

2022

wines
vodka
spirits
cider
whisky
gin
tequila
rum

MGVVF®

MINSK GRAPE WINE FACTORY

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ADDRESS OF GENERAL DIRECTOR OF MINSK GRAPE WINE FACTORY CJSC



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

"In 21 years Minsk Grape Wine Factory CJSC has grown from a small enterprise with a staff of 25 people into a large manufacturing company – with over 800 employees.

At the moment Minsk Grape Wine Factory CJSC – the market leader in winemaking in Belarus.

The company ranks among the top 3 largest manufacturers of strong alcoholic beverages at the market.

Our mission is to offer consumers the best product in terms of price-quality ratio.

I.N. Trotsky, General Director

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MINSK GRAPE WINE FACTORY

COMPANY HISTORY

   
Launch of new brands

2021

   
    
КРЮШОН  Launch of new brands

2020

      
Launch of new brands

2019

The first among the enterprises of the country's alcohol industry were certified for the entire production cycle (TUV Thuringen certificate)

2018

  
Lev Sapega Shares acquisition of JSC «Chisti istok 1872»
Opening of the first company store
Launch of new brands

2017

  
GRAND PRIX  Launch of new brands

2016

  
ПЕРВОФОН 
Launch of new brands

2015

   
СКАМЕНКА  Launch of new brands

2014

 
Launch of new brands

2013

  
Launch of new brands, franchise
Restyling of the Ambassador trademark

2012

   
Purchase of a Tetra Pak packaging line

2011

Implementation of the golden filtration process

 
Launch of new brands

2010

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

  
Launch and production of new brands

2009

  
Acquisition of a new factory in Brest
ESTABLISHMENT OF THE BREST BRANCH

2008

Release of products packaged in 3-liter bags

BAG IN BOX

Launch and release of products under the Ambassador trademark

2005

2001

Start of production by cold bottling

2000

COLD BOTTLING



СТАТУТ



COMPANY PROFILE

Year of establishment – 2000

At the moment Minsk Grape Wine Factory CJSC – the market leader in winemaking in Belarus.

The company ranks among the top 3 largest manufacturers of strong alcohol beverages at the market.

It has two production sites - one in Minsk and one in Brest - and employs more than 800 people.

In 2016 year the Enterprise has become a majority shareholder of one of the oldest distilleries in Belarus «Chisti istok 1872» («Pure source 1872»)

MINSK

Production volume: about 30 million product units per year. Production capacity: more than 34 million liters per year. Latest “champagnization” and “cold bottling” technologies and up-to-date European equipment for storage, processing and bottling of wine. Our own laboratory.

BREST

Production volume: about 58 million product units per year. Production capacity: more than 35 million liters per year. Technology: multi-stage filtration of alcohol water mixtures by using natural filtrated materials: silica sand and activated birch wood charcoal. Additional processing on modern diamond, gold, platinum and silver filtration equipment. Our own laboratory.

Production workshop for the preparation of aromatic spirits.

CHASHNIKI

Our distillery in Chashniki is the oldest distillery of the country, produces the best alcohol that meets the standards Lux, Belalfa, Platinum.

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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.

In 2018 Brest branch of Minsk Grape Wine Factory CJSC was the first among the enterprises of the country's alcohol industry that succeeded to pass certification of the entire production cycle.

The certificate issued by the international certification agency TUV Thuringen (headquarters in Germany) confirms the compliance of strong alcohol drinks with the FSSC 22000 standard (Food Safety System Certification).

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 Minsk Grape Wine Factory CJSC to increase its market share every new year.

Consumer awareness studies confirm that Minsk Grape Wine Factory CJSC 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.

MINSK GRAPE WINE FACTORY CJSC – BUSINESS MODEL



Product range and brands
Price
Innovations
Well-developed distribution network

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

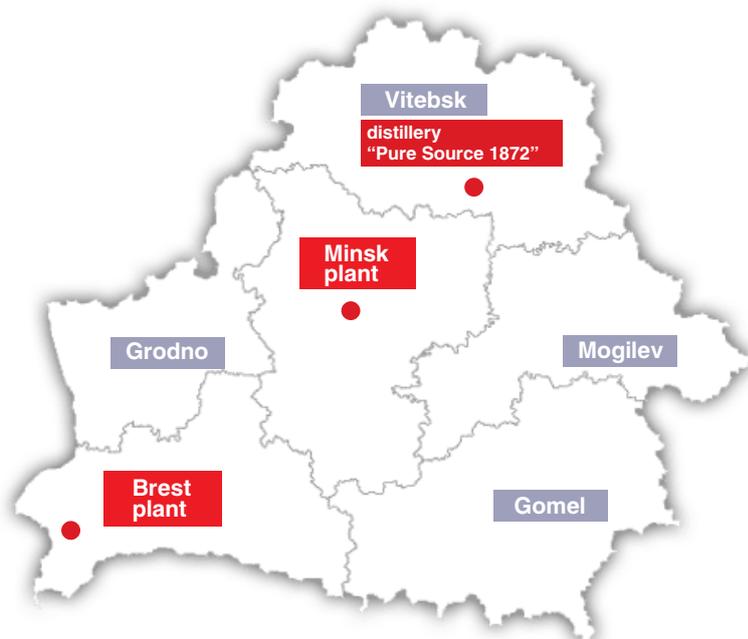
MINSK

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

BREST

- Vodka
- Bitters and sweet nastoikas
- Distillates
- Authentic Belarusian drinks
- Liqueur
- Bourbon
- Gin
- Balsam
- Whisky
- Tequila
- Rum
- Cider
- Low-alcoholic drinks
- Soft drinks

MAIN PRODUCTS



DANIEL TORRES



BLACK BISON



AMBASSADOR

STATUT

MAGNAT

Fernet

МЪНСКЪ

Найбоки

OUR BRANDS

Советское Шампанское

GERARD DEPARDIEU

SVAYAK

СОВЕТСКОЕ ШАМПАНСКОЕ

AKAVITA

ПЕРВОТОН

Castelli Romani

DUBNIAR

VINOTTI

СПОТЫКАЧ. КУКУШЕЧКА

Schnaps

VINARIA DIN CAZE

Grand Prix

HAPPY FRIDAY

Cremonessa

ДИКАЯ УТКА

БЕЛАЯ РЕКА

БОЧКОВАЯ ТРАДИЦИЯ

Royal Blau

STARKA RESERVE

Château de l'Étoile

STRADIVARI

КРУПНИК

MALDINI



ХМЕЛЬНАЯ ВИШНЯ

Jean-Jacques Legrand

Marquis de Lacroix

STUMBRAS 1906

SANTA LUCIA

Тажик

PRODUCT OF SCOTLAND RAE BURN

Lev Sapega

2016 ORIGINAL QUALITY MONTANA OLD

QUEEN'S

GENTLE'S

Черный знахарь

TOLTECA

EL DIABLO

Apple Jack CIDER

LONG DRINK SKAMEЙКА

Rose

СОВЕТСКИЙ СТАНДАРТ

Herald Meister

HERBATA



AMBASSADOR

Key success factors

Minsk Grape Wine Factory CJSC 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

According to the annual consumer acceptance award "People's Choice Brand", the most recognizable wine brand in the Republic of Belarus for several years has been "Ambassador" TM.

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.

The use of high-quality natural wine-making materials

To make this wine brand, the best Moldovan wine-making materials are purchased from the biggest producers of grape wines 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.

Two Golden Stars / Superior Taste Awards 2019, Brussels, Belgium.

Silver and Bronze Medals at San Francisco International Wine Competition 2018, USA.

Silver and Bronze Medals at San Francisco International Wine Competition 2017, USA.

Gold medal at Brussels Superior Taste Awards 2016, Belgium.

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

OUR BRANDS



AMBASSADOR

COLD BOTTLING
ХОЛОДНЫЙ РОЗЛИВ



SVAYAK

Critical success factors.

One of the most recognizable vodka brands in the Republic of Belarus

“Svayak” TM is the most recognizable vodka brand in the Republic of Belarus over the past few years according to the annual consumer acceptance award “People’s Choice Brand”.

Millionaire Brand

“Svayak” TM ranks among the top-selling vodkas in the world according to the Drinks International’s Millionaires Club Rating 2020.

Filtration system

Svayak is produced by using up-to-date equipment with phased processing technology of water and alcohol filtration.

“x5 Multifitraion” - 5-level purification system:

- x1- ion exchange filter;
- x2- molecular water filtration;
- x3- quartz sand;
- x4- birch charcoal;
- x5- platinum filter.

Vodka acquires unusual softness, harmoniousness, noble taste and aroma.

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, Brussels attest to the international recognition of the brand’s quality.

Three Golden Stars / Superior Taste Award 2021, Brussels, Belgium

Golden Star / Superior Taste Award 2020, Brussels, Belgium

Two Golden Stars / Superior Taste Award 2019, Brussels, Belgium

Golden Los Angeles International Spirits Competition 2019, Los Angeles, USA

Two Golden Stars / Superior Taste Award 2018, Brussels, Belgium

Double Gold at San Francisco World Spirits Competition 2018, USA

Gold medal at ProdExpo-2018, Moscow, Russia

ProdExpo-2017 Star, Moscow, Russia

Golden Star / Superior Taste Awards 2016, Brussels, Belgium

ProdExpo-2016 Star, Moscow, Russia

Gold Medal, San Francisco World Spirits Competition 2014, USA

Gold Medal / Trophy. International Spirits Competition 2013, London, UK.



OUR BRANDS



NALIBOKI

Key success factors

One of the most recognizable brands of vodka in the Republic of Belarus

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 "Belalfa" 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.

Victories in the competitions

Three Golden Stars / Superior Taste Award 2020, Brussels, Belgium.

Two Golden Stars / Superior Taste Award 2019, Brussels, Belgium.

Golden Los Angeles International Spirits Competition 2019, Los Angeles, USA.

Trademark "Naliboki" also receives awards at prestigious international competitions.

Gold Medal at the competition Best Vodka-2018, Moscow, Russia.

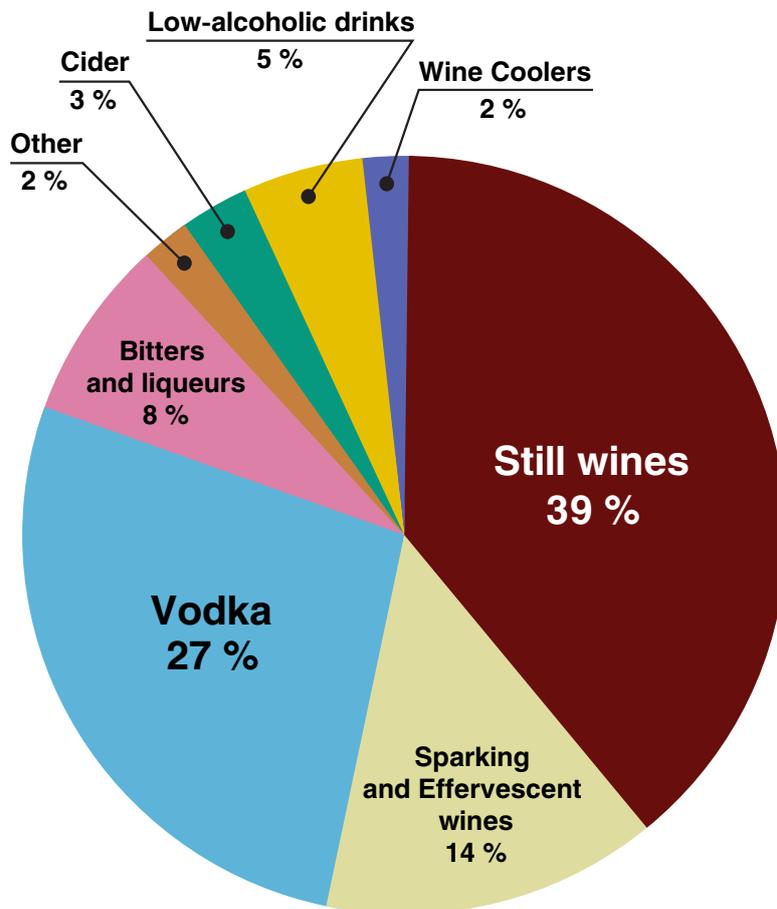
Silver Medal at San Francisco World Spirits Competition 2018, USA.

Gold medal at ProdExpo-2017, Moscow, Russia.

OUR BRANDS NALIBOKI



MINSK GRAPE WINE FACTORY CJSC PRODUCT PORTFOLIO 2021*



*Based on the company's sales data for 2021

Based on the performance data for 2021 Minsk Grape Wine Factory CJSC was the 10th of the Top 10 largest taxpayers in Minsk.

Top 10 largest taxpayers in Minsk:

1. Gazprom Transgaz Belarus
2. "Tabak-Invest"
3. Slavneftekhim.
4. "New oil company"
5. "Mobile TeleSystems"
6. "Minskenergo"
7. Unitary Enterprise A1
8. "Minsk Crystal"
9. Belarusbak
10. "Minsk Grape Wine Factory"

BUDGET PAYMENTS AND INVESTMENTS

Minsk Grape Wine Factory CJSC pursues active social policy, provided sponsorship to:

- Belarus Ski Union
- Belarus Handball Federation
- Belarusian athletics Federation
- PI PhC&S "Hockey club "Youth"
- RSPA "Belarusian Voluntary Fire-Fighting Society"
- City Clinical Emergency hospital



In total in 2020-21 sponsorship was provided in the amount of more than 384 thousand rubles.

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**SOCIAL
RESPONSIBILITY**

Over the past years, the products of the Minsk Grape Wine Factory CJSC have received about 350 awards at international tasting competitions in Belarus, Russia, Great Britain, Belgium and the USA

OUR ACHIEVEMENTS

The desire of the company to release only sought-after products is gaining international recognition:

- "Svayak. Standard" won the highest award (Trophy) at the international tasting competition **International Spirits Competition** - 2013 in London.

- In 2014, "Svayak. Standard" received the highest award at the **San Francisco World Spirits Competition** in San Francisco.

- Vodka STATUT won the highest award (Trophy) at the international competition-tasting **International Spirits Competition** - 2015 in London.

- In 2015, at the **San Francisco International Wine Competition** in San Francisco (USA), one of the most prestigious among wine producers in the world, high-quality vintage wine "Sauvignon" of the 2012 harvest TM "Ambassador" was awarded with a bronze award.

- "Svayak. Standard" won the highest award (Star) at the international tasting competition **Prodexpo 2016** in Moscow.

- "Soviet Champagne" and Vodka "Mensk" were recognized as "The Best Goods of the Republic of Belarus 2016".

- Svayak won a gold star in **Belgium in 2016**.

- "Svayak. Premium" won the highest award (Star) at the international competition - **Prodexpo 2017** tasting in Moscow.

- In 2017 vodka of trademark "Mensk" received absolute recognition in Brussels and won two golden stars "For Excellent Taste" at the **Superior Taste Award 2017** in Brussels

- Vodka "Svayak. Premium" in 2018 won the Double Gold at the prestigious international competition **San Francisco World Spirits Competition** in the USA.

- Vodka "Svayak. Original» won two Golden Stars at Superior Taste Award in **Brussel in 2018**, as well as Gold medal at Tasting Competition held at **Prodexpo-2018**.

- "Naliboki. Krynichnaya" received "**Best Vodka-2018**" award in Moscow.

- At the international wine tasting contest - San Francisco International Wine Competition 2018 products of Minsk Grape Wine Factory won four awards: Soviet Champagne Brut Ambassador and Soviet Champagne Premium Aged Brut received Silver medals. Natural grape red vintage wine Merlot 2014 of TM Ambassador Premium and Soviet Champagne Premium Semi-Sweet Aged won Bronze medals.

- 2019 is distinguished by a large number of medals: "Svayak.Pro" vodka, "Naliboki. Gold" vodka, and "Soviet Champagne Premium" vintage semi-sweet wine won two Gold Stars each at the **Superior Taste Awards 2019** in Brussels.

- "Starka. Reserve" bitter received 1 Gold Star in Brussels, the gold medal at the **Los Angeles International Spirits Competition 2019**, and the "Best of Category" award. Gold was also awarded to "Naliboki Gold. Asablivaya" vodka ("Best of Category") and "Svayak. Standard" vodka.

- In 2020, "Naliboki. Krynichnaya" vodka (Three Gold Stars) and "Akavita" special vodka (Two Gold Stars) received ultimate recognition at the **Superior Taste Award 2020**.

- Double Gold at the **San Francisco International Wine Competition 2020** was awarded to the new product "Khmelnaya vishnya" sparkling wine cooler.

- And one more new product opening up the New Generation Spirit range, Akavita botanical vodka, received the silver medal award of **Los Angeles Spirits Award 2020**.

- In 2021, "Svayak. Green Reserve" special vodka won 3 gold stars "For excellent taste" at the international competition **Superior Taste Award 2021**.



Effective sales and marketing team

Well-developed distribution network

We work with absolute majority of outlets licensed to sell alcohol.

We work with all key customers in the country.

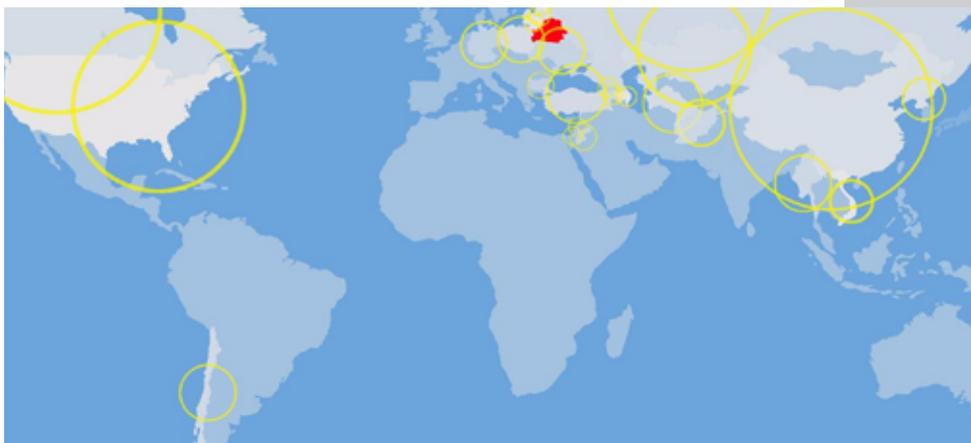
The Minsk Grape Wine Factory CJSC product range consists of more than 320 products sold in almost every Belarusian store licensed to sell alcohol.

The geography of export deliveries is constantly expanding. Today, our company's products are known and bought in 31 countries of the world: Russia, Kazakhstan, Armenia, Georgia, Azerbaijan, Turkmenistan, Lithuania, Latvia, Estonia, Germany, Israel, China, Chile, Turkey, Bulgaria, Jordan, Japan, Canada, Lebanon, Ukraine, USA, Vietnam, Moldova, Poland, Venezuela, New Zealand, Paraguay, Tajikistan, France, Nigeria.

GEOGRAPHIC MARKET AREA



Distribution coverage - 95% of solvent outlets.



CONTACTS

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