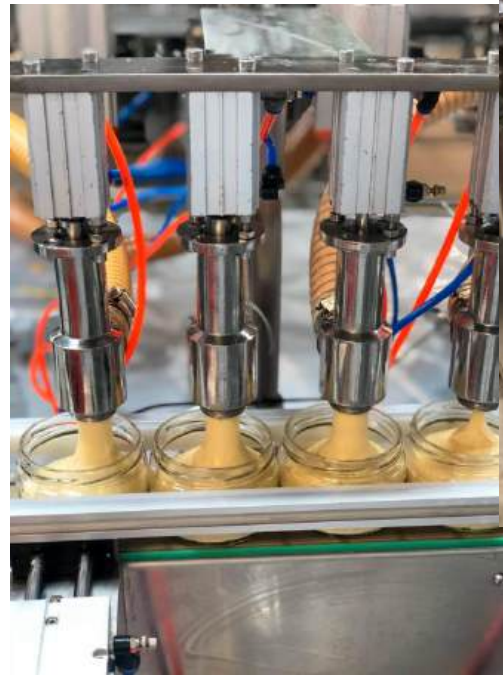




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The «**Amazing Food**» company has been present on the market since 2004 and has established itself as a reliable business partner and a high-quality manufacturer in the healthy products category.





# MARKET PROSPECTS IN THE CATEGORY "HEALTHY PRODUCTS»



# **Category growth**

**Sustainable and constant growth  
market in the category  
"Useful products"**



**Increase in demand for category  
led to the opening of the departments  
"Healthy Foods" - "useful  
Power "in all network  
shops**



## Growth of popularity and demand

The growth of audiences interested in buying useful products (adherents of healthy lifestyle, people who read the composition on the label, vegans, Vegetarians, etc.).

For example, thanks to an increase demand for useful products and "Superfood", Humus is represented in the assortment of departments "Healthy Foods" of everyone federal retail chains.



# The company's products



# HUMMUS

Hummus is a popular trend product, rich vegetable protein, fiber and amino acids.

Hummus is a finished snack, a universal sauce for vegetables, fish and meat.

Hummus consists of:

- Nut (Turkish peas),
- Tahini (paste from sesame seeds)
- Olive oil
- garlic and lemon juice

Hummus does not contain sugar, gluten, flavor enhancers.

Suitable for adherents of healthy lifestyle, vegan, vegetarians, observing post, etc.

# HUMMUS

## «Secrets of the East»

*Shelf life - 10 months*

### 5 tastes:

- classical
- dried tomatoes and Provençal herbs
- sharp with paprika
- with cedar nuts
- With mushrooms

**Our  
bestseller**



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**Our  
bestseller**



# Hummus Sasha in the show-boxh

*Shelf life - 10 months*

Mass 1 Sasha - 50 gr.

The number of Sasha in the show box is 16 pcs.

## 2 flavors:

- classical
- sharp with paprika

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# Hummus economy

*Shelf life - 4 months*

Net mass - 160 gr.

## 2 popular taste:

- dried tomatoes and Provencal herbs
- with cedar nuts

## The advantages of the product:

- packaging of the format "here and now"
- There is no starch in the composition
- packaging for one full Posterness of food
- the product is visible due to transparent packaging
- The product is not pasteurization
- The product of the economy segment

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**Our  
bestseller**



# HUMMUS

**Without preservatives**

*Shelf life - 10 months*

## **7 tastes:**

- classical
- dried tomatoes and Provencal herbs
- sharp with paprika
- with cedar nuts
- With mushrooms
- With olives
- With pesto sauce

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**Novelty**



# HUMMUS

## With topping

*Shelf life - 10 months*

### 2 flavors:

- Baked peppers with eggplant
- Satseveli sauce

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# FAVA

**Fava is a Greek classic,  
Originally from the island of Santorini.**

**Fava is a wonderful source  
vegetable protein and beneficial  
microelements.**

**Fava is preparing from:**

- yellow beamed peas**
- olive oil**
- lemon juice**
- Caramelized bow**



# FAVA

## Our bestseller

**Shelf life - 10 months**



## Without preservatives

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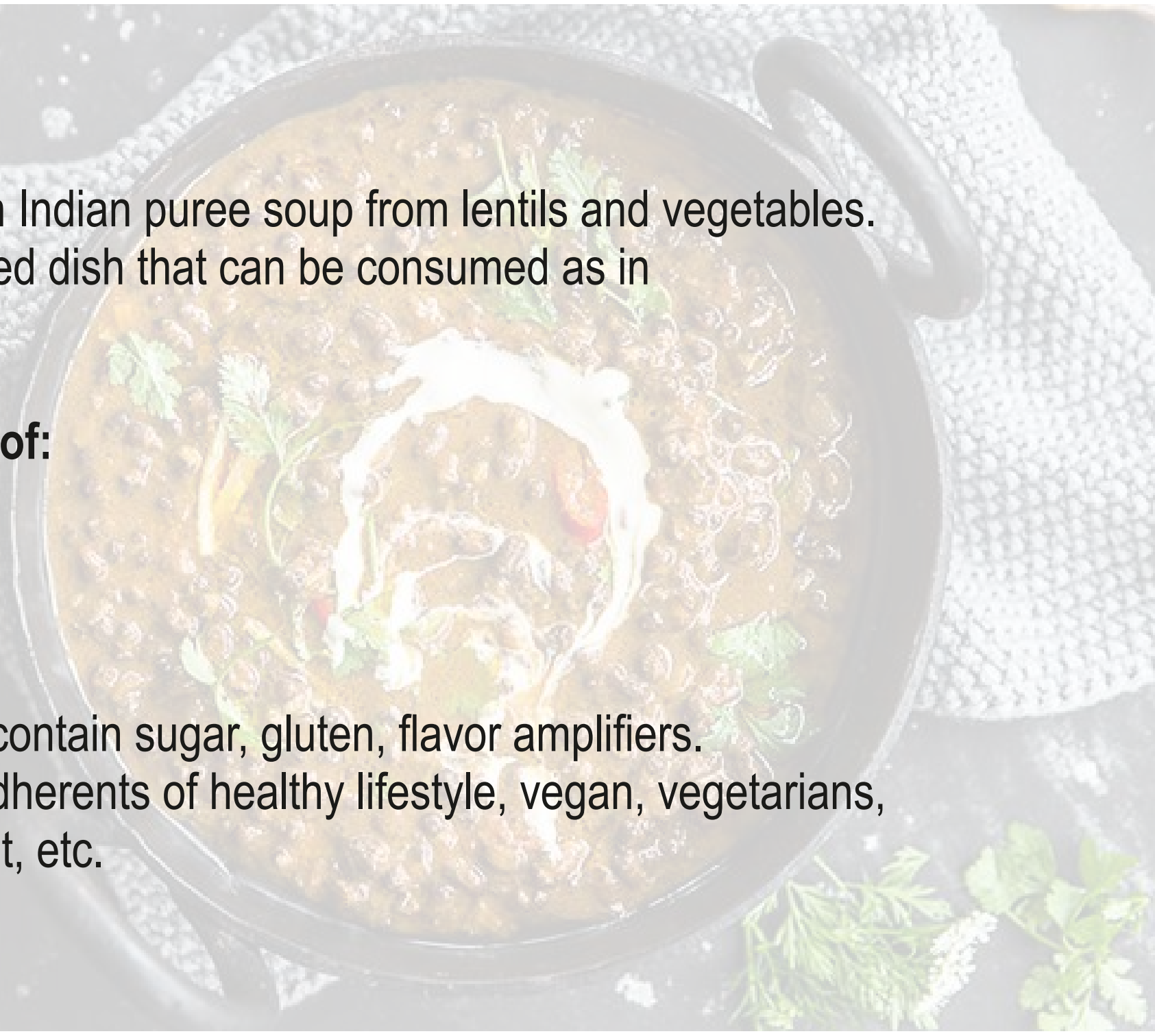
# DAL

Dal - this is an Indian puree soup from lentils and vegetables. Dal is a finished dish that can be consumed as in cold and hot.

**Dal consists of:**

- lentils,
- vegetables
- spices

Dal does not contain sugar, gluten, flavor amplifiers. Suitable for adherents of healthy lifestyle, vegan, vegetarians, observing post, etc.



# DAL

CLASSICAL



**Shelf life - 6 months**

**Without preservatives**

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# Gorosnica

Pea is a fragrant puree porridge made of broth

Peas - the dish is tasty, aromatic.

Pea is a finished dish that can be consumed as in cold and hot.

Suitable for fans of Russian cuisine, adherents of healthy and dietary nutrition, vegetarians who observe the post and lovers of pea porridge.

## **Why do they buy this product?**

- well -known product from childhood
- Ready -made solution:
  - An independent dish
  - Garnish
- Tasty, healthy, affordable

CLASSICAL



With taste  
Smoked turkey



# Gorosnica

*Shelf life - 10 months*

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# Tofu-Pashtet

**Tofu -Pashtet is a plant alternative to meat pastes.**

**Rich in high vegetable protein (5.3%), calcium, amino acids, folic acid, vitamins A, B, E.**

**At the same time, Tofu is a low -calorie product that does not contain cholesterol.**

## **Tofu-Pashtet is perfect:**

- Like a side dish to baked vegetables,
- boiled potatoes or rice,
- like a prayer for bread or toast,
- Like a topping for crackers and galet
- like a deP for chips, fresh vegetables,
- Like a filling for lavash, sandwiches and tartlets.



ORIGINAL



# Tofu Pashtet

*Shelf life - 12 months*

Remocated tomatoes  
And Provencal herbs



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# **Caviar from sea Algae**

**Caviar from seaweed (Japanese lamaria) - contains**  
**In its composition, natural fish oil is not subjected to**  
**heat treatment, which allows them to save all**  
**The beneficial properties of alginate and fish oil.**

**Caviar from seaweed is rich:**

- iodine, trace elements and amino acids, vitamins,**  
**and also enriched with silver ions**

# CAVIAR SNACK NO. 1

*Shelf life - 6 months*

**Caviar 2 types:**

- Red
- Black

**2 types of packaging:**

- bucket 450 gr.
- Haglink twist-off 113 gr.



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# CICAPIOUS SAMBA

*Shelf life - 6 months*

**Caviar with mayonnaise sauce of 2 types:**

- Red
- Black

**2 types of packaging:**

- plastic cup 180 gr.
- Glass 240 gr.



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# SECRET OCEAN



*Shelf life - 6 months*

**CAVIAR:**

- Red

**2 types of packaging:**

- Doy-pack 120 gr.

- plastic cup 150 gr.

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# Salads from sea Cabbage "Queen of the Seas»

Seaweed salads or seaweed - useful and  
The product beloved by many buyers.

**Sea cabbage has a mass of beneficial properties:**

- low calorie content;
- vitamins and polyunsaturated acids in the composition;
- Great antioxidant.

# "Queen of the Seas" - Salads From sea cabbage

*Shelf life - 4 months*

## Vitamin salad

230 gr., 300 gr

## Assorted salad

With mayonnaise sauce

200 gr., 450 gr

## Salad «more Korean»

250 gr



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# Categories Positioning Products



# Our products Sold in all retail outlets

**TRADITIONAL  
SHOP**

**Minimarket**

**SUPERMARKET**

**Hypermarket**





# Refrigerators With finished products Salads

- positioning and regime storage suitable for all products of the company
- All products are ready for use and do not require additional preparations

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## Shelves with sauces

- products such as Humus, Fawa, Bobs
- a useful alternative familiar sauces



## Department of "useful Products "

- Humus, Fawa, beans - useful "superfuds"; target audience of these products will look for them in the "Healthy Foods" departments



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# ADVANTAGES

## Work with ours

## Company

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## **Delivery**

Free delivery  
For distributors

## **PRICE**

Unified price  
Politics for the region  
linen partners  
(Dumping control)

## **Escort**

Consulting by  
assortment, commodity  
stocks, motivational  
Personnel program

## **EXPERIENCE**

Extensive experience  
With large trading  
networks

## **PRODUCTION**

Own production,  
production of own brand

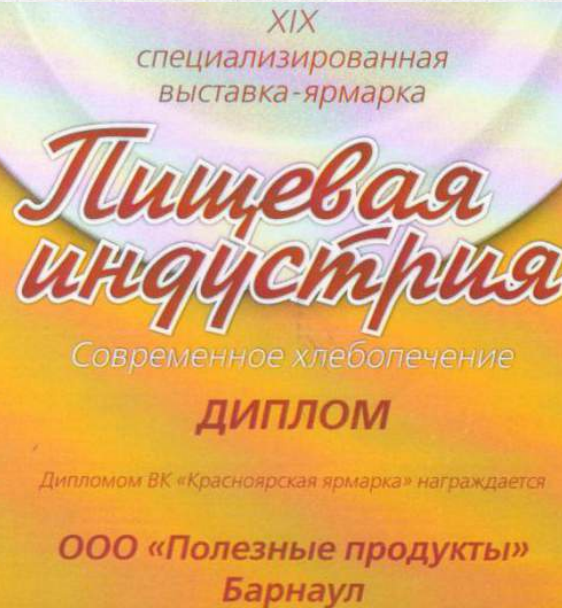
## **Marketing**

Regular marketing activity:  
- Promotion in social  
networks  
- promotions / tasting  
- Provision  
advertising materials





награждается  
Бронзовой медалью  
Диплом лауреата  
«ПРОДЭКСПО-2017»,  
Москва, 2017 г.



Диплом участника  
ФОРУМА  
«Пищевая индустрия»,  
Волгоград, 2010 г.



Диплом XIX выставки-  
ярмарки  
«Красноярская ярмарка»,  
Красноярск, 2011 г.



Золотая медаль международного  
выставочного центра «Интерсиб».  
Gold medal at the international  
exhibition centre "Intersib".



Золотая медаль 3-ей международной  
выставки «РЫБПРОМЭКСПО» —  
Москва, 2007 г. Gold medal 3rd international  
exhibition "Rybpromexpo" — Moscow, 2007



Золотая медаль второго международного  
отраслевого конкурса «Seafood Russia» —  
Москва, 2008 г. Gold medal 2nd International  
Specialized competition, Moscow, 2008



Бронзовая медаль XXIV международного  
конкурса продовольственных товаров  
«ПРОДЭКСПО-2017» — Москва, 2017 г.



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