✓ Ukraine
- E-commerce: TIU
- Main buyers: Traders/HoReCa
- Cooperate with: «Globus» (Russia), «Gazprom» (Russia), «Rosinter» (Russia), «Luding» (Russia), «Alianta Group» (Russia)
- Certification Enregistrement international no 1169696 from 06/05/2019; EAC NoRU Д-РУ.ГЦ01.В.00430./19 from 30.07.2019; EAC NoRU Д-РУ.ГЦ01.В.00156./19 from 09.04.2019; EAC NoRU Д-РУ.ГЦ01.В.00535./19 from 28.08.2019.



## Points of differentiation compared with other market players?

- ✓ Product consists only on natural ingredients: cane sugar, artesian water from its own well, natural flavors and colorants, the presence of 10 to 40% natural juice.
- ✓ The natural density of the product, the absence of additional thickeners
- ✓ A number of awards, that confirm the quality and innovativeness of the product: Product of the year (Prodexpo, 2015).
- ✓ Unique design fits perfectly into the premium segment

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ A large assortment of flavors - more than 100 types of syrups with and without sugar.
- ✓ Modern design and concept.
- ✓ The natural composition and availability of all certification documentation.
- ✓ Production experience over 17 years
- ✓ Active participation of the company in international exhibitions and competitions.

### What's in it for Partner professional customers?

- ✓ The company is responsible for the high level of quality and popularization of the brand at the international level.
- ✓ Marketing activities and marketing support

## Limitations

- ✓ Lack of distributors in countries excluding except Russia, Kazakhstan Ukraine and Armenia



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# NIVA DISTILLERY

NEW



## NIVA DISTILLERY COMPANY LIMITED

MANUFACTURER OF HIGH QUALITY ALCOHOL PRODUCTS. THE LEADER OF THE RUSSIAN MARKET FOR THE PRODUCTION OF LIQUORS, APERITIFS, COCKTAILS. MANUFACTURER AND EXPORTER OF VODKA. PRIVATE LABEL MANUFACTURER AND EXPORTER



### General and Financial Information

- Total Sales/year (RU & International) 1 billion rubles / 1.38 million Euros
- Total Market share (Russia & Other Countries)
- 89% Russia
- 11% Over Countries
- Main relevant product groups within company Portfolio:
  - ✓ Vodka, Gin, Liqueurs, Aperitifs, Tinctures, Milk liquors, Cocktails
- Logo's of relevant brands:



- Currently present in: China, USA, Germany, Italy, Laos, Estonia, South Africa, Azerbaijan, Armenia, Ukraine, Australia
- E-commerce: No
- Main buyers: Chains, Distributors, Importers
- Cooperate with:
  - ✓ Russia: «Auchan» (Russia), Lenta (Russia), Magnit (Russia) Dixi (Russia)
  - ✓ Export: LIDL (Germany), Total Wine & More (USA)
- Certification ISO 22000:2005, OHSAS 18001:2007

### Points of differentiation compared with other market players?

- A unique technology for the production of emulsion liquors using dried milk
- Long-standing reputation for product quality
- Annual participation in international exhibitions (Prowine, WineExpo, ProdExpo)
- Original tastes
- Modern design

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label and White Label: Yes
- ✓ Flexible approach for every client.
- ✓ Convenient location of the plant near the port in St. Petersburg
- ✓ Fast implementation of the project from application to shipment of finished products
- ✓ High quality products
- ✓ Original design
- ✓ Presentation of products at international exhibitions

#### What's in it for Partner Professional Customers?

- ✓ Flexible working conditions
- ✓ Possibility of delivery to the customer
- ✓ Production of Private Label

### Limitations

- ✓ Transportation and storage of milk liquors at a temperature of +10 to +25 C. and a relative humidity of 85%

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## LADOGA GROUP LTD.

One of the leading Russian Spirits Producer

### General and Financial Information

- Total Sales (RU & International) 3014 mln Rub in 2019 (without taxes)
- Total Market share (Russia & Other Countries)
  - ✓ Russia - 83,57%
  - ✓ Export - 16,43%
- Main relevant product groups within company Portfolio:
  - ✓ Vodka (Tsarskaya, Imperial Collection)
  - ✓ Gin (Barrister)
  - ✓ Bitters (Tsarskaya)
- Logo's of relevant brands:
  
- Currently present in:
  - ✓ CIS (Except Belorussia)
  - ✓ Europe (Baltics, Czech, Bulgaria, Germany, Denmark)
  - ✓ Asia (China, Vietnam, Korea)
- E-commerce:
- Main buyers: Wine shops, Modern Retail, HoReCa
- Cooperate with:
  - ✓ Russia: All main key accounts
  - ✓ Export: Kaufland (Germany, Czech Rep.)
- Certification
  - ✓ ISO 22000:2018, FSSC 22000 (Version 5)



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ One of the fastest growing world vodka brands
- ✓ Customer's high confidence in the quality
- ✓ Russian heritage and traditions in production
- ✓ Only highest quality wheat grains are used in production
- ✓ Private Label: Yes

#### What's in it for Partner Professional Customers?

- ✓ Wide range of products from Standard to Ultra-Premium
- ✓ Wide range of bottles volumes – from 50ml to 3L
- ✓ Marketing support, POS-materials

### Limitations

- ✓ Minimum quantities (to be discussed)
- ✓ No shipments in bulk, only in bottles

### Points of differentiation compared with other market players?

- ✓ Constant Premium quality for 20 years
- ✓ Leader in Premium vodka segment on the Russian market
- ✓ Own RnD and Quality labs
- ✓ Dozens of top international and domestic awards for quality and taste



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## ALCOWORLD

WE PRODUCE HIGH-QUALITY ALCOHOL FROM 100% NATURAL INGREDIENTS, FROM RECTIFIED ETHYL ALCOHOL "ALPHA" FROM GRAIN AND THE UNIQUE WATER OF LAKE ONEGA IN OUR OWN PRODUCTION, FOUNDED IN 1897. OUR FACTORY IS LOCATED IN THE NORTHERN ECOREGION OF RUSSIA, THE REPUBLIC OF KARELIA, NEAR THE BORDER WITH FINLAND.

### General and Financial Information

- Total Sales (RU & International) 940 000 bottles (2019)
- Total Market share (Russia & Other Countries)
  - ✓ 96,5% (Russia)
  - ✓ 3,5% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ balsams
  - ✓ vodkas
  - ✓ gins
  - ✓ bitters
  - ✓ infusions from wild northern berries
- Logo's of relevant brands:
- Currently present in: Russia, China, Netherlands, Latvia
- E-commerce: No
- Main buyers: retail chains
- Cooperate with:
  - ✓ Russia: retail chains Bristol, Aromatniy Mir, Magnet, Lenta, Pyaterochka
  - ✓ Export: company (country): China, Netherlands, Latvia
- Certification: Ready to export (Full pack of export documentation)



### Points of differentiation compared with other market players?

- ✓ Only natural ingredients are used in the composition of the drinks, including hand-picked wild northern plants and berries, certified as organic.
- ✓ Unique water of lake Onega
- ✓ Modern design
- ✓ Regular participation in international exhibitions SIAL CHINA (2018, 2019); PRODEXPO (2018, 2019, 2020)
- ✓ The quality of products is confirmed by the highest awards of competitions: EURASIA SPIRITS DRINKS - 2020, The best product of PRODEXPO (2018, 2019, 2020), "For achievements in import substitution" (PRODEXPO 2019), Best vodka-2019
- ✓ Complete production cycle

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label: Yes
- ✓ Products from the manufacturer
- ✓ Wide range
- ✓ The products are safe and meet EAC compliant. Declarations EAEU
- ✓ The production facility is located near the Western border of Russia
- ✓ Excellent transport accessibility: a railway and a sea port

#### What's in it for Partner Professional Customers?

- ✓ The company guarantees the highest level of product quality and service
- ✓ Trade Marketing activities realization

### Limitations





Nordic nature



Cloudberry



Cowberry



## TATSPIRTPROM

### General and Financial Information

- Total Sales (RU & International) 156 million 952 thousand 380 US dollar without VAT and excise taxes (2018 year)
- Total Market share (Russia & Other Countries)
- Main relevant product groups within JSC TATSPIRTPROM Portf
  - ✓ Vodka Tundra Authentic
  - ✓ Vodka Tundra Cloudberry, Tundra Cowberry, Tundra Nordic
  - ✓ Liqueur Tundra Bitter
  - ✓ Vodka Graf Ledoff
  - ✓ Vodka Khanskaya, vodka Russian Value
  - ✓ Vodka AKDOV



Graf  
**LEDOFF**

**RUSSIAN  
VALUE**

- Logo's of relevant brands:
- Currently present in:
  - ✓ Armenia, Belarus, Bulgaria, China, Estonia, Georgia, Germany, India, Japan, Kazakhstan, Korea, Kyrgyzstan, Latvia, Turkmenistan, Ukraine, United Kingdom, USA.
- Main buyers: Traders
- Cooperate with:
  - ✓ Metro, Auchan, X5, Spar, Tander, Krasnoe/Beloe (Russia), Kaufland, Tegut, Bartells and Langness (Germany), Yamaya (Japan), Green, Rublevskij, Korona (Belarus), Alcomarket (Kazakhstan), Lidl, Z+D (Hungary)
- Certification: FSSC 22000

### Points of differentiation compared with other market players?

- ✓ Own production, the highest level of technical equipment, automation of production, introduction of modern technologies, excellent quality of alcoholic products.
- ✓ developed distribution network
- ✓ The implementation of these flagship brands of TATSPIRTPROM JSC showed a significant growth sales by 65% for Tundra brand in 2018. The brand "Russian Value", according to AC Nielsen, came out on top in the ranking of sales of vodka in Russia.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The system of food safety management is certified according to the certification scheme FSSC 22000 "Certification Scheme for food safety systems in accordance with ISO 22000 and ISO/TS 22002-1".
- ✓ Introduction of a new bottling line for alcoholic beverages, cognacs and a new bottling line for vodka, provides timely filling and delivery of products on time

#### What's in it for Partner professional customers?

- ✓ High quality of alcoholic beverages
- ✓ High growth rate of brand awareness
- ✓ Wide range of products in different price categories





**RUSSKOYE  
SEREBRO**



**NEW**

**Naturally. Created by nature.**

## SORDIS LTD. (BRANDS: RUSSIAN SILVER, THREE OLD MEN, ULETAI, GOLD)

### General and Financial Information

- Total Sales (RU & International) 70 Million Euro Excl VAT
- Total Market share (Russia)
- ✓ Bitters (Natural/Organic Liquors): 16%; Sweet Liquors: 8%; Vodka (39th largest producer of vodka within Russia)
- Main relevant product groups within Company Portfolio:
  - ✓ Premium Vodka,
  - ✓ High quality classic Vodka
  - ✓ Natural Herbs, Spicy, berries Bitters (Organic Liquors)

■ Logos of relevant brands:



- Currently present in: Armenia, India, Kazakhstan, China, Latvia, France, Russia, Tajikistan, Ukraine, Vietnam. [Tap here for company presentation](#)
- Ready to deliver in: Austria, Belgium, Croatia, France, Germany, Hungary, Italy, Japan, Serbia, Turkey, Poland
- Main buyers: Traders and HoReCa
- Current Co-operation with Companies (Russia): METRO, AUCHAN, ATAK, SPAR, GLOBUS, X5 RETAIL GROUP, MAGNIT
- Certification: Certificates of the Eurasian Economic Union, HACCP. [Tap here for products presentation](#)

### Points of differentiation compared with other market players?

- ✓ 100% natural ingredients from the wild Russian forests of Siberia, Volga River region and Altai territory are the basis of all drinks
- ✓ Resurrected traditional recipes, and receipt of awards for Best Innovative Products
- ✓ Complete techno-chemical and organoleptic control at each production stage
- ✓ Multistage cleaning of products by gold, silver, platinum filtration, dry milk and birch charcoal filters. Purification by extremely low temperatures
- ✓ Grand Prix at the International Degustation Exhibition "Best Vodka 2019"
- ✓ Numerous gold awards at international competitions and degustation contests
- ✓ Products perfectly capture the rich taste of Russian cuisine

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Premium quality and natural products at competitive prices.
- ✓ Growing global brands (export growth +30% volume for 2019)
- ✓ Products are in constant demand from key target groups: supermarkets, hotels, restaurants, catering firms, cafés and bars.
- ✓ We offer support for Branding Solutions for own brand
- ✓ Large supply. Modern production equipment with production capacity of alcoholic drinks at 25000 liters/hour
- ✓ Unlimited shelf life for vodka at -15° to +30°C, for bitters at +10° to +25°C.
- ✓ Full compliance and provision of documents for customs clearance and quality assurance certification.
- ✓ Flexible payment terms.
- ✓ Flexible adaptation of marketing materials

#### What's in it for Partner professional customers?

- ✓ Guaranteed quality control of each item
- ✓ Brand development and marketing activities support in the countries of presence
- ✓ Flexible options for product volumes, naming and packaging
- ✓ Uninterrupted supply chain and reliable personal support

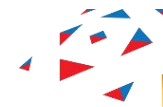
### Limitations

- ✓ Need for partner distributor of alcohol

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## NOREX LLC (SHULGINSKY BREWERY)

SHULGINSKY BREWERY IS A LOCAL RUSSIAN MANUFACTURER OF PREMIUM BEER AND NON-ALCOHOLIC BEVERAGES. LOCATED AT THE ECOLOGICAL HEART OF SIBERIA – ALTAI MOUNTAINS.

### General and Financial Information

- Total Sales (RU & International) \$1.2m annually w/o VAT
- Total Market share (Russia & Other Countries)
- 0,02% (Total Russia)
- Main relevant product groups within Shulginsky Portfolio:
  - ✓ Glass bottled beer
  - ✓ Draft beer
  - ✓ Pure drinking water
  - ✓ Cider
  - ✓ Non-alcoholic beer, kvass, lemonades
- Logo's of relevant brands: Shulginsky brewery
- Currently present in:
  - Russia (offline channels)
  - China mainland (online + HoReCa)
  - E-commerce: Tmall.com, TaoBao.com, JD.com (China)
  - Main buyers: Traders+HoReCa+retail chains
  - Cooperate with:
    - ✓ Russia: retail chains
    - ✓ Export: BESKE Technologies international LLC (China)
- Certification: ISO 22000:2005 QSCert s.r.o. (int-l), Chinese CIQ certificate, Russian national standards certification



### Points of differentiation compared with other market players?

- ✓ Artesian water from own wells. Production located at the first foothills of Altai mountains, water is the beer basis, and Shulginsky water is perfect for food production. It sales in Russia as a separate product branded "Altai Freshness".
- ✓ Natural non-catalyzed lager fermentation for at least 21 days makes at the output completely fermented, "mature" beer.
- ✓ Shulginsky brewers do not use a wort concentrate (beer mash concentrate), we only apply grain malt (barley and wheat).

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Contract brewing and Private Labeling: no.
- ✓ High-margin premium products.
- ✓ 24 months shelf life for all exporting products.
- ✓ Flexible payment terms.
- ✓ Guaranteed compliance with safety requirements and fast certification and customs clearance.

#### What's in it for Partner professional customers?

- ✓ Promotion support including social media marketing and on-trade activities.
- ✓ New products such as craft beers with natural honey, ginger, smoked Rauchbier etc.
- ✓ High-margin reserve for HoReCa channel.

### Limitations

- ✓ Currently all beers for export fills to 500ml glass bottles and 30L PET kegs.
- ✓ MOQ starts at full container for new countries.
- ✓ Chilled warehousing below +20 ° C

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Presentation 

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# COMPANY «VASILEOSTROVSKAYA BREWERY»

## General and Financial Information

- Total Sales (RU & International) – 1 000 000 Liters per month
- Total Market share (Russia & Other Countries)
  - ✓ 98% (Russia)
  - ✓ 2% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Bottles, Draft Beer
  - ✓ Kraft, German, Belgian, American product lines of beer.
- Logo's of relevant brands:



- Currently present in: Armenia, Belarus, Kazakhstan
- Main buyers: Distributors

- Cooperate with:
  - ✓ Russia: Драфт, Х5.
  - ✓ Export: : Armenia - «Альфа Фуд Сервис», Kazakhstan - «Караван», Belarus « ПТЛК»
- Certification  
We have all the necessary documentation and certificates

## Points of differentiation compared with other market players?

- ✓ 20 years on the market, Quality, Efficiency of decision-making, Price, Extensive distribution network.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label and White Label: Yes/No , conditions
- ✓ YES
- ✓ min 8000 Bottles
- ✓ min 10000 Draft

### What's in it for Partner Professional Customers?

- ✓ Brand awareness
- ✓ Flexible working conditions and flexible commercial conditions
- ✓ Only natural and safe components used in the production of the product
- ✓ Consistent quality
- ✓ A diverse assortment matrix

## Limitations

- ✓ Compliance for the carriage of beer

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Catalog





## ZOLOTOY YUG (DOBRYNYA AMURSKY)

### General and Financial Information

- Total Sales (RU & International): RUR 60 000 000,00
- Total Market share (Russia & Other Countries): 95/5
- Main relevant product groups within «Dobrynya Amursky» Portfolio:
  - ✓ Beverages with cell sap of fir and with aroma of pine-apple, passion fruit, coconut;
  - ✓ Beverages from the Far East of Russia with addition of wild plants;
  - ✓ Berry beverages without sugar.
- Logo's of relevant brands: : «Dobrynya Amursky»
- Currently present in: Russia, China, onetime deliveries to the USA
- E-commerce: Alibaba.com
- Main buyers: Retail, distributor
- Cooperate with: Samberi, Monetka Rait (Russia), large wholesalers (China)
- Certification: ISO 22000-2007

### Points of differentiation compared with other market players?

- ✓ Ecologically pure cardboard packaging
- ✓ Price-quality ratio
- ✓ Beverages with cell sap of fir produced from natural raw materials without sugar. Fir is an ancient plant on the Earth, it's unique, it's always green in extreme natural conditions.
- ✓ Berry beverages are produced from berries gathered by hands in non polluted forest of the Russian Far East. Due to the geographic location of our factory, raw materials go straight into production.
- ✓ Berry beverages with zero calories and without sugar are a unique product for people with diabetes and sportsmen

### Key strengths / Innovation

#### What's in it for Partner?

#### ✓ Private Label

- ✓ Bonuses
- ✓ Our products will attract a lot of active consumers.
- ✓ Financial benefit. Our products are unique on its composition so it will bring growth of selling and give stable profit.
- ✓ No needs to certificate / have all operational certification

#### What's in it for Partner professional customers?

- ✓ Promotions, discount and presents
- ✓ Ideal price-quality
- ✓ Ideal taste quality of berry beverages, that produced from berries, gathered by hands in pollution-free forest with add extracts of wild plants that also gathered in forest
- ✓ Unique product – berry beverage with zero calories and without sugar, for people suffering by diabetes and sportsmen.





# COMPANY LIMITED LIABILITY COMPANY FIRMA NEKTAR

**HAS BEEN PRODUCING JUICES AND JUICE PRODUCTS SINCE 1991 YEAR. TOP 5 LARGEST PRODUCERS OF JUICE PRODUCTS.**

## General and Financial Information

- Total Sales (RU & International) 2.4 billion rubles per year
- Total Market share (Russia & Other Countries) 97%/3%
- Main relevant product groups within company Portfolio:
  - ✓ juices
  - ✓ nectars
  - ✓ Juice-containing beverages
- Logo's of relevant brands:



- Currently present in: Kazakhstan
- Main buyers: B2B segment, consumer goods retail, HoReCa
- Cooperate with:
  - ✓ Russia: company (country) X5 Retail Group (Russia), Ashan (Russia) , Lenta (Russia), Metro (Russia)
  - ✓ Export: company (country) : On-Oldja Group TOO Kazarhstan)

## Points of differentiation compared with other market players?

- ✓ Our apple orchards is under drip irrigation
- ✓ We have our apple processing manufacturing capabilities.
- ✓ Wide range of products in different price segment
- ✓ Growth of sailes volumes in a falling market

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** from 100tons
- ✓ quality natural product corresponds to international requirements
- ✓ Way of railway delivery transport
- ✓ point-of-use storage system, which reduces the risks of reassortment
- ✓ payment deferral
- ✓ System of discounts according to sales volume

### What's in it for Partner Professional Customers?

- ✓ High product velocity
- ✓ Complex marketing plan of product sale from the shelf of supermarket
- ✓ Quotation for all market segments, including economy-segment product
- ✓ Quality is at or above the competitors at the same price segment.
- ✓ Wide range of products, satisfied the market needs.

## Limitations

- ✓ Delivery of monopallet is available from one transport unit. (a car, container, van)





NEW

# LLC TOMSK PRODUCTION COMPANY SAVA

THE COMPANY SAVA SPECIALIZES IN THE PRODUCTION AND SALES OF FOOD PRODUCTS MADE FROM WILD PLANTS THAT GROW IN SIBERIA AND THE ALTAI TERRITORY: WILD AND GARDEN BERRIES, MUSHROOMS, PINE NUTS AND VARIOUS KINDS OF HERBS. IT IS ENGAGED IN THE DEVELOPMENT AND PRODUCTION OF FUNCTIONAL FOOD AND SPECIAL DIETARY FOOD FOR THOSE PEOPLE WHO WORK IN HAZARDOUS CONDITIONS

## General and financial information

- Total Sales 1 623 950 EUR (2019)
- Total Market share : Russia 90%, Other countries 10%
- The main product groups of the company:
  - ✓ Vegetable milk - "Pine nut milk"
  - ✓ Sweet groceries: berry preserves, jam, pine cone preserves
  - ✓ Directly expressed juices
  - ✓ Herbal teas based on rosebay tea
- Logo's of relevant brands:



- Currently present in: Russia, China, Germany, Czech Republic, Kazakhstan, Taiwan, Switzerland, Malaysia,
- E - commerce: OZON.ru, Alibaba, Wildberries.ru.
- Main buers: Traders/ Retails
- Cooperate with:
  - ✓ Russia: Auchan, x5retail, Lenta, Camelot-A, AD Thunder, Metro Cash and Carry, etc.
  - ✓ Certification: GOST R ISO 22000-2007 (ISO 22000: 2005) and GOST R ISO 9001-2015; HALAL, KIWA

## Key strengths/ Innovation

### What's in it for partner?

- ✓ Private Label
- ✓ Quality control throughout the production process
- ✓ Unique products
- ✓ Marketing activities and marketing support

### What's in it for partner professional customers?

- ✓ High and consistent quality
- ✓ Private Label
- ✓ Product shelf life from 12 months to 36 months

## Limitations

- ✓ Individually discussed delivery quantum
- ✓ Temperature range from 0 to 25 degrees Celsius

## Points of differentiation compared with other market players?

- ✓ Own plantations of sea buckthorn and honeysuckle
- ✓ Natural ingredients
- ✓ Unique assortment
- ✓ Availability of successful product export cases



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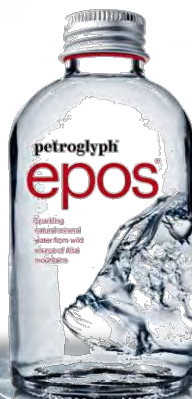
Presentation Catalog





# petroglyph®

Altai wild water



## PETROGLYPH

NATURE'S ESSENCE, SOURCED DEEP IN THE HEART OF THE WILD IN THE ALTAI MOUNTAINS

### General and Financial Information

- Total Sales (RU & International) 517 000 EUR
- Total Market share (Russia & Other Countries) 0,03%
- Main relevant product groups within Petroglyph Portfolio:
  - ✓ Natural mineral water "Petroglyph" 0,375l PET
  - ✓ Natural mineral water "Petroglyph" 0,375l Glass
- Logo's of relevant brands: Petroglyph
- Currently present in:
  - ✓ Metro Russia, Auchan, Azbuka Vkusa, Globus Gourmet, X5, Rewe Germany,
- Main buyers: 70% Traders, 30% HoReCa
- Cooperate with: Rewe Group (Germany), The Links (Germany)
- Certification: Eurocertificate

**petroglyph®**  
Altai wild water

### Points of differentiation compared with other market players?

- ✓ Premium design
- ✓ Naturally source
- ✓ Excellent location – ecological region
- ✓ Competitive price
- ✓ Eurocertificate

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ New brands with international distribution
- ✓ New customers, who find Russian brands
- ✓ Active promo
- ✓ DPG Logo ready

#### What's in it for Partner professional customers?

- ✓ Exclusive conditionals on local market
- ✓ Marketing support
- ✓ High profit

### Limitations

- ✓ Foreign markets minimal order 32 pallets

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Presentation

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# LEGEND BAIKAL *of*



## LEGEND OF BAIKAL

General and Financial Information

- Total Sales (RU & International) 1,5 million Euro (2018)
- Total Market share (Russia & Other Countries) 2%
- Main relevant product groups within Company Portfolio:
- ✓ Natural water from Lake Baikal.
- Logo's of relevant brands:
- Currently present in :
- ✓ Russia, United Arab Emirates, China, South Korea, and Vietnam.
- Main buyers: Traders
- Cooperate with: Auchan (Russia), Metro (Russia), SPAR ( Russia)
- Certification :
- ✓ Emirates Quality Mark, Japanese Certificates of Quality, Korean Certificates of Quality, ready to get certification an any needed country.



Key strengths / Innovation

### What's in it for METRO?

- ✓ Stable growing brand growth for the last 5 years is +20%
- ✓ High quality and safe products.
- ✓ 2 years shelf life.
- ✓ Manufacturing complex of BAIKAL AQUA Group of Companies is the only production facility situated on the Baikal's shore and granted with necessary licensing documents.

### What's in it for METRO professional customers?

- ✓ Supporting marketing projects
- ✓ Trade Marketing activities realization
- ✓ Special promo packs production, including exclusivity items

### Points of differentiation compared with other market players?

- ✓ In order to preserve the initial finest quality of Baikal water, we carry out and control the entire process by ourselves, including water extraction, packaging and delivery to the final customer.
- ✓ Low salinity of the Baikal water is considered to prevent various diseases caused by use of high calcium content water.
- ✓ Legend of Baikal Water contains about 10.5–12.4 mg/L of dissolved oxygen, which provides oxygenation of human tissues to facilitate oxidative detoxification.
- ✓ Legend of Baikal water was recommended by the Siberian Branch of the Russian Academy of Science and the Russian Nutrition Research Institute for use in recombination of baby powdered milk and child nutrition; it was also proven that the use of Legend of Baikal water showed its effectiveness in the complex treatment of children with atopic dermatitis.

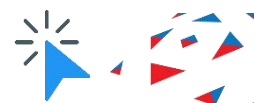
### Limitations

- ✓ Transportation and storage conditions: +2 +20C



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Presentation



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wave  
of **BAIKAL**



## BAIKAL-INKOM (BRAND WAVE OF BAIKAL)

**BOTTLING PLANT IS THE REGION'S LARGEST BOTTLING FACILITY FOR ARTESIAN WATER FROM LAKE BAIKAL'S BASIN**

### General and Financial Information

- Total Sales (RU & International) 4 mln \$ w/o VAT (Russia)
- Total Market share (Russia & Other Countries)
  - ✓ 20% in Value (Total Russia)
  - ✓ 3% in Value (Total China)
- Main relevant product groups within Baikal-Inkom Portfolio:
  - ✓ 0,33 L Plastic carbonated / still water
  - ✓ 0,5 L Glass carbonated / still water
  - ✓ 0,5 L Plastic carbonated / still water
  - ✓ 0,5 L Plastic Sport still water
  - ✓ 1 L Plastic carbonated / still water
  - ✓ 1,5 L Plastic carbonated / still water
  - ✓ 3 L, 5 L, 10 L Plastic still water
  - ✓ 18,9 T/L still water
- Logo's of relevant brands: Wave of Baikal water
- Currently present in:
  - ✓ Russia (Moscow and Moscow region, Zabaikalskiy region, Republic of Buryatia, Krasnoyarsk, Abakan, Kyzyl, Novosibirsk, Tomsk, Omsk, Kemerovo, Barnaul, Irkutsk, Novokuznetsk, Kaliningrad, Archangelsk, Murmansk, Blagoveshensk, Birobidzhan, Vladivostok, Khabarovsk region, Republic of Sakha (Yakutia)), China.
- Main buyers: Traders/HoReCa
- Cooperate with: Auchan (Russia), Metro (Russia)
- Certification: Eurasian Economic Union Declaration of Conformity. In case of interest, we are ready to engage in product certification

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Stable growing brand – average growth for the last 2 years is (+13% Volume / + 23% Value)
- ✓ High quality and safe products
- ✓ Availability of certificates of water quality

#### What's in it for Partner professional customers?

- ✓ Marketing supporting
- ✓ Trade Marketing activities realization
- ✓ Purchases' gifts for customers

### Limitations

- ✓ Registration necessity in a absolutely new countries excluding China
- ✓ Lack of distributors in new countries excluding China

### Points of differentiation compared with other market players?

- ✓ Wave of Baikal water is an artesian water. So it contains the most important minerals.
- ✓ Wave of Baikal water combines all the advantages of Baikal and melt ice water. Amaszngly pure, palatable, easily digestible, biologically active water due to its high oxygen saturation, low salinity and natural silver content maximally facilitates elimination of toxins and detoxication.
- ✓ The capacity of the plant lines is about 12 000 bottles per hour
- ✓ Competitive price

Presentation

Catalog  
Video



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NEW



# MALKINSKOE

KAMCHATKA'S BEST KNOWN ENTERPRISE IN BOTTLING OF ECOLOGICALLY PURE MINERAL WATER AND SOFT DRINKS

## General and Financial Information

- Total Sales: \$220 mln per annum
- Total Market share: 100% Russia
- Main relevant product groups within company Portfolio:
  - ✓ artesian carbonated mineral curative water "Malkinskaya No 1"
  - ✓ artesian carbonated and non-carbonated mineral drinking water "Malki"
- Logo's of relevant brands:
- Currently present in Russia (Kamchatka, Primorye regions)
- E-commerce: <https://kamchatka.pro/>
- Main buyers: traders and consumers
- Cooperate with LLC Vladtorg (Vladivostok), LLC Regional Trading Company (Khabarovsk), Shamsa (Petropavlosk-Kamchatsky)
- Certification: the water complies with the obligatory requirements of standards of the Russian Federation, bottling is ISO 9001 standard certified



## Points of differentiation compared with other market players?

- ✓ Water bottling plant is located on the area of Malkniskoye mineral water deposit in an ecologically pure and undeveloped part of the Kamchatka peninsula;
- ✓ "Malkinskaya No 1" is being extracted from a 610-meter artesian well, therefore the water has a pleasant taste and lacks bitterness. It is notable for an average TDS concentration and carbonated with natural gas. It is recommended for prevention and treatment of chronic gastritis, colitis, stomach and duodenum ulcer, diseases of the liver and biliary tract, chronic pancreatitis and other diseases
- ✓ "Malki" is being extracted from a 60-meter artesian well. Having passed through the rocks the water is enriched with both micro- and macroelements which are essential for health. It is possible to drink it in any quantities. It removes slags, toxins, excess salts, "washes out" kidneys, tones up the organism, improves work of cages, promotes prophylaxis of oncological diseases and extension of life

## Key strengths / Innovation

### What's in it for Partner?

### Private Label

### What's in it for Partner Professional Customers?

- ✓ Well-functioning logistics for transportation to the biggest Far-Eastern cities Vladivostok and Khabarovsk
- ✓ Transportation in 20- and 40-ft-long intermodal containers available

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# Sweets & Confectionary





# GURMANOV (BRAND BETTY'S CAKE)

## General and Financial Information

- Total Sales (RU & International) 3 mln RU/ 46 900 Euro w/o VAT (Russia)
  - Total Market share (Russia & Other Countries) 90% Russia / 10% Export
    - ✓ 15% (Russia)
    - ✓ 1% (Other Countries)
  - Main relevant product groups within Company Portfolio:
    - ✓ Frozen Cheesecakes
    - ✓ Frozen Cakes
  - Logo's of relevant brands: Betty's cake
- 
- Currently present in:
    - ✓ Kazakhstan
    - ✓ Belarus
  - Main buyers: Traders/HoReCa
  - Cooperate with: «Auchan» (Russia), «Yes Pizza» (Russia), «Vkusvill» (Russia), «Gulliver» (Russia), «Alligator» (Russia)
  - Certification: «Russian Exporter» №RE.18.00206 from 21/12/2018 to 20/12/2020; EAC №RU Д-РУ.АЯ52.В.02873



## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ A developing and promising brand
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant. Declaration EAEO

### What's in it for Partner professional customers?

- ✓ Trade Marketing activities realization

## Limitations

- ✓ Lack of distributors in countries excluding except Russia, Kazakhstan and Belarus
- ✓ Deep frozen

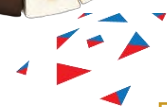
## Points of differentiation compared with other market players?

- ✓ Desserts with natural compounds, free GMO and preservatives
- ✓ Betty's cake® produces frozen desserts known both in Russia and in other countries. Cheesecakes, cakes and pastries Betty's cake® have a high repeatability of purchases due to premium quality on a par with global manufacturers.
- ✓ Title «Russian Exporter» (№RE.18.00206 from 21/12/2018 to 20/12/2020; EAC №RU Д-РУ.АЯ52.В.02873).
- ✓ Participant of many Russian and international food exhibitions.



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Presentation  
Catalog



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**NEW**

# MALINNIKI (INDIVIDUAL ENTREPRENEUR TUTATCHIKOVA T.A.)

CONFECTIONERY, COMPANY EXIST IN THE CONFECTIONERY INDUSTRY SINCE 2014, PRODUCTION OF CONFECTIONERY AND BAKERY PRODUCTS

## General and Financial Information

- Total Sales 248 015 million rub, including cakes 58 568 million rub
- Total Market share Russia 100%

- Main relevant product groups within company Portfolio:
  - ✓ Frozen cakes

- Logo's of relevant brands: Malinniki
- Currently present in: Russia



■ E-commerce: no

■ Main buyers: Traders/HoReCa

■ Cooperate with: we sell products in our own candy stores

■ Certification from 05.07.2019 to 05.07.2022 ЕАЭС №RU-Д-  
RU.PA01.B.56601/19

■ We are ready to issue a certificate upon request

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label and White Label – discuss individually
- ✓ We produce natural and quality products
- ✓ Declaration EAEU
- ✓ High Demand
- ✓ Stable production

### What's in it for Partner Professional Customers?

- ✓ Cooperation without intermediaries, directly with the manufacturer
- ✓ Deep frozen
- ✓ Long shelf life
- ✓ Natural products without preservatives and GMO
- ✓ High quality
- ✓ Safe for children

## Points of differentiation compared with other market players?

- ✓ Natural, farm ingredients without chemical additives and GMOs
- ✓ Winner of the exhibition "Made in Khakassia" 2015, 2016, 2017
- ✓ The leader of the confectionery industry of the Republic Khakassia (market share over 50%)
- ✓ Stable company exist for 6 years in the confectionery industry
- ✓ Own confectionery factory
- ✓ 12 candy store in Abakan and one store in Krasnoyarsk

## Limitations

- ✓ Transportation and storage subject to thermal conditions – 18 degrees



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Catalog



RUSSIAN EXPORT CENTER

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**NEW**



# KARAT PLUS

PRODUCTION OF FRESH CAKES AND PASTRIES IN ST. PETERSBURG SINCE 1994. OUR CREDO - THE CAKE SHOULD BE FRESH, TASTY AND BEAUTIFUL! OUR FAMILY BUSINESS CHERISHES TRADITIONAL VALUES.

### General and Financial Information

- Total Sales (RU & International) 1 billion RU (Russia)
  - Total Market share (Russia & Other Countries)
    - ✓ St. Petersburg
    - ✓ The Leningrad region
  - Main relevant product groups within Company Portfolio:
    - ✓ Cakes;
    - ✓ Cookies;
    - ✓ Cupcakes and muffins.
  - Logo's of relevant brands:
- 
- Main buyers: women 25-55 + years old, buy both for everyday consumption and for holiday
  - Cooperate with: «X5 Retail Group» (Russia), «Auchan» (Russia), «Lenta» (Russia), «Okey» (Russia).
  - Certification: there are all the necessary certificates.



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Production under private label: Yes
- ✓ Development of new products according to the technical specifications
- ✓ Design adaptation
- ✓ Packaging adaptation
- ✓ Quality logistics

#### What's in it for Partner professional customers?

- ✓ Quality stability
- ✓ Supply stability
- ✓ Private label
- ✓ Quality logistics
- ✓ Cost effectiveness

### Points of differentiation compared with other market players?

- ✓ Classic and original recipes for cakes and pastries
- ✓ High stable quality
- ✓ Wide effective range
- ✓ Quality ingredients
- ✓ Production planning
- ✓ Peak seasonal leveling technologies

### Limitations

- ✓ Only for products with short expiration dates



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## LTD "KHLEBOZAVOD №1"

"KHLEBOZAVOD №1" IS THE LARGEST PRODUCER OF BAKED GOODS AND FLOUR CONFECTIONERY FROM MARI EL REPUBLIC, LOCATED IN THE EUROPEAN PART OF RUSSIA

### General and Financial Information

- Total Sales (2019 ) 377 mln RU
- Total Market share (Russia/Other Countries)
- Russia : 100%
- Main relevant product groups within company Portfolio:
  - ✓ Frozen semi-finished products (dough)
  - ✓ Frozen bakery products
  - ✓ Sugar confectionery (marmalade, berries in sugar)
- Logo 's of relevant brands: Khlebozavod №1
- Currently present in: Russia
- Main buyers: Retail chains, HoReCa
- Cooperate with:
  - ✓ Russia: X5 Retail Group (Pyaterochka, Perekrestok, Karusel), Magnit, VkusVill
  - ✓ Export: -
- Certification: in the process of obtaining HACCP certification
- ISO 22000

### Points of differentiation compared with other market players?

- ✓ Using high-quality and natural ingredients
- ✓ Production of "Khlebozavod №1" has been repeatedly awarded high ratings at various competitions and exhibitions
- ✓ The technology of cooking artisan bread consists in a long cold fermentation, so that the bread gets a richer aroma and taste
- ✓ Unique recipes (a series of yeast-free bread "Legenda Mari")

### Key strengths/Innovation

#### What's in it for Partner?

- ✓ The possibility to produce under private label
- ✓ Flexibility of assortment and composition

#### What's in it for Partner Professional Customers?

- ✓ Sales promotion with btl-events (tastings)
- ✓ Providing pos-materials (leaflets, catalogs)
- ✓ The flexibility to set prices of products

### Limitations

- ✓
- ✓



# KREMLINA CONFECTIONERY

THE CONFECTIONERY FACTORY KREMLIN IS ENGAGED IN MANUFACTURING AND SALE OF MAGNIFICENT SWEETS UNDER THE EPONYM BRAND SINCE 1999

## General and Financial Information

- Total Sales (RU & International) 15 mln EUR.
- Total Market share:
  - ✓ TOP 3 leaders (according to Nierlson).
  - ✓ 27% - total "fruits in chocolate" market share in Russian Federation.
- Main relevant product groups within Kremlina Confectionery Portfolio:
  - ✓ Fruits in chocolate.
- Logo's of relevant brands:
 


- Currently present in: Russia, Belarus, Mongolia, Kazakhstan, USA, Estonia, Germany, Lithuania, Ukraine, China.
- Main buyers: Traders, HoReKa
- Cooperate with: TOP Russian market chains: AUCHAN, MAGNIT, O'key, Azbuka Vkusa, GUM, Eliseevsky, Bakhete, all airports in Moscow, Saint-Petersburg, Sochi, Ekaterinburg and other major partners
- Certification Halal AAAD190383

## Points of differentiation compared with other market players?

- ✓ Best quality for best price.
- ✓ More than 100 SKU, the range includes fruits, berries and nuts in chocolate glaze (prunes, prunes with almonds, walnuts, dried apricots, dates, coconut, figs, mango, orange, pear, cherry, hazelnuts, etc.).
- ✓ only "Extra" class ingredients for production

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ Profitable partner
- ✓ High-margin product
- ✓ Best quality for best price
- ✓ Produce fresh orders within 3-5 business days.
- ✓ Stable partner - Confectionery Kremlina was founded in 1999.

### What's in it for Partner professional customers?

- ✓ Popular partner
- ✓ Sell on widest online market places in Russia: Ozone, Wildberries, Comus, etc
- ✓ High-quality products
- ✓ Attractive packaging
- ✓ Wide assortment

## Limitations

- ✓ Storage temperature is from 18 to 21 C.
- ✓ Shelf life from 8 months to 12 months





# POBEDA CONFECTIONERY

POBEDA CONFECTIONERY A MULTINATIONAL COMPANY, FOUNDED IN RUSSIA IN 1999, IS A PRODUCER OF CONFECTIONERY, MOST WIDELY KNOWN FOR ITS CHOCOLATE BARS AND CANDIES

## General and Financial Information

- Total Sales (RU & International) - 100 Mln. USD
- Total Market share: Russia - 3%, Latvia - 3%
- Main relevant product groups within Pobeda Portfolio:
  - ✓ Five main product groups: Chocolate bars, Classic chocolate and marzipan truffles, No sugar added chocolate and truffles, Wafer chocolates, Fruit jelly and milk candies
- Logo's of relevant brands:
- Pobeda chocolates, Victory of the Taste, Bear Family, Bird of Happiness, Axioime, All at Once, Bumblebee Tummy and Funny Cows
- Currently present in: Australia, Azerbaijan, Algeria, Armenia, Belorussia, Bulgaria, China, Cuba, Estonia, Germany, Greece, Georgia, Israel, Iraq, Kazakhstan, Kirgizia, Latvia, Libya, Lithuania, Mexico, Moldova, Mongolia, Palestinian territories, Peru, Russia, Saudi Arabia, South Korea, Tajikistan, Turkmenistan, UAE, Uzbekistan, Ukraine, and the USA
- Certification: BRC Global Standards, FSSC 22000, ISO 22000:2005 and ISO 9001: 2005

## Points of differentiation compared with other market players?

- ✓ exclusive high quality ingredients
- ✓ systematic and thorough audits of its suppliers
- ✓ Ingredients compliance to European EU, the Eurasian EAEU and the American FDA quality standards
- ✓ Superior taste
- ✓ special top-quality chocolates with natural cocoa butter
- ✓ painstakingly precise selection of raw materials and product ingredients
- ✓ World-class quality and safety (certification)

## Key strengths / Innovation

### What's in it for Partner?

- ✓ New production site located in EU (Ventspils, Latvia)
- ✓ All our produce is ready to be supplied from our warehouse in Riga, Latvia
- ✓ Delicious and Healthy Products for Partner customers
- ✓ 4 time Optimal ratio of the quality and price
- ✓ s per year: deep promotions up to 40-50% discount
- ✓ New line of chocolate "Charged" with innovative ingredients sourced from nature (collaboration with leading International laboratories: Nexira, DSM)
- ✓ New line of SINGLE ORIGIN chocolate sourced from the leading cocoa farms world-wide
- ✓ High demand for natural sweets products
- ✓ New line of distinct chocolate flavors prepared with Fino de Aroma single origin cocoa beans of the finest quality
- ✓ High The Pobeda products' quality and safety have been certified by BRC Global Standards, FSSC 22000, ISO 22000:2005 and ISO 9001: 2005
- ✓ These products can be produced not only under Pobeda Brand but PRIVATE LABEL as well.
- ✓ Wide range of quality products (cocoa and chocolate products)
- ✓ Pobeda Confectionery serves industrial food manufactures, artisans, and professional users all around the world.
- ✓ A possibility to provide a payment delay due to cooperation with Coface insurance company

### What's in it for Partner professional customers?

- ✓ Unique product (All POBEDA products have an unforgettable natural taste).
- ✓ Natural healthy properties
- ✓ Minimal quantities of sugar - much less than in any other confectionery products on the market
- ✓ Ready-to-use candy filling, coatings, cocoa powder

## Limitations

- ✓ Storage condition: temperature 15-21°C

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Presentation  
 Catalog



NEW



# ФИНТУР

## кондитерская фабрика

### CONFECTIONERY FACTORY "FINTOUR"

WE PRODUCE SWEETS, CANDY AND MARMALADE SINCE 2003. CONFECTIONERY FACTORY WITH MODERN HIGH-TECH, DYNAMICALLY DEVELOPING PRODUCTION.

#### General and Financial Information

- Sales per month: 45 000 000 rub/ 570 000 EUR
- Distribution of sales: Russia 85% / other countries 15%
- The main product groups of the company
  - ✓ sweets
  - ✓ pastil
  - ✓ marmalade
- Company logo: CF «FinTur»
- Represented in countries:
  - ✓ Kazakhstan
  - ✓ Belarus
  - ✓ Estonia
  - ✓ Kyrgyzstan
  - ✓ Georgia
- Presented on electronic platforms: WildBerries, Ozon, Okey
- Portrait of the main buyer: middle-income family
- Experience of cooperation with major market players:
  - ✓ Russia Okey, Magnit, Svetofor
  - ✓ Export: Evrotorg, Magnum, Torgservis
- Certification: Declaration of Conformity of the Eurasian Customs Union EAЭС № RU Д-РУ.ВЕ02.В.05350/19 from 08.08.2019



#### Key strengths / Innovation

##### Benefits for the importer:

- ✓ Production under STM
- ✓ Use in the production of only high-quality and natural raw materials.
- ✓ Meeting deadlines
- ✓ Accompanying the product with all necessary permits
- ✓ Of exclusivity in the territory

##### Benefits for distributors and retailers:

- ✓ Sales support from purchase to final sale (stocks, motivation, etc.)
- ✓ Rapid off-shelf products (mid-price segment)
- ✓ High margin
- ✓ Production under STM

#### Limitations

- ✓ The shelf life of products is 6-9 months, with temperature 18 °C and relative humidity not more than 75%

#### Points of differentiation compared with other market players ?

- ✓ Variety and originality of tastes
- ✓ High product quality
- ✓ Medium price segment - quick turnaround
- ✓ Annual release of a new range
- ✓ Reliability of deliveries of goods of a specified volume and on time
- ✓ Flexibility and efficiency in discussions
- ✓ Customer support at all stages of the transaction



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АБАКАНСКИЕ  
СЛАСТИ

2010



NEW

# CHOCOLATE STUDIO «ABAKAN SWEETS»

COMPLETELY MANUAL PRODUCTION OF CHOCOLATE AND PRODUCTS FROM IT, MARMALADE AND PASTILLE PRODUCTS FROM NATURAL SIBERIAN INGREDIENTS – BERRIES AND NUTS.

## General and Financial Information

- Total Sales (RU & International): The volume of production is about 45 tons per year.
- Total Market share (Russia & Other Countries): 100% Russia Main relevant product groups within company Portfolio:
  - ✓ Chocolate and articles thereof
  - ✓ Pastilles (marshmallows, souffle, pastille)
  - ✓ Marmalade
- Logos of brands/companies:
- E-commerce: Negotiations with Wildberries and Ozon
- Main customer portrait: traders/distributors/networks
  - ✓ Russia: Regional retail network «Komandor», own retail shops
- Certification of the Russian Federation: ЕАЭС N RU Д-РУ.РА01.В.44634/19 from 13.05.2019 to 12.05.2022, : ЕАЭС N RU Д-РУ.РА01.В.68672/19 from 29.08.2019 to 28.08.2022, : ЕАЭС N RU Д-РУ.РА01.В.68414/19 from 28.08.2019 to 27.08.2022, : ЕАЭС N RU Д-РУ.РА01.В.46572/19 from 23.05.2019 to 22.05.022 ready to certify products for a foreign buyer



## Key strengths / Innovation

### What's in it for Partner?

- ✓ White label is possible, discussed individually
- ✓ Environmentally friendly and natural product, hand made
- ✓ Work directly with the manufacturer without intermediaries
- ✓ Payment currency is discussed individually

### What's in it for Partner Professional Customers?

- ✓ The minimum time from application to delivery
- ✓ The opportunity to receive individual volume discounts

## Limitations

- ✓ Scope and delivery conditions are discussed individually



## Points of differentiation compared with other market players ?

- ✓ Exclusive products (using GOST standards in a modern interpretation)
- ✓ Fully manual production cycle (Handmade)
- ✓ Production from the heart of Siberia
- ✓ Using Natural Ingredients
- ✓ Production under the order is possible
- ✓ Individual approach to every customer
- ✓ No artificial colors, preservatives or GMOs
- ✓ High quality and taste indicators

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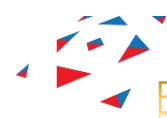
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Catalogue



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# SLASTI CONFECTIONERY FACTORY LLC

SINCE 1995 SLASTI CF LLC PRODUCES WIDE RANGE OF CONFECTIONERY: SWEETS, CANDIES, MINI-SIZED CANDIES, WAFERS AND MARSHMALLOW. ORIGINAL RECIPES AND HIGH QUALITY ARE THE MAIN FEATURES OF FACTORY'S PRODUCTS. IT COMPLIES WITH THE HIGHEST RUSSIAN AND INTERNATIONAL STANDARDS.

## General and Financial Information

## Key strengths / Innovation

- Total Sales (RU & International) – 1 bln. RU
- Total Market share (Russia & Other Countries) – 70% Russia, 30% export
- Main relevant product groups within company Portfolio:
  - ✓ Candies
  - ✓ Marshmallow
  - ✓ Wafers
  - ✓ Peanut&Caramel sweets

### What's in it for Partner?

- ✓ Private Label and White Label: Yes
- ✓ Complies with EAC regulations
- ✓ Flexible pricing policy
- ✓ High-demand assortment
- ✓ Well-developed logistics



- Logo's of relevant brands:
- Currently present in: Russia, Kazakhstan, Belarus, Tajikistan, Turkmenistan, Mongolia

### What's in it for Partner Professional Customers?

- ✓ Wide range of confectionery products
- ✓ Flexible pricing policy
- ✓ Improved high standard quality
- ✓ Long shelf-life of most Factory's products
- ✓ Assurances of long-term cooperation

- E-commerce: Ozon.ru, Beru.ru

- Main buyers: Wholesale, Retail clients

- Cooperate with: Auchan, Metro C&C
  - ✓ Russia: company (country) – over 200 clients
  - ✓ Export: company (country) – over 30 clients

- Certification ISO 22000:2005

## Points of differentiation compared with other market players?

- ✓ Traditional recipes
- ✓ Up-to-date innovative technology
- ✓ High-quality ingredients
- ✓ Flexible pricing policy
- ✓ High-demand assortment

## Limitations

- ✓ Short shelf-life of some products (marshmallow)
- ✓ Special conditions of transportation in warm climate

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NEW



## TRADING HOUSE "VOLJSKIY"

IS AN EXPORTER OF THE PJSC "VOLZHSKY PEKAR". PJSC "VOLZHSKY PEKAR" IS ONE OF THE BIGGEST BAKERY AND CONFECTIONARY PRODUCTION IN EUROPE. WE PRODUCE ABOUT 200 TONS OF VARIOUS PRODUCTS DAILY. ASSORTMENT PORTFOLIO COUNTS MORE THAN 250 NAMES OF BAKERY AND CONFECTIONERY PRODUCTS.

### General and Financial Information

- Total Sales: about 7 million rubbles from the date of establishment (March 2019)
- Total Market share:  
Tajikistan 91%, Belarus 6%, Estonia 3%

Main relevant product groups within company Portfolio:

- ✓ Bagels
- ✓ Waffles
- ✓ Gingerbread



- Logo's of relevant brands:
- Main buyers: all age and gender groups
- Certification: food safety management system certification ISO 22000:2005, ISO/TS 22002-1:2009, FSSC 22000

### Points of differentiation compared with other market players?

- ✓ Customer focus,
- ✓ Constant availability of fresh products,
- ✓ Fast lead times,
- ✓ Always high quality,
- ✓ Wide range of products.

### Key strengths / Innovation

- ✓ 23 industrial automated lines
- ✓ Quality assurance
- ✓ Individual approach
- ✓ Self trademark production opportunity

### What's in it for Partner Professional Customers?

- ✓ Guaranteed product quality
- ✓ Modern, high-tech, automated lines of leading European companies,
- ✓ Refinement of products taking into account the wishes of customers,
- ✓ Marketing,
- ✓ Traditional recipes.





# NEVA CONFECTIONARY

LEADING RUSSIAN PRODUCER OF ZEPHYR (MARSHMALLOW), PASTILA AND FRUIT JELLY

## General and Financial Information

- Total Sales (RU & International) - 15 950 000.00 € (for 2018)
- Total Market share:
  - ✓ In Russia is - 12.4% (by zefir, pastila & fruit jelly)
  - ✓ Other countries 2018 - 855 000 kg (28%)
- Main relevant product groups within Neva Confectionary Ltd. Portfolio:
  - ✓ Zephyr "Lyanezh" with vanilla flavor 420 g
  - ✓ Zephyr Lyanezh "Belo-rozoviy" flavored 420 g
  - ✓ Zefir Lyanezh in chocolate flavor glaze 450 g
  - ✓ Zefir DONI ZEFIRONI Assorted flavored
  - ✓ TM Frutoteka

DONI ZEFIRONI

FRUTOTEKA



- Logo's of relevant brands:
- Currently present in: Germany Italy, Spain, France, Portugal, Greece, Cyprus, UK, Austria, Israel, USA, Lithuania, Belarus, Kazakhstan, Kyrgyzstan, Tajikistan, Abkhazia, Turkmenistan, Moldova
- Main buyers: Traders
- Cooperate with:
  - ✓ Russia: X5, Auchan, Metro, Spar, Prisma, Stokman
  - ✓ Germany: Rewe, Edeka, MixMarkt,
  - ✓ Lithuania: Norfa
- Certification: ISO 22000:2005, Halal, Orthodox Union

## Points of differentiation compared with other market players?

- ✓ Natural dyes
- ✓ Shelf life
- ✓ The company has a certificate of OU and Halal
- ✓ Marketing promotion
- ✓ Wide range of products
- ✓ TM registered in Europe

## Key strengths / Innovation

### What's in it for Partner?

#### Private Label



- ✓ Reliable partner
- ✓ High-quality products
- ✓ Use of high-quality natural raw materials and an ecological method of its processing,
- ✓ Products do not contain gmos and prohibited ingredients,
- ✓ The company is certified for compliance with ISO 22000: 2005, has a certificate of OU and halal
- ✓ Marketing promotion
- ✓ Wide range of products
- ✓ Working with Partner Cash&Carry (Russia) - 16 SKU

### What's in it for Partner professional customers?

- ✓ natural products
- ✓ natural dyes
- ✓ High-quality products
- ✓ wide range of products
- ✓ various packaging

## Limitations

- ✓ Minimum order: 3 pallets
- ✓ Self life from 3 until 6 month
- ✓ Storage conditions is +18°C +/- 3°C, humidity 75%

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# DANSONIO

**LEADER OF BREAKFAST CEREALS PRODUCTION IN THE SOUTH OF RUSSIA**

### General and Financial Information

- Total Sales (RU & International) 3.7 mil EUR per year.
- Total Market share: Russia 98%; Ukraine 1%; EU 1%.
- Main relevant product groups within company Portfolio:
  - ✓ breakfast cereals (corn flakes, extrusion shaped products, pillows with toppings, etc.);
  - ✓ corn curls;
  - ✓ puffed grains (puffed rice);
  - ✓ salty snacks (onion rings, chips, salty corn sticks);
  - ✓ confectionery (cupcakes).
- Logo's of relevant brands:



- Currently present in: Russia, Ukraine, EU.
- Main buyers: Traders.
- Cooperate with: X5 Retail Group (Russia), Metro (Russia), SPAR (Russia), Fix Price (Latvian), MEGO (Latvia), MAXIMA (EU).
- Certification: GOST R SO 22000:2007, HACCP, declaration of conformity EAC № RU D-RU. AE81.B.00341/19.

### Points of differentiation compared with other market players?

- The advantages of our breakfast cereal and snacks:
- ✓ Attractive price policy;
  - ✓ a wide range of products: all kinds of breakfast cereals, various packages from large family meals to light snacks;
  - ✓ high production capacity of our lines allows us to manufacture any ordered volumes;
  - ✓ quality: according to independent assessments our goods have top flavor and quality;
  - ✓ we can provide production under your brand/ trademark: we are an experienced STM manufacturer for local and federal chain stores, we are ready to develop new formulations.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Breakfast with a high culture of consumption;
- ✓ We produce only pure natural products;
- ✓ Competitive price;
- ✓ Certified according to the ISO 22000 standard;
- ✓ Reliable partner, we work quickly and efficiently;
- ✓ New bright packaging design;
- ✓ Ability to fulfill special orders.

#### What's in it for Partner professional customers?

- ✓ Production of natural and high-quality products from Russia;
- ✓ Optimal price-quality ratio;
- ✓ Stable production volumes and stability in supply;
- ✓ Bright new packaging that attracts;
- ✓ Marketing support.

### Limitations

- ✓ Registration` necessity in absolutely new countries;
- ✓ Special local certifications, if needed;
- ✓ No distribution in all countries except the EU and Ukraine.



# Sporty



## SPORTY

COMMERCIAL AND MANUFACTURING COMPANY WHICH PRODUCE PROTEIN AND FITNESS COOKIES

### General and Financial Information

- Total sales (Russia) 120 000 USD per month
- Total market share (Russia) 6,5%
- Total delivered to Kazakhstan: 18 000 pcs
- Total delivered to Belarus: 9 000 pcs
- Main relevant product groups within Sporty portfolio:
  - ✓ Protein cookies (Coffee and chocolate, Mint chocolate, Coconut Chocolate, Hazelnut chocolate)
  - ✓ Sporty fitness cookies sugar free (Milk chocolate, Strawberry, Fresh Lemon, Multifruit)
  - ✓ Sporty fitness cookies low calories (Strawberry Cream, Lemon, Multifruit)
  - ✓ Sporty protein sugar free (Blueberry, Melon-Watermelon, Apple pie, Cherry)
- Logos of relevant brands: SPORTY
- Currently present in: Kazakhstan, Republic of Belarus
- Main buyers: Traders
- Cooperate with: (Russia): 5 LB, FitnessBar Brutalshop, Do4a.com, 2Scoops, Health-store, Fitness Formula, Muscle Bar.
- Certification: Ready to issue appropriate certificates for Partner operating countries as soon as possible.

**Sporty**

### Points of differentiation compared with other market players?

- ✓ Record level of protein (27 g per portion)
- ✓ High level of collagen (11 g per portion)
- ✓ Low glycemic index
- ✓ Sporty Fitness cookies: Exceptional and unique fitness line
- ✓ An outstanding SKU: Sporty fitness cookie Milk chocolate sugar free
- ✓ Low calories, rich in fiber, excellent taste
- ✓ Own manufacturing facilities,
- ✓ Possibility of R&D and of expanding product lines
- ✓ Active participation in international food exhibitions

### Key strengths / Innovation

What's in it for Partner?

- ✓ **Private Label** 
- ✓ High-margin products
- ✓ Strong digital marketing (<https://vk.com/sportycookies>, <https://https://instagram.com/sportycookies/?hl=ru>, <https://sporty.fit/>)
- ✓ High quality of products
- ✓ Stable growing brand (23% average growth in value per year)
- ✓ Trade marketing activities

What's in it for Partner professional customers?

- ✓ Trendy product lines of healthy snacks
- ✓ Wide range of products, is constantly expanding
- ✓ Healthy snacks to satisfy sophisticated taste
- ✓ Shelf life: 12 months
- ✓ Storage point: +5C...+25C
- ✓ Credible supplier with strong reputation
- ✓ Attractive package design



### Limitations

- ✓ Registration necessity in new countries
- ✓ Lack of distribution in new countries



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# CHAINII CHAS ("TEA TIME")

WE CREATE INNOVATIVE RECIPES OF DIETARY PRODUCTS. WE CARRY OUT TESTING, FOCUS GROUPS AND WORK OUT POSSIBLE OPTIONS FOR THE OPTIMAL SALES CHANNELS FOR DIETARY PRODUCTS

## General and Financial Information

- Total Sales (RU & International): approx. € 1,000,000
- Total Market share (Russia & Other Countries): approx. 0,5%
- Main relevant product groups within "Tea time" Portfolio:
- Low-carb products, bakery products that meet many dietary concepts, are based on medical research. Products without preservatives and with short shelf life. Often, as a replacement for flour, still used high-carbohydrate foods

Logo of relevant brands:



- Currently present in: Russia
- Main buyers: Traders, Retail chains
- Cooperate with: "Mindal" (Russia, 13 departments), "Gulliver"(Russia, 20 departments), "Azбуka Vkusa" (Russia, Moscow, 120 departments)
- Certification: Ready to carry out the certification procedure under the conditions required by any country where Partner is present.

## Key advantages compared to other market players

- We created an optimal nutrition product that meets the main criteria of healthy nutrition:
  - ✓ no preservatives with short shelf life, which allows being an alternative to traditional baking and meet the requirements of modern dietetics and various medical protocols
  - ✓ Keto,
  - ✓ LCHF,
  - ✓ Gluten free
  - ✓ Sugar free
  - ✓ For sport and fitness
  - ✓ Diabetes type 1 and 2

## Key strengths / Innovation

- ✓ **Private Label** 
- ✓ The technology has been created for the production of bakery products from alternative sources of raw materials (completely without using of traditional raw materials - flour, sugar and fat).
- ✓ The production technology involves production of products with altered chemical characteristics. The quality characteristics of the finished products on the organoleptic are not inferior to traditional bakery products, but the nutritional and energy value are significantly different.

### What's in it for Partner?

- ✓ the products will provide competitive advantages over other chains, due to the fact that the market of dietary food is mainly represented by snack products.
- ✓ We offer a range of dietary, functional products analogous to traditional baking, for a complete diet for every day, which can be used by several segments of consumers, HLS, fitness oriented, diabetes and other concepts of medical nutrition.
- ✓ The product range includes non-sweet items, alternative breads, sweet items, muffins, cookies, mixes for desserts based on collagen.

### What's in it for Partner professional customers?

- ✓ The products meet the expectations of the consumer segments of HLS, fitness oriented, diabetes and other medical nutrition concepts.
- ✓ Low carbohydrate content
- ✓ Gluten free
- ✓ Sugar free
- ✓ High in fiber and protein

## Limitations

We have created a product, we know how to sell it, but we are not investors, therefore we are looking for partners for joint activities.

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**NEW**



# BERLINER-LUX

PRODUCTION OF BAKERY PRODUCTS. STABLE-HIGH QUALITY - A BETTER OF POPULARITY OF OUR BAKERY!

## General and Financial Information

- Total Sales (RU & International) up to 10 million RU in year
- Total Market share (Russia & Other Countries) 100% ( 2019, Russia)
- Main relevant product groups within Peroni Portfolio:
  - ✓ Butter Products: Berliners, Donuts, Muffins
  - ✓ Confectionery: Cookies
- Logo's of relevant brands:



- Currently present in: Russia.
- Main buyers: T women aged 35-55 years.
- Cooperate with: «X5 Retail Group» (Russia), «Lenta» (Russia), «Dixy» (Russia), «Prisma» (Russia).
- Certification: according to Russian standards

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Deep frozen pastries
- ✓ Adapting packaging design
- ✓ Streamlined storage technologies that maintain their refined taste.

### What's in it for Partner professional customers?

- ✓ Appetizing product appearance
- ✓ Shelf life of the frozen product: up to 180 days.
- ✓ Cost effectiveness

### Limitations

- ✓ Transportation is carried out at low temperature.

## Points of differentiation compared with other market players?

- ✓ The lack of analogues in the Russian market
- ✓ Unique bakery technology
- ✓ Availability of modern equipment
- ✓ Using only high quality ingredients
- ✓ Consistently high quality



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Catalog





# AKULCHEV

## General and Financial Information

- Total Sales (RU & International)
- Total Market share (Russia & Other Countries) market share is 10 %
- Main relevant product groups within Company Portfolio:
  - ✓ Soft waffles with fillings
  - ✓ Macarons
  - ✓ Sponge cakes for children
  - ✓ Crumble cookies



Logo's of relevant brands:

Currently present in:

- ✓ Russia, Belorussia, Mongolia, Tajikistan, Uzbekistan, Kazakhstan, Moldova, Azerbaijan, Kirgizstan, China, Palestine, Iraq.

- Main buyers: Traders
- Certification: FDA

## Key strengths / Innovation

### What's in it for Partner?

- ✓ High quality and safe products
- ✓ Favorable conditions for cooperation
- ✓ Guarantee stable supplies
- ✓ Special line of products without palm oil
- ✓ "Akulchev" brand is presented and well known on the markets of different countries
- ✓ Our products will attract new customers and new audience to your supermarkets and thus will increase trade turnover of your network
- ✓ open and honest relationship
- ✓ Monitoring of the quality of raw materials

### What's in it for Partner professional customers?

- ✓ Supporting marketing projects, for example participation in MetroExpo
- ✓ We actively promote our products with the help of social networks and marketing actions

### Limitations

- ✓ Individual requirements to product ingredients on the territory of distribution
- ✓ Lack of distributors in new countries

## Points of differentiation compared with other market players?

- ✓ "Akulchev" is the first Russian company who refused to use palm oil
- ✓ High-oleic sunflower oil
- ✓ The taste of LETARTI macarons meets the highest standards of French dessert industry that was confirmed by professional technologist from France

Presentation  
Catalog  
Le Tarti



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# RUSPRODUKT

GOING TO SEARCH FOR THE HARMONY OF TASTE, "RUSPRODUKT" INVITES YOU ON A JOURNEY THROUGH THE WORLD OF CONFECTIONERY TREATS, WHERE SWEET AROMAS CONVEY WARMTH AND UNIQUENESS OF THE SURA

## General and Financial Information

- Total Sales (RU & International) The total sales volume was 1100 tons (98 million rubles) per 2016-2019
- Main relevant product groups within RUSPRODUKT Portfolio:
  - ✓ Confectionery flour-based food (biscuits)
  - ✓ Confectionery sugar products (Zephyr, marshmallow, marmalade)
  - ✓ Bakery and confectionery products with sweeteners (cakes, muffins, gingerbreads)
- Logo's of relevant brands:  
- Currently present in: Belarus, Kazakhstan, Kirghizia, Tajikistan
- Main buyers: Traders
- Cooperate with Russia: Magnit, Karusel, Perekrestok, Lenta, Auchan, Billa, Monetka, Lama, Karavan, VKT
- Certification: ISO 22000:2005

## Points of differentiation compared with other market players?

- ✓ products with long shelf life
- ✓ natural ingredients
- ✓ a large variety of products and packaging, imported equipment
- ✓ GMO and dietary supplement free products
- ✓ consistent high quality of products is confirmed by GOST and Technical Regulations of the Eurasian Economic Union

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Rival products
- ✓ The products are in good demand in Russia and the CIS countries
- ✓ Reliable partnership
- ✓ A variety of product packaging
- ✓ High quality and reasonably priced products
- ✓ There is great experience in cooperation with the federal and regional trade network of the Russian Federation as well as in export

### What's in it for Partner professional customers?

- ✓ The products are for all age groups
- ✓ Convenient packaging to take it with you, have a snack and share with friends

## Limitations

- ✓ Storage and Transport temperature should be +18°C ±5°C and relative humidity of no more than 75%

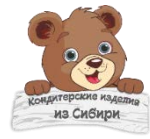


# INDIVIDUAL ENTREPRENEUR KASHKOV D.V.

## IN THE PRODUCTION OF CONFECTIONERY PRODUCTS

### General and Financial Information

- Total Sales (RU & International):
  - ✓ The volume of production is about 1500 tons per month
- Total Market share
- Main relevant product groups within company Portfolio:
  - ✓ Handmade gingerbread, raw gingerbread with and without fillings
  - ✓ Cookies glazed and unglazed, with or without fillings
  - ✓ Cakes in assortment Cakes
  - ✓ Sugar and sunflower kernel pellets with a body made of nuts and sunflower kernels
  - Iris cast and replicated
  - Logo's of relevant brands:
- Main customer: distributor
- Currently present in:
  - ✓ Kazakhstan
- Cooperate with: regional retail network "Komandor"
- Certification:
  - ✓ ЕАЭС N RU Д-РУ.РА01.В.14239/18; ЕАЭС N RU Д-РУ.РА01.В.16576/20; ЕАЭС N RU Д-РУ.РА01.В.32879/20; ЕАЭС N RU Д-РУ.РА01.В.40752/20; ЕАЭС N RU Д-РУ.РА01.В.17860/20; АЭС N RU Д-РУ.РА01.В.19175/20; ЕАЭС N RU Д-РУ.РА01.В.36528/20; ЕАЭС N RU Д-РУ.РА01.В.24952/20; ЕАЭС N RU Д-РУ.РА01.В.40811/20; ЕАЭС N RU Д-РУ.РА01.В.28669/20;
- ✓ Reade to certify products for a foreign buyers



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label and White Label – discuss individually

#### What's in it for Partner professional customers?

- ✓ Exclusivity on the territory of sales
- ✓ Monthly budgets for marketing campaigns
- ✓ Monthly motivational programs for sales departments
- ✓ Fast and high-quality input of products into all sales channels on the territory of the Distributor

### Limitations

- ✓ The factory does not limit Partners in the minimum order, as we individually approach each Partner according to commercial conditions
- ✓ Storage conditions: Store at a temperature (18-+3)C and relative humidity of the air no more than 75%, the Period of sale of products from 2 to 12 months.

### Points of differentiation compared with other market players?

- ✓ The company pays special attention to the production of handmade gingerbread (multi-layer). This product is exclusive and competitive on the market. We are one of those who produce this gingerbread in Russia. The Factory has successfully implemented a food quality and safety management system based on HACCP principles.
- ✓ The principle of constant quality control makes it possible to occupy a leading position in the confectionery market of the Siberian Federal district and far beyond its borders Excellent value for money, interesting design and a rich assortment .

NEW



# LTD "KHLEBOZAVOD #1"

"KHLEBOZAVOD №1" IS THE LARGEST PRODUCER OF BAKED GOODS AND FLOUR CONFECTIONERY FROM MARI EL REPUBLIC, LOCATED IN THE EUROPEAN PART OF RUSSIA

### General and Financial Information

- Total Sales (2019 ) 377 mln RU
- Total Market share (Russia/Other Countries)
- Russia : 100%
- Main relevant product groups within company Portfolio:
  - ✓ Frozen semi-finished products (dough)
  - ✓ Frozen bakery products
  - ✓ Sugar confectionery (marmalade, berries in sugar)
- Logo 's of relevant brands: Khlebozavod №1
- Currently present in: Russia
- Main buyers: Retail chains, HoReCa
- Cooperate with:
  - ✓ Russia: X5 Retail Group (Pyaterochka, Perekrestok, Karusel), Magnit, VkusVill
  - ✓ Export: -
- Certification: in the process of obtaining HACCP certification
- ISO 22000

### Key strengths/Innovation

#### What's in it for Partner?

- ✓ The possibility to produce under private label
- ✓ Flexibility of assortment and composition

#### What's in it for Partner Professional Customers?

- ✓ Sales promotion with btl-events (tastings)
- ✓ Providing pos-materials (leaflets, catalogs)
- ✓ The flexibility to set prices of products

### Limitations

- ✓
- ✓

### Points of differentiation compared with other market players?

- ✓ Using high-quality and natural ingredients
- ✓ Production of "Khlebozavod №1" has been repeatedly awarded high ratings at various competitions and exhibitions
- ✓ The technology of cooking artisan bread consists in a long cold fermentation, so that the bread gets a richer aroma and taste
- ✓ Unique recipes (a series of yeast-free bread "Legenda Mari")

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 Web: <http://yolahleb.ru/>







NEW



# PEKAREVO COMPANY

PRODUCTION OF SUGAR COOKIES, CONFECTIONERY FILLINGS IN ACCORDANCE WITH GOS (STATE STANDARD)T. MANUFACTURING FROM ENVIRONMENTALLY FRIENDLY COMPONENTS. PART OF THE "100 BEST PRODUCTS OF RUSSIA". HAS MANY AWARDS FOR QUALITY RECEIVED AT INTERNATIONAL EXHIBITIONS. THE COMPANY IMPLEMENTS ISO AND HACCP INTERNATIONAL QUALITY AND FOOD SAFETY MANAGEMENT SYSTEM.

### General and Financial Information

- Total Sales (RU & International) 300 tons per month.
- Total Market share (Russia & Other Countries) 85% Russia, 15% Other countries
- The main product groups of the company:
  - ✓ sugar cookies (in chocolate, sugar glaze, with various sprinkles)
  - ✓ Confectionery fillings (fatty, fat-free, on starch, on pectin, fruit and berry)
- Currently present in: Kazakhstan, Tajikistan, Mongolia, China
- E-Commerce: <https://siteadmin.alibaba.com/decorate.htm>



- Cooperate with:
  - ✓ Russia: Komandor, Alleya, Krasny Yar, Auchan, etc.
  - ✓ Export: Food group-K, FOOD PRO, Suifenhe Arka trading co .LTD., etc.
- Certification of the declaration of quality, certificate of conformity GOST RPD, ISO, HACCP

### Points of differentiation compared with other market players?

- ✓ Natural Ingredients
- ✓ Assistance in logistics of our goods
- ✓ Production of goods on request of the client (fresh products)
- ✓ Large assortment of sugar cookies

### Key strengths / Innovation

#### What's in it for Partner?

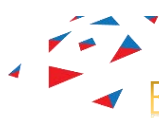
- ✓ Production under store brand
- ✓ Importer receives fresh products
- ✓ Adaptation of goods to a specific market. (for example, for China, the composition has been changed)
- ✓ Logistics assistance

#### What's in it for Partner Professional Customers?

- ✓ Production under store brand
- ✓ Importer receives fresh products
- ✓ Adaptation of goods to a specific market. (for example, for China, the composition has been changed)
- ✓ Logistics assistance possible
- ✓ An exclusive agreement on the territory

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Catalog



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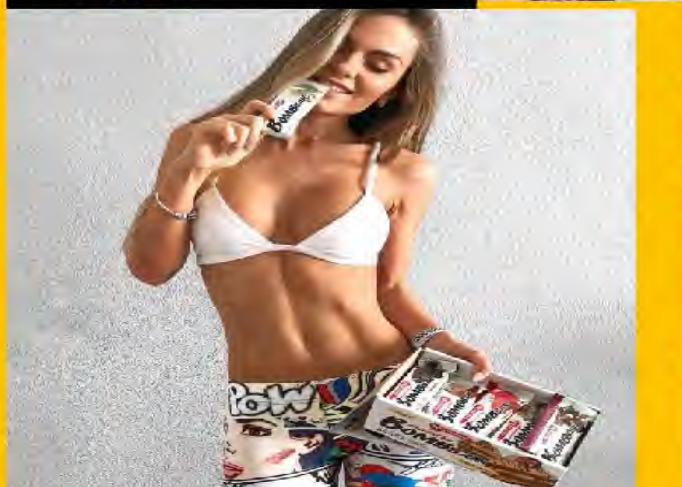
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**BOMBBAR**



**BOMBBAR**

Производитель  
максимально-полезной  
продукции



**NEW**

## THE COMPANY SLAVKOM

PART OF THE GROUP OF COMPANIES BOMBBAR. MANUFACTURER OF THE MOST HEALTHY PRODUCTS UNDER TRADEMARKS BOMBBAR AND CHIKALAB.

### General and Financial Information

- Total sales (RU & International) 30 000 000 EUR (2019)
- Distribution of volume sales (Russia/other countries in %)
- 95% Russia
- 5% Other countries
- Main product groups of the company
  - ✓ Protein bars TM Bombbar and Chikalab
  - ✓ Protein cookies TM Bombbar and Chikalab
  - ✓ Nut pastes TM Bombbar and Chikalab
  - ✓ Muesli TM Bombbar and Chikalab
  - ✓ Protein mixes of Bombbar and Chikalab TM
  - ✓ Candies TM Bombbar



**CHIKALAB**

- Brand logos:
- Currently represented in the following countries: Russia, Belarus, Kazakhstan, Azerbaijan, Uzbekistan, Kyrgyzstan, Georgia, Ukraine, Latvia, Estonia, Lithuania, Serbia, Saudi Arabia.
- Presented on electronic platforms: Tao Bao, Ozon, Utkonos, Detsky Mir, and other platforms in Russia.
- Portrait of the main buyer: Mass retail, fitness retail, HoReCa, online shop.
- Experience working with major market players:
  - ✓ Russia: Magnit, X5 Retail Group, Lenta, Metro, Auchan, Billa, Azbuka Vkusa, Ozon, Detsky Mir, Utkonos and others.
  - ✓ Export: Belarus-Euroopt, E-dostavka, Corona, Gippo, etc.
- Certification: ISO 22000:2005, Certificate RU19/818419126

### Points of differentiation compared with other market players?

- ✓ Natural product, does not contain sugar!
- ✓ It nourishes muscle mass, helps reduce weight, saturates the body, and helps maintain normal blood sugar levels.

### Key strengths / Innovation

#### Benefits for the importer

- ✓ The manufacturer of high-quality healthy food Bombbar is known not only to professionals, but also to amateurs. The company actively uses modern technologies to produce a unique product. High-quality raw materials from well-known world brands are used. A large number of products are created for the organization of proper and complete meal.
- ✓ Many professional athletes choose Bombbar, which is characterized by an optimal balance of nutrients and microelements. They combine excellent value for money.

#### Benefits for distributors and retail

- ✓ The wide range of products presented under the Bombbar and Chikalab brands is ideal for implementation through mass retail channels.
- ✓ Year-round marketing activities and product marketing support are carried out on many sites of the Internet space.
- ✓ The variety of sales channels for Bombbar and Chikalab products will increase the distributor's turnover and bring additional profit.

### Limitations

- ✓ There are no restrictions on purchasing our products

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Catalog



# Waffles



Drink  
& Eat

## DELICIOUS WAFFLE CUPS AND CONES

for coffee  
and other drinks

## DRINK&EAT

TODAY, DRINK&EAT IS THE ONLY MANUFACTURER OF WAFFLE COFFEE CUPS IN RUSSIA

### General and Financial Information

- Total Sales (RU & International) 600 000 RU (from October 2019)
- Total Market share (Russia & Other Countries) 99% (Russia) 1% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ WAFFLE COFFEE CONE
  - ✓ WAFFLE COFFEE CUP
- Logo's of relevant brands: DRINK&EAT (registration before 01.06.2020)
- Currently present in: Kazakhstan, Belarus
- E-commerce: Alibaba, Ozon, Wildberries
- Main buyers: Traders/HoReCa
- Cooperate with: «Ozon» (Russia), «Wildberries» (Russia)
- Certification: Declaration of conformity before 10.04.2024 (registration of the free sale certificate before 01.06.2020).

### Points of differentiation compared with other market players?

- ✓ Our product is a unique innovative product on both Russian and international markets.
- ✓ DRINK&EAT waffle products are only made from environmentally safe products. Delicious and crispy, they have special chocolate-based coating inside to hold hot drinks for 40 minutes or more!
- ✓ Exclusive high quality ingredients.
- ✓ Systematic and thorough audits of its suppliers.
- ✓ Regular participation in international exhibition.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ 100% unique, healthy and natural product.
- ✓ Products are safe and EAC compliant. Declaration EAC.
- ✓ Products can be produced under their own brand name.
- ✓ A significant shift towards environmental concerns leads to an increase in demand for this product.
- ✓ DRINK&EAT waffle products are original, tasty, and environmentally friendly!

#### What's in it for Partner professional customers?

- ✓ A fashionable trend will distinguish you among competitors.
- ✓ A delicious and environmentally friendly alternative to disposable cups.
- ✓ An original serving of your favorite drinks.

#### Limitations

- ✓ Storage conditions: keep away from heat and sunlight at a temperature of 15 to 21°C in tightly closed packaging.

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Presentation  
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PRALINE WAFER CAKES  
CHOCOLADNITS

# BAKERY AND CONFECTIONERY COMPLEX KOLOMENSKOE

BAKERY AND CONFECTIONERY COMPLEX, LEADER IN MOSCOW CITY AND MOSCOW REGION WITH 3 FACTORIES

## General and Financial Information

- Total Sales (RU & International) 87 mln Euro w/o VAT
- Total Market share (Russia & Other Countries)
  - ✓ Leader in Moscow city and Moscow region for Wafers and Waffle cakes
  - ✓ TOP 3 in Russia for Wafers and Waffle cakes
- Main relevant product groups within Kolomenskoe Portfolio:
  - ✓ Waffle cakes 180g, 230g, 240g, 250g, 270g, 430g
  - ✓ Waffers 20g, 30g, 150g, 200g, 220g
  - ✓ Marshmallow
- Logo's of relevant brands: Kolomenskoe, Shokoladnitsa
- Currently present in: Private label: Germany, France, Spain, Italy, Czech Republic, UK.
- Own trade mark: Russia, USA, Kanada, Kazakhstan, Turkmenistan, Belarus, Armenia,
- Main buyers: Traders, Retail-chains
- Cooperate with: Metro (Russia), Auchan (Russia), X5 retail group, Magnit
- Certification: ISO 22000, HACCP



*Шоколадница*

## Points of differentiation compared with other market players?

- ✓ Best price for same quality products
- ✓ Natural ingredients
- ✓ Location in Moscow, easy logistics
- ✓ Possible to make Private Label
- ✓ Export Department support
- ✓ Market support
- ✓ International certification
- ✓ Leader in wafers segment, awarded #1 Brand for waffle cakes in Russia.
- ✓ Active participation in international industrial and professional exhibitions

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ Best price for same quality products
- ✓ High margin
- ✓ Already export to Germany and other European countries
- ✓ Products are adopted to Germany and EU market
- ✓ High volumes production 24/24 (nonstop)

### What's in it for Partner professional customers?

- ✓ Best price for same quality products
- ✓ Natural ingredients and Special flavors
- ✓ Traditional qualitative manufacturing and old recipes keeping
- ✓ Supporting marketing projects, for example participation in MetroExpo
- ✓ Trade Marketing activities realization
- ✓ Special promo packs production, including exclusivity items

## Limitations

- ✓ Special requirements fulfilment needs time
- ✓ Special local certifications, if needed
- ✓ Registration` necessity in absolutely new countries excluding EU
- ✓ Lack of distributors in new countries excluding EU

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## CONFECTIONERY FACTORY



**NEW**

# USLADA

Confectionery factory, which is in the TOP 2 for the production of Waffle rolls in Russia

### General and Financial Information

- Total Sales (RU & International) 5.5 mln Euro w/o VAT.
- Total Market share (Russia & Other Countries) 64% Russia / 36% Export
  - ✓ 2.5% (Russia)
- TOP 2 in Russia for **Waffle rolls**
- Main relevant product groups within Company Portfolio:
  - ✓ Waffle rolls, Cookie, Wafers
  - ✓ **Cookie, Cookie-Sandwich, Sugar Cookie**
- Logo's of relevant brands: Uslada, Schastlivkino
  
- **Currently present in :**
  - ✓ **Kazakhstan, Belarus, Tajikistan, Kyrgyzstan, Uzbekistan, Georgia.**
- **Ready to deliver in :** Germany, France, China, Italy, Spain, Turkey, Ukraine, Romania, Poland, India, Netherlands, Belgium, Czech Republic, Hungary, Austria, Bulgaria
- **Main buyers:** Retail-chains,
  - ✓ **In Russia:** Metro, Magnet, Auchan, Pelican, Pyaterochka, ESSEN, SPAR, Your Home
  - ✓ **In Kazakhstan -** Magnum, SKIF, Ideal Market, Toymart.
  - ✓ **In Belarus -** Euroopt, Hit, Neighbors.
- **Certification:** FSSC 22000, ISO 22000, HACCP, EAC.

### Points of differentiation compared with other market players?

- ✓ Best price for same quality products
- ✓ Natural ingredients
- ✓ Export Department support
- ✓ Market support
- ✓ International certification
- ✓ Leader in Waffle rolls segment
- ✓ Active participation in international industrial and professional

### Key strengths / Innovation

What's in it for Partner?

- ✓ **Private Label**
- ✓ A developing and promising brand
- ✓ Best price for same quality products
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant. Declaration EAEU

What's in it for Partner professional customers?

- ✓ Trade Marketing activities realization
- ✓ **Best high quality products**

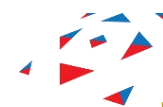


### Limitations

- ✓ Lack of distributors in countries excluding except Russia, Kazakhstan and Belarus



Presentation  
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# CONFECTIONERY FACTORY TORERO

## WE MAKE WAFFLE PRODUCTS AND MARKET THEM UNDER OUR OWN BRANDS AND STORE BRANDS OF MAJOR FEDERAL RETAILERS

### General and Financial Information

- Total Sales (RU & International) 23,9 mln EUR
- Total Market share (Russia & Other Countries) 5%
- Main relevant product groups of Torero Portfolio:
  - ✓ waffle desserts, candies, cakes, mini cakes, stickers, rolls, snacks, options for packaging: individual flowpack, gift boxes, standing polybags, punnets;
  - ✓ Marshmallow, pastilla - individual flowpack, gift boxes, standing polybags, punnets;
  - ✓ Cookies, crackers - options for packaging
- Logo's of relevant brands:
- TOREROFF, TORERO, Selo Pastushkina, Veseliy Tasha, Planeta No. 8



- Currently present in: Kazakhstan, Belarussia, Tadjikistan, Azerbaijan, Georgia, Armenia, China, Vietnam, Yemen, Palestina, Israel, Iraq, Germany
- Main buyers: Traders/HoReCa
- Cooperate with Company: Russia – X5, Tander, AUCHAN, SPAR, O'KEY, Real, DIXY, Maryara, distributors and wholesalers
- Certification: FSSC 22000

### Points of differentiation compared with other market players?

- ✓ Perfect confectionery products with delightful taste, premium package and smart presentation tailored for different groups of customers
- ✓ Export oriented company successfully achieving individual solutions for any requirement
- ✓ We market our products under our own brands as well as under the store brands of leading retailers
- ✓ High-quality products at affordable prices

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label** 
- (more than 50 % of federal retail chains wafer market)
- ✓ 15 years of successful experience in production of large assortment with individual solutions for any requirement
- ✓ The assortment of Torero products exceeds 300 goods
- ✓ Production and sales - daily volume 50 mt, modern equipment, team of best specialists
- ✓ Guarantee of high quality standards on all supply chain
- ✓ Flexible logistics solutions allow us to satisfy the demands of our partners quickly and effectively

#### What's in it for Partner professional customers?

- ✓ Production of large assortment with individual solutions for any requirement and Private Label
- ✓ Full implementation of the supply chain standards, fresh products produced and delivered at any required quantity and at any time
- ✓ Bright smart brand well recognized in any surrounding
- ✓ Professional marketing support (eg. providing POSM and advertisement materials)

#### Limitations

- ✓ Required: to keep the temperature and required terms for delivery and storage;
- ✓ Strongly recommended: to follow the local marketing trends and limitations in countries of export

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 Video



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# SLASTI CONFECTIONERY FACTORY LLC

SINCE 1995 SLASTI CF LLC PRODUCES WIDE RANGE OF CONFECTIONERY: SWEETS, CANDIES, MINI-SIZED CANDIES, WAFERS AND MARSHMALLOW. ORIGINAL RECIPES AND HIGH QUALITY ARE THE MAIN FEATURES OF FACTORY'S PRODUCTS. IT COMPLIES WITH THE HIGHEST RUSSIAN AND INTERNATIONAL STANDARDS.

## General and Financial Information

## Key strengths / Innovation

- Total Sales (RU & International) – 1 bln. RU
- Total Market share (Russia & Other Countries) – 70% Russia, 30% export
- Main relevant product groups within company Portfolio:
  - ✓ Candies
  - ✓ Marshmallow
  - ✓ Wafers
  - ✓ Peanut&Caramel sweets

### What's in it for Partner?

- ✓ Private Label and White Label: Yes
- ✓ Complies with EAC regulations
- ✓ Flexible pricing policy
- ✓ High-demand assortment
- ✓ Well-developed logistics



- Logo's of relevant brands:
- Currently present in: Russia, Kazakhstan, Belarus, Tajikistan, Turkmenistan, Mongolia

### What's in it for Partner Professional Customers?

- ✓ Wide range of confectionery products
- ✓ Flexible pricing policy
- ✓ Improved high standard quality
- ✓ Long shelf-life of most Factory's products
- ✓ Assurances of long-term cooperation

- E-commerce: Ozon.ru, Beru.ru

- Main buyers: Wholesale, Retail clients

- Cooperate with: Auchan, Metro C&C
  - ✓ Russia: company (country) – over 200 clients
  - ✓ Export: company (country) – over 30 clients

- Certification ISO 22000:2005

## Points of differentiation compared with other market players?

- ✓ Traditional recipes
- ✓ Up-to-date innovative technology
- ✓ High-quality ingredients
- ✓ Flexible pricing policy
- ✓ High-demand assortment

## Limitations

- ✓ Short shelf-life of some products (marshmallow)
- ✓ Special conditions of transportation in warm climate

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Catalog





# Natural Fruit Confection





# KREMLINA CONFECTIONERY

THE CONFECTIONERY FACTORY KREMLIN IS ENGAGED IN MANUFACTURING AND SALE OF MAGNIFICENT SWEETS UNDER THE EPONYM BRAND SINCE 1999

## General and Financial Information

- Total Sales (RU & International) 15 mln EUR.
- Total Market share:
  - ✓ TOP 3 leaders (according to Nierlson).
  - ✓ 27% - total "fruits in chocolate" market share in Russian Federation.
- Main relevant product groups within Kremlina Confectionery Portfolio:
  - ✓ Fruits in chocolate.
- Logo's of relevant brands:
 
- Currently present in: Russia, Belarus, Mongolia, Kazakhstan, USA, Estonia, Germany, Lithuania, Ukraine, China.
- Main buyers: Traders, HoReKa
- Cooperate with: TOP Russian market chains: AUCHAN, MAGNIT, O'key, Azbuka Vkusa, GUM, Eliseevsky, Bakhete, all airports in Moscow, Saint-Petersburg, Sochi, Ekaterinburg and other major partners
- Certification Halal AAAD190383

## Points of differentiation compared with other market players?

- ✓ Best quality for best price.
- ✓ More than 100 SKU, the range includes fruits, berries and nuts in chocolate glaze (prunes, prunes with almonds, walnuts, dried apricots, dates, coconut, figs, mango, orange, pear, cherry, hazelnuts, etc.).
- ✓ only "Extra" class ingredients for production

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ Profitable partner
- ✓ High-margin product
- ✓ Best quality for best price
- ✓ Produce fresh orders within 3-5 business days.
- ✓ Stable partner - Confectionery Kremlina was founded in 1999.

### What's in it for Partner professional customers?

- ✓ Popular partner
- ✓ Sell on widest online market places in Russia: Ozone, Wildberries, Comus, etc
- ✓ High-quality products
- ✓ Attractive packaging
- ✓ Wide assortment

## Limitations

- ✓ Storage temperature is from 18 to 21 C.
- ✓ Shelf life from 8 months to 12 months





# BELYOV CONFECTIONERY COMPANY

## General and Financial Information

## Key strengths / Innovation

### What's in it for Partner?

### Private Label

- ✓ Bright new product on the market demanded by customers (dessert without sugar and flour made of only natural ingredients)
- ✓ Strong and time-tested relationships with suppliers and partners
- ✓ High production capacity
- ✓ Warehouse in European Union - product cleared by customs

### What's in it for Partner professional customers?

- ✓ Profit of good combination of quality and price
- ✓ Products meet the high expectations of customers (ingredients - natural, taste - of sweet homemade dessert, packaging - nice and "eyecatcher")
- ✓ A wide product line - different weight and size (one portion pack, family pack, medium size etc.)
- ✓ Versions with and without sugar, berries or nuts
- ✓ Product quality meets the requirements of HoReCa and Traders



- Total Sales (RU & International) 1.5 mln Eur /month
- Total Market share ; 300.000 Eur/month
- Main relevant product groups:
  - ✓ Belyov pastila classic - Classical russian dessert made of baked apples
  - ✓ Belyov pastila with berries, with cinnamon, with cedar nuts
  - ✓ Belyov pastila without adding sugar (only 2-3 ingredients)
  - ✓ Russian Marmalade candy made of apple and berries
  - ✓ Zephir (Natural marshmallow made of apple and berries)
  - ✓ Crackers made of apple Pastila
  - ✓ Smokva - ancient dessert made of only one ingredient fruit puree dried and rolled.
- Logo's of relevant brands: Smokva produced under "Babushkas pastila" brand.
- Currently present in: Russia, Belorussia, EU (Latvia - warehouse in Riga, Estonia, France) USA, China.
- Cooperate with: Russia: X5 Retail group, Magnit, Dixi, Metro Cash and Carry, Globus, SPAR, Alphabet of taste and dozens of smaller companies
- Certification: new production site is in the process of finalizing preparations for obtaining an ISO 22000 certificate. BRC - in plans for 2020 year.

## Points of differentiation compared with other market players?

## Limitations

- ✓ It is only 3 ingredients for our main product - Belyov pastila - baked apple, sugar and egg white
- ✓ Handmade product from clear and healthy environment of small city Belyov in Tula region
- ✓ Shelf life - 18 month for Belyov pastila

- ✓ Shelf life - 12 month for Smokva and 6 month for Marmalade 3 month for Zephir (natural marshmallow)
- ✓ The order need to be confirmed minimum one month before shipment
- ✓ We prefer to work on Factoring financing platform

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**NEW**



# STARYE TRADITSII

ENTERPRISE SPECIALIZED IN THE PRODUCTION OF TRADITIONAL NATIONAL PRODUCTS: BELEVSKAYA PASTILA, ZEPHYR, MARMALADE, SMOKVA, KISSEL. IN OUR PRODUCTION WE USE NATURAL INGREDIENTS, WHAT MAKES OUR PRODUCTS NOT ONLY TASTY, BUT VERY HEALTHY.

## General and Financial Information

- Total Sales (RU & International) 50 mln Rubles/690 000 Euro per month
- Total Market share (Russia & Other Countries) 75% - Russia, 25% - Other countries
- Main relevant product groups within company Portfolio:
  - ✓ Air pastila
  - ✓ Belevskaya smokva
  - ✓ Belevskiy zephyr
  - ✓ Belevskiy marmalade
  - ✓ Crispy slices of air pastila



- Logo's of relevant brands:
- Currently present in: Europe, China, Kazakhstan, Belarus
- E-commerce: Ozon, Wildberries, Tmall
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Russia: Metro, Globus, Magnit, X5, Spar, Victoria, Bahetle
  - ✓ Export: Citymaja OÜ (Estonia), CEC International Investment Limited (China)
- Certification: declaration of conformity, certificate of conformity; certificate of Origin, Health Certificate (if needed)

## Points of differentiation compared with other market players?

- ✓ Our products are made according to old Russian recipes, we carefully protect our traditions of production
- ✓ Only natural ingredients are used in our products to maintain a healthy lifestyle
- ✓ We provide extensive training to all employees and invest in modern equipment

## Key strengths / Innovation

### What's in it for Partner?

#### ✓ Private Label

- ✓ Competitive price
- ✓ All the products have the certificate of conformity
- ✓ The consumer market sees our products as unique
- ✓ Our aim is to create the most comfortable conditions for every partner

### What's in it for Partner professional customers?

- ✓ All products are made using completely natural organic We offer only high quality products, well known in Russia and abroad
- ✓ A wide range of goods is available (more than 280 SKU)
- ✓ New products always appear in our range of goods!!!

## Limitations

Our products should be stored at a temperature of 8 ° C to 25 ° C and a relative humidity not more than 75%

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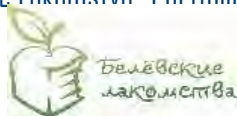


## BELEVSKIE LAKOMSTVA

IS A MANUFACTURING ENTERPRISE PRODUCES BELEVSKAYA PASTILA AND RELATED PRODUCTS, SUCH AS APPLE RUSKS, ZEPHYR, FRUIT ROLL-UPS, AND FRUIT JELLY

### General and Financial Information

- Total Sales (RU & International) 500 tons per moth
- Total market share (Russia & Other Countries)
  - ✓ Category Fruit Butter – 20%,
  - ✓ Category Varenye/Jam/Pastila – 3%
- Main relevant product groups within "Belevskie Lakomstva" Portfolio:
  - ✓ Sweet preserves
  - ✓ Confectionery
  - ✓ Apple desert
- Logo's of relevant brands:
  - ✓ Varenye/jam/grated berries – "Moya Yagodka" brand
  - ✓ Fruit butter – "Eurofrut" brand
  - ✓ Pastila (Apple desert)– "Belyovskiye Lakomstva" brand
- Currently present in Russia
- Main buyers: Traders and HoReCa
- Cooperate with: FixPrice (Russia)
- Certification: HACCP, ISO 22000



### Points of differentiation compared with other market players?

- ✓ Best price for same quality products
- ✓ Taste variety /20 tastes
- ✓ We can produce more than 5000 tons of products per month.
- ✓ Long shelf life
- ✓ Unique recipe which makes our pastila light and fluffy

### Key strengths / Innovation

#### What's in it for Partner?

#### Private Label



- ✓ We are able to produce high-quality products at low price points.
- ✓ Produce products under our own brands and Private Label brands
- ✓ The basis of our production is natural apples
- ✓ Own original recipe

#### What's in it for Partner professional customers?

- ✓ We are able to supply products in different types of packaging, from 200g jars to 30kg kegs.
- ✓ We can make changes to our recipe depending on the client's requirements
- ✓ High volumes production 24/7

#### Limitations

- ✓ Terms of execution of the order at least 10 days
- ✓ Maximum output 170 tons per day

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Presentation



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# BIONOVA RUS

MANUFACTURER OF FRUIT AND HEALTHY NUTRITIONAL SUPPLEMENTS FOR CHILDREN AND HEALTH SUPPLEMENTS

## General and Financial Information

## Key strengths / Innovation

- Total Sales 39 mln RU/ 630 000 \$
- Total Market share about 5%
- fruit-based health product leader
- Main relevant product groups within company Portfolio:
  - ✓ 3 product groups: specialized food for children,
  - ✓ diet food for adults and athletes,
  - ✓ fruit ingredients for adding to baked goods, breakfast cereals, cereals
- Currently present in: Russia, Lithuania, Latvia, Czech , China
- E-commerce: Ozon.ru, Wildberries.ru, Apteka.ru,
- Main buyers: TOP Russian market chains: MAGNIT, Semiy, all major pharmacy chains in Russia: Rigla, Azbuka Zdorovia, Planeta zdorovia, Ozerki, Doktor Stoletov and others
- Certification:
  - ✓ HACCP, HALAL, ISO 9001:2015, Russian Declaration of conformity, Biologically Safety Certificate, Certificate of Origin, Health Certificate (if needed)
  - ✓ Production doesn't require Veterinary certificate or Phytosanitary certificate
  - ✓ Product consists only on natural ingredients: natural fruits juices, dried berries, nuts, the product doesn't include sugar any GMO or preservatives.

### Points of differentiation compared with other market players?

- ✓ Unique 100% natural products.
- ✓ low price.
- ✓ It contains only healthy ingredients.
- ✓ Adults and children are very fond of.
- ✓ Original packaging from a fashionable English designer.
- ✓ Each fruit bar has a present for the child. ready-made cases of 1, 5, 10, 40 pieces.
- ✓ Convenient for wholesale buyers and for the end customer.
- ✓ All products for the prevention of health.
- ✓ Helps immunity, metabolism, heart.
- ✓ Children are tired of growing and developing properly.
- ✓ In our products you will find only fruits, cereals and useful additives: vitamins and extracts of medicinal plants. and no sugar!
- ✓ This is exactly what you and your child need!

### What's in it for Partner?

- ✓ Delicious and healthy fruit bars for children and adults.
- ✓ The optimum ratio of quality and price.
- ✓ active participation in promotions and the provision of deep discounts of up to 40% on stocks.
- ✓ These products can be produced not only under the "Bionova Rus" trademark, but also in the PRIVATE LABEL. We are also ready specifically for our partners to develop unique product mixes.
- ✓ Opportunity to defer payment due to cooperation with insurance company Exiar

### What's in it for Partner professional customers?

- ✓ The unique fruity taste of all Bionova Rus products.
- ✓ All products are made from **100% natural ingredients without added sugar. without GMOs, without preservatives.** All products are enriched with dietary fiber, vitamin complex and herbal extracts. We offer not just sweets, but a **real helper for your health!**
- ✓ **we are also ready to offer fruit pieces** for real housewives. our pieces can be **added to pastries, prepared cereals, breakfast cereals.** more than 16 tastes! convenient packing it diversifies your dishes. Your baby will be happy!

### Limitations

- ✓ Shelf life 12 months





# LLC "WHITE TREE" (BRAND FRUIT ENERGY)

## HEALTHY AND TASTY NATURAL FRUIT BARS, MUESLI, FRUIT & NUTS MIXES

### General and Financial Information

- Total Sales (RU & International) 500 mln RUB with VAT (Russia)
- Total Market share (Russia & Other Countries)
- ✓ 17,6% in Value (Total Mixed Chains, Russia – only fruit bars, AC Nielsen),
- ✓ 3,4% in Value (Total Mixed Chains, Russia – all fruit & muesli bars, AC Nielsen)
  
- Main relevant product groups within company Portfolio:
  - ✓ Natural fruit bars and wraps for adults
  - ✓ Natural fruit bars for kids
  - ✓ Wholegrain muesli
  
- Logo's of relevant brands:
- Currently present in:
- ✓ EEU countries, Hong Kong
  
- E-commerce:
- Main buyers: Traders
- Cooperate with:
  - ✓ Russia: Auchan (Russia), X5 Retail Group (Russia), Lenta (Russia)
- Certification: certificates will be ready in June 2020



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ A steadily developing brand, one of the three largest producers of fruit bars in Russia.
- ✓ High quality products at affordable prices
- ✓ We also produce products under contract and have experience in deliveries to Europe (Estonia, Czech Republic)

#### What's in it for Partner professional customers?

- ✓ Supporting marketing projects, participation in exhibitions.
- ✓ Trade Marketing activities realization
- ✓ An individual approach to working with each client

### Limitations

- ✓ Lack of distributors in EU

### Points of differentiation compared with other market players?

- ✓ We are the first manufacturers of fruit bars in Russia and one of the first in the world. Production of fruit bars using a unique technology that preserves the properties and taste of fruits and berries.
- ✓ Sugar free. Does not contain any artificial flavors or colors.
- ✓ Participation in international industrial exhibitions, including the biggest food trade fair ANUGA 2019 in Cologne, FOODEX JAPAN 2020 (will be in March 2020, Tokyo)



Presentation  
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Video





**SURPRISE**



**DAZE MINI**

**LIKE YOU**

**LLC «ITS ORGANIC»**

Manufacturer of 100% natural DAZE nut and fruit bars. DAZE bar is a bright design, catchy taste and real benefit. We take care of the environment and use only herbal ingredients: nuts, fruits and berries in combinations that will not leave you indifferent! A bar can be a quick breakfast or a figure-safe dessert, because DAZE is not just a snack but emotions, mood and energy.

**General and Financial Information**

- Total Sales (RU & International) 739 991 000 rub
- Total Market share (Russia & Other Countries) Russia - 80%, Belarus - 10%, Kazakhstan - 10%
- Main relevant product groups within company Portfolio:
  - ✓ Daze nut and fruit bars: "Avocado - lime", «Coffee - Raspberry», «Cherry - Coconut», «Pineapple - Passion Fruit», «Chocolate - Protein». DAZE MINI «Raspberry - Strawberry», «Blueberry - Blackberry», «Chocolate - Pineapple», «Chocolate - Raspberry»
  - ✓ DAZE fruit bars



- Logo's of relevant brands: DAZE
- Currently present in: Russia, Belarus, Kazakhstan
- E-commerce: wildberries, ozon
- Main buyers: Traders, Grocery stores, Health resorts, Hotels, On-line shops, horeca,
- Cooperate with:
  - ✓ Russia: company (country) «Votonya»(Russia), «Ecobiocom»( Russia), «X5»(Russia)
- Certification Declaration of conformity

**Points of differentiation compared with other market players?**

- The price is lower than the main competitors.
- 100% natural composition without sugar, preservatives, dyes, GMOs and gluten.
- The taste is different from the products on the market.
- Only imported raw materials from Peru, UAE, Serbia and Sri Lanka.
- The product combines rational and emotional reasons for buying. Bright packaging and personalization.

**Key strengths / Innovation**

**What's in it for Partner?**

- ✓ Own brand production: Yes
- ✓ Deferment of payment.
- ✓ Private and White lable.
- ✓ Creating recipes specifically for the client.
- ✓ Enrichment of products with vitamins and minerals.
- ✓ Possibility to develop personalized products.
- ✓ A team of highly qualified technologists, designers, scientists and sales managers.

**What's in it for Partner Professional Customers?**

- ✓ Exclusive assortment and unique combination of tastes.
- ✓ Bright packaging attracts the attention of adults and children.
- ✓ Corresponds to the lifestyle of consumers - follows the trend.
- ✓ The category of bars shows steady growth.
- ✓ Stable repeat sales.
- ✓ Brand marketing support.
- ✓ Reliable supplier.

**Limitations**

supply of 1,000 pieces 1 SCU  
Product shelf life - 8 months  
Storage conditions for the product from 0 to + 20 C





NEW



# GRANOLA PRODUCTION COMPANY LLC

TEAM OF PROFESSIONAL TECHNOLOGISTS HAS BEEN DEVELOPING THE PERFECT TASTE COMBINATIONS FOR BREAKFAST EVERY DAY. IN 2018, WE HAVE COLLECTED A LINE OF MORE THAN 20 FLAVORS AND COMBINED THEM UNDER THE BRAND "NUTS BEE". EACH OF THEM IS UNIQUE IN ITS OWN WAY AND EVOKES A RANGE OF GASTRONOMIC EMOTIONS.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label and White Label: Yes, conditions
- ✓ Production of 100% natura products without any chemicals, fillers or binders
- ✓ From the manufacturer
- ✓ Products are safe and EAC compliant
- ✓ Declaration of EAEO

### Innovations

- ✓ Gluten-free products



- Total Sales (RU & International) 4 500 000 RU
- Total Market share (Russia & Other Countries)
- Russia 99.3 % China 0.7%
- Main relevant product groups within company Portfolio:
  - ✓ dried fruits and nuts
- Logo's of relevant brands:
- E-commerce: OZON, Beru, Wildberries
- Main buyers: Distributors, Retail
- Cooperate with:
  - ✓ Russia: Home Deli (Izhevsk), SPAR (Udmurtia), Globus hypermarkets (Moscow and MD), EATLY (Moscow), Semya (Perm), Theorem Hypermarket (Chelyabinsk), Gur market Supermarket»

## Points of differentiation compared with other market players?

- ✓ 100% natural ingredients
- ✓ A lot, there's a LOT of NUTS
- ✓ Without preservatives
- ✓ long shelf life from 6 to 12 months
- ✓ Convenient package. Packages with a ziplock
- ✓ Delay of payment



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NEW



# DIA-VESTA

## Short information

### General and Financial Information

- Total Sales (RU & International) 1,7 millions \$
- Total Market share (Russia & Other Countries)
  - ✓ 80% Russia
  - ✓ 20% other countries
- Main relevant product groups within company Portfolio:
  - ✓ muesli
  - ✓ whole grain bars
  - ✓ protein bars
  - ✓ pureed berries, jams, jelly from freshly frozen Siberian berries on fructose
  - ✓ fortified biscuits with wheat germ flakes and diet bran;
  - ✓ product line for weight reduction.



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label** manufacture of whole grain and protein bars from 4000 pcs
- ✓ High margin
- ✓ Wide range of thematic products
- ✓ Increasing demand

#### What's in it for Partner professional customers?

- ✓ eco-product without palm oil and GMO
- ✓ high quality of ingredients
- ✓ competitive price
- ✓ healthy snack

- Logo's of relevant brands: Dia-Vesta
- Currently present in: Kazakhstan, Kyrgyzstan
- E-commerce: presented in Wildberries
- Main buyers: traders, distributors
- Cooperate with:
  - ✓ Russia: federal retail chain Lenta, regional retail chains as Mariya-Ra, Bystronom, Gigant, Bahetle, Dobryanka
  - ✓ Export: Ideal Kaz Trade (Kazakhstan)
- Certification: Gost R 22000, ISO 9001-2015



### Limitations

- ✓ shelf life of product from 10 months
- ✓ don't need temperature regime

### Points of differentiation compared with other market players?

- ✓ Innovation food based on scientific researches
- ✓ High quality raw materials
- ✓ Wide range of products
- ✓ Without GMO
- ✓ Competitive price



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# ЯБЛОКОВ

— ФРУКТОВЫЕ САДЫ —

1960



## YABLOKOV

### General and Financial Information

- Total Sales (RU & International):
  - ✓ 2018 - 750 000 € (1 200 000 pcs);
  - ✓ 2019 - 656 250 € (1 050 000 pcs./9 months)
- Total Market share (Russia & Other Countries):
- Russia – 2% (dried fruits), 34% (apple chips)
- Main relevant product groups within YABLOKOV Portfolio (attached): Apple chips, pear chips, snacks, healthy food
- Logo's of relevant brands:
- Currently present in: Russia and Belarus

ЯБЛОКОВ

— ФРУКТОВЫЕ САДЫ —

### Points of differentiation compared with other market players?

- ✓ Biggest manufacture of apple chips in the Russian market with own technology and raw base - 1 000 000 special variety apple trees in our gardens (enough to produce 40 million 25 g packs of chips per year).
- ✓ Modern fully automated production line designed specifically for company requirements.
- ✓ Unique production technology - minimum residual moisture; no oil, dyes and preservatives added.
- ✓ A wider distribution network in the Russian Federation compared to other brands of fruit chips. Warehouse capacities in Moscow and south of Russia (40 km from the seaport Tuapse).
- ✓ Top customer reviews and feedback compliance with tastes of the target audience

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Stable supplier with guaranteed premium quality, own raw material base and uninterrupted continuous supply;
- ✓ Flexible options for product volume and package design;
- ✓ Marketing materials and brand adaptation could be applied according to the countries of presence

#### What's in it for Partner professional customers?

- ✓ Natural organic product recommended for kids from 3 years old.
- ✓ Price is lower in compare with competitors;
- ✓ Constant demand by key target groups: supermarkets, cafés and bars, vending machines, schools, petrol stations.

### Limitations

- ✓ There are no limitations determined. Product comes with Certificates of the Eurasian Economic Union.
- ✓ The HACCP Food Safety Management System (ISO 22000: 2005) has been introduced. Ready to accept an audit and pass the necessary verification procedure.

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Presentation

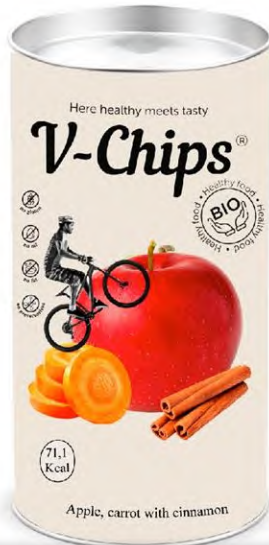


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# V-Chips®

Veggie Cult



**NEW**

## VEGGIECULT (LLC BIO TERRA)

A PRODUCT MADE WITH A UNIQUE TECHNOLOGY OF LOW TEMPERATURE DRYING OF VEGETABLES, WHICH ALLOWS TO SAVE UP TO 90% OF VITAMINS AND TRACE ELEMENTS CONTAINED IN FRESH VEGETABLES

### General information

- Sales volume: 18 million rubles
- Russia / other countries: 70/30 %
- The main product groups of the company:
  - ✓ - Dried vegetables for a snack
  - ✓ - Dried vegetables for cooking
  - ✓ - Cream soups take with you
- Logos of brands / companies
- E-commerce : OZON.Ru, beru.Ru, wildberries.Ru, ebay.Com
- Customer portrait: women and men who take care of their health and tend to eat healthy natural foods.
- We are currently working with:
- Kazakhstan, belarus
- Main buyers: azbuka vkusa (russia), kompass zdorov'ya (russia), sem'ya (russia), ashan (russia), cultura est' (russia)



### Key strengths / Innovation

- ✓ A new era in fast food and snack foods
- ✓ 100% unique, healthy and natural product in which all vitamins and nutrients are stored. A significant shift towards a healthy diet and lifestyle leads to an increase in demand for this product

### What's in it for Partner?

- ✓ As a family business, the company is responsible for the quality of its product.
- ✓ Year-round marketing activities and marketing support
- ✓ We make healthy eating affordable
- ✓ Lack of distributors in countries with the exception of russia, kazakhstan, belarus and china

### Limitation

- ✓ 300,000 packages per month



### Points of differentiation compared with other market players?

- ✓ The product consists only of natural ingredients: vegetables, fruits and natural spices, the composition of the product does not include any gmors, oil or preservatives.

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# LTD TRADING HOUSE «BOGASHEVO FOOD COMPANY»

WILD PLANTS COMMERCIAL PROCESSING, PRODUCTION OF DIFFERENT FILLINGS, BERRY PURÉES FOR FURTHER COMMERCIAL PROCESSING, MANUFACTURE OF FINISHED GOODS.

## General information

- Sales - 133 393 152 Russian Rubles (US \$1 840 714);
- Distribution of Sales:
  - ✓ Russian Federation - 97%,
  - ✓ Other countries - 3%.
- Main relevant product groups within company Portfolio:
  - ✓ Natural marmalade;
  - ✓ Compound-jam
  - ✓ Mashed berries with sugar;
  - ✓ Berry nectar with prebiotic;
  - ✓ Toppings.
- Logo's of relevant brands: «Beauty will save the world»
- E-commerce: : Instagram, <http://tdbpktomsk.ru/>
- Main buyers: : Traders, Distributors, Retail



## Key strengths / Innovation

### What's in it for Partner?

- ✓ Custom production for distributing facilities under private label;
- ✓ Contract manufacturing for companies that sell jams, preserve, nectars and other products made of berries and fruits.

### Benefits for distributors and commercial networks

- ✓ High margin;
- ✓ Fast delivery.

### Limitation

- ✓ Production volume: 50 tons of jam - 20 days.

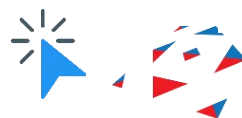
## Points of differentiation compared with other market players?

- ✓ Custom production;
- ✓ Large assortment of products;
- ✓ Promotion support;



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## LLC PK ZAGOTPROM

PRODUCTION COMPANY ZAGOTPROM IS A RUSSIAN COMPANY SPECIALIZING IN THE HARVESTING, PURIFICATION AND PROCESSING OF WILD BERRIES COLLECTED IN THE REPUBLIC OF KARELIA.

### General and Financial Information

- Total Sales (RU & International) 4 000 000 EURO
- Total Market share (Russia & other Countries)
  - ✓ 50% Russia
  - ✓ 50% Other countries
- Main relevant product groups within company Portfolio:
  - ✓ IQF berries
  - ✓ Fresh berries
  - ✓ Natural berry puree
  - ✓ Berry concentrates
  - ✓ NFC Juices
- Logo's of relevant brands:
  - Currently present in:
    - ✓ Countries of the EU
    - ✓ China
    - ✓ Japan
- Main buyers: Producers/Traders/HoReCa
- Cooperate with: Valio OY (Finland), PepsiCo (Russia), Sava (Russia), Udarnitza (Russia)



### Points of differentiation compared with other market players?

- ✓ free from GMD and preservatives
- ✓ High-precision electronic cleaning and shock freezing preserve all the vitamins in berries
- ✓ All the products are manufactured in accordance with Russian GOST food standards and specifications as well as with the European legislation.
- ✓ Zagotprom LLC strives to provide its customers with the finest berry products. Our operations comply with the FSSC 22000 product safety management system.
- ✓ Participant of many Russian and international food exhibitions.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Electronic berry sorting line
- ✓ Developed infrastructure and logistics
- ✓ Competent staff
- ✓ 100% natural and healthy product, in which all vitamins and nutrients are preserved

#### What's in it for Partner Professional Customers?

- ✓ Flexible payment terms for regular professional customers

### Limitations

- ✓ Deep frozen



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# Tea & Jam Honey & Cream



# Teatone®



**A-TRADE CO**

**IS A TEA – PACKAGING FACTORY AND THE FIRST PRODUCER OF TEA AND COFFEE IN STICKS IN RUSSIA**

## General and Financial Information

## Key strengths / Innovation

- Total Sales (RU & International) 100 000 pieces.
- Total Market share (Russia & Other Countries)
  - ✓ Russia - Teatone covers 85% of it's market segment (tea sticks)
  - ✓ Other countries – no mentionable share
- Main relevant product groups within Teatone Portfolio:
  - ✓ tea sticks for retail,
  - ✓ tea sticks for Horeca,
  - ✓ tea bag for teapot,
  - ✓ tea bag for cup.
- Logo's of relevant brands: 
- Currently present in:
  - ✓ Russia, Estonia, Belorussia, Armenia, Azerbaijan, Mongolia, Uzbekistan, Hungary
- Main buyers: Traders and HoReCa
- Cooperate with: Metro (Russia)
- Certification: FSSC 22000, HALAL, KOSHER

## What's in it for Partner?

- ✓ **Private Label** 
- ✓ Reliable partner: wide export experience
- ✓ Safety product: Stick made of food polymer material. Required safety tests passed.
- ✓ Innovative patented package / patent № 119 326
- ✓ T R C U O O 5 / 2 0 1 1 EEU regulation pack safety
- ✓ Automated production line – less human factor.
- ✓ Milky Oolong do not contain milk – no import restrictions for milk products.
- ✓ Own original blend mixtures
- ✓ High production capacity

## What's in it for Partner professional customers?

- ✓ Horeca special pack x 100stick / package
- ✓ New appearance of new brewing format
- ✓ Range of 12 tastes for Horeca

## Points of Differentiation compared with other market players?

## Limitations

- ✓ NEW, curious way of making/infusing tea
- ✓ 12 tastes
- ✓ Attractive price policy for foreign markets / local players are in other price segment
- ✓ Teatone stick unique pack
- ✓ Natural high-quality leaf tea inside the stick
- ✓ Replaces the tea spoon
- ✓ Does not make any droplets and splashes

- ✓ Registration` necessity in absolutely new countries excluding Madrid



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# V&KA

KRASNODAR TEA COMPANY



## KRASNODAR TEA UNION

"KRASNODAR TEA UNION" LLC IS THE MANUFACTURER OF THE LEGENDARY KRASNODAR TEA - THE SYMBOL OF BOTH KRASNODAR REGION AND RUSSIA, THE NORTHEAST GROWN TEA IN THE WORLD AND THE MIRROR OF THE BEST RUSSIAN TRADITIONS.

### General and Financial Information

- Total Sales (RU & International) 3,5 mln Euro per year.
- Total Market share: Russia – 95%, Other Countries – 5%
- Main relevant product groups within company Portfolio:
  - ✓ green tea (leaf & sachted)
  - ✓ black tea (leaf & sachted)
  - ✓ tea with herbs (leaf & sachted)
  - ✓ tea with flavour (leaf & sachted)
- Logo's of relevant brands:
- Currently present in: EU, Canada, Ukraine, Kyrgyzstan, Armenia
- Main buyers: Traders
- Cooperate with:
  - ✓ Russia: Auchan, O'key, X5 Retail Group
  - ✓ Export: Narodnyj (Kyrgyzstan), MAXIMA (EU), MEGO (Latvia), No frills (Canada), Freshco (Canada), Yummy market (Canada)
- Certification: № RU д.-RU.АП02.В.12925; № RU д.-RU.АП02.В.12923; № RU д.-RU.АП02.В.12927; № RU д.-RU.АП02.В.12924



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant. Declaration EAEU
- ✓ Competitive price
- ✓ Marketing and trade marketing activities
- ✓ Stable production volumes and stability in supply

#### What's in it for Partner professional customers?

- ✓ Supporting marketing projects (for example participation in PartnerExpo)
- ✓ Special promo packs production
- ✓ Horeca special pack
- ✓ Wide range

### Limitations

- ✓ Registration necessity in absolutely new countries
- ✓ Lack of distributors in countries excluding EU, Canada, Ukraine, Kyrgyzstan, Armenia
- ✓ Special local certifications, if needed

### Points of differentiation compared with other market players?

- ✓ Inclement climatic conditions help to preserve the environmental friendliness and uniqueness of the product.
- ✓ Products consists on natural ingredients.
- ✓ A wide range of products in each product group.
- ✓ More than 60 awards for the quality and uniqueness of the product.
- ✓ Active participation in international professional exhibitions
- ✓ Attractive price policy



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Presentation  
Catalog





## SIBERECO NATURAL PRODUCTS FROM SIBERIA

### General and Financial Information

- Total Sales (RU & International) 40 mln Rub (2019)
- Total Market share (Russia & Other Countries) Russia: 98.8%, other countries: 1.2% (4<sup>th</sup> quarter of 2019)
- Main relevant product groups within company Portfolio:
  - ✓ Kedrocofe (Pine Nut Coffee Substitute)
  - ✓ Chaga-tea
  - ✓ Elixir
  - ✓ Pine Nut Oil
  - ✓ Galipot
- Logo:
- Currently present in: Russia, Kazakhstan
- Main buyers: Traders, On-line shops, Restaurants, Health Resorts
- Cooperate with:
  - ✓ Russia: Arena, HyperGlobus, Clover, Ambar, Pobeda, EuroSpar, Pelican, Elisey, Planeta Zdorovya, Molniya Spar, Triumph, Valeo Farm.
  - ✓ Export: Kazakhstan, IE Misakov, Inner Mongolia Baixiong Construction Engineering Co., LTD (China), Moldvegan Inc (Canada), IMAGIN GAP s.r.o. (Czech Republic).
- Certification: EAC N RU Д-РУ.АИ88.В.00420/19; EAC N RU Д-РУ.ПХ01.В.12069/20 ; EAC N RU Д-РУ.АИ88.В.00587/19; EAC № RU Д-РУ.АИ88.В.01375/19.



### Points of differentiation compared with other market players?

- ✓ Products are perfect for maintaining immunity
- ✓ A unique recipe using natural ingredients
- ✓ Participant of Russian and international food exhibitions

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label
- ✓ From the manufacturer
- ✓ Products are safe and EAC compliant
- ✓ Great for maintaining the body thanks to the vitamins and trace elements contained in the products.

#### What's in it for Partner Professional Customers?

- ✓ High quality products
- ✓ Flexible terms of delivery and payment
- ✓ High margin
- ✓ All conditions of cooperation are discussed individually, based on capacities and needs.

### Limitations

- ✓ Kedrocofe (Pine Nut Coffee Substitute): 100 t/year
- ✓ Chaga-tea: 50 t/year
- ✓ Elixir: 150 000 l/year
- ✓ Pine Nut Oil: 35 000 l/year
- ✓ Galipot: 12 000 l/year



# EMELYANOVSKAYA BIOFABRIKA

WE FOCUS ON DELICIOUS AND HOLESOME FOOD FOR A HEALTHY AND FUNCTIONAL DIET



## General and Financial Information

- Total Sales in Russia - 1 400 000 Eur
- Total Market share: 15% (Russia)
- ✓ 25% (Kazakhstan), 25% (Belarus).
- Main relevant product groups within Portfolio:
  - ✓ Willow herb tea, willow herb tea with flavors,
  - ✓ Pine cone jam.
- Logo's of relevant brands:
  - ✓ Trademark:
- Brand: Emelyanovskaya biofactory
- Currently presents in: Belarus, Kazakhstan, Baltic countries.



## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ We realize responsibility for our obligations

### What's in it for Partner professional customers?

- ✓ Cooperation with one of the biggest retailers of Europe and the world.
- ✓ Opportunity to offer quality product to different categories of buyers.
- ✓ New experience.
- ✓ Additional investments in development of new products.

### Limitations

- ✓ No limitations



## Points of differentiation compared with other market players?

- ✓ The best value for money
- ✓ Lean business processes
- ✓ Client-oriented company
- ✓ Vivid and attractive packing
- ✓ Current market trends
- ✓ Volume and turnover
- ✓ Experience

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ГЛОТОК  
СИБИРСКОГО  
ЗДОРОВЬЯ...



ЧАЙНЫХ ЦЕРЕМОНИЙ МНОГО. НО САМАЯ ГЛАВНАЯ ТА, ЧТО В...

NEW



# OOO "HERBAL TEAS OF KHAKASSIA REPUBLIC"

PRODUCTION OF MULTICOMPONENT OF TEA FROM MEDICINAL HERBS, THE WILLOW-HERB FERMENTED.

## General and Financial Information

- Sales volume (RUB/currency) 5000000 rubles per year
- Total Market share (Russia & Other Countries) Russia 100%

- Main product groups of the company
  - ✓ Herbal collections (multi-component herbal teas)
  - ✓ Ivan-tea fermented both pure and with additives of other h
  - ✓ Sagan-dailya

- Brand/company logos

- Currently present in: Russia
- Main buyers : Stores, HoReCa, pastry shops
- Cooperate with: : none Russia: a Network of eco stores Compass Health St. Petersburg
- Certification Declaration of conformity of the Eurasian economic Union EEU no. RU D-RU RAQI. V. 02140/19



## Points of differentiation compared with other market players?

- ✓ The most eco-Friendly food product of the Republic of Khakassia
- ✓ Herbalist in the 3rd generation, knowledge, experience
- ✓ A delicious mouthful of Siberian health
- ✓ Top grade quality!
- ✓ Participant of many Russian and international exhibitions G. Does not contain GMOs. Only wild plants collected in the Sayan mountains.
- ✓ Family business, production.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Benefits for the importer The production of private label products : Yes, to be discussed
- ✓ Developing brand Growing demand for eco products
- ✓ Natural products of the highest quality
- ✓ Safe and healthy product of the EEU Declaration of conformity

### What's in it for Partner Professional Customers?

- ✓ Active promotion of the brand and products in social networks: Instagram, V Kontakte, Facebook, OK
- ✓ Family business, and therefore the highest quality, since the reputation of three generations is a matter of honor
- ✓ Flexible payment system

## Limitations

- ✓ 1,5 tons of herbal teas a year

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NEW

# Magic Kamchatka

## WILLOW TEA



Willow tea  
Magic Kamchatka



Willow tea  
Magic Kamchatka



Willow tea  
Magic Kamchatka



Willow tea  
Magic Kamchatka



Ivan-tea  
Magic Kamchatka  
with blueberries  
and yuzu



Ivan-tea  
Magic Kamchatka  
with isauronic



Ivan-tea  
Magic Kamchatka  
Herbal



## MAGIC KAMCHATKA

SHORT INFORMATION: THE COMPANY IS ENGAGED IN THE PRODUCTION OF PRODUCTS FROM WILD PLANTS. THE COMPANY "KAMCHATETNOTOUR" IS THE SMALL BUSINESS

### General and Financial Information

- Total Sales (RU & International) : 4 100 000 RUB - 2019 3 980 000 RUB-2018
- Logo's of relevant brands:



- E-commerce: eBay.com <https://www.ebay.com/itm/Ivan-Tea-Fairytale-Kamchatka-Pure-With-Lingonberries-Vitamins-Minerals-Rich/402105257722?hash=item5d9f574efa:g:~xUAADSwdaxeV3sD>
- Main buyers: customers aged 25-60 years, the company's product line is designed for people with average income and low
- Cooperate with: No
- Certification: EAC

### Points of differentiation compared with other market players?

- ✓ It is collected and harvested by hand in the Sobolevsky district of Kamchatka (in the most ecologically clean region of Russia, where the population density does not exceed 0.2 people per square kilometer)
- ✓ Due to the high content of bioflavonoids and ascorbic acid, it has a beneficial effect on the body: increases immunity and resistance to various infections, strengthens blood vessels, removes heavy metals, cleanses the body in various intoxications, improves blood composition, normalizes blood pressure
- ✓ Ivan-tea is made from leaves of narrow-leaved cypress, which have passed a long fermentation. In this form, tea is stored longer, preserving its useful properties
- ✓ Does not contain caffeine, GMO.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label and White Label: Yes
- ✓ Packaging does not harm the environment 22 PAP

#### What's in it for Partner Professional Customers?

- ✓ High quality products (Gold/ silver quality mark of the 21st century-2018, Environmentally safe product-quality Mark of the 21st century-2019)
- ✓ A wide range of products for any market segment
- ✓ The packaging has been translated into English, Chinese and Korean. Inside each package is a colorful booklet
- ✓ For reliable protection of tea from moisture, sunlight and foreign odors and to preserve useful substances, the company uses modern multi-layer packaging

### Limitations

- ✓ Abkhazia (plants in any form); Algeria (plant products); Bahamas (tea); Guyana (food); Egypt (plants); Iraq (tea); Iran (tea); Colombia (tea unprocessed or in bags); Libya( tea); Malawi (plants and plant products); Malaysia (plants and parts thereof); Nigeria( tea); Peru( tea); Poland (fresh or dried plants); Seychelles (tea); Turkey (tea)

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# Plant-Based Natural Products



## ALFIT PLUS

PLANT-BASED NATURAL PRODUCTS. ALFIT PLUS COMPANY IS ENGAGED IN THE DEVELOPMENT, PRODUCTION AND SALE OF HIGH-QUALITY HEALTH-PROMOTING, PREVENTIVE AND COSMETIC PRODUCTS ON A NATURAL PLANT BASE

### General and Financial Information

- Total Sales (RU & International) 783,000 pieces
- Total Market share (Russia & Other Countries)
  - ✓ 85% (Russia)
  - ✓ 15% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ herbal teas of series "Phytol" in briquettes
  - ✓ Herbal teas in capsules
  - ✓ Herbal teas "AltaiPhyt" in drip bags
  - ✓ Altai natural honey with herbal extracts
  - ✓ Edible oils "Alfit Plus" with lecithin
  - ✓ Series of mono herbs "Alfit Plus"
  - ✓ Flaxseed porridges of series "Alfit Plus Diet"
- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus, Serbia, Latvia
- E-commerce: [www.ozon.ru](http://www.ozon.ru), [www.beru.ru](http://www.beru.ru), [www.wildberries.ru](http://www.wildberries.ru), [www.alibaba.com](http://www.alibaba.com)
- Main buyers: Distributors
- Certification: Certificate of state registration, Declaration



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label**
- ✓ A developing and promising brand
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant.
- ✓ The production capacity of the company allows us to guarantee the production of high-quality products in a short time
- ✓ We carry out the entire production cycle from certification to storage of the finished product

#### What's in it for Partner professional customers?

- ✓ **Affordable prices** oriented at the customer;
- ✓ **Sustained product quality** and stable corporate principles.

### Points of differentiation compared with other market players?

- ✓ Quality. There is quality and safety control the system of all stages is introduced on site productions. ISO 22000
- ✓ quality management system
- ✓ Environmentally friendly raw materials. Using the latest technologies and modern equipment for the production of goods
- ✓ Using the developed unique recipe
- ✓ Affordable prices are customer-oriented; Sustainable product quality and stable corporate strategy

### Limitations

- ✓ We are not limited in volume, all questions about deliveries are discussed in private.



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## LIMITED LIABILITY COMPANY «ESPUMA»

ESPUMA IS A MOLECULAR GASTRONOMY CUISINE, A SOFT FOAMY SUBSTANCE RETAINING A GENUINE TASTE, FLAVOR, MINERALS AND VITAMINS OF THE ORIGINAL INGREDIENTS.

### General and Financial Information

- Total Sales (RU & International) Espuma LLC is a young company. Production facilities allow for the production of a batch of goods up to 5 million pieces per month.
- Main relevant product groups within Company Portfolio:
- Produce four flavors:
  - ✓ Raspberry Espuma Space
  - ✓ Strawberry Espuma Space
  - ✓ Cherry Espuma Space
  - ✓ Blueberry Espuma Space
- Logo's of relevant brands:
- Currently present in : Russian Federation
- Ready to deliver in : European Union country
- Main buyers: Traders/HoReCa
- Certification: EAC, ISO



### Points of differentiation compared with other market players?

- ✓ Espuma Space Berry Mousse is a unique product with no analogs available in the international market. Based on the patented technology it is a new authentic healthy dessert containing no added sugars.
- ✓ Natural berries' mousse can be consumed as a stand-alone dessert or used as a topping or sauce for any products or dishes complimenting the natural berries taste. The Espuma Space mousse is 98.6% made of natural berries.
- ✓ The patented technology allows transforming virtually any food into the foamy mousse.
- ✓ Literally no limits – meaning you can make the mousse out of fruits, vegetables, confectionery, bread, cheese, meat and seafood – and many other types of food products.

### Key strengths / Innovation

What's in it for METRO?

- ✓ Espuma is a guarantee of commercial success :
- ✓ For stores this is attraction of customers,
- ✓ Increase in the average spend,
- ✓ Availability of new items in the range;
- ✓ New product
- ✓ New taste
- ✓ New technology

What's in it for Partner professional customers?

- ✓ Support for marketing projects
- ✓ For coffee-rooms this is a unique dessert and premium topping.
- ✓ Natural product
- ✓ Great demand among women (Low calories, comfortable to use everywhere)

### Limitations

- ✓ Max productive capacity: 5 million pieces per month





# DYKAT

LLC COMPANY DYKAT IS A RUSSIAN PRODUCER OF FOOD. WE HELP PARTNERS AROUND THE WORLD TO SUCCESSFULLY EXPAND THEIR ACTIVITIES, CREATING TOGETHER SAFE PRODUCTS. WE ALSO TRY TO BE THE BEST PARTNER FOR OUR CUSTOMERS

## General and Financial Information

- Total Sales (RU & International) 70,000 tons of raw materials (€ 32 mln) per year.
- Total Market share (Russia & Other Countries ) 30% in Russia in the main (three) product categories.
- Main relevant product groups within Dykat Portfolio:
  - ✓ vegetable cream
  - ✓ whipping cream, confectionery
  - ✓ chocolate glaze
  - ✓ boiled condensed milk



- Logo's of relevant brands:
- Currently present in: Russia, Mongolia, Kazakhstan, Uzbekistan, Armenia, Tajikistan, Azerbaijan, Kyrgyzstan.
- Main buyers: Traders
- Cooperate with: Magnit (Russia), SPAR (Russia), CONFILL (Russia).
- Certification: ISO 22000:2005

## Points of differentiation compared with other market players?

- ✓ Favorable prices and product quality.
- ✓ A wide range of products in each product group.
- ✓ We purchase 70% of incoming raw materials directly from foreign colleagues.
- ✓ We produce 30% of the incoming raw materials at one of our milk processing enterprises.
- ✓ Active participation in international professional exhibitions

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ Steadily growing sales (+ 18% of the volume);
- ✓ 12 branches throughout Russia;
- ✓ Own logistics company.
- ✓ We guarantee:
  - ✓ - 10% cost optimization of ingredients for Partner customers;
  - ✓ - demand in the HoReCa sales channel and the production of confectionery products, cakes.

### What's in it for Partner professional customers?

- We provide customer support and product support:
- ✓ - High-quality product, versatility in use;
  - ✓ - testing new products and evaluating new solutions in the industry.

### Limitations

- ✓ Store at a temperature from 5 C to 20 C.
- ✓ Shelf life is from 6 to 12 months.







## CJSC "PRODUCTION ASSOCIATION GUMMY" (CJSC PA "GUMMY")

THE RANGE OF PRODUCTS INCLUDE MORE THAN 2000 PRODUCT NAMES IN THE CATEGORY OF FOOD PRODUCTS FOR DAIRY, CONFECTIONERY AND BAKERY INDUSTRIES

### General and Financial Information

- Total Sales (RU & International): 23 224 616 kg; /2 112 611 464 RUB
- Main relevant product groups within company Portfolio :
  - ✓ The Logo's of relevance of products include more than 2000 product names in the category of food products for dairy, confectionery and bakery industries:
  - ✓ Confitures, Jems, Fruit and berry fillings, marmalades, puree
  - ✓ Confectionery Creams
  - ✓ Canned milk: confectionery creams, fondant
- Currently present in: Azerbaijan, Armenia, Kazakhstan, Uzbekistan, Tajikistan, Belarus, ETC.
- Main buyers: dealers/businesses
- Cooperate with:
  - ✓ Inmarco (Unilever), Unimilk, CBC Cheremushki, Testory, Wimm-Bill-Dann, Mars, Nestle and others
  - ✓ Moscow region: THREE-R; Cheremushki cond.Baloch.plant; Altervest the 21st century; Tatarstan Resp: SP'chev; Yip Yip Dillman Ziyatdinova.
  - ✓ IP "Shah-Import"(Kazakhstan); "Candy Raw Materials"(Kazakhstan); TOO "Milk Project"(Kazakhstan); IP Zhaishibekov(Kazakhstan); LLC "Onesta Group" (Kyrgyzstan)
- Certification:
  - ✓ Russia: company (country) ISO 22000:2005
  - ✓ China: CQC 2018

### Points of differentiation compared with other market players?

- ✓ participated in international exhibition Sial, which took place in Paris, France in 2016. Fruit and berry filling "Cherry&rum, 70%, N" was accepted the product of the year.
- ✓ participated in international exhibition Sial, which took place in Shanghai, China in 2018. Caramelized milk, 11% fat was accepted the product of the year.
- ✓ participated in international exhibition GulFood, which took place in Dubai in 2018. Poppy filling, 30% was accepted the product of the year.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Long-term work on the food ingredients market helps to achieve stable partnership with Russian and foreign companies.
- ✓ Production of natural and high-quality products
- ✓ Products' multifunctionality helps technologists, confectioners and bakers to realize their creative ideas
- ✓ Products are safe and EAC compliant.

#### What's in it for Partner Professional Customers?

- ✓ The most convenient terms of collaboration, consultations on each stage of collaboration, new product development to satisfy any need.
- ✓ The EBITDA profitability index had an upward tendency. It proved the optimization of PA Gummy JSC expenses

### Limitations

CONFECTIONERY CREAMS: Airproof polymer packing with a liner, NET weight 13 kg. 6 months at temperature not more than +20°CAs for safety aspects meet the requirement of TP TC 021/2011 «On safety of food products»

THERMOSTABLE CONFITURES: 9 months at Temperature of 0°C to +25°C

Fruit and berry fillings for milk-based products (yogurts, curds, desserts, puddings, etc.) are meant for giving them certain taste and smell.: 4 months at temperature of 0°C to +10°C



*Welcome to the world  
of taste and beauty!*

## PERONI

**PERONI IS A RUSSIAN PRODUCER OF UNIQUE AND INNOVATIVE PRODUCT – HONEY-SOUFFLÉ**

### General and Financial Information

- Total Sales (RU & International) 1 756 097 EUR (2018)
- Total Market share (Russia & Other Countries)
- 19,4 % (2018, Russia)
- Main relevant product groups within Peroni Portfolio:
  - ✓ Honey – soufflé in rope jar, 250 ml / 30 ml
  - ✓ Honey – soufflé, Compliment series, 250 ml / 30 ml
  - ✓ Honey – soufflé, gift sets 3\*30 ml / 4\*30 ml / 12\*30 ml
  - ✓ Honey – soufflé Om Nom series (for children) 120 ml
- Logo's of relevant brands: PERONI 
- Currently present in: Russia, Kazakhstan, Uzbekistan, Azerbaijan, Tajikistan, Belarus, Germany, the Netherlands, Poland, Japan, Qatar, UAE, Great Britain, France, Lithuania
- E-commerce: Amazone, Alibaba
- Main buyers: Traders/HoReCa
- Cooperate with: Auchan (Tajikistan)
- Certification: Full pack of export documentation for EU: Declaration of conformity, Biologically Safety Certificate, Certificate of Origin, Health Certificate (if needed)
  - ✓ Production doesn't require Veterinary certificate or Phytosanitary certificate.

### Points of differentiation compared with other market players?

- ✓ Product consists only on natural ingredients: natural stirred honey, dried berries, nuts, fruits, the product doesn't include any GMD or preservatives.
- ✓ Our honey is a unique innovative product on both Russian and international markets. The product received SIAL China Innovation product award (2019)
- ✓ Regular participation in international exhibition
- ✓ A number of awards, that confirm the quality and innovativeness of the product: Product of the year (Worldfood, 2014, 2015), Best product of the year (Interfood, 2015), Best innovative product (Prodexpo, 2016, 2017), London Honey Award 2019

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Warehouse in Lithuania, shipments of already cleared goods across Europe
- ✓ Ready to export (Full pack of export documentation for EU)
- ✓ 100% unique, healthy and natural product, in which all vitamins and nutrients are preserved. Significant shift for healthy eating & lifestyle leads to growing demand for this product.

#### What's in it for Partner professional customers?

- ✓ As a family business, the company is responsible for the highest level of quality and after sales service.
- ✓ Year-round marketing activities and marketing support

### Limitations

- ✓ Production capacity is 400 000 items per month.



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NEW



# LLC TOMSK PRODUCTION COMPANY SAVA

THE COMPANY SAVA SPECIALIZES IN THE PRODUCTION AND SALES OF FOOD PRODUCTS MADE FROM WILD PLANTS THAT GROW IN SIBERIA AND THE ALTAI TERRITORY: WILD AND GARDEN BERRIES, MUSHROOMS, PINE NUTS AND VARIOUS KINDS OF HERBS. IT IS ENGAGED IN THE DEVELOPMENT AND PRODUCTION OF FUNCTIONAL FOOD AND SPECIAL DIETARY FOOD FOR THOSE PEOPLE WHO WORK IN HAZARDOUS CONDITIONS

## General and financial information

- Total Sales 1 623 950 EUR (2019)
- Total Market share : Russia 90%, Other countries 10%
- The main product groups of the company:
  - ✓ Vegetable milk - "Pine nut milk"
  - ✓ Sweet groceries: berry preserves, jam, pine cone preserves
  - ✓ Directly expressed juices
  - ✓ Herbal teas based on rosebay tea
- Logo's of relevant brands:



- Currently present in: Russia, China, Germany, Czech Republic, Kazakhstan, Taiwan, Switzerland, Malaysia,
- E - commerce: OZON.ru, Alibaba, Wildberries.ru.
- Main buers: Traders/ Retails
- Cooperate with:
  - ✓ Russia: Auchan, x5retail, Lenta, Camelot-A, AD Thunder, Metro Cash and Carry, etc.
  - ✓ Certification: GOST R ISO 22000-2007 (ISO 22000: 2005) and GOST R ISO 9001-2015; HALAL, KIWA

## Key strengths/ Innovation

### What's in it for partner?

- ✓ Private Label
- ✓ Quality control throughout the production process
- ✓ Unique products
- ✓ Marketing activities and marketing support

### What's in it for partner professional customers?

- ✓ High and consistent quality
- ✓ Private Label
- ✓ Product shelf life from 12 months to 36 months

## Limitations

- ✓ Individually discussed delivery quantum
- ✓ Temperature range from 0 to 25 degrees Celsius

## Points of differentiation compared with other market players?

- ✓ Own plantations of sea buckthorn and honeysuckle
- ✓ Natural ingredients
- ✓ Unique assortment
- ✓ Availability of successful product export cases



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## THE COMPANY «MEDOVY DOM»

«HONEY HOUSE» is a premium segment brand. Only the natural, graded honey, collected in the ecologically pure honey-bearing regions of Russia and abroad, is selected for the «HONEY HOUSE» line of products

### General and Financial Information

- Total Sales (RU & International): By the end of 2018 total sales in Russia reached 880 521 075,57 RUB. Export share is 2% of the total sales.
- Total Market share (Russia & Other Countries): about 74%.
- Main relevant product groups within company Portfolio:
  - ✓ Honey,
  - ✓ Confectionary
  - ✓ Herbs tea in pyramids
  - ✓ honey product with natural fillers
  - ✓ Crushed berry
- Logo's of relevant brands:  
The trademarks «Grandfather Hive», «Mother Bee», «Honey House», «HERBS AND BEE».
- Currently present in: China, Vietnam, Kazakhstan, Belarus, Armenia, Jordan, Japan, United Kingdom, Canada, US
- Ready to deliver in: EU countries, China (and eastern countries).
- Certification: HACCP, FSSC 22000, EFQM

### Points of differentiation compared with other market players?

- ✓ We use only the highest quality raw materials from trusted suppliers that have passed the HACCP system and ISO.
- ✓ We use modern equipment and technologies.
- ✓ Strict quality control of manufactured products is carried out at all stage of production.
- ✓ Major retailers trust us to produce their privat labels.

### Key strengths / Innovation

#### What's in it for Partner?

#### ✓ Private Label

- ✓ All manufactured products comply with the quality and safety standards of HACCP and ISO certificates, also «MEDOVY DOM» has the FSSC 22000 certificate, EFQM 2018, the Quality Prize of Government of the Russian Federation.
- ✓ The main clients are the largest federal and the regional networks countries, where we are present in.
- ✓ Will increase the recognition of products in the overseas market.

#### What's in it for Partner professional customers?

- ✓ Cooperation with Partner will Increase sales and export share in the total volume of sales.
- ✓ We develop successful activities in the direction of HoReCa, it is confirmed by contracts with Nestle, Hainz, Kellogg's, Fazer, Desert fantasy.

### Limitations

- ✓ We haven't limitations to EU



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## TRADE HOUSE BAZER

### EXPORT OF NATURAL ECOLOGICALLY PURE FLORAL HONEY PRODUCED IN SIBERIA AND ALTAI TERRITORY

#### General and Financial Information

- Total Sales (RU & International) 9 tons (2019)
- Total Market share (Russia & Other Countries)
- 100% – China
  
- Main relevant product groups within company Portfolio:
  - ✓ natural flower honey
- Logo's of relevant brands:  
TRADE HOUSE BAZER
  
- Currently present in: China
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Export: Beijing International Trade Company "JOYEAST" (China)
  
- Certification:
  - ✓ Food safety management system (HACCP) (01.01.2019)
  - ✓ Conformity mark "Russian Exporter" (21.12.2018)
  - ✓ Conformity mark "Made in Russia" (01.03.2019)
  - ✓ "ORGANICSTANDART" (25.10.2019)



#### Key strengths / Innovation

##### What's in it for Partner?

- ✓ product control at every stage: from production to delivery
- ✓ market orientation due to constant participation in specialized honey fairs
- ✓ individual approach to each partner
- ✓ flexible pricing
- ✓ Gentle packaging contributes to the maximum preservation of the beneficial qualities of a natural product

##### What's in it for Partner professional customers?

- ✓ Own certified production allows packing in any container under the brand name of the customer

##### Limitations

- ✓ Own apiary honey
- ✓ 100% natural product
- ✓ Production capacity of 50 tons per year
- ✓ Temperature required during transportation

#### Points of differentiation compared with other market players?

- ✓ collected by bees from mobile apiaries in ecologically clean regions of Siberia and Altai, apiaries are located in the state-designated nature reserves
- ✓ medicinal qualities of honey, preserved by special technologies
- ✓ Ready to export (Full pack of export documentation for EU countries, countries of the Customs Union of the Eurasian Economic Union (EACU), China, India, United Arab Emirates)
- ✓ Regular participation in international exhibition:
  - Russian Gastro Week (Germany, Azerbaijan)
  - ANUGA (Germany)
  - China International Import Expo (China)



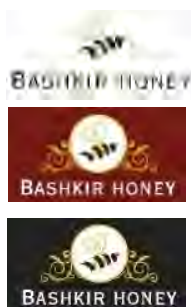


# BASHKIR HONEY

LLC BASHKIR HONEY - IS COMPANY FOR THE PRODUCTION AND SALE OF NATURAL HONEY FROM BASHKIRIA

## General and Financial Information

- Total Sales (RU & International) -
- Total Market share (Russia & Other Countries) -
- Main relevant product groups within Company Portfolio:
  - ✓ Flower honey in stick 10 gr.
  - ✓ Box of flower honey 10 gr:
  - ✓ 10 pieces in box
  - ✓ 50 pieces in box
  - ✓ 100 pieces in box
  - ✓ Flower honey 140gr, 320 gr, 800 gr.
  - ✓ Flower honey. Assorted nuts 300 gr.
  - ✓ Flower honey with Pine nuts 140gr.
  - ✓ Buckwheat-clover honey 140gr, 320 gr, 800 gr.
- Logo's of relevant brands:
- Main buyers: Traders/HoReCa
- Ready for operational certification in the specified countries (or in the countries where Partner is present)



## Points of differentiation compared with other market players?

- ✓ The LLC Bashkir honey company, together with the GBU Bashkir research center for beekeeping and apitherapy, are the only owners of the certificate for the right to use the place of origin of the Bashkir honey product in Russia.
- ✓ The document issued by the Federal Service for Intellectual Property is confirmed by the conclusion of the Ministry of Agriculture of RUSSIA and the FONDO of the Institute of Beekeeping of RUSSIA. **It indicates that the product has unique quality**
- ✓ We include a new product in individual packaging
- ✓ Our honey is a natural product that does not have chemical additives
- ✓ The value of honey is determined by the diastase number - the number of enzymes per unit volume. The higher this number, the more valuable honey.
- ✓ In honey from the southern regions of the Russian Federation, the diastase number is 5-8, in the Altai - up to 18, in the Bashkir - 22-50.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** NEW
- ✓ the product does not require special storage conditions
- ✓ we are one of the largest suppliers of Bashkiria
- ✓ Readiness for the strong joint marketing activities
- ✓ Bashkir honey is a repeated participant and winner of various food exhibitions and fairs.
- ✓ Availability to react on features of the each market with regard to design of the labels, grape varieties, price levels and other parameters
- ✓ we are constantly expanding our product line
- ✓ Reliable supplier full-circle production

### What's in it for Partner professional customers?

- ✓ Honey in stick 10 grams - perfect for customers HoReCa
- ✓ convenient packing of various volumes - large wholesale and small wholesale
- ✓ New tastes of honey with nuts
- ✓ Best quality for best price
- ✓ Bashkir honey is the best honey of the Russian Federation

## Limitations

- ✓ Registration` necessity in countries excluding EU
- ✓ Lack of distributors in new countries excluding EU
- ✓ We just started export activities



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## TAIGA ORGANICA CO., LTD

BRAND «TAIGA ORGANICA» TRANSLATES AS ORGANIC PRODUCTS FROM TAIGA FOREST. AND THIS NAME FULLY EMBODIES THE MAIN MISSION OF THE COMPANY: TO OFFER PEOPLE EXTREMELY USEFUL PRODUCTS FROM THE VERY HEART OF NATURE.

### General and Financial Information

- Total Sales (RU & International): 15 mln RU
- Total Market share (Russia & Other Countries): China (80%), Russia (10%), Korea (5%), Taiwan (5%).
- Main relevant product groups within company Portfolio:
  - ✓ Natural Honey;
  - ✓ Nuts in Honey;
  - ✓ Cream-Honey with Berries and Nuts;
  - ✓ Natural Confiture;
  - ✓ Pine Cone Jam;
  - ✓ Natural Marmalade;
  - ✓ Herbal Tea;
  - ✓ Gift Packs.
- Logo's of relevant brands: **TAIGA ORGANICA**
- Currently present in: Russia, China, Korea, Taiwan
- E-commerce: Alibaba
- Main buyers: Russian, Chinese, Korean, Taiwanese Retail
- Certification: Certificate of Conformity № ST.RU.0001.P41144 dated 07.11.2018 to 06.11.2021; EAC N RU Д-РУ.СП29.В.03381/18 dated 11.12.2018 to 10.12.2021.



### Points of Differentiation compared with other market players?

- ✓ All our products are certified;
- ✓ We produce more than 100 types of products;
- ✓ We do not use artificial colours or additives;
- ✓ We take part in Russian and international exhibitions
- ✓ We have 15 years experience in beekeeping;
- ✓ We have unique brand packaging and stylish gift sets.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label;
- ✓ A developing and promising brand;
- ✓ High organoleptic characteristics of honey, indicating the quality and maturity of the product: low humidity of honey – up to 18% and a high level of diastase – about 30 units;
- ✓ Honey does not contain artificial additives, preservatives, antibiotics, exclusively natural and useful product;
- ✓ Products are safe and EAC compliant.

#### What's in it for Partner Professional Customers?

- ✓ As a family business, the company is responsible for the highest level of quality and after sales service;
- ✓ Trade Marketing activities realization

### Limitations

- ✓ 8.000.000 units produce per year;
- ✓ 500.000 kg of honey sales per year, 90% abroad;





# AmurPcheloPRODUCT

"AMURPCHELOPRODUCT" COMPANY IS ENGAGED IN PROCESSING AND SELLING OF HIGH-QUALITY ENVIRONMENTALLY FRIENDLY HONEY PRODUCTS SINCE 1995. THE COMPANY HAS PRODUCTION FACILITIES FOR PROCESSING OF HONEY AND BEE PRODUCTS, TWO OUTLETS, OWN STORAGE FACILITIES

## General and Financial Information

- Total Market share (Russia & Other Countries) Russia-90%, China-10%
- Main relevant product groups within company Portfolio:
  - ✓ Different varieties of honey: flower, taiga, linden, buckwheat honey, in containers of 0.250; 0.350; 0.700; 1.400 and 34.0 kg, as well as honey for the confectionery industry.
  - ✓ Honey in cells
  - ✓ Flower pollen (protein-vitamin product);
  - ✓ Propolis (natural multi-purpose antibiotic);
  - ✓ Sbiten "Amursky" (a honey drink with herbs and spices: good for gastrointestinal, cardiovascular and immune system);
  - ✓ Honey compositions with bee products and extracts of wild plants with therapeutic characteristics;
  - ✓ Beeswax;
- Currently present in: Russia, China
- E-commerce : Alibaba Group
- Main buyers: a person who wants to purchase natural, environmentally friendly products which are good for health
- Cooperate with:
  - distribution networks of Russian Far East
  - Trading Company "Heihe Shuang Zi Feng E LLC"
- Certification:
  - ✓ GOST R 54644
  - ✓ STO 0131439820-001-2018
  - ✓ EAEU No. RU D-RU AI52 B.03853 dated 10/20/2018
  - ✓ HACCP certification (GOST R ISO 22000-2019 food safety),
  - ✓ GOST R 51705.1-2001
  - ✓ Registration in «Mercury», «Cerber» and «ASUS» systems



## Key strengths / Innovation

### What's in it for Partner?

- ✓ We sell products in containers from 0,05 l to 200 l;
- ✓ Production under trademark of partner (conditions are discussed separately);
- ✓ Rental of production facilities;
- ✓ Organization of transportation at good price;
- ✓ Transportation in containers or by vehicles.

### Points of differentiation compared with other market players?

- ✓ Good variety of products in different package;
- ✓ We adapt the product to the requirements of the buyer;
- ✓ We focus on recovery and prevention;
- ✓ Good image and reliability of the company;
- ✓ Qualified management staff.

### Limitations

We supply up to 19 000 kg at one time





# wild siberia



QUALITY OF NATURE



POWER OF SIBERIA

## WILD SIBERIA

Puree from Siberian berries are carefully harvested and prepared according to gentle innovative technologies. Used for the preparation of high vitamin drinks.

### General and Financial Information

- Total Sales (RU & International): 214 000,00 Euro w/o VAT (in Russia)
- Total Market Share: Market of Russia – 0,5 %
- Main relevant product groups within Wild Siberia Portfolio:
  - ✓ "Wild Cowberry" blended berries
  - ✓ "Wild Cranberry" blended berries
  - ✓ "Wild Raspberry" blended berries
  - ✓ "Wild Blueberry" blended berries
  - ✓ "Wild Honeysuckle" blended berries
  - ✓ "Wild Blackcurrant" blended berries
  - ✓ "Wild Sea buckthorn" blended berries
- Logos of relevant brands: Wild Siberia / Dikaya Sibir'
- Currently present in: Russia
- Main buyers: Traders and HoReCa
- Cooperate with: «Elit trade» Russia
- Certification : Ready for operational certification in the country



### Points of differentiation compared with other market players?

- ✓ We are the only producer of blended wild berries in Russia
- ✓ We use wild growing berries from Siberia only
- ✓ We develop unique products with NO SUGAR and no GMOs which is in demand in Russia and all over the World.
- ✓ We are flexible in creating a made by your request package which is to be paid by customers

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ The manufacturer „Wild Siberia“ offers lucrative prices for the unique product
- ✓ The company is young and fast developing
- ✓ The product is a unique food from naturally grown in Siberia wild berries
- ✓ High quality and secure food product (clinically tested formula)
- ✓ Our technologies allow to keep the taste of wild berries unchanged due to a process without use of any sugar or any substitutes of it. Blended berries of „Wild Siberia“ can be recommended as dietary supplement and food as well!

#### What's in it for Partners professional customers?

- ✓ Support of marketing projects such as participation in Anuga Exhibition
- ✓ Production of exclusive promotional products and ads

### Limitations

- ✓ We deliver according to our certification and are getting certified for your country
- ✓ We accept orders from 10 000 glasses per 35g to 100 000 glasses per 35g
- ✓ Our product should be delivered and stored in the temperature between 0°C and 25°C

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**Маральник Сибирь**  
Основан в 1957 году

## MARAL ANTLER FARM "SIBIR"

WE BREED MARALS (SIBERIAN RED DEERS) IN ALTAI MOUNTAINS AND DEVELOP PRODUCTS TO MAINTAIN HUMAN HEALTH. OUR FOOD ADDITIVES ARE BASED ON PURE NATURAL RAW MATERIALS AND DESIGNED TO IMPROVE THE QUALITY OF PEOPLE'S LIVES. WE HAVE ALSO IRONDEER SPORT SUPPLEMENTS LINE WHICH IS FOR BOTH BEGINNERS AND PROFESSIONAL ATHLETES

### General and Financial Information

- Total Sales (RU & International) 1 mln RU (2019)
- Total Market share (Russia & Other Countries)
- 98% (Russia)
- 2% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ Maral Antler Velvet
  - ✓ Pantohepatogen (Dry Maral blood)
  - ✓ Raw Honey with Maral Antler Velvet
  - ✓ Sport Supplements (IRONDEER Element A, IRONDEER Element B)
- Logo's of relevant brands:
  - Currently present in: Russia
  - E-commerce: Alibaba
  - Main buyers: Traders, Health resorts, Hotels, On-line shops
  - Cooperate with:
    - ✓ Russia: Baikal Residence, Gazprom Mountain Tourist Centre, Taiga Shop, Run Lab, Honey and Confiture, Chandelle Blanche Medi
    - ✓ Export: Eco Forest Sibir s.r.o. (Czech Republic)
- Certification: EAC № RU Д-РУ.НО12.В.12355; EAC № RU Д-РУ.НО12.В.12364; EAC № RU Д-РУ.НО12.В.12052; EAC № RU.НA27.В.10591/18



### Points of differentiation compared with other market players?

- ✓ Natural compounds, transparent jars and capsules free of GMO, chemicals and impurities
- ✓ The highest concentration of active agents on Russian market
- ✓ Humane methods of extracting raw materials
- ✓ Complete production cycle

### Key strengths / Innovation

#### What's in it for Partner?

#### Private Label

- ✓ Production of 100% natural high-concentrated products without any chemicals, fillers or binders
- ✓ From the manufacturer
- ✓ Products are safe and EAC compliant
- ✓ Declaration of EAEU

#### What's in it for Partner professional customers?

- ✓ Our company is a family business so we are responsible for the highest level of quality
- ✓ Flexible payment terms for regular professional customers
- ✓ Lack of distributors abroad

#### Limitations

- ✓ Maral Antler Velvet: 500 kg per year / 5000 units per year
- ✓ Pantohepatogen (Dry Maral blood): 700 kg per year / 10000 units per year
- ✓ Raw Honey with Maral Antler Velvet: 2000 units per 1Q
- ✓ Element A, Element B: 10000 units per year, 20000 units per year

Presentation  
Catalog



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NEW



## "VSE SVOYO"

PRODUCER OF NATURAL PRODUCTS FROM GIFTS OF THE SIBERIAN TAIGA

### General information

- Revenues - 10 million rubles per year
- Sales are carried out in Russia, work has begun on the search for foreign partners.
- The main product groups of the company:
  - ✓ jam from wild berries, cones, herbs;
  - ✓ cedar products;
  - ✓ tea based on siberian herbs;
  - ✓ taiga snacks (fern, mushrooms);
  - ✓ honey;
  - ✓ authentic gift sets with products.
- Online store [www.vsesvoe-sibir.com](http://www.vsesvoe-sibir.com)
- Main buyer: shops and retail chains of natural products, healthy food, gifts.
- All products has declarations of conformity of the customs union.
- We have an experience in supplying products to China, partners are being sought in Kazakhstan.
- Some partners: 2019 World Winter Universiade in Krasnoyarsk, Administration of the Krasnoyarsk Region.

### Main differences from current competitors on the market

- ✓ we use exclusively local wild raw materials
- ✓ we have a complete production cycle from the harvesting of raw materials to the supply of finished products
- ✓ at all stages of production we use manual labor providing the highest quality
- ✓ we produce products according to traditional recipes, without the addition of preservatives
- ✓ uniqueness of some products
- ✓ attractive product design.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Unique local product
- ✓ Exceptional natural purity and benefits of siberian raw materials
- ✓ Traditional siberian recipes that translate local traditions
- ✓ Craftsmanship.

#### Benefits for distributors and retailers

- ✓ Favorable pricing
- ✓ Production of the product for specific orders, which ensures maximum freshness and shelf life
- ✓ Wide range from one manufacturer
- ✓ Product customization

### Limitation

- ✓ Products require certification, taking into account the requirements of the importing country
- ✓ A significant increase in production may require additional time (1-2 months)
- ✓ Product customization

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RUSSIAN  
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# LTD TRADING HOUSE «BOGASHEVO FOOD COMPANY»

WILD PLANTS COMMERCIAL PROCESSING, PRODUCTION OF DIFFERENT FILLINGS, BERRY PURÉES FOR FURTHER COMMERCIAL PROCESSING, MANUFACTURE OF FINISHED GOODS.

## General information

- Sales - 133 393 152 Russian Rubles (US \$1 840 714);
- Distribution of Sales:
  - ✓ Russian Federation - 97%,
  - ✓ Other countries - 3%.
- Main relevant product groups within company Portfolio:
  - ✓ Natural marmalade;
  - ✓ Compound-jam
  - ✓ Mashed berries with sugar;
  - ✓ Berry nectar with prebiotic;
  - ✓ Toppings.
- Logo's of relevant brands: «Beauty will save the world»
- E-commerce: : Instagram, <http://tdbpktomsk.ru/>
- Main buyers: : Traders, Distributors, Retail



## Key strengths / Innovation

### What's in it for Partner?

- ✓ Custom production for distributing facilities under private label;
- ✓ Contract manufacturing for companies that sell jams, preserve, nectars and other products made of berries and fruits.

### Benefits for distributors and commercial networks

- ✓ High margin;
- ✓ Fast delivery.

### Limitation

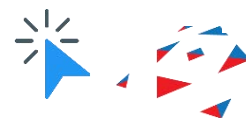
- ✓ Production volume: 50 tons of jam - 20 days.

## Main differences from current competitors on the market

- ✓ Custom production;
- ✓ Large assortment of products;
- ✓ Promotion support;



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**NEW**



# ERCONPRODUCT

**THE LARGEST RUSSIAN COMPANY SPECIALIZING IN VEGETABLE AND DAIRY PRESERVATION, FRUIT FILLINGS AND DAIRY RAW MATERIALS**

### General and Financial Information

- Total Sales (RU & International) — Annually for 2019 — 48 704 440 EUR
- Total Market share – Russia 93% and Other Countries 7%
- Main relevant product groups within company Portfolio:
  - ✓ Beans (green peas, sweet corn, white and red beans)
  - ✓ Pickles (cucumbers, tomatoes, olives, mushrooms)
  - ✓ Tomato paste
  - ✓ Whole condensed milk
  - ✓ Caramelized condensed milk
  - ✓ Sterilized milk
- Logo's of relevant brands:
 




- Currently present in: Russia, the USA, Kazakhstan, Uzbekistan, Azerbaijan, Tajikistan, Belarus, Armenia, Kyrgyzstan, Turkmenistan, DNR, Mongolia
- E-commerce: Ozon, beru.ru, utkonos.ru
- Main buyers: Traders, Retail chains
- Cooperate with: Federal retail chains such as Metro, Auchan, X5 Retail Group, Lenta
- Certification: EAC, FSSC 22000, ISO, Halal, Made in Russia



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private label branding
- ✓ Long-term partnership with reliable business reputation
- ✓ Experience in Russian and Foreign market for almost 30 years
- ✓ Efficient marketing and trade marketing activities
- ✓ Flexible sales policy, bonus support
- ✓ Products are adapted to the areas of the Middle East and the Far East with the special requirements of storage conditions and transportation and can be adopted to other markets
- ✓ Stable consumption of canned products and growing demand for Russian goods guarantee profitability

#### What's in it for Partner professional customers?

- ✓ The balanced brand profile includes products of all categories, formats and price segments
- ✓ Different packages variations
- ✓ Special promo production

### Points of differentiation compared with other market players?

- ✓ One of the largest companies in vegetable and dairy preservation segment
- ✓ Two own production sites, one of them is the largest high-tech manufacturer in Russia, established in 1936
- ✓ The highest quality and healthy products (Healthy life-style trend)
- ✓ Long-shelf life of the products
- ✓ A wide distribution network in Russia, several warehouse capacities
- ✓ Export-orientated company with world-wide logistic chains
- ✓ A wide range of brands in various price segments
- ✓ Active participation in international and local exhibitions
- ✓ Registered TM

# ERCONPRODUCT



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Лесные  
угодыя

NEW



## JSC "C-PROJECT"

IS ENGAGED IN THE PRODUCTION AND SALE OF FOOD PRODUCTS (TM KARTOSHECHKA (INSTANT MASHED POTATOES), TM EVERYDAY (MUESLI BARS, PROTEIN BARS, FRUIT BARS, GRANOLA, INSTANT CEREALS), TM LESNYE UGODYA AND TM POTAPYCH (NATURAL HONEY, DRIED MUSHROOMS, JAM AND JAMS), TM DOMASHNEE BISTRO (KVASS, MAIN DISHES, INGREDIENTS FOR BAKING) TM HUNGROW (CANNED, MEAT AND FISH PRESERVES)

### General and Financial Information

- Total Sales (RU & International) more than 1000 million rubles in year
- Distribution of sales by country:
  - Russia 97%, (export: Belarus, Kazakhstan, Armenia, China, USA etc.)
- Main relevant product groups within company Portfolio:
  - ✓ instant products
  - ✓ healthy lifestyle Products
  - ✓ Sweet preservation (honey, jam)
  - ✓ Vegetable preservation meat preservation and fish preservation
- Logo's of relevant brands:
- Currently present in: Russia, Belarus, Kazakhstan, Armenia, China, USA etc
- E-commerce: ozon, wilberriers.ru., yandex, ebay
- Main buyers: commercial information



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private Label and White Label conditions
- ✓ Partnership with a well-known of Russian market, reliable, creditworthy company
- ✓ 100% ready for export
- ✓ Wide range of food

ПОТАПЫЧ



КАРТОШЕЧКА

Everyday



Catalog



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**NEW**

# ECO-FACTORY SIBERIAN PINE

PRODUCES UNIQUE SIBERIAN PRODUCTS OF WILD-HARVESTED INGREDIENTS. FOUNDED IN 1999 THE FACTORY IS LOCATED IN THE ENVIRONMENTALLY CLEAN AREA OF TOMSK REGION – IN THE PETROVO VILLAGE, CLOSE TO THE SIBERIAN PINE FOREST. TODAY THE FACTORY HAS 7 WORKSHOPS WITH MORE THAN 30 UNITS OF MODERN EQUIPMENT PROVIDING FOR A WIDE RANGE OF PRODUCTS. THE TOTAL AREA OF PRODUCTION SPACE IS 4200 SQUARE METERS.

## General and Financial Information

- Total Sales (RU and International): 700 mln Rubles a year
- Total Market share: Russia 95% & other countries 5%
- Main relevant product groups within company Portfolio:
  - ✓ Pine nuts, pine nut oil and other wild products
  - ✓ The sweets made of forest products
  - ✓ Healthy food, snacks
  - ✓ Herbal and pine nut drinks
  - ✓ Honey
  - ✓ Gifts and Souvenirs from Siberia
  - ✓ Natural cosmetics
- **Logo's of relevant brands: see below**
- Currently present in: Russia, Belarus, Kazakhstan, China, Germany, Italy, Latvia, Finland
- E-commerce: ozon.ru, siberia.eco
- Main buyers: food distributor / importer, trading company, retail chain, retail store, online store.
- Cooperate with: Russia - INTERSPAR, AUCHAN, VkusVill, METRO, X5, RZD, Gazprom, DHL.
- Certification: ISO 22000-2007, EAC, EU Organic (euro leaf)

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label
- ✓ Export clearance and customs documents
- ✓ Discounts from the base price
- ✓ Warehouse in Latvia, shipments of already cleared goods across the EU

### What's in it for Partner Professional Customers?

- ✓ Budget for marketing and promotion
- ✓ Samples for tasting
- ✓ Branded retail equipment
- ✓ Advertising, POS and video materials

## Limitations

- ✓ Temperature mode of transportation for some types of products in summer
- ✓ Licensing of certain types of products for export

## Points of differentiation compared with other market players?

- ✓ Full production cycle - from the Siberian taiga to store shelves.
- ✓ The production is certified according to the international quality standard ISO 22000-2007.
- ✓ 100% natural composition of forest products
- ✓ The most important ingredient of our products - pine nut - is a source of nutrients for the whole-body health



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Presentation  
 Catalog  
 Video





# LIMITED LIABILITY COMPANY "OBOYAN CANNERY"

OBOYANSK CANNERY HAS BEEN SPECIALIZING IN THE PRODUCTION OF JAM, FILLINGS, FRUIT AND VEGETABLE PUREE, DRIED VEGETABLES AND FRUITS. NOT ONCE WON A PRIZE AT VARIOUS EXHIBITIONS AND WAS AWARDED A SILVER MEDAL IN THE NOMINATION "BEST PRODUCT"

## General and Financial Information

- Total Sales (RU & International) 313339 thousand \ rub
- Total Market share (Russia & Other Countries) Russia 90% Export 10%
- Main relevant product groups within company Portfolio:
  - ✓ Jam,
  - ✓ fruit and vegetable puree,
  - ✓ tomato group,
  - ✓ dried vegetables and fruits.



- Logo's of relevant brands:
- Currently present in: Kazakhstan, Belarus
- E-commerce: <https://agroservers.ru/>
- Main buyers: Bakery manufacturers, wholesale warehouses
- Cooperate with: RPV-Trade (Kazakhstan)
- Certification ISO 22000:2005

## Points of differentiation compared with other market players?

- ✓ Experience (10 years of work)
- ✓ Favorable offers
- ✓ Timely execution of orders

## Key strengths / Innovation

### What's in it for Partner?

#### Private Label

- ✓ Reliable supplier
- ✓ High quality
- ✓ Individual price conditions.

### What's in it for Partner Professional Customers?

- ✓ Reliable supplier
- ✓ High quality
- ✓ Individual price conditions.



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# KRODO

Since 2016 we have been producing natural nut butters using American grinders. We only use high-quality nuts from all corners of the world. A large variety of KRODO nut butters will help maintain your diet healthy and balanced.

## General and Financial Information

- Total Sales: 3 000 000 RUB/a quarter
- Total Market share: Russia (100 %)
- Main relevant product groups within company Portfolio:
  - ✓ natural peanut butter;
  - ✓ natural crunchy peanut butter;
  - ✓ peanut butter with caramel;
  - ✓ peanut butter with protein powder;
  - ✓ peanut butter with chocolate;
  - ✓ natural almond butter;
  - ✓ almond butter with chocolate;
  - ✓ natural cashew butter;
  - ✓ cashew butter with chocolate;
  - ✓ natural hazelnut butter;
  - ✓ hazelnut butter with chocolate.
- Logos of relevant brands:



- Currently present in: Russia
- E-commerce: OZON, Wildberries, Fitomarket Evalar, Sportlane, Eco-store, Beru, krodo.shop.
- Main buyers: traders, HoReCa, B2B, online grocery stores, fitness centers.
- Cooperate with: SPAR/SPAR Pharmacy (Russia)
- Certification: EAЭС № RU-Д-RU.AE56.B07860;  
EAЭС № RU-Д-RU.AE86.B.00003

## Points of differentiation compared with other market players?

- ✓ Traditional nut butter manufacturing methods.
- ✓ Using only high-quality nuts.
- ✓ Consistent product quality.
- ✓ Large variety of nut butters.
- ✓ Healthy ingredients.
- ✓ Participant of Russia's leading Food Exhibitions.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label and White Label: No.
- ✓ Efficient supply chain.
- ✓ Flexible payment terms.
- ✓ We are ready to take part in promotional activities.
- ✓ Different packaging sizes are possible.

### What's in it for Partner Professional Customers?

- ✓ Great corporate reputation.
- ✓ High demand on the market.
- ✓ A range of products is always evolving.
- ✓ We are seeking representatives outside of Russia.

## Limitations

- ✓ Production capacity: 50 tonnes a month.
- ✓ No special storage conditions needed.



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Лучшее из настоящего

The best of the present

NEW



# MILKOVSKY REGIONAL PLANT OF FOOD PRODUCTS "UNET"

WE MANUFACTURE NATURAL PRODUCTS FROM KAMCHATKA WILD PLANTS AND GARDEN BERRIES FOR HEALTHY EATING

### General and Financial Information

- Total Sales (RU & International): ₺27,8 mln w/o VAT (2019)
- Total Market share: Russia 100%
- Main relevant product groups within company Portfolio:
  - ✓ Drinks (fruit drinks, stewed fruit, jelly, nectars, birch juice)
  - ✓ Jams, confiture, fruit sauce
  - ✓ Syrups, berries puree
  - ✓ Berry marmalade
  - ✓ Artesian water (carbonated and non-carbonated water)
  - ✓ Salted bracken

- Logo's of relevant brands:
- Currently present in: Russia
- E-commerce: none
- Main buyers: Traders/HoReCa
- Certification: declarations of conformity №№ RU Д-РУ.АД11.В.00000/19, RU Д-РУ.АК01.В.08573/19, RU Д-РУ.АК01.В.08571/19, RU.ПЦ01.В.12771 and RU Д-РУ.АЯ59.В.01036 to technical regulations of the Customs Union



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ 100% unique, healthy and natural product, in which all vitamins and nutrients are preserved
- ✓ Products are safe and compliant to technical regulations of the Customs Union

#### What's in it for Partner professional customers?

- ✓ flexible terms of payment

### Limitations

- ✓ none

### Points of differentiation compared with other market players?

- ✓ All products are manufactured only from Kamchatka wild and garden berries, GMO-free, chemicals-free
- ✓ Kamchatka is a region with wild and pure nature



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Presentation Catalog



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**NEW**



# DIA-VESTA

## Short information

### General and Financial Information

- Total Sales (RU & International) 1,7 millions \$
- Total Market share (Russia & Other Countries)
  - ✓ 80% Russia
  - ✓ 20% other countries
- Main relevant product groups within company Portfolio:
  - ✓ muesli
  - ✓ whole grain bars
  - ✓ protein bars
  - ✓ pureed berries, jams, jelly from freshly frozen Siberian berries on fructose
  - ✓ fortified biscuits with wheat germ flakes and diet bran;
  - ✓ product line for weight reduction.



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label** manufacture of whole grain and protein bars from 4000 pcs
- ✓ High margin
- ✓ Wide range of thematic products
- ✓ Increasing demand

#### What's in it for Partner professional customers?

- ✓ eco-product without palm oil and GMO
- ✓ high quality of ingredients
- ✓ competitive price
- ✓ healthy snack

- Logo's of relevant brands: Dia-Vesta
- Currently present in: Kazakhstan, Kyrgyzstan
- E-commerce: presented in Wildberries
- Main buyers: traders, distributors
- Cooperate with:
  - ✓ Russia: federal retail chain Lenta, regional retail chains as Mariya-Ra, Bystronom, Gigant, Bahetle, Dobryanka
  - ✓ Export: Ideal Kaz Trade (Kazakhstan)
- Certification: Gost R 22000, ISO 9001-2015



### Limitations

- ✓ shelf life of product from 10 months
- ✓ don't need temperature regime

### Points of differentiation compared with other market players?

- ✓ Innovation food based on scientific researches
- ✓ High quality raw materials
- ✓ Wide range of products
- ✓ Without GMO
- ✓ Competitive price



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Presentation  
 Catalog



# Edible Groceries

## Groats & Canned





## NEFIS-BIOPRODUCT (BRAND MR.RICCO)

ONE OF THE LARGEST RUSSIAN PRODUCERS OF FAST MOVING CONSUMER GOODS (FMCG) – FAT AND OIL PRODUCTS

### General and Financial Information

- Total Sales (RU & International) 200 mln EUR per year (for 2018)
- Total Market share (Russia & Other Countries)
  - ✓ 13% (Total Russia market share)
  - ✓ 15% (Proportion of Export)
- Main relevant product groups within NEFIS-BIOPRODUCT Portfolio:
  - ✓ Mayonnaise Mr.Ricco "On quail egg" (1st place among mayonnaise on quail egg in Russia)
  - ✓ Mayonnaise Mr.Ricco ORGANIC "With avocado oil" (First mayonnaise with avocado oil in Russia)
  - ✓ Ketchup Mr.Ricco "Tomato" Pomodoro Speciale
  - ✓ Sauce Mr.Ricco "Cheese"



- Logo's of relevant brands: Mr.Ricco
- Currently present in:
  - ✓ Kazakhstan and most of other CIS Countries, Georgia, LPR (LNR), DPR(DNR), USA, Vietnam, Mongolia, European Union, Moldavia, Israel
- Main buyers: Traders/HoReCa
- Cooperate with: Russia: Auchan, Metro С&С, X5 Retail Group, Tander (Magnit), Lenta Ltd. Eurotorg (Belarus), Small(Kazakhstan)
- Certification: Organic, ready for operational certification to any country of Partner presence

### Points of differentiation compared with other market players?

- ✓ Unique taste, natural recipe
- ✓ Quality control from field to counter
- ✓ Wide assortment (mayonnaises, ketchups, sauces, sunflowerseed oil, jams)
- ✓ Roskachestvo Certificate (Rosquality)
- ✓ Annual participation in international exhibitions, and many awards in all trade groups
- ✓ Innovative PET-package

### Key strengths / Innovation

#### What's in it for Partner?

#### Private Label

- ✓ Stable growing brand - average growth for the last 8 years is (+18% Value / +21% Volume)
- ✓ Competitive price
- ✓ Marketing and trade marketing activities
- ✓ Stable production volumes and stability in supply
- ✓ Mr. Ricco Mayonnaise and ketchups do not contain flavourings, colorants, conservatives, starch, GMDs and prohibited ingredients
- ✓ Active work with the HoReCa clients in all export countries
- ✓ High quality and product safety

#### What's in it for Partner professional customers?

- ✓ Special brand PROfood made for the HoReCa channel
- ✓ Well-known and demanded product
- ✓ Supporting marketing projects (for example participation in PartnerExpo)
- ✓ Trade marketing activities
- ✓ Special promo packs production, including exclusive assortment

#### Limitations

- ✓ Available delivery types according to Incoterms: FCA, DAP, DDP (in case of full load transport unit)
- ✓ Payment methods: Prepayment, deferred payment (in the presence of a bank guarantee), irrevocable letter of credit
- ✓ Temperature conditions during transportation, storage and selling

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Presentation

Catalog (RU EN GHN)



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NEW



# INKOM TORG, LLC (BRAND ALTAI FLAX)

## General and Financial Information

Total Sales (RU & International) 2.1 mln Euro w/o VAT (Russia)  
Total Market share (Russia & Other Countries (if any) We occupy a leading position in the Russian market.

- Main relevant product groups within Inkom Torg, LLC Portfolio:
- ✓ packaged edible flax seed oil of various production forms and volume;
  - ✓ mixes of edible vegetable oils based on flax seed oil;
  - ✓ massage oils in assortment;
  - ✓ packaged flax seeds of various production forms prepared according to the special technology, including with the addition of the Adygei salt;
  - ✓ flax seed jelly with the addition of natural berries in assortment;
  - ✓ gift sets;
  - ✓ and other types of products

Logo's of relevant brands:  **Алтайский лён**

Currently present in: Russia; China; Armenia; Kazakhstan. We have experience in export deliveries, for example, the chain of English stores Spinney's (United Arab Emirates), Egypt.

## Points of differentiation compared with other market players?

- E-commerce;
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Russia: Lenta – in 240 stores, Maria-Ra –in 1100 stores, Holiday – in 300 stores, Auchan, Land, Bahetle, Baltic groceries, Siberian Giant, Aniks, etc. In the last three years, we also supply our products to the largest pharmacy chain in Russia (3 thousand pharmacies) - "Low Price
- Certification: provide if necessary

## Key strengths / Innovation

### What's in it for Partner?

- ✓ A steadily growing market for the consumption of flaxseed products worldwide.
- ✓ Recognizable brand.
- ✓ Own production. Guaranteed high quality and safety.

### What's in it for Partner professional customers?

- ✓ Supporting marketing projects, for example participation in MetroExpo (We have experience in participating in international exhibitions)
- ✓ Trade Marketing activities realization
- ✓ Active informational support and promotion.

## Limitations

- ✓ Registration` necessity in absolutely new countries except for the Eurasian Economic Union
- ✓ Lack of distributors in new countries excluding



Presentation  
Catalog



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### Mayonnaise СЛОБОДА



### Mayonnaise EFKO FOOD professional



### Sunflower/Corn oil СЛОБОДА



### Sunflower/Corn oil ALTERO



# EFKO GROUP

RUSSIA'S LARGEST VERTICALLY INTEGRATED COMPANY PRODUCING SPECIALIZED FATS USED IN CONFECTIONERY, BAKING, AND OTHER SECTORS OF FOOD INDUSTRY. THE COMPANY IS ALSO A LEADER ON THE RUSSIAN MAYONNAISE, VEGETABLE OIL AND KETCHUP MARKETS, WITH WELL-ESTABLISHED BRANDS LIKE SLOBODA AND ALTERO

## General and Financial Information

- Total Sales (RU & International)
- Total Market share (Russia): AC Nielsen YTD Apr'19 National Urban, Volume (branded business):
  - ✓ Mayonnaise #1 - 17,2%
  - ✓ Sunflower/Corn oil #1 - 15,9%
  - ✓ Ketchup #4 - 7,3%
  - ✓ Yogurt #5 - 4,4%
- Main relevant product groups within EFKO GROUP Portfolio:
  - ✓ Mayonnaise СЛОБОДА
  - ✓ Mayonnaise EFKO Professional
  - ✓ Sunflower/Corn oil СЛОБОДА
  - ✓ Sunflower/Corn oil ALTERO
  - ✓ Ketchup СЛОБОДА
- Logo's of relevant brands:
- Currently present in: Russia, Belarus, Kazakhstan, Kyrgyzstan, Ukraine, Armenia, Georgia, Azerbaijan, Tajikistan, Germany



- Main buyers: Traders/HoReCa
- Cooperate with: Russia (all national and international retailers), Germany (Real)

## Limitations

- ✓ Temperature condition (mayonnaise)

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Strong brand
- ✓ High quality (production standards)
- ✓ Stable and strong partner
- ✓ Market leader
- ✓ Own production

### What's in it for Partner professional customers?

- ✓ Special products for professional customers (EFKO FOOD sunflower oil, mayonnaise)
- ✓ High quality (production standards)
- ✓ Stable and strong partner
- ✓ Own production

## Points of differentiation compared with other market players?

- ✓ The leading company of the Eurasian Customs Union in the Fat&Oil market
- ✓ The Company manages a portfolio of strong federal brands in various price segments: Sloboda, Altero
- ✓ TOP-100 largest Russian private companies, according to Forbes
- ✓ TOP-3 largest companies of Russian agricultural sector
- ✓ TOP-10 largest companies in terms of sales volume in food industry, according to the ranking agency Expert-RA
- ✓ Unique for Russia focus on R&D and new innovative products development

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Altero  
 Sloboda  
 EFKO  
 Catalog EFKO



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## SPP YUG

AGRICULTURAL PRODUCTION ENTERPRISE "YUG" LLC HAS BEEN WORKING AT THE OIL AND FAT RUSSIAN MARKET SINCE 1989. SUNFLOWER OIL, CORN OIL, MAYO, KETCHUP, SAUCES, TOMATO PASTE

### General and Financial Information

- Total Sales (RU & International) 2019: 54 000 tons
- Total Market share (Russia & Other Countries)
  - ✓ Russia 90%,
  - ✓ Export 10%
- Main relevant product groups within SPP YUG LLC Portfolio:
  - ✓ Sunflower oil (refined and unrefined) (0.5L, 0.9L, 1L, 1.8L, 5L)
  - ✓ Corn oil (refined) (1L, 1.8L, 5L)
  - ✓ Mayonnaise (fat 15%, 50.5%, 56%): doy pack, bucket, cup
  - ✓ Ketchup (any taste: tomato, barbeque, chili, lecho, hot, without sugar)
  - ✓ HoReCa: frying oils, Mayo 1l kg / 3 kg bucket, ketchup 0.8 kg.
- Logo's of relevant brands:



- Currently present in: UAE, China, Jordan, Iraq, Armenia, Georgia, Azerbaijan, Uzbekistan, Kyrgyzstan, China, Saudi Arabia, Israel
- Main buyers: Retail Chains, Traders, HoReCa
- Cooperate with: Erevan City (Armenia), Narodniy (Kyrgyzstan), Makro (Uzbekistan), Magnit (Russia), OBA (Azerbaijan), X5 retail (Russia)
- Certification: declaration of conformity, Made in Russia, Russian Exporter, made in the Kuban, Quality mark

### Points of differentiation compared with other market players?

- ✓ Unique bottle
- ✓ High quality (enzyme hydration of refining), NON GMO
- ✓ Natural ingredients
- ✓ Wide range of tastes/recipes of Mayo and Ketchup
- ✓ We produce food products based on vegetable oils and fruit and vegetable raw materials
- ✓ The refining process is carried out on modern equipment produced by the Swedish company Alfa Laval

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label** 
- ✓ Expensive expertise in work with retail chains
- ✓ Use L/C and bank guarantee
- ✓ Offer a wide range of highly-demanded products
- ✓ Reliable partner

#### What's in it for Partner professional customers?

- ✓ Production of HoReCa products according to special adapted recipes
- ✓ Wide product line for traders
- ✓ Various price segments
- ✓ Non GMO
- ✓ We respect consumers needs, today we offer a wide range of highly-demanded products
- ✓ We produce products of various price segments, use a wide range of types, packaging sizes and wide variety of flavors
- ✓ Possibilities for the production: any kinds of sauces, including vegetable, fruit and other fillers, mayo and sauces of the HoReCa segment. Production of mayo and sauces is carried out on high-tech equipment of the German company

### Limitations

- ✓ Mayo: shipment with temperature control (0 to +10 C)
- ✓ Ketchup: temperature of shipment and storage is 0 to +25 C
- ✓ Vegetable oil without limitation of shipment



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Presentation  
Video



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TM "VIVID"

STM, PL, UTM



"VIVID" LLC sunflower oil sonnenblumenöl

# VIVID

PRODUCTION OF UNREFINED COLD AND HOT PRESSED SUNFLOWER AND RAPESEED OILS. WE WERE THE FIRST COMPANY IN RUSSIA THAT LAUNCHED A FACTORY WITH A UNIQUE TECHNOLOGY OF THE PRODUCTION OF FIRST COLD PRESSED (EXTRA VIRGIN) SUNFLOWER OIL ON THE INDUSTRIAL SCALE

## General and Financial Information

- Total Sales (RU & International) - Annually for 2018 - In Russia (\$ 2 880 000) Internationally (\$ 710 000)
- Total Market share (Russia & Other Countries)
  - ✓ approx 0.2 % in Russia ;
  - ✓ less than 0.01 % worldwide (according to 2016)
- Main relevant product groups within Company Portfolio:
  - ✓ Grocery products (vegetable fats)
- Logo's of relevant brands:
- Currently present in: Africa (Nigeria, Cote d'Ivoire, Benin, Togo, Ghana) ; Gulf (UAE United Arab Emirates, Qatar, Saudi Arabia) ; China (Shanghai, Harbin and Beijing) ; US of America [USA] (New York, Boston, Florida, Man) ; EU (European Union) - France (Paris) ; Kazakhstan ; Belorussia ; Ukraine , some others.
- Main buyers: Traders / Retail chains of stores / HoReCa
- Cooperate with: Russia: Metro, X5 retail group [All store formats], Magnit, Spar, Lenta, Selgras, Vkus Vill
- Certification: Eurofins, EU declaration of conformity, EAC.



## Key strengths / Innovation

### What's in it for Partner?

### Private Label



- ✓ Best price to quality extra virgin (cold pressed) sunflower oil segment.
- ✓ High margin
- ✓ Products are adopted to German, French, Arab, Chinese markets and may be adopted to other markets.
- ✓ The highest production capabilities of extra virgin sunflower oil in the world.
- ✓ Reliable partner: wide export experience
- ✓ 100% natural product without any thermal and chemical treatment, preservatives or flavors, containing a large amount of vitamins and essential amino acids. Additionally, it should be noticed that our oil is universal - besides adding to salads, it can be fried, stewed, used in baking, etc..
- ✓ An analysis of the oil consumption market in the world shows that the demand for cold-pressed oils is increasing annually, as consumers as a whole have begun to monitor their health and so the quality of products they consume. In this regard, our cold-pressed (Extra Virgin) TM "Vivid" oil is the most promising product and rapidly growing in sales in the vegetable oil segment. (Upward healthy lifestyle trend)

## Points of Differentiation compared with other market Players?

- ✓ Best price for high quality and healthy product. (Best price to quality ratio)
- ✓ 100% natural healthy product . (Healthy lifestyle trend)
- ✓ Extra Virgin (cold pressing) technology
- ✓ Possible to make Private Label
- ✓ Export Department support
- ✓ Marketing support
- ✓ International certification
- ✓ Producing the highest quantity of cold pressed sunflower (unrefined) oil in the world
- ✓ Active participation in international industrial and professional exhibitions

### What's in it for Partner professional customers?

- ✓ Can provide with different packaging variations as well as large ones, if needed.
- ✓ Universality of the product in terms of it's usability.

## Limitations

- ✓ Special local certifications, if needed
- ✓ Registration `necessity in absolutely new countries
- ✓ Want to work with distribution centers directly

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Presentation



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# «KUBANSKAYA SEMECHKA»

COMBINES CONVENIENCE AND BENEFITS WITH REFINED AND UNREFINED NATURAL OILS

## General and Financial Information

Main relevant product groups within «Kubanskaya Semechka» Portfolio:

- ✓ The range of oils “Kubanskaya Semechka” combines convenience and benefits with refined and unrefined natural oils: - corn, olive, sunflower and sunflower-olive mix 500 ML/1L/1,8L/5L

- Logo's of relevant brands: «Kubanskaya Semechka»

*Кубанская  
Семечка*

- Currently present in: Russia, United States of America, Armenia, Abkhazia, Azerbaijan, Afghanistan, Bangladesh, Belarus, Venezuela, Vietnam, Germany, Georgia, DNR, Israel, Kazakhstan, Kyrgyzstan, China, Latvia, Mongolia, Moldova, UAE, Palestine, Tajikistan, Turkmenistan, Uzbekistan
- Main buyers: Traders/HoReCa
- Certification: Full pack of export documentation for EU: Declaration of conformity, Biologically Safety Certificate, Certificate of Origin, Health Certificate (if needed)
  - ✓ Production doesn't require Veterinary certificate or Phytosanitary certificate.

## Points of differentiation compared with other market players?

- Oil are stored all useful natural substances.
- The oil contains a large amount of vitamin E and Omega-6 fatty acids. High degree of cleaning
- Original bottle made of high quality plastic
- Three-component branded cover Label with metallic inserts
- The oil meets all the characteristics of "Premium"
- The line of our oils “Kubanskaya Semechka” was released in an updated packaging - 1l. / 1.8l. / 3l / 5l

## Key strengths / Innovation

### What's in it for Partner?

- ✓ “KPC” LLC Factory – manufactures sunflower seeds into bottles of sunflower oil. Primary recycling – unrefined sunflower oil; Secondary recycling – refined deodorized sunflower oil. The Factory is located in the Korenovsky district, Krasnodar region, 353183, Russian Federation, Korenovsk, Mayakovskiy street, 18
- ✓ Warehouse in Russia, Korenovsk city, shipments of already cleared goods across Europe
- ✓ Ready to export (Full pack of export documentation for EU)
- ✓ 100% healthy and natural product.

### What's in it for Partner professional customers?

- ✓ - 9 Hectare – Total area of the factory
- ✓ Manufacturing Capacities:
  - ✓ - 500 ton per day – sunflower seed processing
  - ✓ - 200 ton per day – release of refined deodorized sunflower oil of the highest quality
- ✓ trade marketing activities realization
- ✓ retro bonuses

## Limitations

- 6 000 000 bottles per month - refined sunflower oil of the highest quality



**Амурский**  
маслоэкстракционный завод

**NEW**



## «OIL EXTRACTION PLANT «AMURSKY», LLC»

LARGE MANUFACTURING COMPANY ENGAGED IN THE DEEP PROCESSING OF SOYBEANS. THE PLANT IS LOCATED IN BELOGORSK, AMUR REGION. IT WAS FOUNDED IN 2004. FROM YEAR TO YEAR, THE PLANT INCREASES PRODUCTION VOLUMES, AND ALSO EXPANDS THE PRODUCT LINE

### General and Financial Information

- Total Market share (Russia & Other Countries) Russia - 77%, other countries - 23%
- Main relevant product groups within company Portfolio:
  - ✓ hydrated soybean oil;
  - ✓ refined deodorized soybean oil;
  - ✓ refined non-deodorized soybean oil;
  - ✓ food soybean meal;
  - ✓ soy isolate;
  - ✓ dietary fiber;
  - ✓ combined feed for animals (including concentrate combined feeds)
- Currently present in: Russia, China, Japan, Korea, Vietnam
- Main buyers: trading and manufacturing companies from Russia, China, Vietnam, Japan and Korea
- Cooperate with:
  - Companies from the Far East of Russia (has subsidiaries in different regions)
  - Chinese, Japanese, Korean and Vietnamese companies (products is selling in 1500 shops in China (Shanghai, Changchun, Harbin, Qiqihar, Mishan, Suifunhe, Mudanjiang, Heihe and other cities))
- Certification:
  - The quality and safety of soybean oil meets the requirements of the Technical Regulations of Eurasian Customs Union 021/2011 and 024/2011;
  - The food safety management system is based on the principles of HACCP and is certified according to the FSSC 22000 and meets the requirements;
  - Certificate of Kosher;
  - Declaration of conformity and guaranteed product quality parameters;
  - Meet EAC (Eurasian Conformity) requirements;
  - GOST 31760-2012

### Key strengths / Innovation

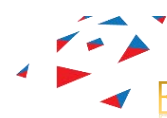
- ✓ Production under trademark of partner (conditions are discussed individually);
- ✓ Refined deodorized soybean oil is fill in PET bottles volume of 0.87 - 1 - 2 - 4.78 and 5 liters metal canisters with a volume of 19 liters;
- ✓ Shipment is carried out:
  - in bulk in railway tanks, tankers;
  - in bulk in flexitanks;
  - in bulk in 220 liters PVC barrels.;
  - by road, covered wagons, railway containers.

### Points of differentiation compared with other market players?

- ✓ Good experience in export;
- ✓ Qualified specialists in the sales and marketing department;
- ✓ large volumes of production;
- ✓ the plant is equipped with advanced equipment;
- ✓ high-quality products from non-GMO soybeans, which was grown in the Amur Region using environmentally friendly technology
- ✓ Good image and reliability of the company;

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Catalog



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EXPORT CENTER

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NEW



## COMPANY "SOLNECHNIE DARY"

SHORT INFORMATION THE COMPANY «SOLNECHNIE DARY» PROCESSES SUNFLOWER SEEDS. IT PRODUCES ROASTED SUNFLOWER SEEDS, PEELED SUNFLOWER KERNELS, AND COLD-PRESSED SUNFLOWER OIL

### General and Financial Information

- Total Sales (RU & International) 2 049 227 \$ (2018)
- Total Market share (Russia & Other Countries) 100 % (2018, Russia)
- Main relevant product groups within company Portfolio:
  - ✓ fried sunflower seeds
  - ✓ sunflower kernel, peeled
  - ✓ sunflower oil

- Logo's of relevant brands: SOLNECHNIE DARY
- Currently present in: retail network

- E-commerce: X 5 Retail Group, МАГНИТ, МАРИЯ РА
- Main buyers:
- Cooperate with:
  - ✓ Russia: company (country) ЕАЭС N RU Д-РУ.АЖ30.В.00718/19
  - ✓ ЕАЭС N RU Д-РУ.АЖ30.В.01037/19



### Points of differentiation compared with other market players?

- ✓ high profit
- ✓ favorable price
- ✓ quality product
- ✓ uninterrupted delivery
- ✓ high turnover

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label**
- ✓ A developing and promising brand
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant. Declaration EAEU

#### What's in it for Partner professional customers?

- ✓ Trade Marketing activities realization
- ✓ Revenue contract
- ✓ Extensive experience working with large networks
- ✓ The company has been on the market for 12 years, long-term contracts
- ✓ High demand range

### Limitations

- ✓ deliveries from 1 pallet
- ✓ the shelf life of seeds is 6 months
- ✓ the shelf life of the oil is 12 months
- ✓ The production capacity of the company is 500 tons per month

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Presentation



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# AGROSOUZ LLC

PRODUCER OF THE ROASTED SUNFLOWER AND PUMPKIN SEEDS, PEANUTS AND SWEET BARS

## General and Financial Information

- Total Sales (RU & International) - 25 thousand tons in year
- Total Market share (Russia & Other Countries) 6%
- Main relevant product groups within AGROSOUZ Portfolio (Snack category):
  - ✓ roasted packaged sunflower seeds
  - ✓ roasted packaged pumpkin seeds
  - ✓ roasted peanuts (natural and salted)
  - ✓ sweet bars
- Logo's of relevant brands:
- Currently present in:
  - ✓ the USA, Canada, Israel, New Zealand, Australia, EU and CIS countries,
  - ✓ Gulf countries, Baltic countries, Vietnam
- Main buyers: Traders
- Cooperate with: "Magnit", "X5" (Russia); Rewe, Edeka, Coop, Dohle, Bunting, Bela, Bonus, Globus, Karstadt, Markant, Muster, Petz, Stroetmann, Tegut ZLTR, Mix markt (Germany); Keshet Teamim, TIV-TAAM, ROSMAN, DUTY-FREE FOOD SHOP, Eliseevsky (Israel); Freshco, Coppas, No frills (Canada), Carrefour (UAE)
- Certification: Eurasian Economic Union declaration of conformity of 17.07.2019, ISO 22000:2005



## Points of differentiation compared with other market players?

- ✓ Natural snack. Product without any chemical additives, non-GMO, big kernel inside;
- ✓ Bright taste. Confectionary variety of sunflower seeds differs from mass oil materials by flavorful eating qualities;
- ✓ Healthy snack. Meet modern consumers needs, keeping a healthy lifestyle;
- ✓ Unique product. This kind of sunflower seeds is grown only on the territory of Russia and has unique natural taste;
- ✓ Mass-consumption product with "virus" effect, inclining a consumer to a new purchase again and again;
- ✓ Product with high shelf-life – 9 months;
- ✓ Target audience: all age groups (93% - from 15 to 60 years old);
- ✓ High-marginal product;
- ✓ Quick-turnover product. Turnover from distributor's warehouse to end-consumer purchase is about 3 weeks;
- ✓ Bright eye-catching design

## Key strengths / Innovation

- What's in it for Partner?
  - ✓ Snack with high culture of consumption;
  - ✓ Growing trend of healthy snacks consumption;
  - ✓ Marketing capacity of sunflower seeds in Europe according to different research is 3,1 billion euro (890 thousand tones) per year;
  - ✓ Nowadays "AgroSouz" LLC has great experience in working at the European market The product is mass sold at Mix Markt, ethnic and national markets;
  - ✓ AgroSouz LLC is certified according ISO 22000;
  - ✓ AgroSouz LLC produces and supplies products to the European market according to the European legislative requirements for packaging and labelling.
- What's in it for Partner professional customers?
  - ✓ Natural snack;
  - ✓ Healthy snack. Meet modern consumers needs, keeping a healthy lifestyle;
  - ✓ Unique product. This kind of sunflower seeds is grown only on the territory of Russia and has unique natural taste;
  - ✓ Nutrient snack;
  - ✓ Snack «to go»

## Limitations

- Custom duty – 12,8 %

**Russian Snack №1**  
from Russia with love



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# ALTAI FLOUR MILLS CO., LTD. (GRANA, JSC)

## Short information

### General and Financial Information

- Total Sales (RU & International): USD 10 mln / EUR 9.5 mln
- Total Market share (Russia & Other Countries):
  - ✓ 0 % Russia
  - ✓ 100 % Export
- Main relevant product groups within company portfolio:
  - ✓ Wheat Flour
  - ✓ Wheat Bran
  - ✓ Cereals

- Logo's of relevant brands:
 






- Currently present in: China, Vietnam, Thailand, Indonesia, Tajikistan, Kyrgyzstan, Armenia, Uzbekistan, Afghanistan, Syria, African countries
- E-commerce:
- Main buyers: Traders
- Cooperate with: United Nations World Food Programme, foreign traders / importers of food products all over the world.
- Certification: ISO 22000, ISO 9001, SNI 3751:2009, Ecological Certificate, Declaration of Conformity, Health / Quality Certificate (per shipment), Phytosanitary Certificate (per shipment), Certificate of Origin (per shipment), Non-GMO Certificate (per shipment), Radiation certificate (per shipment). Ready for operational certification in the Partner's country

### Points of differentiation compared with other market players?

- ✓ 100 % Organic
- ✓ Strict Quality and Phyto Control: internal (lab), external (state and surveyor)
- ✓ Large-scale mass production, modern equipment and high professionalism of technical specialists
- ✓ Modern packaging equipment of European production
- ✓ Positive reputation in Russia and other countries, global trading experience

### Limitations

- ✓ MOQ: 1x20' container, 1x20MT truck, 1x67.5MT or 65.7 wagon
- ✓ Special conditions for acceptance and storage of goods in warehouses (temperature, humidity etc.)



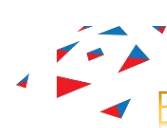
### Key strengths / Innovation

#### What's in it for Partner?

- Private Label
- Brand design support
- Quality guarantee, safe and healthy products
- Reliable and strong packaging
- Free samples
- Various modes of transport (sea / land): containers, wagons, trucks
- High quality service:
  - ✓ The best conditions and prices
  - ✓ Flexible payment conditions
  - ✓ Product quality according to customer requirements
  - ✓ Lossless and timely delivery
  - ✓ Tracking of goods in transit

#### What's in it for Partner professional customers?

- Ready for any audit and survey control
- Guaranteed quality control and traceability of every item
- Fortification of wheat flour with vitamins and minerals (if necessary)
- Technological support for adapting of wheat flour to the final product
- Private label and individual marking
- Reliable packaging able to withstand long time delivery and multiple transshipments





## JSC "MILLING PLANT" VORONEZHSKY "

THE BEST MILL OF RUSSIA. THE VOLUME OF GRAIN PROCESSING UP TO 500 TONS / DAY.

### General and Financial Information

- Sales in 2019 amounted to 500 million rubles / 60 thousand tons of products
- Geography of sales Central regions of Russia

- Main relevant product groups within company Portfolio:

- ✓ baking flour
- ✓ Pasta flour
- ✓ confectionery flour
- ✓ flour for home baking



- Logo's of relevant brands:

- Main buyers: large bakery and confectionery enterprises, retail chains.

- Cooperate with Russia: company (country)

- ✓ «Auchan» (Russia),
- ✓ «X5 Retail Group» (Russia),
- ✓ «LENTA» (Russia),
- ✓ «TANDER» (Russia),
- ✓ «Okey» (Russia)

### Points of differentiation compared with other market players?

- ✓ We process grain grown only in ecologically clean regions, away from industrial zones
- ✓ High level of production safety certification
- ✓ Flour without chemical improvers and bleaches
- ✓ Eco-friendly 2-ply paper packaging
- ✓ Flour contains only natural vitamins and micronutrients of processed grain
- ✓ Premium product at medium price

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Possibility of production under Private Label
- ✓ Bright premium packaging design draws customer attention
- ✓ The ability to be included in the container train directly from the loading station reduces delivery time and minimizes logistics costs
- ✓ The qualitative difference between the 2-layer packaging allows you to maintain a marketable appearance during repeated movements
- ✓ High quality and natural product will enhance the reputation of the importer company

#### What's in it for Partner Professional Customers?

- ✓ The ability to be included in the container train directly from the loading station reduces delivery time and minimizes logistics costs
- ✓ Reliability of packaging during multiple movements
- ✓ Premium product unparalleled even in the Russian market

### Limitations

- ✓ Possibility of shipment up to 1.5 thousand tons per month
- ✓ Shipment is 20 feet. containers and boxcars
- ✓ 100% prepayment

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NEW



## LTD "KHLEBOZAVOD #1"

"KHLEBOZAVOD №1" IS THE LARGEST PRODUCER OF BAKED GOODS AND FLOUR CONFECTIONERY FROM MARI EL REPUBLIC, LOCATED IN THE EUROPEAN PART OF RUSSIA

### General and Financial Information

- Total Sales (2019 ) 377 mln RU
- Total Market share (Russia/Other Countries)
- Russia : 100%
- Main relevant product groups within company Portfolio:
  - ✓ Frozen semi-finished products (dough)
  - ✓ Frozen bakery products
  - ✓ Sugar confectionery (marmalade, berries in sugar)
- Logo 's of relevant brands: Khlebozavod №1
- Currently present in: Russia
- Main buyers: Retail chains, HoReCa
- Cooperate with:
  - ✓ Russia: X5 Retail Group (Pyaterochka, Perekrestok, Karusel), Magnit, VkusVill
  - ✓ Export: -
- Certification: in the process of obtaining HACCP certification
- ISO 22000

### Points of differentiation compared with other market players?

- ✓ Using high-quality and natural ingredients
- ✓ Production of "Khlebozavod №1" has been repeatedly awarded high ratings at various competitions and exhibitions
- ✓ The technology of cooking artisan bread consists in a long cold fermentation, so that the bread gets a richer aroma and taste
- ✓ Unique recipes (a series of yeast-free bread "Legenda Mari")

### Key strengths/Innovation

#### What's in it for Partner?

- ✓ The possibility to produce under private label
- ✓ Flexibility of assortment and composition

#### What's in it for Partner Professional Customers?

- ✓ Sales promotion with btl-events (tastings)
- ✓ Providing pos-materials (leaflets, catalogs)
- ✓ The flexibility to set prices of products

### Limitations

- ✓
- ✓





# LENINGRAD FLOUR AND FEED MILLING PLANT NAMED AFTER S.M. KIROV (KIROV'S MILL)

## General and Financial Information

- Total Sales (RU & International) 14 000 000 000 RU (2019)
- Total Market share (Russia & Other Countries)
- 80%(Russia)
- 20% (Other Countries)
- Main relevant product groups within company Portfolio:
  - ✓ All varieties of wheat and rye flour;
  - ✓ Flour according to customer specification;
  - ✓ Semolina;
  - ✓ Wheat and Rye bran;
  - ✓ Wheat Germ flakes;
- Logo's of relevant brands:
- Currently present in: Russia, China, Thailand, South Korea, UAE, Armenia, Brazil, Iraq, Vietnam.
- E-commerce: Alibaba
- Main buyers: Specialized Importers/Traders/ Factories / Bakeries / Confectioneries
- Cooperate with: Fazer, Mondelez, Chipita, Kellogg's, Orion, Lotte
- Certification: ISO 22000, FSSC 22000, Halal certificate
- Full set of export documentation: Declaration of conformity, Certificate of Origin, Phytosanitary certificate.



## Points of differentiation compared with other market players?

- ✓ Product is made of natural ingredients only and free from any GMO, or preservatives.
- ✓ Productivity - up to 1,200 tons of wheat flour per day.
- ✓ More than 35 types of flour are produced.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label
- ✓ Widest range of specialized flour
- ✓ Product development assistance
- ✓ Production of 100% natural products without any chemicals
- ✓ Well-known international supplier of wheat flour
- ✓ Largest Mill in Europe

### What's in it for Partner Professional Customers?

- ✓ Successful experience in the industry for 80+ years
- ✓ Located in St. Petersburg (one of the largest seaports in Europe).
- ✓ ISO 22000, FSSC 22000, HACCP

## Limitations

- ✓ Production capacity is 30 000 metric ton of wheat flour per month

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# WE GROW GRAINS, PRODUCE AND PACK CEREALS, FLAKES, AND FLOUR.



## AGRICULTURAL HOLDING «GOODWILL»

ONE OF LARGEST PRODUCERS IN RUSSIA OF CROPS GROWN BY THE AGROHOLDING: BUCKWHEAT, OATS, BARLEY, PEA, MILLET AND WHEAT

### General and Financial Information

- Total Sales (RU & International) Total sales is over 15 000 000 kg.
- Total Market share (Russia & Other Countries)
- Products under the brand "Goodwill":
- These products are packaged from 0.4 kg to 5 kg. and small sachet for fast health breakfast (40g) . Goodwill products correspond to the international standards ISO 22000:2005 that regulates international requirements for foodstuffs safety.
- Main relevant product groups within company Portfolio:
  - ✓ oat flakes for healthy food
  - ✓ different cereals and groats
  - ✓ baker's heat flour
- Logo's of relevant brands:
- Currently present in: : USA, Canada, Israel, China, Argentina, Mongolia, Vietnam, Japan and other countries(including the European Union).
- Main buyers:
- Cooperate with:
  - ✓ Russia: company (country)
  - ✓ Export: company (country)
- Certification ISO 22000:2005



### Key strengths / Innovation

#### What's in it for partner?

- ✓ Guaranteed income from daily-demand products.
- ✓ Marketing support for the product:
  - Pallet display;
  - Promotional events ("yellow price tag", special product offers);
  - Promotional offers for the end consumer (+20% free gift, contests, prize drawings);
  - Decoration of sale points, and additional layout spaces;
  - Participation in joint activities with retail outlets – catalogs;
  - Presentations, motivation programs for sales representatives.
- ✓ Deliveries from the manufacturer ("first-hand"). Full cycle: grow, process, peel, package and deliver grains to sales outlets.
- ✓ Bright design of our products, attracts the attention of customers on the shelf.
- ✓ Eco-friendly products from the foothills of altai mountains (certificate of high environmental standards (in compliance with gost and tu standards)

### Points of differentiation compared with other market players?

- ✓ The quality of the grain is monitored at air separators and the photoelectric separator, which is intended for electronic and optical sorting of products, making the final product 99.9% pure
- ✓ The deep processing technology of the grain allows to retain vitamins and mineral substances in the upper layer of the grain, which, when used with ordinary technologies, are lost due to cleaning and polishing

### Limitations

- ✓ 78 000 tons of products produced by the agroholding each year
- ✓ 35 000 tons of buckwheat a year.



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## AGROPROM

AGROPROM LLC WAS FOUNDED IN 2009 ON THE BASIS OF THE TULA FLOUR MILL. TODAY, THE COMPANY IS ONE OF THE LARGEST PRODUCERS OF INSTANT CEREAL FLAKES IN THE CENTRAL REGION OF RUSSIA

### General and Financial Information

- Total Sales (RU & International) 300 000 000 RUB/year
- Total Market share (Russia & Other Countries) Russia 95% / Georgia, Latvia 5%
- 
- Main relevant product groups within company Portfolio:
  - ✓ Narada buckwheat flakes
  - ✓ Narada Hercules flakes
  - ✓ Narada pea flakes
  - ✓ Narada flakes 4 cereals
  - ✓ Narada oat flakes
- The production is certified according to GOST R ISO 22000-2007.



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Production under private label: Yes
- ✓ Terms of delivery: FCA Tula, Russian Federation
- ✓ With each shipment of Goods delivered, the Supplier must provide:
  - Invoice, Waybill (6 copies), Quality certificate, copy of the declaration of conformity, Phytosanitary certificate. The supplier is obligated to put the mark "Release permitted" on the CMR

#### What's in it for Partner Professional Customers?

- ✓ Production under private label: Yes
- ✓ delivery to RC Central Federal district
- ✓ electronic document management
- ✓ delay of 40 calendar days

### Limitations

- ✓ Cardboard packs of 400 g.
- ✓ Pack of 18 pcs. (864 pcs on a pallet)
- ✓ expiration date 12 months

### Points of differentiation compared with other market players?

- ✓ Instant flakes are produced on modern equipment from Schule (Germany).
- ✓ Our own laboratory and highly qualified personnel allow us to produce products of the highest quality.
- ✓ NARADA cereal is a product without food additives and genetically modified organisms. All natural vitamins and trace elements, as well as dietary fiber and essential amino acids are preserved in the production process.



## LTD SIBBIOPRODUCT

IS A RUSSIAN COMPANY FOUNDED IN 2014 BY A GROUP OF COMPANIES TDS -GROUP THAT EXPORTS ORGANIC PRODUCTS WORLDWIDE.

### General and Financial Information

- Total Sales (RU&International) 600 mln RU
- Total Market share (Russia & Other Countries)
  - ✓ 25% (Russia)
  - ✓ 75% (Other Countries)
- Main relevant product groups within Company Portfolio:
  - ✓ Wheat (milling & feeding)
  - ✓ Barley
  - ✓ Oats (normal & gluten free)
  - ✓ Buckwheat
  - ✓ Flaxseeds (brown & golden, 99.95)
  - ✓ Peas
  - ✓ Rapeseed
  - ✓ Horse beans
  - ✓ Rye
  - ✓ Triticale
  - ✓ Soybeans
- Logo's of relevant brands:
- Currently present in: Denmark, Latvia, Hungary, Estonia, Czech Republic, Netherlands, The United Kingdom, Lithuania, Germany, Canada
- Main buyers: Traders
- Cooperate with: Saxon Agriculture (The United Kingdom, Germany), DF INTERNATIONAL BV (Netherlands), Eko Farm UAB (Lithuania), Freedom agri s.r.o. (Czech Republic), SIA Scandagra Latvia, FFM Europe B.V. (Netherlands), FIELD FARMS MARKETING LTD. (Canada).
- Certification: according to the regulations of the Commission of the European Communities: No 834/2007, 1235/2008
- according to the National Organic Program USDA



### Points of differentiation compared with other market players?

- ✓ One of the largest exporters of organic agricultural products in Russia in 2018 and in 2019.
- ✓ The total cultivated area of our farms is more than 15,000 hectares and it continues to grow
- ✓ We collaborate permanently with laboratories of research institutes
- ✓ We are a member of Russian organic associations and cooperate with international certifying bodies

### What's in it for Partner?

- ✓ A developing and promising brand
- ✓ High Demand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant. Declaration EAEU

### What's in it for Partner professional customers?

- ✓ Trade Marketing activities realization

**NEW**



# JSC "C-PROJECT"

IS ENGAGED IN THE PRODUCTION AND SALE OF FOOD PRODUCTS (TM KARTOSHECHKA(INSTANT MASHED POTATOES), TM EVERYDAY (MUESLI BARS, PROTEIN BARS, FRUIT BARS, GRANOLA, INSTANT CEREALS), TM LESNYE UGODYA AND TM POTAPYCH (NATURAL HONEY, DRIED MUSHROOMS, JAM AND JAMS), TM DOMASHNEE BISTRO (KVASS, MAIN DISHES, INGREDIENTS FOR BAKING) TM HUNGROW (CANNED, MEAT AND FISH PRESERVES)

## General and Financial Information

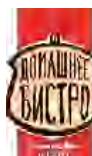
- Total Sales (RU & International) more than 1000 million rubles in year
- Distribution of sales by country:
  - Russia 97%, (export: Belarus, Kazakhstan, Armenia, China, USA etc.)
- Main relevant product groups within company Portfolio:
  - ✓ instant products
  - ✓ healthy lifestyle Products
  - ✓ Sweet preservation ( honey,jam)
  - ✓ Vegetable preservation meat preservation and fish preservation
- Logo's of relevant brands:
- Currently present in: Russia, Belarus, Kazakhstan, Armenia, China, USA etc
- E-commerce: ozon, wilberriers.ru., yandex, ebay
- Main buyers: commercial information



## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label and White Label conditions
- ✓ Partnership with a well-known of Russian market, reliable, creditworthy company
- ✓ 100% ready for export
- ✓ Wide range of food



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## SIBIREAN FIBER

IS THE LARGEST RUSSIAN COMPANY SPECIALIZING IN PRODUCTION OF HEALTHY DIET GOODS WITH A HIGH CONTENT OF DIETARY FIBER. THE COMPANY WAS FOUNDED IN 2002. THE FACTORY AND OFFICE ARE LOCATED IN TOMSK, IN THE CENTER OF WESTERN SIBERIA. DURING THE PRODUCTION, THE COMPANY ACTIVELY USES ECO-FRIENDLY AND WILD-GROWING PRIMARY PRODUCTS.

### General and Financial Information

- Sales volume: produce more than 2,412,000 tons of products per year
- Distribution of sales volume: 90% – Russia, 10% – other countries.
- Main comp Siberian Fiber
  - ✓ Siberian Bran
  - ✓ Solid Beverages : Detox Smoothies
  - ✓ any's groups:
  - ✓ Extruded Products: Healthy Snacks, Healthy Lunch, Dinner, Supper
  - ✓ Plant-based stuffing: Vegan stuffing
  - ✓ Porridge
  - ✓ Healthy Desserts: Pudding
  - ✓ Fitness and Sports Phyto drinks
  - ✓ Chia Seed Oil
  - ✓ Herbal Tea
- Logo's of relevant brands:
 
- Currently present in: Russia, Kazakhstan, Turkmenistan, Belarus, Azerbaijan, Latvia, Estonia, Germany, Kyrgyzstan, China, Mongolia
- E-commerce: : Amazon, Wildberries
- Main buyers : Distributor, Trade Networks, Web-Platforms, Telemarket, Traditional Retail
- Cooperation with major market players: Russia-X 5 Retail Group, Auchan, Lenta, Magnet, Dixy, Oka'y; Turkmenistan, Turkey –Halk Market; Estonia - L Cosmetics
- Certification : Complete package of export documentation for EAC, Declaration of conformity, Certificate of origin

### Points of differentiation compared with other market players?

- ✓ The products consist only of natural ingredients, dried berries and fruits, without GMOs and preservatives.
- ✓ The products of "Siberian Fiber" are natural and effective products for prophylactic. Each production line consists of a whole complex of soluble and insoluble plant fibers.
- ✓ These products improve the diet quality and prevent many diseases and health problems.
- ✓ "Quality, efficiency and safety" is the company's motto. There are more than 150 items of various products in the company's collection: exclusive mixes of dietary fiber with wild berries and herbs, unique extruded products, solid beverages - detox smoothies, functional breakfasts, fitness and sports mixed drinks, weight-loss and wellness programs. The products of Siberian Fiber are sold in many foreign countries on different continents.

### Strength/Innovation

Benefits for the importer

- ✓ Expanding and flourishing brand
- ✓ High demand
- ✓ Natural and quality products manufacturing
- ✓ Products are safe and meet the EAC requirements.
- ✓ The EEU Declaration of the
- ✓ Manufacture under private label : Yes

Benefits for distributors and commercial network:

- ✓ As a family business, the company is responsible for the highest level of product quality.
- ✓ This nutrition trend is a long-term global trend, demand for functional products is constantly increasing .



NEW



# CJSC ALEYSKZERNOPRODUKT NAMED AFTER S. N. STAROVOITOV

CJSC "ALEYSKZERNOPRODUKT" IS A POWERFUL AGRICULTURAL COMPLEX WITH THE COMPLETE TECHNOLOGICAL CYCLE OF GRAIN GROWING AND PROCESSING, MANUFACTURING AND PACKAGING.

## General and Financial Information

- Total Sales (RU & International) 8 647 603 thousand rubles
- Total Market share (Russia & Other Countries) Russia 89%, Other Countries 11%
- Main relevant product groups within company Portfolio:
  - ✓ "Aleyka" The flour, grains, pasta, cereal flakes and vegetable oil
  - ✓ dry full-ration food "dilly"
  - ✓ Vitamin-mineral premixes for farm animals and poultry "Pribavlai-ka"
  - ✓ combined feeds
  - ✓ premixes
- Logo's of relevant brands:



## Points of differentiation compared with other market players?

- ✓ The products of JSC "Aleyskzernoprodukt" were awarded with medals of the international exhibition "Environmentally friendly and safe products" and the Federal program "Russian quality".
- ✓ It is included in the prestigious and iconic register of the "100 best goods in Russia" and is a winner of the "Best Altai product" competition.
- ✓ food safety management system based on the requirements of ISO 22000:2005, ISO/TS 22002-1: 2009, as well as additional requirements of FSSC 22000.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Production of 100% natural high-quality natural products, in which all vitamins and nutrients are preserved.
- ✓ The products are safe and meet EAC requirements

### What's in it for Partner Professional Customers?

- ✓ The company is responsible for the quality of the product.
- ✓ Year-round marketing activities and marketing support.

## Limitations

- ✓ In 2019, 451.407 tons of grain were processed.
- ✓ The total production output for 2019 is 475.853 tons.

Currently present in 12 branches in such cities as Barnaul, Biysk, Abakan, Blagoveshchensk, Bratsk, Irkutsk, Vladivostok, Krasnoyarsk, Neryungri, Tyumen, Chita and Ulan-Ude, as well as joint trading enterprises in Mongolia and China

- Cooperate with: "Anix", "Maria-RA", "Magnet", "Holdi", "Lenta", "Maria-RA", "anix", "Bahetle", "Bystronom", "Farmer-center", "traffic Light»
- Export: company (country) Mongolia, China, Kazakhstan, Belarus, Uzbekistan.
- Certification full package of export documentation, Declaration, certificate of conformity, certificate of origin, phytosanitary certificate.

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**NEW**



# TRADING FIRM "ALTAYSKAYA SKAZKA" and Mills "ROSA"

## General and Financial Information

- Main relevant product groups within company Portfolio:
  - ✓ Natural traditional groats (Buckwheat, Spelt, Oat groats, rice, millet etc.)
  - ✓ The instant flakes
  - ✓ The wheat flour
  - ✓ Group B pasta
- Logo's of relevant brands: ALTAYSKAYA SKAZKA and ROSA
- Currently present in: Germany, Israel, Canada, China, Mongolia, Kazakhstan, Turkmenistan, Tajikistan, Kyrgyzstan, Uzbekistan
- E-commerce: Ozon, Beru
- Main buyers: Traders
  
- Cooperate with:
  - ✓ Russia: Auchan, Lenta, X5 Retail group, Magnit
  - ✓ Export: Lackmann Fleisch-und Feinkostfabrik GmbH – Germany, Uniservis – Israel, East-West food Distribution – Canada, Jiu Ruan Import and Export Co., Ltd. – China, BDSA IMPEX – Mongolia, Karina-Distribution – Kazakhstan, IP Ovezmyradov A.T. – Turkmenistan, Kapital-T – Tajikistan, Numen-service – Kyrgyzstan, Asian National Distribution – Uzbekistan
- Certification: Full pack of export documentation: Certificate of conformity, certificate of fumigation, Certificate of Origin of Goods, declaration of conformity

## Points of differentiation compared with other market players?

- ✓ We fabricate 10 000 tons of groats every month and have one of the productive works in Russia.
- ✓ The key priorities are balance of high-quality, health and technologies
- ✓ Altay grains from environmentally friendly fields
- ✓ A wide range including over 90 positions
- ✓ Unique goods produced under the innovative technologies

## Key strengths / Innovation

### What's in it for Partner?

- ✓ Private Label and White Label: The turnover of 1 SKU should be at least 20 tons per month
- ✓ Flexible pricing policy
- ✓ Delivery by rail and by sea
- ✓ A reliable partner with a history proven over the decades

### What's in it for Partner Professional Customers?

- ✓ The products of «Altayskaya skazka» are high-quality, safe and healthy. We have the certificate "Environmentally Friendly and Safe Products". Also, production according to the international system of quality and food safety management ISO 22000-2007.
- ✓ The instant flakes are produced using the unique technology PQS («Preparation own sap»). This technology has no analogues.
- ✓ Effective marketing programs



COMPANY  
**ROSA**

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## ASSOCIATION «SOYUZPICHSHEPROM»

SOYUZPICHSHEPROM IS A GROUP OF COMPANIES PRODUCING WHOLESOME AND TASTY FOOD PRODUCTS FOR THE ENTIRE FAMILY

### General and Financial Information

- Total Sales (RU & International) 300 000 000,00 \$ per year
- Total Market share (Russia & Other Countries) approx 3%
- Main relevant product groups within Company Portfolio:
  - ✓ Pasta products,
  - ✓ Oat flakes,
  - ✓ Multi-grain cereals
  - ✓ Porridges with natural ingredients
  - ✓ Groats, Groats in boil – in – bag
  - ✓ Wheat flour
  - ✓ Sunflower oil
  - ✓ Extra virgin oil (Mustard oil, flaxseed oil, sunflower oil)
  - ✓ Plant based drinks (Oat kisel, yogurt, plant – based UHT drinks)
  - ✓ Crispbreads, Corn flakes
- Logo's of relevant brands:



- Currently present in:
  - ✓ Russia, Kazakhstan, Uzbekistan, Turkmenistan, Mongolia, China, Israel, UAE, USA, Canada
- Main buyers: Traders/HoReCa
- Certification: ISO 22000:2005, Halal certificate, Yuniscan/GSI Rus

### Points of differentiation compared with other market players?

- ✓ **Private Label** 
- ✓ Today "Soyuzpischeprom" is a technological complex of the newest equipment of the world's leading brands: Buhler AG, Fava, Mill servis, Hartmann, Linko, Zucami, Big Dutchmen, Muyang and others
- ✓ The main competitive position of "Soyuzpichsheprom" is combining a few big food manufacturers of South Ural region in one structure. It allows following one quality policy, using common manufacture and investment strategies and using complex professional help
- ✓ As far as all business – processes are made inside one enterprise, the holding company controls each production stage and supplies it with quality

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Stable production volumes and supply stability
- ✓ With one contract you can get a wide range of products
- ✓ Sustainable logistics system
- ✓ The company has a great export experience.
- ✓ The products are exported to CIS and non-CIS countries: USA, Canada, UAE, China and other countries.

#### What's in it for Partner professional customers?

- ✓ There are a products for daily use in our assortment
- ✓ Products are ready to satisfy the needs of each client
- ✓ "Dr.Naturi" is a line of balanced and light food products



**FILLINI®**



## NUDEL PRODUKTION

NUDEL PRODUKTION GMBH IS ENGAGED IN THE PRODUCTION AND SALE OF PASTA UNDER THE FILLINI TRADEMARK

### General and Financial Information

### Key strengths / Innovation

- Total Sales (RU & International) \$ 1 million per month with VAT
- Total Market share (Russia & Other Countries)
  - ✓ In Russia: Nudel Product is one of the 15 largest companies in the industry that provides 85% of market needs in pasta, and in 15 representation-leading retail chains. The share is 2.8%
- Main relevant product groups within Nudel Production Portfolio:
  - ✓ durum wheat pasta
- Logo's of relevant brands:
 


- Currently present in:
  - ✓ Republic of Belarus, Kazakhstan, The Republic of Abkhazia, Moldova, the Pridnestrovian Moldavian Republic, North Ossetia
- Main buyers: Traders
- Cooperate with: Russia: "Magnet", "Auchan", "Globus", "Coswell", "major League", "Semiserif", "Admiral", "Petrovich", "hostess", "Caravan", "Pokapoka", "Win", "Bayram", "Family", "Universal"
- Certification:
  - ✓ Declaration of conformity GOST 31743-2017,
  - ✓ Certificate GOST R ISO 22000

### What's in it for Partner?

## Private Label



- ✓ product which is in the commercially successful price segment (average, average +)
- ✓ competitive in relation to foreign-made analogues product
- ✓ high turnover;
- ✓ increasing the average check
- ✓ extra profit.

### What's in it for Partner professional customers?

- ✓ special events with a price reduction
- ✓ premium pasta: group A, group B;
- ✓ food additives and dyes free;
- ✓ GMO free;
- ✓ a unique range of packaged products;
- ✓ convenient packaging for the consumer - from 300 g up to 5kg

### Points of differentiation compared with other market players?

- ✓ the commercially successful price segment (average, average +);
- ✓ competitive in relation to foreign-made analogues;
- ✓ high turnover;
- ✓ increasing the average check;
- ✓ extra profit;
- ✓ more than 18 years in the market;
- ✓ without food additives and dyes;
- ✓ GMO free;
- ✓ quality management system and product safety meets the requirements of GOST R ISO 22000

### Limitations

- ✓ Necessary to register in completely new countries

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# AIDIGO

## MANUFACTURER OF SPICES, SEASONINGS AND IVAN-TEA

### General and Financial Information

- Total Sales (RU & International) – 6 Mln EURO
- Total Market share (Russia & Other Countries):
- Spices, Seasonings – 1,2% (Russia)
- Ivan-tea – 6,5 % (Russia)
- Main relevant product groups within company Portfolio:
  - ✓ Spices and seasonings Aidigo
  - ✓ Spices and seasonings Perches
  - ✓ Ivan-tea
- Logo's of relevant brands: 
- Currently present in:
  - ✓ EU (Ivan-tea): Germany, Spain, France, Italy, Switzerland, Sweden, Czech Republic, Cyprus, Belgium, Netherlands, Poland
  - ✓ Belarus (Ivan-tea and Spices/Seasonings)
  - ✓ Kazakhstan (Ivan-tea and Spices/Seasonings)
  - ✓ China (Spices/Seasonings)
- E-commerce: Alibaba, Ozon
- Main buyers: Traders/HoReCa
- Cooperate with company (country): «Auchan» (Russia,Tajikistan), X5 (Russia), Lenta (Russia), Okey (Russia), Selgros (Russia),
- Certification: Declaration of conformity, Certificate of Origin (Ivan-tea and some seasonings), ISO 22000:2005

### Points of differentiation compared with other market players?

- Seasoning "Aidigo" - the optimal ratio of price and quality Ingredients:
- ✓ 100% natural product
  - ✓ A rich composition of spices of the highest grade
  - ✓ Do not contain salt! It is important for consumers who care about their health.
  - ✓ Do not contain starch, rice, wheat flour, maltodextrin, yeast extracts!
- Ivan-tea:
- ✓ Environmentally friendly natural product.
  - ✓ A wide range and different types of packaging.
  - ✓ Wide representativeness and high quality product

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ A developing and promising brand Ivan-tea
- ✓ High demand for healthy foods:
  - IVAN-TEA IMPROVES IMMUNE SYSTEM
  - IVAN—TEA CONTAINS LOT OF VITAMINS AND MINERALS
  - IVAN TEA DOES NOT CONTAIN COFFEE
- ✓ Production of natural and high-quality products
- ✓ The brightness of the aromatic portrait of seasonings "Aidigo" meets the expectations of the consumer.
- ✓ Seasonings Aidigo satisfy the consumer tendency to try new tastes and combinations of European cuisine
- ✓ Products are safe and EAC compliant. Declaration EAEU

#### What's in it for Partner professional customers?

- ✓ High level of service.
- ✓ Trade Marketing activities realization.
- ✓ Possibility of deferred payment
- ✓ Presence of a distributor in the EU (Ivan-tea)

#### Limitations

- ✓ Storage condition: temperature 0-25°C



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Presentation  
 Catalog





# Pita Chips

Time to try pita bread baked from the healthy ingredients



## PITA CHIPS «AZAR»

PRODUCER OF THE FIRST PIT SNACKS IN RUSSIA

### General and Financial Information

- Total Sales (RU & International): 6 mln RU/ 92000 Euro
- Total Market share (Russia & Other Countries)
  - ✓ Russia - 75%
  - ✓ China - 15%
  - ✓ Ukraine - 5%
  - ✓ Germany - 2%
  - ✓ Belarus - 2%
  - ✓ Kazakhstan - 1%
- Main relevant product groups within company Portfolio:
  - ✓ Pita chips, 80 g., 250 g.
  - ✓ Chips from lavash 100 g., 150 g.
- Logo's of relevant brands:
- Currently present in:
  - ✓ Russia
  - ✓ Kazakhstan
  - ✓ China
  - ✓ Belarus
- E-commerce: Alibaba.com (<https://zastolya.trustpass.alibaba.com>)
- Main buyers: Traders/Retail
- Cooperate with: Metro cash and carry, Auchan, X5 retail group, Lenta,
- Certification: Declaration of conformity, Biologically Safety Certificate, Certificate of Origin, Health Certificate (if needed)



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label**
- ✓ FAST AND INEXPENSIVE LOGISTICS: Delivery to seaports in Novorossiysk and St. Petersburg at the expense of the Supplier
- ✓ Unique taste and recipe

#### What's in it for Partner professional customers?

- ✓ As a family business, the company is responsible for the highest level of quality and after sales service.
- ✓ Year-round marketing activities and marketing support
- ✓ Every snack TM "Azar" is manufactured with the highest quality standards, and high-tech equipment.
- ✓ Pita chips is eco-friendly replacement to unhealthy ordinary, potato chips.
- ✓ The recipe of preparation of pita chips embody one of the most important lines of russian cuisine - naturalness and simplicity of the used ingredients

### Limitations

- ✓ Production capacity is 1 200 000 items per month.
- ✓ Possibility of export deliveries of our company 25 Forty-Foot Container per Month

### Points of differentiation compared with other market players?

- ✓ **BEST PRICE:** We constantly monitor the world market prices for snacks to make sure our prices are always comitative
- ✓ **FREE ADVARTISING** We provide free POSmaterials with each new order
- ✓ **QUALITY ASSURANCE:** We guarantee the refund in case of delivery of damaged goods or low quality goods
- ✓ eco-friendly replacement to unhealthy ordinary, potato chips

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# RUSPOLE BRANDS

AGRICULTURAL CORPORATION, THE MARKET LEADER IN RUSSIA AT CANNED VEGETABLE PRODUCTS

## General and Financial Information

- Total Sales (RU & International)
  - ✓ €55 mln w/o VAT,
  - ✓ Metro Russia €1,5 mln (+32% vs 2017)
- Total Market share (Russia & Other Countries)
  - ✓ 1,7% in Value among 500 players (Total Russia)
- Main relevant product groups within "Ruspole Brands" Portfolio:
  - ✓ Beans (green peas and sweet corn)
  - ✓ Pickles (cucumbers, tomatoes, peppers etc.)
  - ✓ Vegetable garnish and salads (ready-to-serve)
  - ✓ Sauces & Vinegar (ketchup, mustard, horseradish, adzhika etc.)
- Logo's of relevant brands: UNCLE VANYA™
- Currently present in:
  - ✓ Ukraine, Kazakhstan, Kirgizia, Estonia, Germany (ethnic stores), USA, Canada, Israel, Australia, China, S.Korea, Bulgaria
- Main buyers: Traders & HoReCa
- Cooperate with: Russia: Metro, Auchan, Globus
- Certification: ISO 22000, FSSC 22000 (in process), CERTIFIED by Halal, Kosher and UK VEGAN society



## Limitations

- ✓ UNCLE VANYA brand registration is in process (TBD Q1 2020)
- ✓ FSSC 22000 is in process (TBD by Q2 2020)...

## Points of differentiation compared with other market players?

- ✓ UNCLE VANYA is the undisputable leader in pickles category in Russia
- ✓ ESTABLISHED IN 1999 – 20 years of deep expertise as a modern grower and producer (3 factories in the south of Russia)
- ✓ THE FINEST QUALITY & Naturality (no GMO and no artificial preservatives)
- ✓ CERTIFIED by Halal, Kosher and UK VEGAN society ...
- ✓ VARIETY OF PRODUCT MENU – 50 items in 4 product groups made by traditional and unique recipes
- ✓ The one from other canned vegetables producers who is an active Exhibitor in international professional exhibitions

## Key strengths / Innovation

### What's in it for Partner?

- ✓ long-term partnership
- ✓ The best quality, risk-free and original recipes in couple with the breath-taking visual impression of jars
- ✓ Brand building focused

### What's in it for Partner professional customers?

- ✓ Active Trade-marketing to generate high demand and costumers loyalty
- ✓ Repeatable best quality and reliable supply
- ✓ Special event e.g. degustation etc.

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# Белоручка

Удели время любимым!



**SAUERKRAUT  
KOREAN SALADS**

**PICKLES AND  
MARINADES**

**SNACKS, SALADS  
AND SOUPS**

**READY-TO-EAT PRECOOKED  
VEGETABLES**

**DESSERTS  
AND FRUITS**

## ECHO LLC

PRODUCER OF PICKLES, FERMENTING, MARINADE SALADS AND READY-TO-EAT PRECOOKED VEGETABLES IN VACUUM PACKAGING UNDER THE «BELORUCHKA» TRADEMARK. PRODUCTS ARE COOKED WITH LOVE FOR LOVED ONES

### General and Financial Information

- Total Sales (RU & International):
  - ✓ Russia (2018) – 1 649 878 USD
  - ✓ Australia (2017-2019) – 675 742 AUD
- Total Market share (Russia & Other Countries):
  - ✓ Russia – 25%
  - ✓ Australia – 15%
  - ✓ Other (Canada, New Zealand, Kazakhstan) – 60%
- Main relevant product groups within ECHO Portfolio:
  - ✓ sauerkraut, pickled vegetables, salads, jams
- Logo's of relevant brands:  
«Beloruchka»
- Currently present in: Russia, Kazakhstan, Australia, New Zealand
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Russia: AUCHAN, METRO C&C
- Certification:
  - ✓ FSSC 22 000
  - ✓ ISO 22 000
  - ✓ EAC

**Белоручка**  
Удели время любимым!

### Key strengths/Innovation

#### What's in it for Partner?

- Special tax regime for exporters of Russian goods
- Ready to make sauerkraut under the Partner brand
- Well-built transportation logistics
- Experience in the Russian and foreign markets more than 15 years

#### What's in it for Partner professional customers?

- Traditional Russian food
- High quality
- We use best natural ingredients
- Healthy food
- You can use it like salad, or add to burgers and another meals
- Participation in MetroExpo
- Trade Marketing
- Special promo packs production, including exclusivity items

### Points of differentiation compared with other market players?

- All production based on natural products and spices
- The composition of our products includes vegetables grown in ecologically clean areas of our country, natural spices and additives
- ECHO is the only company in Russia that has experience in exporting sauerkraut
- Shelf life of goods up to 6 month

### Limitations

- Storage temperature: 0° to 6°
- Payment term from date of delivery: 25 days
- Shelf life of goods: up to 6 month
- Lack of distributors in new countries excluding EU



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NEW



# PROROSTKI COMPANY

PROROSTKI COMPANY IS THE ONLY MANUFACTURER OF MICROGREENS AND SPROUTS IN THE KRASNODYARSK REGION. IT PRODUCES OVER 15 TYPES OF SPROUTS/SEEDLINGS AND WHEATGRASS JUICE. IN 2016 PROROSTKI COMPANY LAUNCHED A NEW ASSORTMENT LINE – MARINADES WITH SPROUTS. IN 2018 THE COMPANY MADE A NEW AND ABSOLUTELY UNIQUE PRODUCT – LIVING GRANOLA OF SPROUTS. ALL PRODUCTS HAVE CERTIFICATES OF QUALITY. NOW THE COMPANY IS SHARING ITS EXPERTISE AND TECHNOLOGIES WITH OTHER CITIES IN RUSSIA AND ABROAD.

## General and Financial Information

- Total Sales: 8 billion Rubles
- Total Market share (Russia & Other Countries)
  - ✓ 99% (Russia)
  - ✓ 1% (Other Countries)
- Main relevant product groups within Company Portfolio:
  - ✓ Sprouts/ seedlings
  - ✓ Breakfast cereals of sprouts – granola in assortment
  - ✓ Marinades of mash sprouts in assortment

- Logo's of relevant brands:
- Main buyers: healthy life style supporters, healthy food customers, sportsmen/ supermarkets with healthy food section; fitness centers, spa retreats
- Main buyers:
  - ✓ Russia: Eco Group, Giperglobus
  - ✓ Export to: Kazakhstan, Armenia
- Certification for Russia and EEU, non-GMO Certificate.



## Points of differentiation compared with other market players?

- ✓ All products are made of sprouts.
- ✓ Sprouts are dried at low temperatures, what enables to keep all nutrients and vitamins.
- ✓ Granola doesn't contain sugar, no conservatives or colorants.

## Key strengths / Innovation

### What's in it for Partner?

- ✓ A developing and promising brand in the healthy food and lifestyle sector
- ✓ Products can be sold under store brand
- ✓ Production of natural and high-quality products
- ✓ Products are safe and EAC compliant.
- ✓ Declaration EAEU
- ✓ Natural product with preserved vitamins and ferments

### What's in it for Partner professional customers?

- ✓ Optimal balance of healthiness, value, uniqueness and reasonable price
- ✓ The healthy food market is growing and this products get more in demand
- ✓ There are no similar products on the market

## Limitations

- ✓ Products are made for a certain order, there are no product items on the warehouse. Therefore 14 days are required to prepare a large order.

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**NEW**



# ERCONPRODUCT

**THE LARGEST RUSSIAN COMPANY SPECIALIZING IN VEGETABLE AND DAIRY PRESERVATION, FRUIT FILLINGS AND DAIRY RAW MATERIALS**

### General and Financial Information

- Total Sales (RU & International) — Annually for 2019 — 48 704 440 EUR
- Total Market share – Russia 93% and Other Countries 7%
- Main relevant product groups within company Portfolio:
  - ✓ Beans (green peas, sweet corn, white and red beans)
  - ✓ Pickles (cucumbers, tomatoes, olives, mushrooms)
  - ✓ Tomato paste
  - ✓ Whole condensed milk
  - ✓ Caramelized condensed milk
  - ✓ Sterilized milk
- Logo's of relevant brands:
- Currently present in: Russia, the USA, Kazakhstan, Uzbekistan, Azerbaijan, Tajikistan, Belarus, Armenia, Kyrgyzstan, Turkmenistan, DNR, Mongolia
- E-commerce: Ozon, beru.ru, utkonos.ru
- Main buyers: Traders, Retail chains
- Cooperate with: Federal retail chains such as Metro, Auchan, X5 Retail Group, Lenta
- Certification: EAC, FSSC 22000, ISO, Halal, Made in Russia



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private label branding
- ✓ Long-term partnership with reliable business reputation
- ✓ Experience in Russian and Foreign market for almost 30 years
- ✓ Efficient marketing and trade marketing activities
- ✓ Flexible sales policy, bonus support
- ✓ Products are adopted to the areas of the Middle East and the Far East with the special requirements of storage conditions and transportation and can be adopted to other markets
- ✓ Stable consumption of canned products and growing demand for Russian goods guarantee profitability

### Points of differentiation compared with other market players?

- ✓ One of the largest companies in vegetable and dairy preservation segment
- ✓ Two own production sites, one of them is the largest high-tech manufacturer in Russia, established in 1936
- ✓ The highest quality and healthy products (Healthy life-style trend)
- ✓ Long-shelf life of the products
- ✓ A wide distribution network in Russia, several warehouse capacities
- ✓ Export-orientated company with world-wide logistic chains
- ✓ A wide range of brands in various price segments
- ✓ Active participation in international and local exhibitions
- ✓ Registered TM

### What's in it for Partner professional customers?

- ✓ The balanced brand profile includes products of all categories, formats and price segments
- ✓ Different packages variations
- ✓ Special promo production



# ERCONPRODUCT

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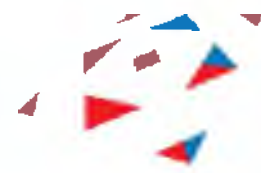
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# Ice cream & Dairy Products



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**ВРЕМЯ ЛЕТАТЬ!**  
мороженое



ИЗ НАТУРАЛЬНОГО МОЛОКА  
**ГОСТОВСКИЙ** пломбир



## KHLADOKOMBINAT NO. 3

### General and Financial Information

- Total Sales (RU & International)
  - ✓ Year 2018: RU – 6 000 tons; International – 48 tons
- Total Market share (Russia & Other Countries)
  - ✓ Russia (Ural Federal District) – 20.1 %
  - ✓ Other countries – 48 tons
- Main relevant product groups within Khladokombinat No. 3, LLC Portfolio:
  - ✓ Ice-cream
- Logo's of relevant brands: GOSTOVskiy, Time to fly
- Currently present in:
  - ✓ Russian Federation
  - ✓ China
  - ✓ Kazakhstan
- Main buyers: Traders, HoReCa
- Cooperate with: Auchan (Russia), Metro (Russia)
- Certification: ready for prompt certification for specified countries



### Points of differentiation compared with other market players?

- ✓ Khladokombinat No. 3, LLC is a largest manufacturer of ice cream in Russia.
- ✓ The company possesses the registered trademark "GOSTOV@sky plombir", which made the TOP-10 Bestselling Products in the Ural Federal District of Russia.
- ✓ Every hour more than 20 000 units of ice cream in different packaging come off our company's production line.
- ✓ For production of ice cream, the company uses only natural high quality ingredients and natural milk.
- ✓ GMO-free.

### Key strengths / Innovation

#### What's in it for Partner?

#### Private Label



- ✓ Our factory is constantly modernizing for production process.
- ✓ Our company pays special attention to the product safety issues. We've implemented the integrated quality management system for food safety ISO 9001:2015 and FSSC 22000.
- ✓ We acquired the license for our own sanitary and epidemiologic inspection laboratory. There is a III level Compartment.
- ✓ During the year, the company participates in the prestigious Russian and international trade exhibitions – "Quality Assurance", "UralProdExpo", "Agroforum", "Dairy products quality festival". And everywhere our company's products won the most prestigious awards.
- ✓ Khladokombinat No. 3, LLC is certified for export to China, Mongolia, Tajikistan, Kazakhstan, Belarus, Armenia, Kyrgyz Republic.
- ✓ Khladokombinat No. 3, LLC is a supplier of the products – ice cream under its own "Metro" trademark - - 2.5 kg ice cream containers; 1,5 kg "Metro chef" and 70 g "ARO" wafer cups. We've been supplying 26 different products to the Metro Cash & Carry stores under the following trademarks: "GOSTOV@sky plombir", "Vremya letat!@" and others.

#### What's in it for Partner professional customers?

- ✓ Consistent high quality, confirmed by numerous international certificates.
- ✓ Huge range of types and flavors.
- ✓ Liberal pricing policy, special offers and tasting sessions.
- ✓ Colorful high quality package that perfectly keeps the product's shape and preserves the product's taste.

#### Limitations

- ✓ The product requires to maintain proper temperature control (minus 18 degrees Celsius) during transportation, storage and sale.

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# ICECRO

HEALTHY AND NUTRIENT-RICH PRODUCTS WITHOUT THE EXCESS CALORIES

## General and Financial Information

- Total Sales (RU & International) 200 million RUB (2018)
- Total Market share (Russia & Other Countries) Russia – 195 million RUB; Export – 5 million RUB
- Main relevant product groups within company Portfolio:
  - ✓ VEGAN line: lactose-free ice cream made of coconut milk and rice milk, for children who react allergically to lactose, and for vegans and vegetarians
  - ✓ YOGA line: hand-made diet ice-cream made of fresh fruits and berries with healthy herbs and spices
  - ✓ SORBETS: high-fiber frozen fruit desserts (sorbets) made of fresh fruits and berries, which contain a huge amount of vitamins
  - ✓ FROZEN FRUIT TEA: pre-packaged frozen fruits and berries ready to make fruit and berry-tea
  - ✓ COCONUT CAPPUCCINO 3IN1: instant coffee made just from three ingredients – dry coconut milk, organic coconut sugar and coffee
- Logo's of relevant brands: IceCro brand
- Currently present in: Russia, Kazakhstan, Belarus, UAE
- E-commerce: Metro C&C, Vkusvill, Aushan, Perekrestok, Azbuka
- Main buyers: Traders/HoReCa
- Cooperate with: "Metro C&C" (Russia), "Vkusvill" (Russia), "Aushan" (Russia), "Perekrestok" (Russia), "Azbuka Vkusa" (Russia)
- Certification: EAC, HCC



## Points of differentiation compared with other market players?

- ✓ natural ingredients only (natural milk, puree from farm-fresh and GMO-free fruits and berries)
- ✓ diverse and unique flavors
- ✓ suitable for vegans, athletes, diabetics, and everyone who loves ice cream
- ✓ innovative Ice Cream Format
- ✓ carefully chosen Farm Products

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label** 
- ✓ Ability to understand your requests and demands
- ✓ Our managers will help you choose assortment and prices
- ✓ A developing and promising brand
- ✓ Unique and healthy products
- ✓ The latest health trends raise the demand for IceCro products

### What's in it for Partner professional customers?

- ✓ IceCro is reliable and provides support for the quality of its products
- ✓ Marketing support
- ✓ Useful properties and natural composition
- ✓ Organic Sweeteners
- ✓ All products have a naturally rich taste

### Limitations

- ✓ Storage conditions -18 ° C
- ✓ Production limit 25 tons per day

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**polariss™**

**NEW**

# NOVOSIBKHOLOD OJSC (BRAND POLARIS)

ONE OF THE LARGEST AND MOST EXPERIENCED MANUFACTURERS OF ICE CREAM IN RUSSIA

## General and Financial Information

- Total Sales 16 000 tones
- Total Market share (Russia & Other Countries) 90%/10%
- Main relevant product groups within company Portfolio:
  - ✓ Ice cream
- Currently present in:
  - ✓ China
  - ✓ Vietnam
  - ✓ Mongolia
  - ✓ Indonesia



- Logo's of relevant brands:
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Auchan (Russia)
  - ✓ Circle K (Vietnam)
- Certification: Russian Exporter

## Points of differentiation compared with other market players?

- ✓ Wide range of assortment
- ✓ Natural ingredients
- ✓ Following all the trends of the market
- ✓ High quality of ingredients and package
- ✓ Modern equipment

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label**
- ✓ Marketing Support
- ✓ Lenient bonus system for long term partners
- ✓ Wide range of products
- ✓ Unique tastes

### What's in it for Partner professional customers?

- ✓ Flexibility
- ✓ Marketing support
- ✓ New kinds of ice cream every year
- ✓ Development of special kinds of ice cream for every particular market

## Limitations

- ✓ Longer time for first shipment for new markets



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NEW



# YOSHKAR-OLA COLD STORAGE FACILITY LLC

NATURAL DELICIOUS COW'S AND GOAT'S MILK ICE CREAM, DAIRY-FREE FROZEN DESSERTS, FROZEN BERRIES, VEGETABLES AND MUSHROOMS FROM A RUSSIA'S ECO-CLEAN REGION, MARI EL REPUBLIC, FERMENTED ROSEBAY-BASED TEA DRINKS WITH BERRIES, GINGER AND THYME.

## General and Financial Information

- Sales volume (RUB / foreign currency) ₸193,423,913
- Sales volume distribution (95/5, %)
- Our main product groups
  - ✓ Cow's milk ice cream
  - ✓ Goat's milk and butter ice cream
  - ✓ Dairy-free frozen desserts
  - ✓ Frozen berries, mushrooms and vegetables
  - ✓ Fermented rosebay-based tea drinks
- Brands'/companies' logos
- Currently present in:
- Demonstrated on the e-platforms: <https://kozalavka.ru/>, <https://www.yola-mkt.ru/>
- We come up with a niche product with each product line being developed for a certain target audience
- Cooperation with the market majors:
  - ✓ Russia: VkusVill LLC, Tander JSC, X5 Retail Group, Spar
  - ✓ Export: Asyl-2000, Estau Company (Kazakhstan)
- HACCP certification



## Points of differentiation compared with other market players?

- ✓ Small-scale manufacturing of niche products for a certain target audience at optimal price in the shortest possible time
- ✓ Quick launch of new products

## Strong points / Innovations

### What's in it for Partner?

#### Private Label

- ✓ Private labeling with an individual approach
- ✓ Wide selection of products and package options

#### Benefits for distributors and retail chains

- ✓ High-margin products
- ✓ Unique items
- ✓ Provision of retail equipment
- ✓ Marketing assistance / Marilce products promotion

## Limitations

- ✓ Temperature requirements for storage and transportation
- ✓ Mandatory certification
- ✓ Shelf life

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Catalog  
Video





# STAVROPOLSKY DAIRY PLANT JSC

WE MANUFACTURE A WIDE RANGE OF TRADITIONAL DAIRY PRODUCTS USING CLASSIC TECHNOLOGIES AND GOSTS, INCLUDING DRINKING MILK, CREAM, KEFIR, RYAZHENKA, VARENETS, MATSONI, TVOROG, ICE CREAM, SOUR CREAM, BUTTER, CHEESE AND MANY MORE. WE ARE ALSO DEDICATED TO THE PRODUCTION OF INNOVATIVE AND FUNCTIONAL FOODS, WHICH ARE DEVELOPED IN COLLABORATION WITH LEADING EXPERTS IN THE FIELD OF FOOD SCIENCE

## General and Financial Information

- Total export sales: \$180,600
- Export share in sales volume: less than 1%
- Main relevant product groups within company Portfolio:
  - ✓ Ice cream
  - ✓ Chocolate glazed curd snacks



- Logo's of relevant brands:
- Currently present in: Israel, United Arab Emirates
- E-commerce: not represented
- Main buyers:
  - ✓ Domestic: Metro Cash&Carry, Tander (Magnit), X5 Retail Group, Lenta
  - ✓ Importers: Romark Trade, Star Ice Ltd
- Certification: Free Sale Certificate (REC), Made in Russia (REC), ISO HACCP

## Points of differentiation compared with other market players?

- ✓ Stavropol'sky Dairy Plant was founded in 1928, and since then it continues as a supplier of high-quality natural products. Nowadays, a total of up to 400 tonnes of milk from the best farms of Stavropol Region comes to the plant daily. Our assortment consists of more than 500 items.
- ✓ You can always find our fresh and affordable products in dairy shops of Stavropol and Stavropol Region – new production delivery twice a day!

## Key strengths / Innovation

### What's in it for Partner?

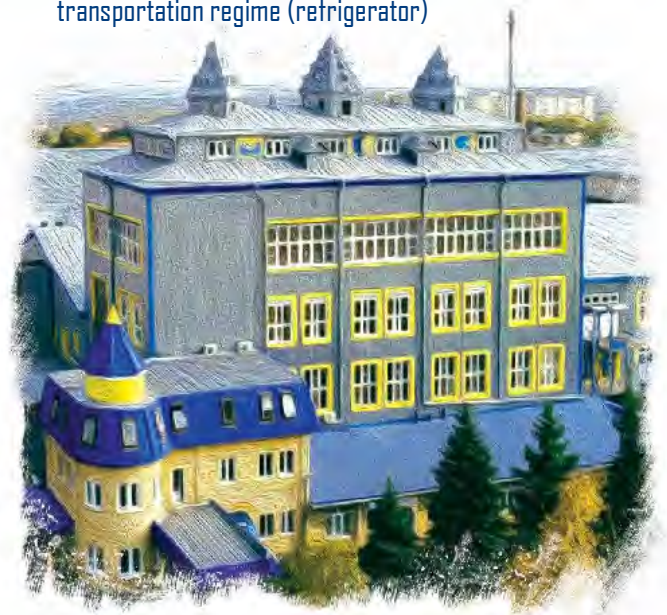
- ✓ Production under Private Label: **Yes**
- ✓ Both Private Label and White Label can be an option

### What's in it for Partner professional customers?

- ✓ Absence of distributors abroad
- ✓ The high quality of products ensures its guaranteed safety for a consumer

## Limitations

- ✓ Specialized logistics of the products with a special transportation regime (refrigerator)





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# Meat & Fish products Delicacies



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# URUSSA

CHICKEN MEAT FROM THE RUSSIAN FEDERATION



# I choose quality

NEW



GROUP OF COMPANIES  
**RESOURCE**

## RESOURCE GROUP OF COMPANIES

Poultry meat exporter #1 in the Russian Federation

### General and Financial Information

- Total Market share (Russia/Other Countries): 84/16%
- Main relevant product groups within company Portfolio:
  - ✓ poultry meat
  - ✓ sunflower oil

■ Logo's of relevant brands: **URUSSA**

- Currently present in: Russia, Saudi Arabia, UAE, China, Bahrain, Kuwait, Qatar, Jordan, Maldives, Kazakhstan, Ukraine, Uzbekistan, Armenia, Azerbaijan, Georgia, Tajikistan, Belarus etc. (more than 40 countries)
- Main buyers: retailers, distributors, traders, HoReCa etc.

- Cooperate with:
  - ✓ Russia: X5Retail Group, Auchan, Metro Cash and Carry, KFC etc.
  - ✓ Export: Tyson, Cargill, COFCO, Almunajem Group etc.

- Certification: FSSC 22000, GULFTIC-ICSC HALAL, MOCCAE, ESMA, SFDA etc.

### Points of differentiation compared with other market players?

- ✓ The first and unique slaughterhouse in Russia, specializing in the production of exclusively halal products.
- ✓ The only Russian company which guarantee complete absence of import components containing GMOs in our feed formula.
- ✓ We have all the opportunities for the organic production (our poultry assets are located in the ecologically clean regions of the Russian Federation).
- ✓ We deliver final products by different types of transport, including our own fleet of trucks and rail cars.
- ✓ We use the technology of shock freezing for maximum preservation of the nutritional value of poultry meat.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Opportunity and successful experience in manufacturing products under private label, conditions are discussed individually

#### What's in it for Partner Professional Customers?

- ✓ Office in Dubai, UAE
- ✓ Stocks of poultry meat products in the UAE ensures regular deliveries to the network for distributors in the Gulf countries

### Limitations

- ✓ No supply limits
- ✓ Limitations on storage conditions in accordance with the specification and product storage standards

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## DAMATE Group

Dietary, hypoallergenic, low cholesterol product. The rich content of vitamins and minerals distinguishes the turkey from other types of meat.

### General and Financial Information

- №1 in Russia
- №4 in Europe
- №10 in world
- DAMATE Group is the Russian agricultural holding, developing 3 businesses: turkey meat production, dairy farming, lamb production and milk processing. Facilities are located in Penza, Tyumen and Stavropol regions.
- Main relevant product groups within company Portfolio:
  - ✓ Wide range of turkey meat products (more than 400)
  - ✓ More than 100 dairy products
  - ✓ About 30 lamb products

■ Logo's of relevant brands:



- Currently present in:
- Export to 16 countries (UAE, Saudi Arabia, Kuwait, Iran, Serbia, China, Hong Kong, Ghana, Liberia, Benin, DR of the Congo, Gabon, Belorussia, Kirgizia, Armenia, Azerbaijan).
- E - commerce: [dxbbq.com](http://dxbbq.com)
- Main buers: Traders/ Retails

### Certificates:

- ✓ ESMA
- ✓ MOCCAЕ
- ✓ Halal certification issued by Saudi Food and Drug Authority Halal certification center

### Key strengths/ Innovation

- ✓ DAMATE Group has vertically integrated structure with full production cycle "From field to fork", that gives independence of prices from feed costs
- ✓ Quality and safety control at each stage of production
- ✓ Advanced packaging solutions
- ✓ Wide range of turkey meat products, including cuts, patties, marinated products, and deli meat
- ✓ Stable supplies
- ✓ Well-established logistics

### Limitations:

- ✓ Storage and transportation at -18C





# KRASNOBOR

## ENGAGED IN MANUFACTURING AND SALE OF TURKEY PRODUCTS SINCE 2000

### General and Financial Information

- Total Sales (RU & International) 36 000 tons of turkey meat a year
- Total Market share: 10% total turkey products in Russian Federation
  - ✓ Largest producer of turkey products in Russia

- Main relevant product groups within Krasnobor Portfolio:
  - ✓ Snacks
  - ✓ Turkey cooked sausage
  - ✓ Cooked-smoked turkey meat products



- Current presence in: Russia, Hong-Kong, Belarus, Armenia, Vietnam, China

- Main channels: Retail, HoReCa
- Cooperate with TOP Russian market chains: AUCHAN, XSRETAIL Group, O'key, Azbuka Vkusa, Globus, Victoria, Lenta, Vkus Vill and other major partners
- Certificate Halal RR-31800023/181000015
  - ✓ ISO certificate 22000: 2005
  - ✓ FSSC 22000

### Points of differentiation compared with other market players

- ✓ World-class quality
- ✓ More than 50 SKU, the range varies from raw to further processed turkey products
- ✓ Cutting-edge unique production technologies

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ **Private Label**
- ✓ High-margin product
- ✓ Delivery service providing handling orders in a timely manner within 2 days, delivery „just in time“
- ✓ Recognized turkey brand, experience delivering products to federal chains for more than 10 years
- ✓ Strong team of experts

#### What's in it for Partner professional customers?

- ✓ Trusted partner – since 2000
- ✓ World-class high quality products without GMO
- ✓ Reliable packaging
- ✓ Wide assortment of high nutrition value products

### Limitations

- ✓ Storage temperature varies from 0 to 6 C
- ✓ Shelf life varies from 30 days to 90 days, depends on conditions and product



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# KUZNETSOV MEAT PRODUCTS COMPANY

## General and Financial Information

- Total Sales (RU & International) 5 842 364\$ (for 2018)
- Total Market share (Russia & Other Countries)
  - ✓ Russia - 1%
- Main relevant product groups within Kuznetsov Meat Products Company Portfolio:
  - ✓ Dumplings "Premium" 500g
  - ✓ Dumplings "Premium" 1000g
  - ✓ Dumplings "Royal Viands" 500g
  - ✓ Dumplings "Pork and beef" 800g
  - ✓ Dumplings "Beef and herbs" 800g
- Logo's of relevant brands:



Currently present in:

- ✓ Russia

- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Russia: Metro, X5 Retail Group, Lenta, Magnit
- Certification: ISO 9001:2008; HASP

## Limitations

- ✓ Min delivery quantity 20 tons
- ✓ Conditions of carriage no more than -18°C
- ✓ Lack of distributors in new countries

## Key strengths / Innovation

### What's in it for Partner?

- ✓ company focuses on a healthy lifestyle.
- ✓ natural product, chilled meat raw materials
- ✓ high-quality ingredients and unique recipe
- ✓ Great priority for our company is taste of the product and the convenience of cooking

### What's in it for Partner professional customers?

- ✓ Variety of packaging in size diversity of product for costumers

## Points of differentiation compared with other market players?

- ✓ Quality of production is certified quality management system conforming to requirements of the interstate standard GOST ISO 9001-2011 (ISO 9001:2008) and system of voluntary certification of HACCP and conforms to requirements of GOST R 51705.1-2001 and GOST R 54762-2011/ISO/TS 22002-1:2009.
- ✓ The company conducts a careful selection of raw materials, conducts an audit of suppliers, monitors compliance with internal quality standards at all stages from the purchase of raw materials and production of the product to delivery to the final consumer



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# AGAMA GROUP COMPANY

AGAMA GROUP COMPANY IS A NATIONAL LEADER IN FROZEN FISH AND SEAFOOD CATEGORY

## General and Financial Information

- Total Sales (RU & International) 117 mln dollars w/o VAT (Russia)
- Total Market share (Russia & Other Countries)
- 37% Frozen Shrimps (Total Russia, AC Nielsen)
- 18% Frozen Seafood (Total Russia, AC Nielsen)
- 22% Frozen Fish fillet (Total Russia, AC Nielsen)
- Main relevant product groups within AGAMA GROUP Portfolio:
  - ✓ Frozen Fish fillet
  - ✓ Frozen Shrimps
  - ✓ Frozen Seafood
- Logo's of relevant brands: AGAMA
- Currently present in Russia.
- Main buyers: wholesale chains, retail chains, HoReCa
- Cooperate with Russia: Metro Group, X5 Retail Group, Magnit, Lenta, Auchan, Globus, Azbuka Vkusa, O'Key.
- Certification:
  - ✓ Quality management systems FSSC 22 000;
  - ✓ ISO 22 000; CH numbers (CH – 25M and CH-51M),
  - ✓ CCIC certification.



## Key strengths / Innovation

### What's in it for Partner

- ✓ **Private Label** 
- ✓ 21 years in the frozen food market
- ✓ 2 own production plants help to deliver stable quantity
- ✓ 17 500 tons production capacity per year
- ✓ Sales expertise
- ✓ Applicable international standards
- ✓ All necessary certificates including veterinary certificates
- ✓ HACCP management system principles

### What's in it for Partner professional customers?

- ✓ High quality products help customers round the world have a healthy lifestyle
- ✓ Full range of fish/seafood/shrimps with unique taste from Russian seas
- ✓ Products without additives
- ✓ Freshness is guaranteed by the shock freezing
- ✓ Lab quality control

### Points of differentiation compared with other market players?

- ✓ "Product of the year"
- ✓ frozen seafood brand in Russia
- ✓ Eco products from Russian seas
- ✓ high quality without additives
- ✓ High technology equipment (Marel, Baader, Ishida, Multivac)
- ✓ National winner of TV consumer tests in Russia

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**FOSFOREL**  
SEAFOOD



**NEW**

# FOSFOREL

THE FOSFOREL IS SUCCESSFUL SEAFOOD COMPANY SINCE 1996 AND DELIVERS ITS PRODUCTS UNDER TM ATLANTIKA, FOSFOREL AND FISH MILE. OUR COMPANY HAS A POWERFUL PRODUCTION STATE EQUIPPED WITH HIGH TECHNOLOGICAL EQUIPMENT ALLOWING TO WORK WITH MAXIMUM EFFECT.

## General and Financial Information

- Total Sales (RU & International): Ru: more than 1 billion rubles  
International: more than 100 thousand euro
- Total Market share: 5% Russia, 1% other countries
- Main relevant product groups within Fosforel Portfolio:
  - ✓ preserves, cold and hot smoked fish, salted fish.
- Relevant brands logo: TM Fosforel, TM Atlantika
- Currently, it is present in: Russia, Kazakhstan, Kyrgyzstan.
- Main buyers: Traders/Retail
- Cooperate with:
  - ✓ Russia: X5Retail Group, Magnit, ASHAN, OKAY, Lenta, BILLA, Victoria, Dixi, Magnum.
  - ✓ Export: LINA trade (Kazakhstan), Ideal market (Kazakhstan)
- Certification: Full pack of export documentation for EU: Declaration of conformity, Biologically Safety Certificate, Certificate of Origin, Health Certificate

## Points of differentiation compared with other market players?

- ✓ Product exclusivity. Some production ranges are unique according to the originality of formulation and packages in Russia
- ✓ Fixed weight
- ✓ Continuous refreshing of choice of goods
- ✓ Minimum quantity is enclosed in the package

## Key strengths / Innovation

### What's in it for Partner?

- ✓ **Private Label**
- ✓ Ready to export (we have all EU export documents)
- ✓ Production of natural and high-quality products
- ✓ High demand.

### What's in it for Partner professional customers?

- ✓ Our trade marks are presented on the shelves of the global and local stores throughout the territory of Russia, Kazakhstan, Kyrgyzstan. Regular product range updates. A wide range of tastes and categories of fish.

## Limitations

- ✓ Lack of distributors in countries excluding except Russia, Kazakhstan
- ✓ Special thermal conditions
- ✓ Storage temperature varies from -5 to +5 C

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NEW

ЛУНСКОЕ  
MOPE

*Видно, что вкусно!*



# LLC "LUNSKOYE SEA"

## PRODUCTION OF FISH ROE, CAVIAR, SEAFOOD AND FISH COOKING

### General and Financial Information

- Total Sales (RU & International) 841 mln RU (2019)
- Total Market share (Russia & Other Countries)
- 90% (Russia)
- 10% (Other Countries)
- Main product groups of the company
  - ✓ Caviar of partial breeds of fish
  - ✓ Salmon caviar
  - ✓ Simulated salmon and sturgeon caviar
  - ✓ Seafood in oil and brine
  - ✓ Seafood creams and rietas
  - ✓ Salads

#### Our brand:

- Represented in countries: China, USA, UAE, Kazakhstan, Belarus, Ukraine, Moldova, Kyrgyzstan, Romania
- E-commerce: ALIBABA.COM
- Main buyers: retail chains, distributors, wholesalers
- Cooperate with:
  - ✓ Russia: X5 retail group, TC Светофор, TC SPAR и др.

International certificates of conformity ISO and HASSP

- Euronumber and Chinese room of the plant

**We offer a wide range of highly liquid and high-quality products in the middle price segment.**

**Only natural high-quality ingredients are used for production.**



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Production white and private labels
- ✓ High quality natural ingredients.
- ✓ Working directly with the manufacturer
- ✓ Accreditation for deliveries from the EU, USA, China, EAEU

#### What's in it for Partner professional customers?

- ✓ Bright and ergonomic packaging
- ✓ 100% quality guarantee
- ✓ Individual terms of cooperation
- ✓ Delivery, certification, customs clearance
- ✓ Transportation options: land, air, sea

### The requirement for transportation

- ✓ The products have a shelf life of 6 to 12 months
- ✓ Temperature range from -2 to +4

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## VOSTOCHNY BEREG LLC

FISH-PROCESSING FACTORY VOSTOCHNY BEREG IS A LARGE ENTERPRISE WITH A PROCESSING ABILITY OF MORE THAN 500 TONS OF SALMON PER DAY. RAW MATERIAL FOR MANUFACTURING IS FISH, CAUGHT IN RICH AND ECOLOGICALLY PURE AREAS OF KARAGINSKIY GULF OF BERING SEA

### General and Financial Information

- Total Sales (RU & International): ₸2388,73 mln/ \$8,13 mln (2019)
- Total Market share (Russia & Other Countries):
  - ✓ 81,5% (Russia)
  - ✓ 18,5% (Other Countries)
- Main relevant product groups within company Portfolio :
  - ✓ Frozen Pacific salmon, Pacific salmon milt and roe;
  - ✓ Salted Pacific salmon caviar (grain)
  - ✓ Salted and frozen Pacific salmon caviar (grain)
- Logo's of relevant brands:
 


- Currently present in Russia, Belarus, Moldova, Georgia, Switzerland
- E-commerce: none
- Main buyers: Traders / HoReCa / End consumers
- Cooperate with:
  - ✓ Russia: Metro, Azbuka Vkusa, Organic market "Ugleche pole", Fresh Market 77
- Certification: production is certified to the requirements of ISO9001-2015, ISO22000:2007 and HACCP (certificate of conformity RU.008.C.0302 dated 03/06/2019 to requirements of GOST R 51705.1-2001)

### Points of differentiation compared with other market players?

- ✓ Manufacturing in the fishing area
- ✓ Transportation of raw fish for processing keeping it live
- ✓ It takes no more than 3 hours from catching to the end of processing

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Manufacturing of natural and ecologically pure products in the fishing area
- ✓ Unique technology of the moment processing of freshly caught fish, due to which all vitamins and high dietary properties and nutrients are preserved.
- ✓ Certificate Made in Russia
- ✓ Products are safe and EAC compliant

#### What's in it for Partner professional customers?

- ✓ Long shelf life (12 months), adapted packaging (caviar (grain))

### Limitations

- ✓ Compliance with the temperature conditions



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Catalog





# EUROPROM

"EUROPROM" MORE THAN 20 YEARS HOLDS SOLID POSITION ON THE MARKET OF IMITATION CAVIAR AND FISH RILLETTES. IN SEGMENT OF IMITATION CAVIAR "EUROPROM" IS UNDISPUTABLE LEADER OF THE RUSSIAN MARKET. ASSORTMENT OF OUR COMPANY COUNTS MORE THAN 50 SKU OF FISH GASTRONOMY. PRODUCTION VOLUME - MORE THAN 40 MILLION ITEMS PER YEAR. OUR PRODUCTS ARE DIRECTLY SHIPPED TO MORE THAN 16 COUNTRIES

## General and Financial Information

- Total sales - 1,6 billion roubles (2019)
- Total Market share (2019)
  - ✓ Russia and CIS countries - 95%
  - ✓ Other countries - 5%
- Main relevant product groups within Company Portfolio
  - Caviar imitation
  - Rillettes (fish and seafood)
  - Caviar and fish sauces
  - Seaweed salads
- Logo's of relevant brands:



- Currently present in Russia, CIS countries, EU countries (Finland, Germany, Holland, France, etc), China, USA, Japan, Tanzania, Lebanon, Israel, UAE and others.
- E-commerce: Alibaba.com; amazon.com
- Main buyers: federal and local retail chains, traders, Horeca
- Cooperate with: «X5 Retail Group», Auchan, Metro, «Spar», etc.
- Certification: full pack of export documentation for EU.



## Points of differentiation compared with other market players?

- ✓ Manufacturing in the fishing area
- ✓ Transportation of raw fish for processing keeping it live
- ✓ It takes no more than 3 hours from catching to the end of processing R&D department. Europrom was the first producer, which presented on the Russian market caviar imitation, which bursts in your mouth as natural, and vegan caviar imitation without any fish components.
- ✓ Company regularly creates and launch new products (new tastes and products categories)
- ✓ Flexibility and personal service

## Key strengths / Innovation

### What's in it for Partner Professional Customers?

- ✓ **Private Label**
- ✓ Wide list of products, possibility to produce according to the customer requirements
- ✓ Strong R&D department

### What's in it for Partner Professional Customers?

- ✓ Marketing support

## Limitations

Storage and transport conditions (0°C - +5°C)  
Production capacity - 20 500 tons per year

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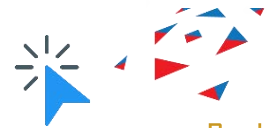
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NEW



# «KALA JA MARJAPOJAT» LLC

RAINBOW TROUT FARMING, HIGH-QUALITY FISH PRODUCTS, AND CAVIAR MANUFACTURE

### General and Financial Information

- Total Sales (RU & International) 2000 tons of salmon trout per year
- Total Market share (Russia & Other Countries) Russia 100%
- Main relevant product groups within company Portfolio:
  - ✓ Rainbow trout (chilled and frozen)
  - ✓ Trout caviar
  - ✓ Trout fish products (salted, smoked, preserves, semi-finished products)
  - ✓ Veterinary fish oil

- Logo's of relevant brands: «Kala ja marjapojat»
- Currently present in: Russia
- Main buyers: traders fish processing companies
- Cooperate with:
  - Russia: «ROK-l», «Baltiyskiy Bereg», «Asto», «Putina», «NORTH-EAST COMPANY», «Maguros»
  - Export: JV «Santa Bremor» (Belarus)
  - Certification: Yes



### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Private and white label
- ✓ Own fleet of refrigerated vehicles
- ✓ Entered in Cerberus registry
- ✓ Set of documents and certificates for products

#### What's in it for Partner Professional Customers?

- ✓ Cooperation with the manufacturer, which ensures the quality of products at all stages - from its manufacture to delivery to the buyer
- ✓ Years of experience growing rainbow trout
- ✓ A wide range of products

### Points of differentiation compared with other market players?

- ✓ The full production cycle - from trout cultivation to the manufacture of fish products
- ✓ Trout processing in manufactory with modern equipment. Production control based on the HACCP system
- ✓ Own refrigerators and freezers for storing products
- ✓ Confirmation of product quality by medals of international food exhibitions

### Limitations

- ✓ Discussed depending on the type of product



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# NIZHNEVARTOVSK FISH-CANNING FACTORY "SANTA MARIA", LLC

## FISH PROCESSING ENTERPRISES

### General and Financial Information

- Total Sales 2 231 702 cans/year (2019)
- Total Market share: Russia 80%; Other Countries – 20%.
- Main relevant product groups within company Portfolio:
  - ✓ Canned fish: Ruff smoked freshwater in oil, Tourist breakfast (fish, rice, onions, tomato paste, spices), Perch with vegetable garnish in tomato sauce, Vendace fried in oil, Pike fried in tomato sauce, Ide fried in tomato sauce.
- Logo's of relevant brands:
- Currently present in: Russia, Kazakhstan, China, Serbia
- E-commerce: Alibaba.com, Epinduo.com, Wildberries.ru, Ozon.ru
- Main buyers: Traders/HoReCa
- Cooperate with:
  - ✓ Russia: Lenta, Maria Ra, Yamaltorgpit
  - ✓ Export: TOD L5 (Kazakhstan), Epindo (China), MDS 024 (Serbia)
- Certification: : Full pack of export documentation for China, Serbia, CIS countries.



### Points of differentiation compared with other market players?

- ✓ PRODUCED IN ENVIRONMENTALLY FRIENDLY ZONE. Fish are caught in the environmentally friendly Ob River in Nizhnevartovsk district of Ugra.
- ✓ QUALITY CONTROL. In our own laboratory, we conduct strict quality control of products at each stage of production every day.
- ✓ SWEDISH EQUIPMENT. The installation of equipment was carried out by the Swedish company Foodko, which has forty years of experience in the design and manufacture of production equipment for the food industry that meets international standards.
- TASTY AND USEFUL RECIPES. We manufacture products using proven traditional recipes.

### Key strengths / Innovation

#### What's in it for Partner?

- ✓ Export experience
- ✓ High Demand
- ✓ World quality standards
- ✓ Stream production, large volumes
- ✓ Unique varieties of fish

#### What's in it for Partner professional customers?

- ✓ The company is responsible for the highest level of quality and after sales service.
- ✓ Competitive prices

### Limitations

- ✓ Transportation conditions: refrigerator



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