

2016

wines
vodka
spirit drinks
cider
whisky
gin
tequila
rum



MINSK GRAPE WINES FACTORY
МИНСКИЙ ЗАВОД ВИНОГРАДНЫХ ВИН



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**I.N. Trotsky, General Director of JSC
Minsk Grape Wines Factory**

"In 15 years JSC Minsk Grape Wines Factory has grown from a small enterprise with a staff of 25 people into a large manufacturing company – with more than 550 employees in Minsk, and more than 420 - in Brest. The average salary in the company is 55% higher than the average in the country.

At the end of 2014 we were among the top ten taxpayers in the country: our company paid more than \$ 170 million in taxes and duties. In other words, our payments amounted to 1% of the total budget revenue of Belarus."

I.N. Trotsky, General Director



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Address by General Director of JSC Minsk Grape Wines Factory





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СТАТУТ

Launch of new brands



Launch of new brands



Launch of new brands



Launch of new brands, franchise



Purchase of a Tetra Pak packaging line



Implementation of the golden filtration process

Launch of new brands



First acquisition of the right to bottle TM Bordeaux castle wines in the former USSR

Launch and production of new brands



Acquisition of a new factory in Brest

ESTABLISHMENT OF THE BREST BRANCH

Release of products packaged in 3-liter bags

BAG IN BOX

Launch and release of products under the Ambassador trademark



Start of production by cold bottling

COLD BOTTLING



Company History

2015



2014



2013

2012



2011

2010



2009

2008



2005

2001



2000



Year of establishment – 2000

JSC Minsk Grape Wines Factory is the market leader in winemaking in Belarus with a market share of 70% among other wine producers. The company is also a major producer of hard liquors with a market share more than 20%.

It has two production sites - one in Minsk and one in Brest - and employs more than 950 people.

MINSK

Production volume: of about 30 million product units per year. Production capacity: more than 34 million liters per year. Latest “champagnization” and “cold bottling” technologies and state of the art European equipment for storage, processing and bottling of wine. Own laboratory.

BREST

Production volume: of about 58 million product units per year. Production capacity: more than 67 million liters per year. Technology: multi-stage filtration of alcohol water mixtures using natural materials: silica sand and activated birch wood charcoal. Additional processing on modern diamond, gold, platinum and silver filtration equipment. Own laboratory.

Company Profile



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Quality

The company's leading position is based on consistently high product quality ensured at every level of the production process: from the strict control of the raw materials at the time of their purchase from the strategic suppliers to the delivery of the products to the retail chains.

The company has implemented and employs an effective and functioning food safety management system conforming to the requirements of STB ISO 22000-2006 standard (year of implementation - 2012) and a Hazard analysis and critical control points (HACCP) food safety management system conforming to the requirements of STB 1470-2012 (year of implementation - 2007). Both systems are certified in accordance with the National System for Conformity Attestation of the Republic of Belarus.

Since the company's establishment, the products of the factory have won about 250 awards at international exhibitions and wine competitions.

The highest quality of the factory's products is attested by certification and state registration with the State Committee for Standardization and the Ministry of Health of the Republic of Belarus.

Product range and brands

One of the company's strategic business goals consists in offering consumers a wide range of products in different classes of alcoholic beverages, branding and active marketing support, which makes it possible for JSC Minsk Grape Wines Factory to increase its market share every new year.

Consumer awareness studies confirm that JSC Minsk Grape Wines Factory brands hold leading market positions in vodka and wine categories.

Innovations

We follow global innovations in the production of high-quality alcohol and strive to improve and develop our products to meet the most demanding consumer requirements.

Price

Affordable price of our products allows us to increase the number of loyal customers each year and is a key driver for business growth.

Well-developed distribution network

We work with 95% of outlets licensed to sell alcohol.

JSC Minsk Grape Wines Factory – Business Model



**Product range
and brands
Price
Innovations
Well-developed
distribution
network**



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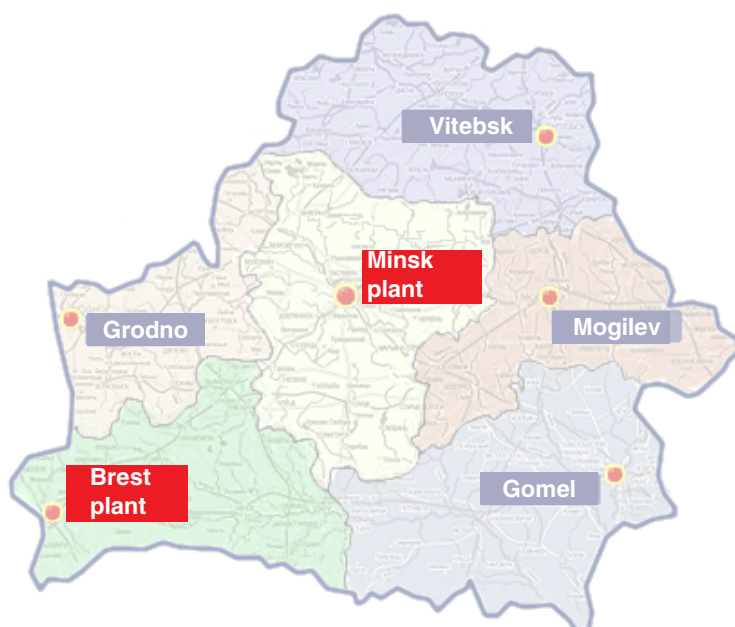
The Company currently produces the following products at the following locations:

MINSK

- Still wines
- Soviet Champagne
- Sparkling and effervescent wines
- Vermouths
- Wines in Tetra Pak packaging

BREST

- Vodka
- Bitter and sweet nastoikas
- Whisky
- Gin
- Balsam
- Liqueur
- Tequila
- Rum
- Cider
- Non-alcoholic soft drinks



Main Products



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Royal Blau



Apple
Jack
CIDER



Разливается по лицензии
АО "Стумбрас", Литва

СТАТУТ

Нарібокi

СВЯЯК

MAGNAT

БЕЛАЯ РЕКА

GENTLE'S

EL DIABLO

QUEEN'S

TOLTECA®

PRODUCT OF SCOTLAND
RAEBURN

Our Brands

Trademarks

Franchises



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AMBASSADOR

Key success factors

JSC Minsk Grape Wines Factory has long been famous for its still wines distinguished by their delicate taste and aroma, and is the leader in this market segment in Belarus.

Ambassador brand has been the undisputable market leader in the product category of "still wines".

The most recognizable wine brand in the Republic of Belarus

Ambassador TM is the most recognizable wine brand in the Republic of Belarus. A study of consumer preferences in the wine market, conducted throughout Belarus in July 2014, showed spontaneous awareness for the brand at 73%.

Cold Bottling technology

Application of "cold bottling" technology ensures maintaining the natural flavor, aroma and all the useful properties of wine without exposing it to heat treatment.

Use of high-quality natural wine materials

Ambassador wines are made from the best wine materials procured from major Moldovan winegrowers that have their own vineyards.

Low prices

A major factor that contributes to the success of the Ambassador brand is its price, affordable for mass buyers.

Awards at competitions

The highest quality of Ambassador wines is proven by the awards received each year at various wine contests and competitions.

The Company's product was the only one among the Belarusian wine makers that has been distinguished with an award outside of the CIS countries.

Bronze medal at San Francisco International Wine Competition 2015, USA.



Our Brands



AMBASSADOR



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SVAYAK

Key success factors

Svayak is one of the most recognizable brands of vodka in the Republic of Belarus. A study of consumer preferences in the vodka market, conducted throughout Belarus in September 2014, showed spontaneous awareness for the brand at 76%.

Svayak vodkas and nastoikas are produced on the modern high-tech equipment with a built-in platinum filtration unit. Vodka is not only purified in charcoal purification columns but additionally filtered on platinum filtration units containing platinum impregnated in carbon by special process. Due to this unique "platinum filtration" method vodka acquires unusual softness, harmoniousness, noble taste and aroma.

Wide range of products

Svayak brand is represented by two product lines:

1. Classic Svayak vodkas and nastoikas produced with the use of "platinum filtration" technology.
2. Svayak Pro – advanced level of Svayak with modern light flavors produced with the use of the new "MultiFiltration" system, undergoing 4 levels of purification:

- birch filter,
- birch charcoal,
- quartz sand,
- platinum filter.

Awards at competitions

The quality of Svayak brand products is successfully proven each year at various contests and tasting competitions. Gold medals from San Francisco and London attest to the international recognition of the brand's quality.

ProdExpo Star, Moscow 2016,

Gold medal, San Francisco World Spirits

Competition 2014, USA

Gold Medal/Trophy. International Spirits

Competition 2013, London



Our Brands

СВАЯК



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NALIBOKI

Key success factors

Naliboki is one of the most recognizable brands of vodka in the Republic of Belarus. A study of consumer preferences in the vodka market, conducted throughout Belarus in September 2014, showed spontaneous awareness for the brand at 84%.

Belarusian brand

Naliboki is a brand of vodka with a deep rooted national character. It is an authentic Belarusian brand that glorifies the beauty of our land, its pristine nature and rich history by referring to one of the most interesting regions of Belarus - Naliboki Forest.

Natural product made according to the traditional Belarusian recipes

Naliboki was created based on the recipes containing only natural and ecologically pure components: drinking water, high quality "Lux" grade alcohol, extracts and aromatic spirits. Naliboki is a product made out of the combination of ancient Belarusian recipes with modern filtration technologies.

The Millionaires' Club brand

Naliboki brand was included in the World Millionaires' Club ranking produced annually by the leading British magazine Drinks International which is one of the most popular and recognized periodicals among professionals in the alcoholic beverage market. Such undoubted success is primarily the result of popularity and recognition of the Naliboki brand with Belarusian consumers.



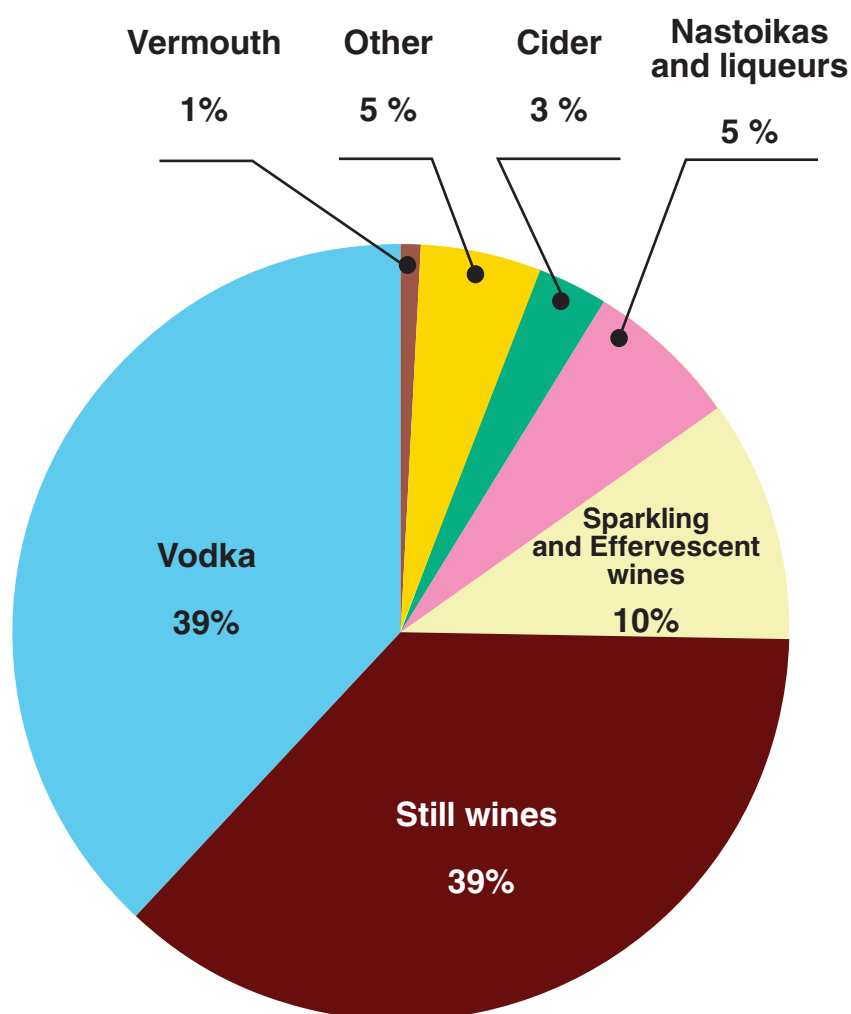
Our Brands

Налибокi



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JSC Minsk Grape Wines Factory Product Portfolio 2015*



*based on sales data



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Based on the performance data for 2014 JSC Minsk Grape Wines Factory was the 8th of the Top 10 largest taxpayers in Belarus.

Top 10 largest taxpayers in Belarus:

1. OJSC Gazprom Transgaz Belarus
2. JSC Belaruskali
3. OJSC Naftan
4. OJSC Mozyr Oil Refinery
5. IP LUKOIL-Belorussia
6. JSC Grodno Tobacco Factory Neman
7. LLC Tabak-Invest
8. JSC Minsk Grape Wines Factory
9. OJSC Minsk Kristall
10. RUE Minskenergo

The tax revenue share of the company in 2014 amounted to 1% of the total budget revenue.

Source: <http://www.belta.by/>

Budget Payments and Investments



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JSC Minsk Grape Wines Factory is the general sponsor of:

- Belarus Ski Union
- Belarus Handball Federation

The company pursues active social policy, providing sponsorship to:

- National Olympic Committee,
- Belarusian Association of War-Disabled Veterans,
- Public Association Belarusian Voluntary Fire-Fighting Society
- many other organizations.

Social Responsibility



In 2015 the Company provided more than 2.7 billion rubles as gratuitous (sponsor) assistance.



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Over the years the products of JSC Minsk Grape Wines Factory received around 240 awards at international tasting competitions in Belarus, Russia, UK and USA.

The Company's aim to release only high-demand products brings it international recognition:

- Svayak Standard won the top award (Trophy) at the International Spirits Competition-2013 in London.
- In 2014 Svayak Standard won the highest award at San Francisco World Spirits Competition.
- The Trophy of the International Spirits Competition-2015 in London was awarded to vodka Statut.
- At the 35th annual San Francisco International Wine Competition, one of the most prestigious events among the wine producers in the world, held in 2015, Ambassador™ varietal vintage wine Sauvignon of the 2012 harvest received the bronze award.
- Svayak Standard won the top award (Star) at the ProdExpo-2016 in Moscow.

Our Achievements



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Effective sales and marketing team Well-developed distribution network

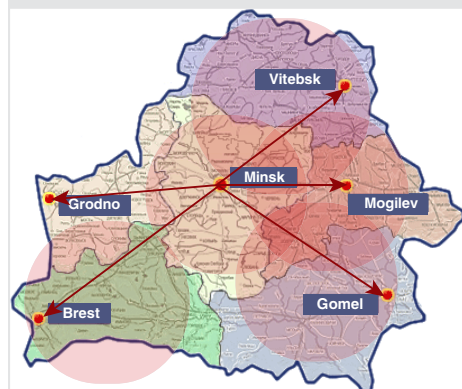
We work with 93% of outlets licensed to sell alcohol.

We work with all key customers in the country.

The Company's product list consists of more than 300 products sold in almost every Belarusian store licensed to sell alcohol.

The geography of exports is constantly expanding. Today the products of our company are well-known and sold in Russia, Kazakhstan, Baltic States, Germany, USA, Israel, Lebanon, Ukraine, Azerbaijan, Turkmenistan and Moldova, Georgia, Armenia and Vietnam.

Geographic Market Area



MINSK GRAPE WINES FACTORY
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JSC Minsk Grape Wines Factory

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Reception

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Sales Department

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Supply Division

Tel./fax: +375 (17) 207-59-68

e-mail: info@mzv.by

Export Department

Tel./fax: +375 (17) 212-82-30

e-mail: export@mzv.by

www.mzv.by



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Contacts

