

**EXIAR** 

RUSSIAN EXPORT CENTER

**EXIMBANK OF RUSSIA** 

# **Catalogue of Russian** FAST-MOVING **CONSUMER GOODS PRODUCERS**



March 2020



# Main Categories:

Reverages. Wines & Spirits Sweets & Confectionary Waffles Natural Fruit Confection Tea. Jam. Honey. Cream Edible Groceries & Canned Deep frozen & Delicacies







# Beyerages, Wines & Spirits





#### KACHETY Kakheti Ltd. Is a

# KAKHETI LTD. IS A UNIQUE ENTERPRISE IN SIBERIA, FOUNDED IN 2002, WORKING ON THE LATEST TECHNOLOGIES IN THE FIELD OF PROCESSING AND PRODUCTION OF NATURAL GRAPE WINES.

#### **General and Financial Information**

- Total Sales (RU & International) 140 000 usd
- Total Market share (Russia & Other Countries)
- ✓ Russian 99%
- ✓ Export 1%
- Main relevant product groups within company Portfolio:
- ✓ Wines Siberian berries (cranberries) 0,75L
- Vines Siberian berries (honeysuckle) 0,75L
- Wines Siberian berries (cowberries) 0,75L
- Wines Siberian berries (black currant) 0,75L
- ✓Wines Siberian berries (blueberries) 0,75L
- Logo's of relevant brands:
- Currently present in: China, Kazakhstan



- Main buyers: Traders/HoReCa
- Cooperate with: «Auchan» (Russia), «Magnit» (Russia), «Holliday» (Russia), «Maria Ra» (Russia), «Yarche» (Russia)
- Certification, certificate of origin, certificate of conformity

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

- A number of awards: Best innovation wine awards from SIAL China 2017,2018,2019
- Gold Medal "Innovative Product Prodexpo-2017, 2019"
- Grand prix ProdExpo 2019
  - Ingredients compliance to European EU, the Eurasian EAEU and the American
  - 🗸 FDA quality standards



✓ Storage condition: temperature +5+20°C









#### Key strengths / Innovation

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

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

100% Natural

without loss of quality.

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

Wine produced from Natural Siberian berries

 The presence of a customs warehouse for temporary storage for its own production allows us to contract wine

materials anywhere in the world and to deliver to the plant



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

#### 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 then 40 grape varieties and availability necessary modern equipment Annual investments more than 20 million EURD in developing vineyards and
- winery
- The most active marketing support

Address: 350000, 121 Rashpilevskaya st, Krasnodar, Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://en.kuban-vino.ru/

#### Key strengths / Innovation

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



- New kindes 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?

- $\checkmark$ 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

#### 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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Château TAMAGNE



### 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
  - $\checkmark$ 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), «Rosinterl» (Russia), «Luding» (Russia), «Alianta Group» (Russia)
- Certification Enregistrement international no 1169696 from 06/05/2019; EAC №RU Д-RU.ГЩ01.B.00430./19 from 30.07.2019; EAC №RU Д-RU.ГЩ01.B.00156./19 from 09.04.2019; EAC №RU Д-RU.ГЩ01.B.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).
- $\checkmark$  Unique design fits perfectly into the premium segment

Address: building A , house 14. Ryabinovaya street. Moscow. Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>https://www.barline.club</u>

#### Key strengths / Innovation What's in it for Partner?





- 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











## SORDIS

#### **General and Financial Information**

- Total Sales (RU & International) 70 Million Euro Excl VAT
- Total Market share (Russia): Bitters (Natural/Organic Liguors):16%; Sweet Liguors: 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:



PVCGKOE GEPEBPO

- BRANDS: RUSSIAN SILVER, THREE OLD MEN, Uletai
- Currently present in:

Armenia, India, Kazakhstan, China, Latvia, France, Russia, Tajikistan, Ukraine, Vietnam

- 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

#### Competitive advantages over other market players:

- 100% natural ingredients are the basis of all drinks (from the wild Russian forests of Siberia, Volga River and Altai region)
- 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

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#### Key strengths / Innovation

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





- Premium quality and natural products at competitive orices.
- Growing global brands (export growth +30% during 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 Partner 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
- Seeking distribution partners in the EU (excluding France) and Latvia)

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Cloudberry









LEDOF



#### **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 Portfil
  - ✓Vodka Tundra Authentic
  - ✓Vodka Tundra Cloudberry, Tundra Cowberry, Tundra Nordic
  - ✓Liqueur Tundra Bitter
  - ✓ Vodka Graf Ledoff
  - ✓Vodka Khanskaya, vodka Russian Value
  - ✓Vodka AKDOV
- 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.

RUSSIAN

VALUE

- 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



- 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

Address: Russia, 420111 Kazan, Bauman Str.44/8 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>http://tatspirtprom.ru</u>











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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 – ALTAY MOUNTAINS.

#### **General and Financial Information**

- Total Sales (RU & International) \$1,2m annualy 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-1), 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).

Address: 659554. Russia. Altay region. Sovetsky district. Shulgin log. 2 Zapadnaya st. REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: <u>www.shulginsky.ru</u> <u>www.norex.trustpass.alibaba.com</u>

#### 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 ontrade activities.
- New products such as craft beers with natural honey, ginger, smoked Rauchbier etc.
- High-margin reserve for HoReCa channel.

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









# ZOLOTOY YUG (Dobrynya Amursky)

#### **General and Financial Information**

- Total Sales (RU & International): 4947199,3 EUR
- Total Market share (Russia & Other Countries): 1,42%
- - 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
- Main buyers: HoReCa
- Cooperate with: Samberi, Monetka Rait (Russia), large wholesalers (China)
- Certification: ISO 22000-2007

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

- Ecologically pure packing.
- ✓ Best Price-quality
- Beverages produced from natural raw materials without sugar. The main ingredient of the drink is fir.
- Berry beverages with zero calories and without sugar unique product for people with diabetes and sportsmen

Address: 41, bld. A, Zhukovskogo str., Khabarovsk, Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: http://dobrinya-amur.ru/

#### Key strengths / Innovation

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



- Private Labe
- ✓ 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
- 🗸 ldeal 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.







### 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" 0,3751 PET
  - Natural mineral water "Petroglyph" 0,3751 Glass
- Logo's of relevant brands: Petroglyph

#### 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

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

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

Address: Novosibirsk, Razezdnaya st. 12 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: https://petroglyphwater.com/en/

#### 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







#### LEGEND DF 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.

#### 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.

Address: 1/1, 3rd Khoroshevsky proezd, Moscow , 123007, Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: https://tkbaikalagua.com/



#### 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

#### Limitations

Transportation and storage conditions: +2 +20C



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# Sweets & Confectionary



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# GURMANDV (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:
  - Frosen Cheesecakes
  - Frosen 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; ЕАС № Я Д-Я U.АЯ 52.В.02873

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

- Desserts with natural compounds, free GMD 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» (NºRE.18.00206 from 21/12/2018 to 20/12/2020; EAC №RU д-RU.Aя52.B.02873).
- Participant of many Russian and international food exhibitions.

Address: Russia, Ulyanovsk, 2 per. Mira, 24 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://bettyscake.ru/

#### Key strengths / Innovation

#### 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

#### Limitations

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

Catalog







# 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, Bakhetle, 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

Address: Moscow. Bumajnij projezd street. 14 build. - 2. of. 801 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://kremlina.ru/en/

#### Key strengths / Innovation

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



- Profitable partner
- High-margin product
- Best quality for best price
- Produce fresh orders within 3-5 business days.
- Stable partner Confectionary 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



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#### 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: Organization Actions
- Pobeda chocolates, Victory of the Taste, Bear Family, Bird of Happiness, Axiome, 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)

Address: Ryabinova street, d.26. str. 2. Moscow REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://pobedavkusa.ru/en

#### 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 timeOptimal 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.
- Å 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 confectionary products on the market

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Ready-to-use candy filling, coatings, cocoa powder

#### Limitations

Storage condition: temperature 15-21°C

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#### NEVA CONFECTIONARY LEADING RUSSIAN PRODUCER OF ZEPHYR (MARSHMALLOW), PASTILA AND FTUIT 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 & ftuit 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 favored
  - 🗸 TM Frutoteka

#### DONI ZEFIRONI

- Logo's of relevant brands: Currently present in: Germaniy Italy, Spain, France, Portugal, Greece, Cyprus, UK, Austria, Israel, USA, Lithuania, Belarus, Kazakhstan, Kyrqyzstan, 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, Ortodox 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

Address: Russia. St.Petersburg, Engels av. 27 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://kfneva.com/



#### Key strengths / Innovation

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



- 🗸 Reliable partner
- High-guality 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
- Hight-quality products
- ✓ wide range of products
- 🗸 various packaging

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









### DANSONIA LEADER OF BREAKFAST CEREALS PRODUCTION IN THE SOUTH OF RUSSIA

#### **General and Financial Information**

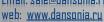
- Total Sales (RU & International) 3,7 mil EUR per year.
- Total Market share: Russia 98%: Ukraine 1%: FU 1%.
- Main relevant product groups within company Portfolio:
- breakfast cereals (corn flakes, extrusion shaped products, pillows with toppings, etc.):
  - ✓ corn curls:
- puffed grains (puffed rice);
- 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

Address: Moskovskaya, 42, bldg. 13. Krasnodar city. Krasnodar region, 350072, Russian Federation REC Contact person: Suprunov Alexander Tel: +7(861) 210-88-23 Email: sale@dansonia.ru



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.

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























# SPORTY

MULTIFRUIT

#### COMMERCIAL AND MANUFACTURING COMPANY WHICH PRODUCE PROTEIN AND FITNESS COOKIES **General and Financial Information** Key strengths / Innovation

- 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
- Sporty

- 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.

#### 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,  $\checkmark$
- Possibility of R&D and of expanding product lines
- Active participation in international food exhibitions

Address: 603002. Nizhny Novgorod. st. Dolzhanskaya 37. office 218 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://sporty.fit/

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



- 🗸 High-margin products
- digital ✓ Strong 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 expandin
- 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















## **DIA-VESTA**

#### **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
- $\checkmark$  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.
- Logo's of relevant brands: Dia-Vesta
- Currently present in: Kazahstan, 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 (Kazahstan)
- Certification: Gost R 22000, ISO 9001-2015

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

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

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#### 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
- hign quality of ingredients
- competitive price
- 🗸 healthy snack

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











#### **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), "Azbuka 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:

 $\checkmark$  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

Address: 96. Lobachevskogo street. Moscow. 119607 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>http://teatimetlt.ru/</u>

#### Key strengths / Innovation



- 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.





# 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

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

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

Address: Russia. Republic of Tatarstan. Naberezhnye Chelny, Poligraphic street REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://akulchev.ru/en/

#### 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 vour 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 destributors in new countries.

#### Presentation





#### 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)
- 🗸 Confectionerн 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
- GMD 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  $\pm 5^{\circ}$ C and relative humidity of no more than 75%

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# Waffles





# 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: «Dzon» (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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## 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

#### 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  $\checkmark$
- International certification  $\checkmark$
- Leader in waferr segment, awarded #1 Brand for waffle cakes in Russia.
- Active participation in international industrial and professional exhibitions

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# **КОЛОМЕНСКО**

#### Шоколадница

#### Kev strengths / Innovation

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



- Best price for same quality products
- ✓ Hioh maroin
- 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

- 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









## 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 professiona

Address: Russia, Samara region, Zhigulevsk, Morkvashinskaya Str., 36 REC Contact person: Ekaterina Khazieva Tel: +7 (84862) 72655 ext. 105 Mob: +7 (927) 780 04 77 Email: <u>k.khazieva@uslada.com</u> web: <u>www.uslada.com</u>

#### Key strengths / Innovation

What's in it for Pertner?

# Private Label

- $\checkmark$  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 Pertner professional customers?

- Trade Marketing activities realization
- ✓ Best high quality products



#### Limitations

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



RUSSIAN EXPORT CENTER



#### 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:
- ✓ waffer desserts, candies, cakes, mini cakes, stickers, rolls, snacks, options for packaging: individual flowpack, gift boxes, standing polybags, punnets;
- Marshmellow, pastilla individual flowpack, gift boxes, standing polybags, punnets;
- Cookies, crackers options for packaging
- Logo's of relevant brands:
- TÖREROFF, TORERO, Selo Pastushkino, Veseliv Tosha, 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, Marya-RA, distributors and wholesellers
- Certification: FSSC 22000

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

- Perfect confectionary 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

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#### Key strengths / Innovation

What's in it for Partner?



(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
- $\checkmark$  Professional marketing support (eg. providing PDSM 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

#### Presentation

Cataloo

Video







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# Natural Fruit Confection

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# **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, Bakhetle, 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

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#### Key strengths / Innovation

шоколадный

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



- Profitable partner
- High-margin product
- Best quality for best price
- Produce fresh orders within 3-5 business days.
- Stable partner Confectionary 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



EXPORT CENTER

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# BELYOV CONFECTIONERY COMPANY

#### General and Financial Information

- 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.



Presentation

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Cataloo

- 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?

- 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

#### Key strengths / Innovation

What's in it for Partner?



- 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

#### Limitations

- 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
- $\checkmark$  . We prefer to work on Factoring financing platform

RUSSIAN

EXPORT CENTER

-31

Address: Russia. Tula region. Tula city. Moskovskaya street 17 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>https://pastila1881.com/en</u>



#### STARYE TRADITSII IS A YOUNG, DYNAMICALLY DEVELOPING MANUFACTURE, FOUNDED IN 2012. TODAY OUR FACTORY SPECIALIZES IN THE PRODUCTION OF PASTILA, ZEPHYR, MARMALADE, SMOKVA, KISSEL, AIRY DESSERT **General and Financial Information**

- Total Sales (RU & International) 2,5 mln Euro w/o VAT
- Total Market share (Russia & Other Countries) 15%
- Main relevant product groups within LLC Trade-Industrial Company "Starye traditsii" Portfolio:
  - ✓Airy Pastila
  - ✓ Belyevskaya Smokva
  - ✓ Belyevskiy Zephyr
- ✓ Belvevskiv Marmalade
- Logo's of relevant brands: Old Traditions of Byelev masters
- Currently present in:USA, Israel, Estonia, Slovakia
- Main buyers: Traders
- Cooperate with: Metro (Russia), Globus (Germany)
- Certification: ready to provide the necessary certification in short time

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

- Our products are made using traditional methods with natural and quality ingredients
- We develop ideas that answer needs for natural taste solutions and a healthier lifestyle
- We provide extensive training to all employees and invest in modern equipment

Address: Privoczalnay St. H.21-b., Belev, Tula region, Russia, 301530 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://www.startradi.ru

#### Key strengths / Innovation

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



- ✓ The lowest price on the Market
- ✓ All products have passed performance tests and quality assurance tests
- 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 ingredients
- ✓ We offer only high quality products, that are known as the best in Tula Region
- ✓ We produce a wide range of goods
- Our company uses high quality packaging materials

#### Limitations

Our products should be stored at temperature between 8 to 25 degrees Celsius









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

Develockue

лакометва

#### **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

Address: Moscow. 3kv Kapotni 26. (Factory Koneks) REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://belevskie.ru

#### Key strengths / Innovation

What's in it for Partner?



- ✓ 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

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







#### **General and Financial Information**

- 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 GMD 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!

Address: Moscow. Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru

#### Key strengths / Innovation

**BioNova Rus** 

#### 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 GMDs, 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!

✓ Shelf life 12 months











FRUIT

ENERGY

healthy food

#### 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

#### 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)

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#### Key strengths / Innovation

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

FRUIT

since 2003

только

OPYKTOBAR

PYKTOBAR

БАНАН

A steadily developing brand, one of the three largest producers of fruit bars in Russia.

NEW

- 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



Presentation Catalog Video

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## 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:
- **Яблоков**
- Currently present in: Russia and Belarus

#### 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

Address: 119602 Moscow. Russia. ul. Pokryshkina. dom 8. korp. 1. of. 9. REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>http://yablokov-snack.ru/</u>

#### 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.

- 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.





# Tea & Jam Honey & Cream





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

#### **General and Financial Information**

- 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:

#### Teatone®

- 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

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

- VEW, 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
- Vatural high-quality leaf tea inside the stick
- ✓ Replaces the tea spoon
- Does not make any droplets and splashes

Address: II. Lit. AB. Partizanskaya Street. Saint Petersburg. Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>http://teatone.su/en/</u>

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



- Reliable partner: wide export experience
- Safety product: Stick made of food polymer material. Required safety tests passed.

Key strengths / Innovation

- ✓ Innovative patented package / patent № 119 326
- TRCUOD5/2011 EEU regulation pack safety
- Automated production line less human factor.
- Milky Dolong 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

#### Limitations

 Registration ` necessity in absolutely new countries excluding Madrid

#### Presentation



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#### **KRASNODAR TEA UNION** "KRASNODAR TEA UNION" LLC IS THE MANUFACTURER OF THE LEGENDARY KRASNODAR TEA - THE SYMBOL OF BOTH KRASNODAR REGION AND RUSSIA. THE NORTHEST 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)
- ✓ Ďlack 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.AП02.B.12925; № RU д.-RU.AП02.B.12923; № RU д.-
- RU.A⊓02.B.12927; № RU д.-RU.A⊓02.B.12924

Ready to carry out the certification procedure under the conditions required by any country where Partner is present.

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

- $\checkmark$  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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## огтыба

#### 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

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







## 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 Fur
- 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.

#### 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

Address: bldg. 28. Emelyanovskoye Village. Kabozhskoye Rural Settlement. Khvoyninsky District. Novgorod Region, Russia, 174560 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>http://en.fabrikabio.ru/</u>

## Key strengths / Innovation

## What's in it for Partner? **Private Label**

We realize resbonsibility 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





## 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.

Address:Russia,Moscowregion,Naro-Fominsky district,Petrovskoye settlement, 77 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>www.espuma-space.com</u>

#### 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





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## 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 vear.
- 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 Ducatto
  - ✓ chocolate glaze
  - ✓ boiled condensed milk
- Logo's of relevant brands:
- Currently present in: Russia, Mongolia, Kazakhstan, Uzbekistan, Armenia, Tajikistan, Azerbaijan, Kyrgyzstan.

Blisso

- 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

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#### Key strengths / Innovation

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



- Steadily growing sales (+ 18% of the volume);
   12 branches throughout Russia;
- Own logistics company.
- ✓ We quarantee:
- IO% cost optimization of ingredients for Pertner. 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.





ШефДукат





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

#### **General and Financial Information**

- Total Sales (RU & International) 1756 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 Öm 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?

- $\checkmark$  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

Address: Moscow, Paveletskaya\_embankment,2 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://peranihaney.ru/en/

#### 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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## 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: TRĂDE HOUSE BAZER
- Currently present in: China
- Main buyers: Traders/HoReCa
- Cooperate with:
  - Export: Beijing International Trade Company "JDYEAST" (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)

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

- collected by bees from mobile apiaries in ecologically clean regions of Siberia and  $\checkmark$ 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)

Address: Russia, Novosibirsk, 36 Krylova str., office 122 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: td-bazer.com

#### 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





RUSSIAN EXPORT CENTER

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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», «Honev 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 «MEDOVYY DOM» has the FSSC 22000 certificate, EFQM 2018, the Quality Prize of Government of the Russian Federation.
- $\checkmark$  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?

- $\checkmark$  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, Kellog's, Fazer, Desert fantasy.

#### Limitations

✓ We haven't limitations to EU

Address: RUSSIA. ST.PETERSBURG. 6 th Verkhny Pereulok. 12. Lit B. room 40 h REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: www.medavdam.ru

Presentation Catalog

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RUSSIAN EXPORT CENTER 45



## **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:
  - $\checkmark$  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 FOND 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.

Address: 450027. Republic of Bashkortostan. Ufa city. Industrialnoe shosse street. 37 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://Bashkirhoney.com

#### Kev strengths / Innovation

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



- 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  $\checkmark$ 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  $\checkmark$

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

- Honey in stick 10 grams perfect for customers HoReCa
- convenient packing of various volumes large wholesale  $\checkmark$ 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



RUSSIAN EXPORT CENTER 46











## FOREST BERRIES

## QUALITY OF NATURE WILD SIBERIA

WILD

AVI

#### POWER OF SIBERIA

Puree from Siberian berries are carefully harvestedand prepared according to gentle innovative technologies. Usedfor the preparationof high vitamindrinks.

#### **General and Financial Information**

- 214 DDD.DD Furn w/n VAT (in Russia) Total Sales (RIL& International):
- Total Market Share: Market of Russia 0.5 %
- Main relevant product groups within Wild Siberia Portfolio:
- ✓ "Wild Cowberry" blended berries hlended herries

wild Siber

- ✓ "Wild Cranberry"
- ✓"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.
- Ve are flexible in creating of a made by your request package which is to be paid by customers

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#### Key strengths / Innovation

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

- The manufacturer "Wild Siberia" offers lucrative prices for the unique product
- The company is joung and fast developing
- The product is a unique food from naturally grown in Siberia  $\checkmark$ 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 aswell!

#### 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

- 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  $\checkmark$ glasses per 35g
- Our product should be delivered and stored in the temperature between O°C and 25°C





#### 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
  - Pantohematogen (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. (Chech Republic) Certification: EAC № RU д-RU.HOI2.B.12355; EAC № RU д-RU.HOI2.B.12364; EAC № RU д-RU.HOI2.B.12052; EAC № RU.HA27.B.10591/18

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

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

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web: https://sibir-maral.com:https://irondeer.ru

<u>IIEER(</u>)

#### 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

- Maral Antler Velvet: 500 kg per year / 5000 units per year Pantohematogen (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









## ERCONPRODUCT

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

CLASSIKA

behnaya Strana

#### 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 Retaiil Group, Lenta
- Certification: EAC, FSSC 22000, ISO, Halal, Made in Russia

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

- One of the largest companies in vegetable and dairy preservation segment  $\checkmark$
- Two own production sites, one of them is the largest high-tech manufacturer  $\checkmark$ 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
- $\checkmark$ Registered TM

# *<u><b>PRCONPRODUCT</u>*

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#### 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 vears
- 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

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

cppay 2 Mapma

фасоль

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

lapma

Dower





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ампиньонь

RUSSIAN EXPORT CENTER

# Edible Groceries E Canned

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ICEAL

## INKOM TORG, LLC (BRAND ALTAI FLAX)

Bruodren!

Bruodien

**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:



 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 24D stores, Maria-Ra –in 110D stores, Holiday in 30D 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

#### Address: 71 Sotsialistichesky Pr..Barnaul, Altai Region. REC Contact person: Golubeva A. golubeva@exportcenter.ru Tel: Chernakova Natalya + 7 (3852) 366062 / + 7-903-910-3077 Email: sale@altlen.ru web: www.altlen.ru

#### Key strengths / Innovation

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

CMCyk

 A steadily growing market for the consumption of flaxseed products worldwide.

NER

- 🗸 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.

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









## 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) Ласка Mutadop

- ✓ Ketchup Mr.Ricco "Tomato" Pomodoro Speciale
- ✓ Sauce Mr.Ricco "Cheese"
- Logo's of relevant brands: Mr.Ricco Ricco Professional food series
- 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 C&C, 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

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#### Key strengths / Innovation

What's in it for Partner? Private Labe

- 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, starch, GMOs and prohibited colorants, conservatives, 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, includina exclusive assortment

- 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





#### 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

Altero

Altero

professional

CHOEOGH AND

#### **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 EFKD GROUP Portfolio: ✓ Мауоппаіse СЛОБОДА **ЕГКО ГООД** EFKO FOOD

  - ✓ Mayonnaise EFKD Professional ✓ Sunflower/Corn oil СЛОБОДА
  - ✓ Sunflower/Corn oil ALTERO
  - ✓ Кеtchup 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)

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## 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-10D 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





#### 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)  $\checkmark$
- 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 11 kg / 3 kg bucket, ketchup 0,8 kg. Logo's of relevant brands:





TALIA

- Currently present in: UAE, China, Jordan, Iraq, Armenia, Georgia, Azerbaijan, Uzbekistán, 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  $\checkmark$ materials
- The refining process is carried out on modern equipment produced by the  $\checkmark$ Swedish company Alfa Laval

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#### Email: golubeva@exportcenter.ru

web: http://sppyug.ru/

#### Key strengths / Innovation

кубанские

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



- Expensive expertise in work with retail chains
- ✓ Use L/C and bank quarantee
- 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
- $\checkmark$ Various price segments
- Non GMÖ  $\checkmark$
- 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,  $\checkmark$
- 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

- ✓ 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





#### 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)
- полезный продук
- 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, Selgros, Vkus Vill
- Certification: Eurofins, EU declaration of conformity, EAC.

#### 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

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Republic of Tatarstan, Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://https://vividail.ru/eng/

#### Key strengths / Innovation

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



- Best price to quality extra virgin (cold pressed) sunflower oil segment.  $\checkmark$ 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  $\checkmark$
- $\checkmark$ 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)

#### 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.

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







## 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, MACHUT, MAPUS PA
- Main buvers:
- Cooperate with:
- Кизsia: company (country) EA3C N RU Д-RU.AЖ30.B.00718/19
- ✓ EA9C N RU Д-RU.АЖ30.В.01037/19

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

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

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#### 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, longterm contracts
- High demand range

- ✓ 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







## 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

- GOLDEN GIF СТАНИЧНЫЕ
- 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, Bünting, 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

Address: Russia, 392526, Tamboy region, Tamboy district, settlement of Stroitel, Promyshlennaya Str., bldg. 84 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145

- Mab: +7 (916) 1305477
- Email: golubeva@exportcenter.ru
- web: https://agrosouz.org . https://agrosouz.net . https://goldengift.hk

- 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 Nº1** from Russia with love







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NSQ.

#### 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 buvers: 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 % Oroanic
- 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.)

Address: Office 15, 74b Shumakova UI., Barnaul, 656058 Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://altaimills.ru/en/



#### 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 necessarv)
- 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
- Presentation Catalog Back to Main Categories





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#### AGRICULTURAL HOLDING «GOODWILL» ONE OF LARGEST PRODUCERS IN RUSSIA OF CROPS GROWN BY THE AGROHOLDING: BUCKWHEAT, DATS, 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).
- E-commerce:
- Main buyers:
- Cooperate with:
- Russia: company (country)
- Export: company (country)
- Certification ISO 22000:2005

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

- The quality of the grain is monitored at air separators and the photoelectronic 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

Address: 659540. Russia, Altai territory, Sovetsky region, Sovetskove village, Altaisky pereulok, 21 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: <u>www.enl.altkrupa.ru</u>

#### 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 fnr 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)

#### Limitations

 $\checkmark$  78 000 tons of products produced by the agroholding each vear







## MASLYANY KOROL, LLC

The company specializes in the production of natural oils first cold pressed using its own unique technology

#### **General and Financial Information**

Total Sales (RU & International) 2 000 000 EUR (2019) Total Market share (Russia & Other Countries) 25 % (2019)

Main relevant products:

Sesame oil in glass jar, 100 ml /350 ml /500 ml Flexseed oil in glass jar, 100 ml /350 ml /500 ml Pumpkin seed oil in glass jar, 100 ml /350 ml /500 ml Hemp oil in glass jar, 100 ml /350 ml /500 ml

Logo's of relevant brands: Maslyany Korol, Russkiy Maslyanik. Currently present in: Russia, Kazakhstan, Armenia, Kyrgyzstan, Belarus, EU, China. E-commerce: Ozone, Wildberries, Beru. Main buyers: Traders/HoReCa Cooperate with: All main traders in Russia and abroad. Certification: Full pack of export documentation for EU: Declaration of conformity, Certificate of Origin, Health Certificate (if needed)

Production doesn't require Veterinary certificate or Phytosanitary certificate.

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

The oils are produced by a single cold pressing method using the "soft cleaning" technology with the use of gentle modes of oil extraction, without the influence of high temperatures and pressure.

Dur oil is a unique innovative product on both Russian and international market-



#### Key strengths / Innovation

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

- Delicious and natural products without various cheapening additives:
- Wide product range and bright design;
- A well- known brand in its segment;
- Long-term relationships with raw material suppliers;
- Information support of goods ( free hotline);
- Participation in customer promotions (discounts, catalogs, tastings)
- , etc.);
- Convenient logistics location
- -Favorable conditions for cooperation
- -Guarantee stable supplies
- -Monitoring of the quality of raw materials

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

Supporting marketing projects, for example participation in MetroExpo

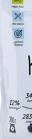
We actively promote ourproducts with the help of social net wor sand marketing actions

The products are for all age groups

High quality and safe products -Favorable conditions for cooperation Guarantee stable supplies

Monitoring of the quality of raw materials







#### ASSOCIATION «SOYUZPICHSHEPROM» SOYUZPISHCHEPROM IS A GROUP OF COMPANIES PRODUCING WHOLESOME AND TASTY FOOD PRODUCTS FOR THE ENTIRE FAMILY

NAP

resentation

Back to Main Categories

#### **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 (Dat kissel, 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?



- 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 Datchmen, 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.

RUSSIAN

EXPORT CENTER 6

#### 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





### NUDEL PRODUKTION NUDEL PRODUCTION GMBH IS ENGAGED IN THE PRODUCTION AND SALE OF PASTA UNDER THE FILLINI TRADEMARK

#### **General and Financial Information**

- 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 Produktion 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 & ISO 22000

#### Limitations

Necessary to register in completely new countries

Address: Russia, Penza region, village Vitelevka, ulitsa Dachnaya, 17. REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: <u>http://fillini.ru/</u>

## Key strengths / Innovation



- 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





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#### AIDIGO MANUFACTURER OF SPICES, SEASONINGS AND IVAN-TEA General and Financial Information

- Total Sales (RU & International) 6 MIn EURO
- Total Market share (Russia & Other Countries):
- Spices, Seasonings 1,2% (Russia)
- Van-tea 6,5 % (Russia)
- Main relevant product groups within company Portfolio:
  - ✓ Spices and seasonings Aidigo
  - ✓ Spices and seasonings Perches
  - 🗸 İvan-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!
- lvan-tea:
- Environmentally friendly natural product.
- A wide range and different types of packaging.
- Wide representativeness and high quality product

Address: Komsomolskaya str., 37-207/1 620049 Ekaterinburg, Russia REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: https://aidigo.ru/

#### Key strengths / Innovation

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

- A developing and promising brand lvan-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.
- Tade Marketing activities realization.
- Possibility of deferred payment
- Presence of a distributor in the EU (Ivan-tea)

#### Limitations

🗸 Storage condition: temperature 0-25°C











Time to try pita bread baked from the healthy ingridients

## AzaR Pita Chips FROM THE OV CLUTEN FE

Pita Chips

### 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%  $\checkmark$

- Germany- 2% Belarus 2%
- Ukraine 5%
- Kazahstan 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
  - ✓Kazahstan
  - ✓ China
  - ✓ Relarus
- 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)

#### 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 cometative
- 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

Address: Russia. Krasnodar. Furmanova 75 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: <u>www.zastolya.com</u>



#### Key strengths / Innovation

NSD.

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 chins.
- 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.
- $\checkmark$ Possibility of export deliveries of our company 25 Forty-Foot Container per Month





AzaR

Pita Chips

BACON



#### 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)...

Address: Lubertsy. Moscow region (head office) REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://en.dyadya-vanya.ru/

#### 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 coupe 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  $\checkmark$ costumers loyalty
- Repeatable best quality and reliable supply Special event e.g. degustation etc.



Catalog







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## ECHO LLC

KOREAN SALADS

SAUERKRAUT

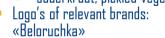
PICKLES AND MARINADS SNACKS, SALADS AND SOUPS READY-TO-EATPRECOOK DE ED VEGETABLES AN

DESSERTS AND FRUITS

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



- 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

#### 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
- ECHD is the only company in Russia that has experience in exporting sauerkraut
- Shelf life of goods up to 6 month

Address: Nizhniy Novgorod. Perehodnikova 1 B REC Contact person: Anastasia Golubeva Tel: + 7(495)9374747 ext. 1145 Mob: +7(916)1305477 Email: golubeva@exportcenter.ru web: en.belrychka.ru

#### Key strengths/Innovation

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

- Special tax regime for exporters of Russian goods
- Ready to make sauerkraut under the Pertner 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

#### 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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# Reer frazen & Delicacies





#### 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.
- ✓ GMD-free.

Address: 75 Angarskaya St., Yekaterinburg, Russia, 620134 REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: <u>golubeva@exportcenter.ru</u> web: www.xk3.info/englishhladokombinat3

#### 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.





#### 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 3INI: 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 Čream Format
- carefully chosen Farm Products

Address: Pevchesky Lane. 4: Tagansky District. 109028. Moscow: REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: http://www.icecro.ru

#### Key strengths / Innovation

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



- 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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## 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

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#### 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 ream for every particular market

#### Limitations

Longer time for first shipment for new markets



Catalog



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## THE RESOURCE GROUP OF COMPANIES

## THE RESOURCE GROUP OF COMPANIES IS ONE OF THE LARGEST POULTRY MEAT MANUFACTURERS AND NUMBER ONE POULTRY MEAT EXPORTER IN THE RUSSIAN FEDERATION

#### General and Financial Information

- Total Sales (RU & International):
   615 000 tons per year (total)
- Total Market share (Russia & Other Countries: no comments
- Main relevant product groups within Resource Portfolio: Poultry meat (frozen and fresh)
- Logo's of relevant brands:



For Russia



- Currently present in: more than 40 countries, including CIS countries, the Middle East, Africa, Asia and Europe.
- Main buyers: Traders/HoReCa
- Certification: all products certified and ready to export

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

- Company`s poultry production assets are located in the pollution-free regions of Russia (Southern, North Caucasian and central federal districts)
- Favorable climate of these regions, along with the use of appropriate technologies, afford ground for the production of organic food products.
- We guarantee complete absence of import components containing GMDs in our feed formula.

Address: Russia, 119435, Moscow, Bolshoy Savvinskiy Lane 11, BC SAVINSKI REC Contact person: Anastasia Golubeva Tel: +7 (495) 9374747 ext. 1145 Mob: +7 (916) 1305477 Email: golubeva@exportcenter.ru web: https://gapresurs.ru/en/

#### Key strengths / Innovation

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



- High off-take
- Reliable supplier
- Trade-marketing

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

- An-Noor –true halal poultry (for Kazakhstan)
- Urussa high quality poultry from Russia (for China, Japan)

#### Limitations

🗸 🛛 Deep frozen

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#### KRASNOBOR ENGAGED IN MANUFACTURING AND SALE OF TURKEY PRODUCTS SINCE 2000 General and Financial Information Key strengths / Innovation

- Total Sales (RU & International) 36 000 tons of turkey meat a year
- 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, X5RETAIL Group, O'key, Azbuka Vkusa, Globus, Victoria, Lenta, Vkus Vill and other major partners
- Certificate Halal RR-31800023/181000015
   ✓ ISD 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

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#### 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 GMD
- 🗸 Reliable packaging
- Wide assortment of high nutrition value products

#### Limitations

- Storage temperature varies from 0 to 6 C
- Shelf life varies from 3D days to 9D 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: мерский сон

  - Dumplings "Premium" 500g
     Dumplings "Premium" 1000g
     Dumplings "Royal Viands" 500g
     Dumplings " Pork and beef" 800g
     Dumplings "Beef and herbs" 800g
- Looo's of relevant brands:



- 🗸 Russia
- Main buyers: Traders/HoReCa
- Cooperate with:
- Russia: Metro, X5 Retail Group, Lenta, Magnit Certification: ISO 9001:2008; HASP



#### 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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(Моя Узола

- Min delivery quantity 20 tons
- Conditions of carriage no more than -18°C
- Lack of distributors in new countries

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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.

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#### Key strengths / Innovation

What's in it for Partner

- Private Label
- $\checkmark 21$  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 addivities
- ✓ 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  $\checkmark$
- High technology equipment (Marel, Baader, Ishida, Multivac) National winner of TV consumer tests in Russia  $\checkmark$

Presentation RUSSIAN EXPORT CENTER 74 Cataloo Video ck to Main Categories



#### FOSFOREL THE FOSFOREL COMPANY IS SUCCESSFULL SINCE 1996 AND DELIVERS ITS PRODUCTS UNDER TM ATLANTICA, FISH MILE. OUR COMPANY HAS A POWERFUL PRODUCTION STATE EQUIPPED WITH HIGH TECHNOLOGICAL EQUIPMENT ALLOWING TO WORK MAXIMALLY EFFECTIVE

#### **General and Financial Information**

- Total Sales (RU & International): 700 tons per month.
- 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 Atlantica
- Currently, it is present in: Russia, Kazakhstan, Kyrgyzstan.
- Main buyers: Traders.
- Cooperate with: X5Retail Group, Magnit, ASHAN, OKAY, Lenta, BILLA, Victoria, Dixi, Magnum.
- Certification: The production is certified in accordance with international safety standards for food production FSSC 22000:2010 since 2013.

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

- Packaging innovation. Skin-pack has no analogues in the fish production in Russia.
- Product exclusivity. Some production range is unique according to the originality of formulation and packages in Russia.
- ✓ Fixed weight.
- Minimum quantity is enclosed in the package.
- Continuous refreshing of choice of goods.

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#### Key strengths / Innovation



- $\checkmark$  Products quality is closely monitored on all production
- 🗸 stages.
- High export availability; high demand for products based on the results of marketing research.

#### 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

Storage temperature varies from -5 to +5 C





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## LUNSKOYE SEA ONE OF THE LARGEST AND ADVANCED ENTERPRISES FOR PROCESSING CAVIAR PRODUCTS AND SEAFOOD IN THE RUSSIAN FEDERATION

LUNSKOYE

SEA

#### **General and Financial Information**

- Total Sales (RU & International): 10 499 842 EUR (2018)
- Total Market share (Russia & Other Countries):
- ✓ Russia 8,15%, Kazakhstan 3,2%, Ukraine 2,8%
- Main relevant product groups within Portfolio:
  - ✓ Caviar and fish roe
  - ✓ Salmon caviar
  - ✓ Fish roe in cream sauce
  - ✓lmitated caviar
  - ✓ Seafood delicacies
  - ✓ Crab sticks and meat
- ✓ Rillettes and fish creams
- Logo's of relevant brands:
  - 🗸 Lunskoye Sea
  - ✓Ocean Treasures
- Currently present in: Russia, USA, Japan, Kazakhstan, Azerbaijan
- Main buyers: Traders
- Cooperate with: Russia: X5 Retail Group, Lenta, SPAR, Svetophor, Globus, Certification: CH-935, EU-16R

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

- High product quality
- Wide range of products
- Development of new products to expand the range
- Loyalty programs
- Possibility of production under a joint brand
- The ability to satisfy requests for high volumes of supply in a short time
- Cold Chain Compliance

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#### Key\_strengths / Innovation

- What's in it for Partner?
- Wide range of product
- High quality
- Fast and timely product delivery
- Loyalty programs
- Joint brand opportunity
- 🗸 High profit

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

- Wide range of product
- Unique products and tastes
- High product quality
- 🖌 High profit
- 🖉 Large Packaged Goods (HORECA)

#### Limitations

- Request indicating the scope of supply
- Compliance with the cold chain for delivery and storage
- Sometimes, there are may be a lack of raw materials in fisheries (the company can avoid this and stores stocks of raw materials for production in the warehouse)
- For some countries, product information does not fit on the main label on all languages



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