



ЛЮБИМЫЙ
КРАЙ

DISCOVER

«LYUBIMYI KRAI»

2022



ABOUT THE COMPANY



ABOUT US



Leader
in the Russian market
of oatmeal cookies



The first factory was opened in
1999 in Otradnoye (Kirovsky
District, Leningrad region)



The second factory was opened
in 2015 in the Gorelovo Industrial
Zone (Lomonosovsky District,
Leningrad Region)



Annual turnover
is over RUB 2,6 billion in 2021.
Production volume
in physical terms is over
24,4 tones



42,6% – a share in the market
of packaged oatmeal cookies
in rubles in 2021.*.



Posidelkino – Oatmeal cookie
brand No.1 in Russia
(by consumption and volumes
purchased)**

* - according to the data provided by TOP-7 retailers in Russia

** – according to the data provided by Kantar TNS Research Company (TNS MITs CJSC), December 2020

DISTRIBUTION

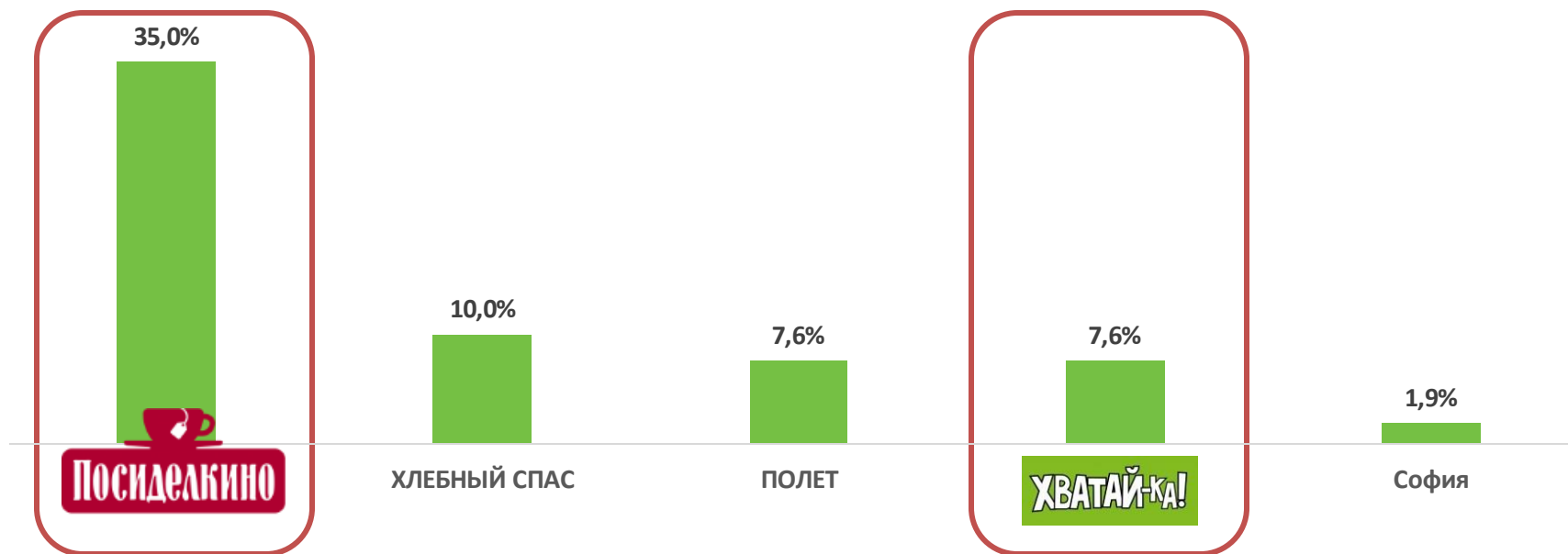


POSIDELKINO – BRAND №1 IN RUSSIA



According to the data provided by TOP-7 retailers in Russia “Posidelkino” is the undisputed leader in the Oatmeal cookies segment in terms of sales (rubles) in 2021.

The share of the main players in the Oatmeal Cookies segment, %



- ✓ “Posidelkino” is more than 3 times ahead of its closest competitor in terms of sales
- ✓ “Hvatay-ka!” - a new brand from the manufacturer “Posidelkino”, presented in the economy segment. For 3 years entered the Top-4 brands in oatmeal cookies

ASSORTMENT



OATMEAL COOKIES WITH FILLINGS

■ classic

1
SKU

320 g

- with chocolate chips
- with raisins
- with hazelnuts
- with almonds
- with baked milk
- with poppy seeds

- with sesame seeds
- with seeds of flax
- with raisins and prunes
- with raisins and dried apricots
- raspberries and cranberries

11
SKU

310 g

BESTSELLERS!



OATMEAL FRUCTOSE COOKIES

- with cranberries
- with seeds of flax, sunflower and sesame

2
SKU

300 g



OATMEAL MALTITOL COOKIES

- classic
- with pieces of cranberries and raspberries

2
SKU

170 g



OATMEAL COOKIES «MALENKAYA STRANA»

- classic, enriched with vitamins and dietary fibers
- with chocolate bits and banana, enriched with vitamins and dietary fibers

2
SKU

130 g



OVSYANOYE POSIDELKINO CHRISTMAS COLLECTION



CONFECTIONERY CHRISTMAS BOX

- white coating
- green coating
- red coating

3
SKU

340 g



OATMEAL COOKIES WITH FILLINGS

- with candied oranges
- with ginger

2
SKU

300 g



CREAM CHEESE COOKIES



CREAM CHEESE COOKIES

- with candied fruits
- with raisins
- with cranberry

3
SKU

250 g



КХВАТАЙ-КА!

ХВАТАЙ-КА!

OATMEAL COOKIES

- classic
- with baked milk

2
SKU

400 g



ВПРОК

ВПРОК!

OATMEAL COOKIES

- classic

1
SKU

500 g



WEIGHT ASSORTMENT

БОК О БОК

OATMEAL COOKIES

- classic
- with raisins
- with chocolate chips

3
SKU

6 кг



NEW PRODUCTS



SHTUCHKI BUTTER COOKIES

Almyrku

BUTTER COOKIES WITH INGREDIENTS

- with coconut
- with oats, roasted peanuts and sea salt

2
SKU

150-160 g



- with coconut and chocolate chips
- orange butter cookies with chocolate chips
- with nuts and chocolate chips

3
SKU

160 g



SHTUCHKI GINGERBREADS

Umyrku

GINGERBREADS WITH INGREDIENTS

- with chocolate, hazelnuts, peanuts and candied peels orange
- with chocolate, candied peels orange and lemon

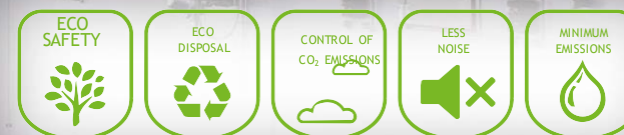
2
SKU

250 g



PRODUCTION AND QUALITY





Flexibility in global volumes

- Exclusiveness and flexibility of product solutions
- Efficient production and cost effectiveness

Complex equipment

- Best European and Russian equipment manufacturers
- Own HPP

Safety and eco-friendliness

- Safety and eco-friendliness of operations
- Safety of end products for consumers
- Responsible attitude to the environment*

QUALITY MANAGEMENT



The Quality Management System and the Food Safety System of the company correspond to requirements of ISO 9001 and ISO 22000 international quality standards (compliance with FSSC 22000 is also planned).



Multiple award winner of the Federal contest
100 Best Goods of Russia



Declaration of conformity,
EAC sign on product packages.



Multiple award winner of
the Best Control Purchase TV program
on Pervy Kanal (Channel One).

PRODUCT EVOLUTION



Evolutionary Approach

We do not change products, packaging or market positions of existing lines abruptly. Evolution, not revolution.

Trends

When we plan our product evolution, we work with established market trends and a vision of their potential global development.

Increasing Value

All our new product solutions must increase the value of the brand and our offer for consumers and partners.

CONTACTS



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