



Corporate Presentation

2025



Introduction



MISTRAL TRADING COMPANY IS ONE OF THE LEADING IMPORTERS, PRODUCERS AND DISTRIBUTORS ON FMCG FOOD MARKET IN RUSSIA

THE COMPANY IS HOLDING ITS' LEADING POSITIONS FOR 30 YEARS THANKS TO THE COMPETENT ASSORTMENT POLICY, EFFECTIVE COOPERATION WITH SUPPLIERS AROUND THE WORLD AND ACTIVE MARKETING SUPPORT OF THE PRODUCT PORTFOLIO

OUR MISSION:

"We create a new quality of life by making daily diet bright and diverse and wholesome eating tasty."

WE CARE ABOUT:

- our product quality and environment
- our brands
- our customers
- our employees



Since 1992



500 employees



\$ 100M
Company sales 2024



\$ 2,25M
Export sales 2024



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www.tkmistral.ru



Mistral Brand: Product Portfolio



Categories

Breakfast Cereals

Grains

Crisps

Cane Sugar

Legumes



Formats

Individual portion

Boil-in-bags

HORECA



Our Standards

Quality Control and Product Safety

- We choose reliable suppliers from all over the world
- We use global standards at our production facilities
- We use modern, convenient and safe packaging



Modern Manufacturing Facilities

Our production facility:

- **7000 Square meters**
- Production lines
- Laboratory (quality control at every stage of production)
- Logistics warehouse (we use WMS system – storage and orders packing according to FIFO method, automatic palletization, managed process of product loading into trucks)
- **60 K+ pallets of ready products in 2024!**

Production lines have modern multistage automatic raw materials cleaning process

Warehouse Management System

17000 Square meters



Strict control of the tightness of the intermediate packaging



Automatic palletization process of finished product and loading process



Temperature and air humidity control



Strict FIFO rules



Certified by International Certification bureau SGS Vostok Limited (SGS Group) on compliance to international standards FSSC 22000 (Food Safety System Certification).

Distribution

- Our clients are the largest Federal, Regional and Local chains and e-com clients;
- We cooperate with Federal Chains and top regional distributors in all regions of Russia;
- We have presence in 100% regions of Russia;
- We have representation in 96% of all Federal Chains



ВКУСВИЛЛ

Ашан

Д ДИКСИ

WB

ozon

Яндекс  Маркет

ДА!

5 Пятёрочка

METRO

М монетка

азбука
вкуса

Верный
универсам

globus

лента

АТАК
Супермаркет

SELGROS
cash & carry

МАГНОЛИЯ

ВИКТОРИЯ

М МАГНИТ

Перекресток
СУПЕРМАРКЕТ

О'КЕЙ

Our Marketing Expertise



TV & Radio

Bloggers Recipes

Outdoors Campaigns

Promo Campaigns

Digital Campaigns

Mistrall



Export 2025

13 countries

Regions	Markets
Caucases	Armenia Azerbaijan Abkhazia Georgia
Central Asia	Kazakhstan Uzbekistan Kirgizia Tajikistan
Europe	Belarus
Middle East/GCC	UAE Israel
USA	USA
SEA	South Korea



In process

Regions	Markets
SEA	China Kingdom of Thailand Vietnam
ME/GCC	Kingdom of Saudi Arabia
Africa	Egypt

Business in UAE

- We have a partner (importer/distributor) in Dubai.
- 2 brands: Mistral and Fitstart.
- Challenges:
 - Entrance in Carrefour, Lulu, Spinneys
 - New project launch

ALL DAY SUPERMARKET LLC



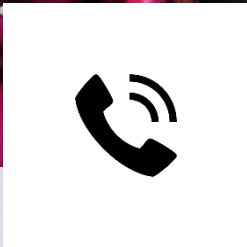
AL MAYA SUPERMARKET LLC



T.CHOITHRAM & SONS LLC

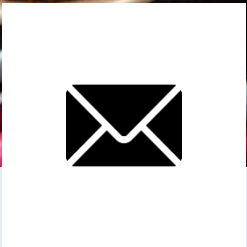
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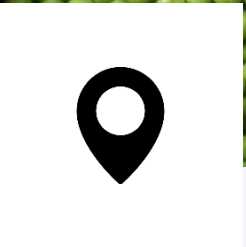
Export Department

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