



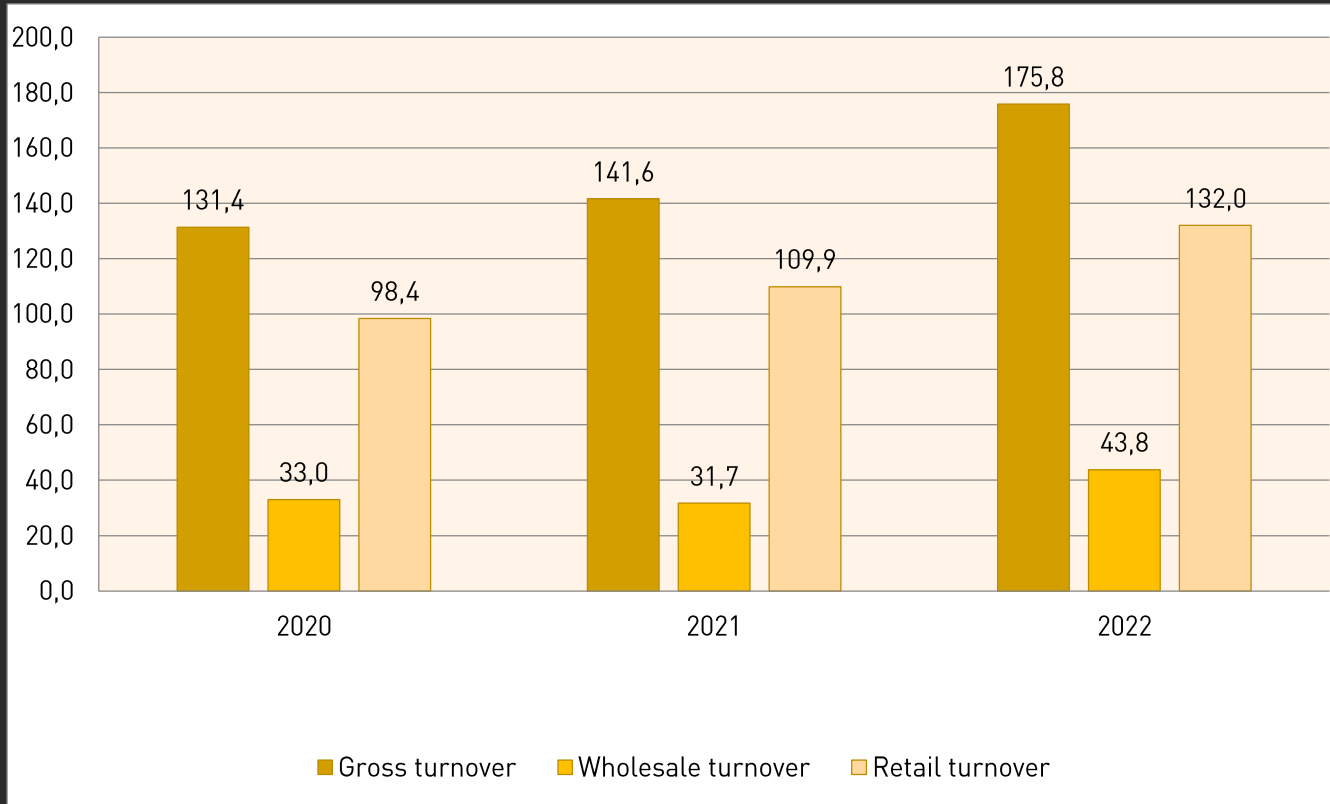
OJSC «Prodtovary» presentation

prodtovary.com

About company

- Open Joint Stock Company «Prodtovary» have been starting its history since 1994
- More than 25 years of successful work in the market of the Republic of Belarus
- The main activities: retail and wholesale trade, foodservice, renting out own premises
- The import of alcoholic beverages since 2005
- The developed system of the warehouses and a transport logistics
- The total area of the warehouses - 9 000 sq.m.
- The number of employees of the company is more than 900

Turnover dynamics (mln. €)



The retail trade and foodservice

- Supermarket «МИКС»
- 11 shops «Продтовары»
- 8 shops «Дискаунтер»
- 11 shops «Дома ждут!»
- Shopping and entertainment center «Варшавский»
- Wine shop «Подари вино»
- Confectionery workshop



 ПродТовары

ДИСКАУНТЕР 


ВАРШАВСКИЙ
ТОРГОВО-РАЗВЛЕКАТЕЛЬНЫЙ ЦЕНТР

*Дома
ждут!*


ПОДАРИ ВИНО
WINE & GIFTS

Микс
СУПЕРМАРКЕТ

Shopping and entertainment center «Варшавский»

The largest shopping and entertainment center in Brest is located at the intersection of the city center and the dynamically developing group of "South-west" microdistricts. On the two floors there are supermarket "Green", a bakery-confectionery «Будешь Булочку?», clothing store "BIG STAR", children's goods store "Buslik", children's entertainment center "Basillion" and a number of other well-known representatives of the Belarusian retail and service industries.

st. Machnovicha, 6

- 13 000 sq.m.
- 2 floors
- 5 minutes by car to the city center
- 2 km from the border with Poland
- growing district
- parking for 250 cars



The shops «Дома ждут!»

- A pet-care area with a home-like atmosphere.
- Each shop has a pet pharmacy.
- Loyalty program.
- +250 promotional SKU every month.
- Installment cards and other bonuses.



Дома ждут!

 doma.zhdut



Wine shop «Подари вино»

- The specialized shop, where more than 1000 SKU alcoholic beverages, also confectionery, groceries goods, souvenirs represent.
- Exclusive gift wrapping services.
- Skilled cavists.



 podari_vino



Events

Project: author's tastings of imported alcohol.

The format of project: paid tastings for a limited number of guests.

The territory: The Republic of Belarus.

Project goals:

- popularization of imported alcohol;
- the development of culture of drinking elite alcohol;
- attracting guests to the places where the Wine Evening is being held.

Frequency of the project: at least once a month.



Events

OJSC «Prodtovary» organizes events for bartenders.

«MIXILOGY-DTC» project - is a community of talented guys - bartenders, barmen and waiters, who improve their experience in mixology.

The territory: The Republic of Belarus.

Project goals:

- popularization of imported alcohol;
- development of the bar industry;
- revealing the creative potential of talented bartenders.

Frequency of the project: at least two times a year.



Our distribution

The sales department in Brest (warehouses — 7 887,96 sq.m.)

The sales department in Grodno (warehouses — 459,9 sq.m.)

The sales department in Gomel (warehouses — 625,4 sq.m.)

The sales department in Minsk (warehouses — 923,7 sq.m.)

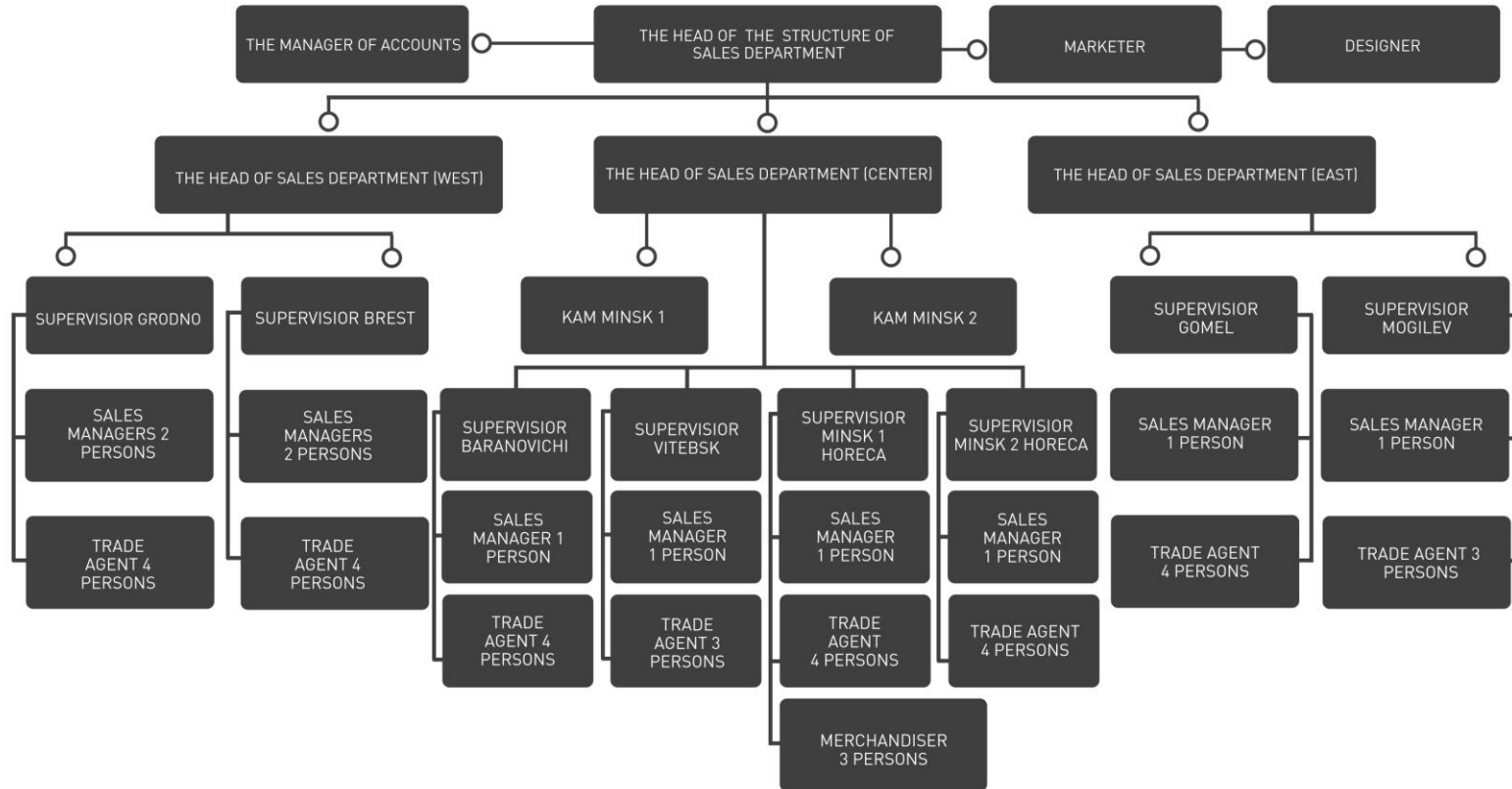
The sales department in Baranovichi

The sales department in Pinsk

The sales department in Vitebsk



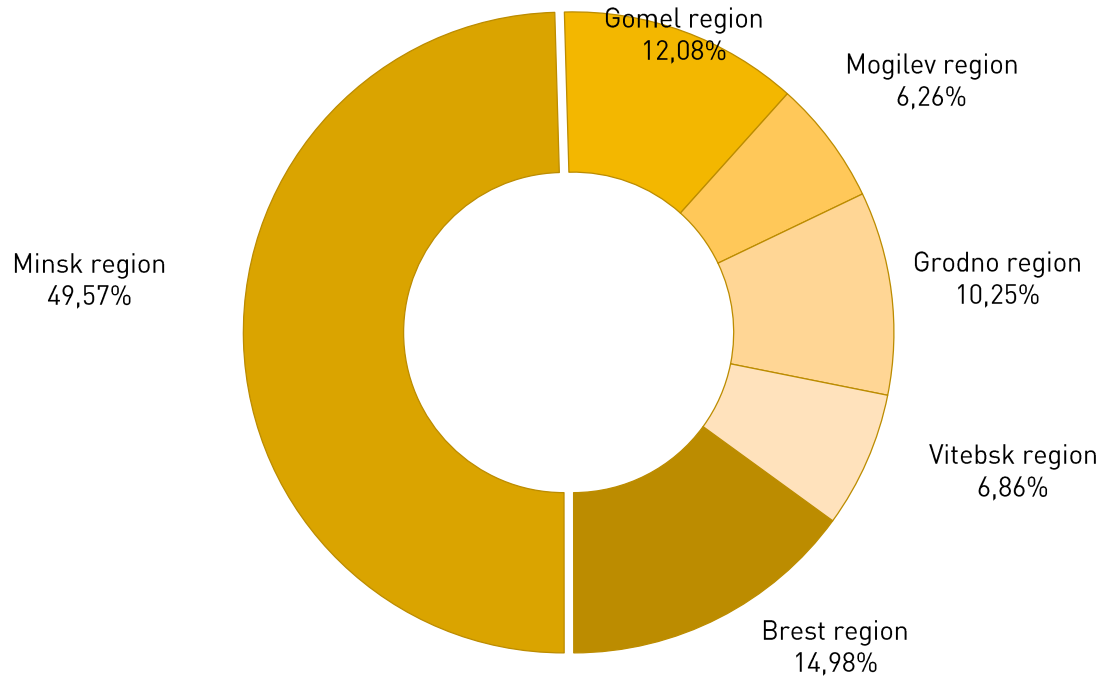
The structure of wholesale department



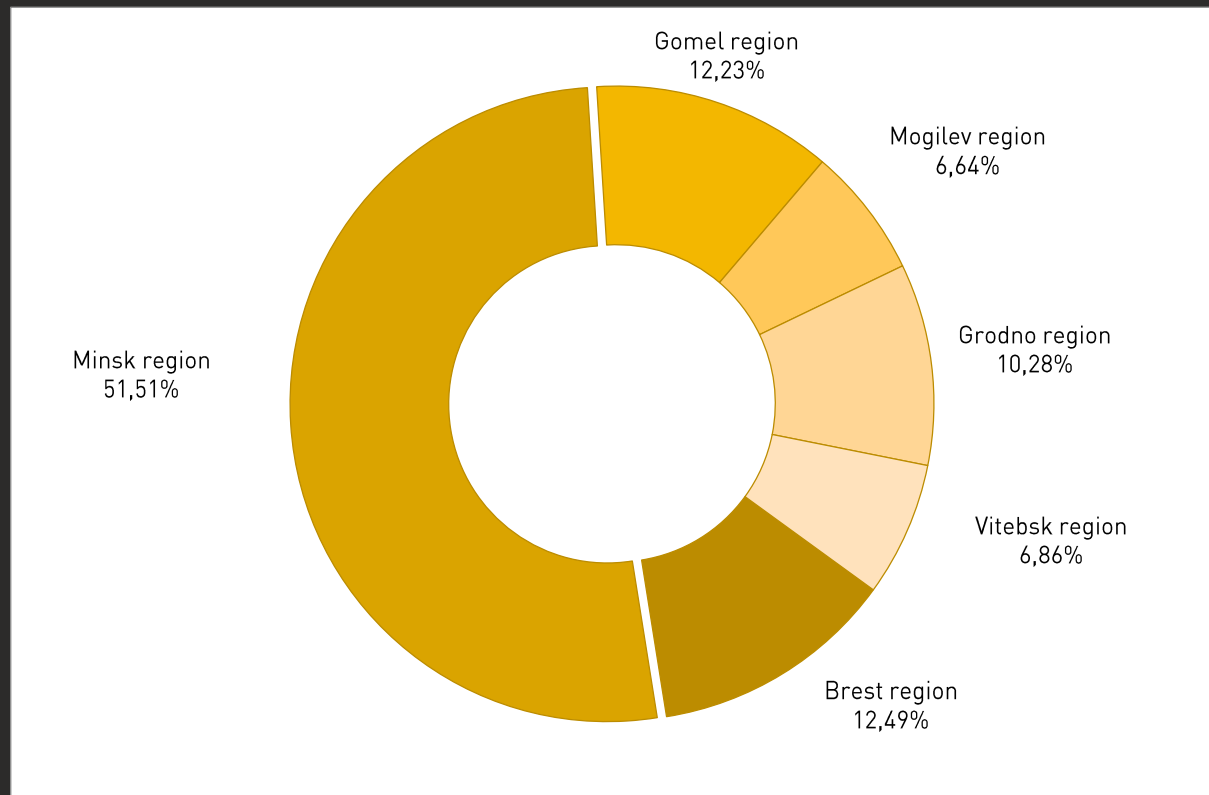
Our clients

	Distribution channels	Total	Minsk region	Brest region	Grodno region	Vitebsk region	Mogilev region	Gomel region
Off Trade	Hypermarkets	75	38	10	7	8	5	7
	Supermarkets	676	179	96	85	105	95	116
	Self-service stores	2 803	730	520	354	379	365	455
	Speciality stores	297	133	18	23	24	19	80
	Corner shops	3 006	495	862	433	395	411	410
		6 857	1 575	1 506	902	911	895	1 068
On Trade	Category A	201	63	73	22	6	5	9
	Category B	274	41	111	49	12	11	16
	Category C	291	93	66	39	19	14	26
	Category D	498	164	121	87	36	42	46
		1 264	361	371	197	73	72	97

The structure of sales per regions (total distribution)

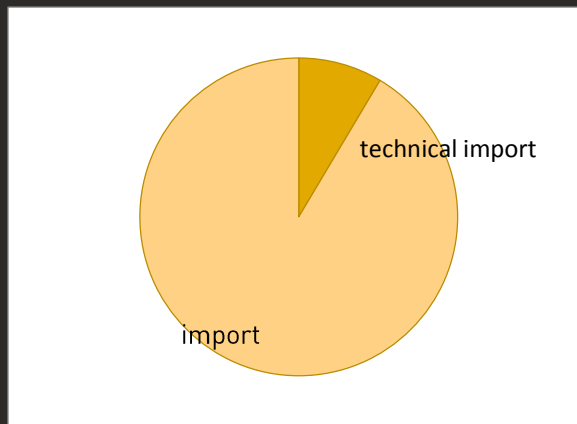


The structure of sales per regions (alcohol)

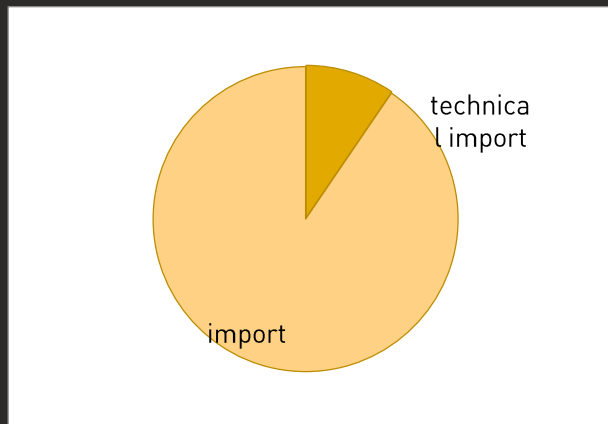


The volumes of import of the alcoholic beverages in 2020 – 2022, thousands litres

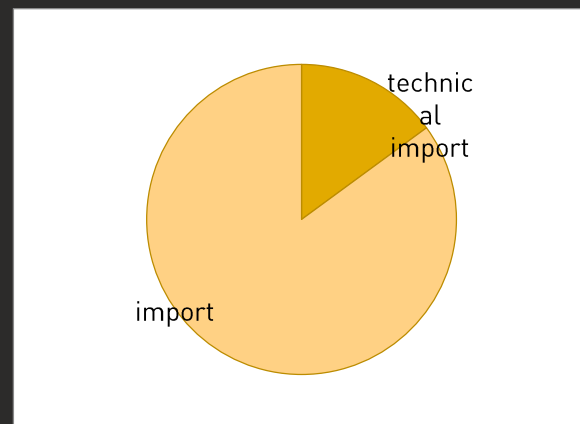
2020



2021



2022



The exclusive
brands

GEOGRAFICO



ESTD
HARDYS
1853



Riunite



Santa Rita



The exclusive
brands



MARRONE



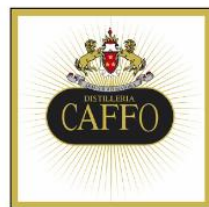
PETE'S PURE



CANTINA DI NEGRAR



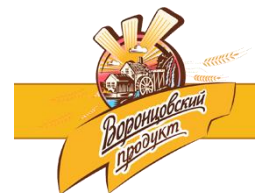
The exclusive brands



The exclusive brands



Veles



love is...



Brands



Private brands



We offer our clients:

- Individual approach to each partner with system of service and terms of payment
- The marketing support of sales
- Flexible pricing policy
- Operational Logistics
- Merchandising

The logo for "Санта" (Santa) features the word in a blue, rounded font with a stylized red and white character resembling a snowflake or a small figure above the letter 'а'.The logo for "СЕТЬ МАГАЗИНОВ ПЕРЕКРЕСТОК" (Network of Stores at Intersections) features a red and blue 'X' symbol followed by the text in blue and red.The logo for "Веста" (Vesta) features the word in a red, serif font with the tagline "всегда рядом!" (always nearby!) in a smaller, black font below it.The logo for "M MART INN" features a large yellow 'M' on a dark blue background with the text "MART INN" in white below it.The logo for "Алму" (Almu) features the word in a green, stylized font with a leaf-like shape above the letter 'у'.The logo for "КОРОНА ГИПЕРМАРКЕТ" (Crown Hypermarket) features a stylized orange crown above the text in orange and black.The logo for "БЕЛМАРКЕТ" (Belmarket) features a green shopping bag with a white checkmark inside, with the text "БЕЛМАРКЕТ" in green below it.The logo for "СОСЕДИ" (Neighbors) features the word in a blue, rounded font with two orange stick figures above the letter 'и'.The logo for "ProStore" features the word in a bold, blue and red font.The logo for "евроопт" (Euroopt) features a green 'e' symbol followed by the text in green.The logo for "1 КОПЕЕЧКА ДИСКАУНТЕР" (1 Kopechka Discount) features a yellow coin with the number '1' inside, followed by the text in red and black.The logo for "unistore ОПТ & РОЗНИЦА" (unistore Wholesale & Retail) features a green 'u' symbol followed by the text in green and black.The logo for "Green" features a stylized green bird above the word in green.The logo for "ДИОНИС" (Dionis) features the word in green with a stylized orange and green character above the letter 'и'.The logo for "ТРИЦЕНЫ магазин фиксированных цен" (Tri Tsenny fixed price store) features the word in blue and green with a stylized character above it, and the tagline below.The logo for "FIX price" features a green 'F' symbol followed by the text in blue and green.



ПродТовары

The Republic of Belarus, Brest,

Fomina st, 17

tel. +375 162 56 42 20

mob.tel. +375 29 360 71 08

vinomarket@prodtovary.com

Facebook @Дринк Тейстинг Клуб

Instagram @drink_tasting_club

prodtovary.com