



Trading House Kislovodskaya LLC

Producer of mineral water
and soft drinks



Economic activity

The Limited Liability Company "Kislovodsk Trading House" is a distributor of drinking mineral water, soft drinks, snacks and other food products. We are developing by increasing the range of products sold.

The presence of drinks and snacks promoted by us on the market is not limited only to the Russian Federation. They are also in demand and successfully sold in neighboring countries: Kazakhstan, Uzbekistan, Tajikistan and Azerbaijan.

Regular shipment to Mongolia is underway.

Negotiations are underway on the supply of our mineral water to Belarus, Armenia, Kyrgyzstan and non-CIS countries: China, Vietnam, Egypt and the United Arab Emirates, Saudi Arabia, Iran, Turkey, Malaysia.

The prospect of entering the market of other foreign countries is being developed.

OUR SALES SYSTEM

The company has several sales departments.

INTERNATIONAL Sales Department (import / export)

1 representative
2 countries of import
20 export countries

The department is developing rapidly.

WHOLESALE Sales Department

6 managers
1 Director
120 clients (distributors, sub-distributors, wholesalers, online stores) in Moscow and the Moscow region.

Chain Trade Sales Department

3 managers
1 руководитель
25 or more clients (federal and local level).

Home Regional Sales Department

8 managers
1 руководитель
45 or more cities and regions (distributors, sub-distributors, wholesalers, local networks, online stores).



Our buyers and suppliers

Our products are supplied to such chain stores as: Auchan, Atak, Auchan City (Federally), Pyaterochka (Federally), Crossroads (Federally), Carousel (Federally), Dixie (Federally), Magnet (Federally), Tape (Federally), Okey (federally), Victoria, Hyperglobus, Magnolia, Verny (Federally), String bag, ABC of Taste, Coin, Fragrant World (Moscow, St. Petersburg), Vinlab, Your House, Bahetle, Globe Gourmet, Miratorg, RKPT, CS Asset, CJSC Foodstuffs, OP Moskovskoe, Novy Svet, Podolsk District, Stupinsky District, Holding Center, Gastronomir, Mozhaik RAIPO, DIXICA, etc.

Our organization has direct contracts with such well-known beverage manufacturers as "NARZAN", "OVK", "Aqua Holding", "Rychal Su", "Senezhskaya", "Kalinov Rodnik", "Shishkin FOREST", "Novoterskaya", "NARSAN", "Askania", "Delta", "Aqualine", "EMV", "TASTE OF THE YEAR", "Megapak".

KEY INDICATORS

Trading House Kislovodskaya

Our company has been successfully distributing non-alcoholic and low-alcohol products in Russia for 20 years and is a co-founder of the Narsan LLC plant, which produces Kislovodsk Curative mineral water and brought this brand to the federal level.

B2B sales channels:

- Wholesale sales
- Deliveries to retail chains
- Regional sales
- Export
- E-Commerce

720'000'000

- Rubles / year

Average turnover

B2C Sales Channels:

- Federal networks
- Retail stores
- Online stores
- Gas stations
- Pharma (pharmacies)
- HORECA



PRODUCT RANGE

We launch several brands of mineral and drinking
water, soft drinks and snacks on the market

SOURCE CHARACTERISTICS

Well No. **2PE-bis**
Kislovodsk deposit "Sulphate narzan"

Well depth: **450 m.**

It **CORRESPONDS** to the state sanitary and epidemiological rules and regulations:

- SanPiN 2.1.4.1110-02 Zones of sanitary protection of water supply sources and drinking water pipes SanPiN 2.3.2.1078-01
- Hygienic requirements for safety and nutritional value of food products SP 2.6.1.758-99 (NRB-99)
- Radiation safety standards

The Expert opinion of the branch of the Federal State Institution "Center of Hygiene and Epidemiology in the UK in Kislovodsk" dated 04.09. 2007 Laboratory test reports No. 44.45 dated 07.09.2007 ILC of the branch of the Federal State Institution "Center of Hygiene and Epidemiology in the UK in Kislovodsk"

WATER CHARACTERISTICS

Sparkling mineral drinking water
medical canteen

The hydrogen index (pH) **6.97**
General mineralization **4.5 g/l.**

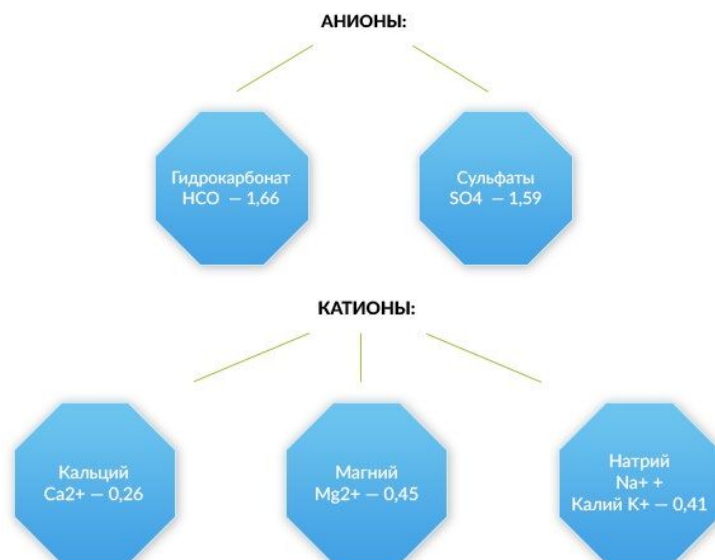
- Bicarbonates HCO_3^- - **1.66**
- Sulfates SO_4^{2-} - **1.59**
- Magnesium Mg^{2+} - **0.45**
- Calcium Ca^{2+} - **0.26**
- Sodium Na^+ + Potassium K^+ - **0,41**

Kislovodskaya Celebnaya

Sulfate-bicarbonate magnesium-calcium therapeutic and table carbonated water of the type "Sulfate narzan", for the domestic market of Russia and neighboring countries.

The main structure

"Kislovodskaya celebnyaya" mineral water of well No. 2PE-bis has a total mineralization of about 4.5 g/l (permissible range 2.8-6.3 g/l) and contains the following basic elements (g/l):



The "Kislovodskaya celebnyaya" water has several awards, including the "Grand Prix" received in 2016 at the international exhibition of food, beverages and raw materials for their production - PRODEXPO - 2016. And the Gold medal of the winner in the nomination "Best Product-2022", received in 2022 at the international exhibition of food, beverages and raw materials for their production - PRODEXPO - 2022.

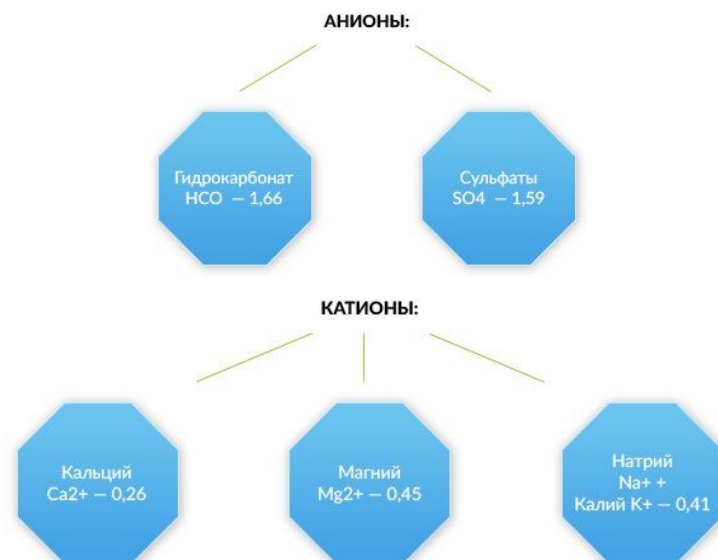


Kislovodsk spring

Sulfate-bicarbonate magnesium-calcium therapeutic-table carbonated water of the "Sulfate narzan" type, **for the foreign market.**

The main structure

"Kislovodsk spring" mineral water of well No. 2PE-bis has a total mineralization of about 4.5 g/l (permissible range 2.8-6.3 g/l) and contains the following basic elements (g/l):



The "Kislovodsk spring" water has several awards, including the "Grand Prix" received in 2016 at the international exhibition of food, beverages and raw materials for their production - PRODEXPO - 2016. And the Gold medal of the winner in the nomination "Best Product-2022", received in 2022 at the international exhibition of food, beverages and raw materials for their production - PRODEXPO - 2022.



Cru De Chon

A series of everyday carbonated drinks "Cru De Chon" of the "Lemonade" type

Drinks "Cru de Chon" are produced according to the latest recipes, while retaining time-tested GOST standards and tastes in combination with innovations and taking into account the desires of modern consumers.

The assortment includes 12 original flavors:

- Pear-Kiwi
- Cherry-Strawberry
- Lemon-Raspberry
- Raspberries with cream
- Cherry with cream
- Chinotto
- Mango-Passion Fruit-Coconut
- Raspberry-Coconut
- Quince-Cardamom-Chili
- Plum-Peach-Pepper
- Quince-Apple blossom
- Ginger-Mint-Lemongrass



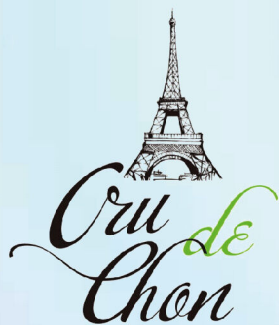
Shorly

Non-alcoholic carbonated drink based on juice.

The juice content is 60%

The taste of "Apple"





The range of Cru De Chon drinks

These new combinations of favorite fruits have not only a pleasant and rich taste, but also contain a healthy juice in their composition, as they are developed using high-quality natural ingredients.

Lemon
Raspberry



Lemongrass
Ginger
Mint



Plum
Peach
Pepper



Raspberry
Coconut



Pear
Kiwi



Quince
Apple tree flowers



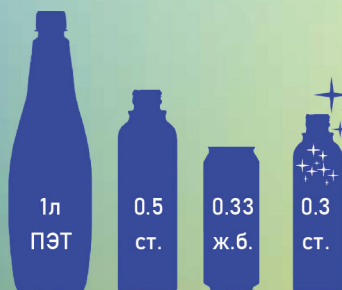
Quince
Plum
Cardamom
Pepper



- Raspberries with cream
- Chinotto
- Cherries with cream



Mango
Passion fruit
Coconut



✦✦✦ The drink has a "Lava effect" when shaken ✦✦✦

"Trading House Kislovodskaya" LLC

+7 (495) 150-90-35 info@kisvoda.ru

+7 (985) 269-29-34 rm1@kisvoda.ru

www.td-kislovodskaya.ru



Merry Friends

The line of lemonades "Merry Friends" is created on the basis of specially prepared water and high-quality components. All flavors contain natural juice. The line of lemonades "Merry Friends" presents both favorite flavors and new original recipes.

The assortment includes 6 classic flavors:

1. Barberry
2. Duchess
3. Raspberries
4. Creamy
5. Peach
6. Strawberry





PARTNERSHIP



COOPERATION
WITH US IS
PROFITABLE

We not only provide reliable
delivery of products to our
partners, but also provide
marketing support.

BENEFITS

Competitive advantages of working with our organization



PRICES

Balanced pricing, product and marketing policy aimed at the development of all partner companies, taking into account the individual characteristics of each.



STAFF

A close-knit professional management team of 20 people.



RELEVANCE

The presence in the price list of new products that meet the demand of our partners.



IMPORT

We import products from the countries of the near and far abroad for sale in Russia.



STORAGE OF PRODUCTS

The presence of three warehouses with a total area of 5,600 sq.m. allows for optimal coverage in the Moscow region.



LOGISTICS

We provide logistics services and responsible storage services.



TRANSPORT

Availability of 17 units of its own updated fleet.

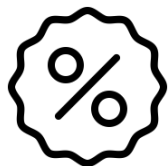


EXPORT

We export our own and partner products to the countries of the near and far abroad.

Marketing activities

We are interested in the products being sold, so we participate in the promotion of partner brands



PROMOTIONS

Together with a partner (point of sale, chain stores), we reduce prices for a certain period to stimulate an increase in sales.



IMAGE ADVERTISING

We independently introduce the population to the brands that we produce, using media advertising and other ways of promotion.



WEBSITE and SMM

On our Internet resources, we post information "Where to buy", in which we indicate information about the partner (link to the online store, or the address of the offline store).



SUPPORT FOR PROMOTIONS

During promotions (discounts, etc.) with our partners, we launch advertising campaigns on popular Internet sites in order to inform the target audience.





OUR CONTACTS

"Trading house "Kislovodskaya" LLC
INN / KPP: 9729279163 / 772901001
OGRN: 1197746002508

Sergei Sopov
rm1@kisvoda.ru
www.td-kislovodskaya.ru



Moscow, Bolshaya Ochakovskaya str., 15/1



+7 (985) 269-29-34