



JARDIN.

PREMIUM COFFEE

# Jardin is...

Brand of premium segment, presenting gourmet collection of roasted, instant and capsules coffee.



**ORIMI TRADE – leader of the Russian natural coffee market**



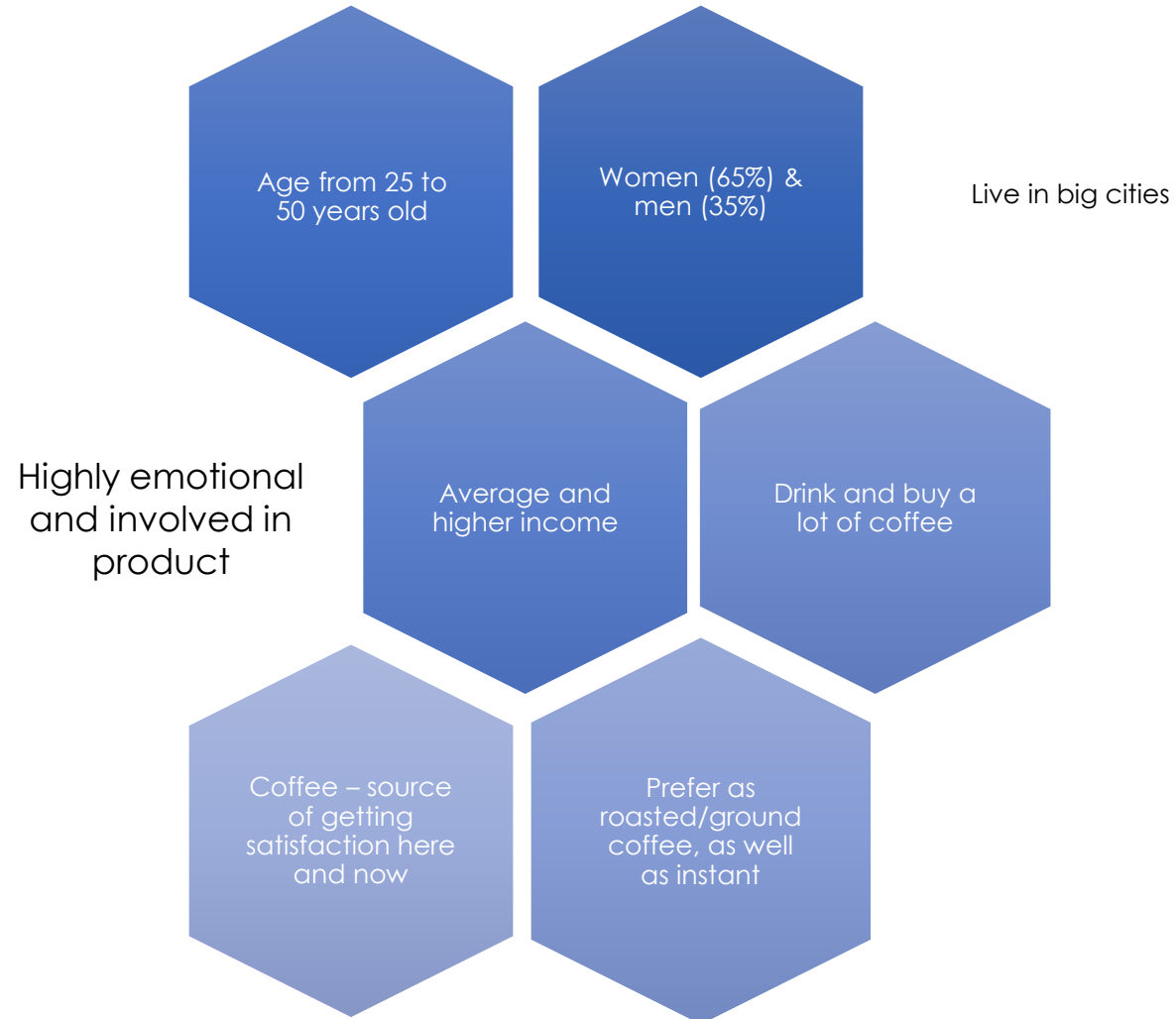
**Jardin represents high quality and fabulous coffee blends**



**Jardin is a product for real coffee-lovers**

# Target market of Jardin

Happy coffee lovers! Can't imagine their life without coffee!





# Brand concept

**BRAND SLOGAN:** Jardin. Feeling life with coffee Jardin

**BRAND CREDO:** Life is beautiful, it is necessary to enjoy it

**BRAND MISSION :** Awake ability to enjoy life in the moment (here and now)

**BRAND IDEA:** Enjoy the taste of coffee and life right now



# Product line

## Roasted coffee

Gourmet collection of roasted coffee is presented by 8 sorts with unique taste profiles.

Collection presents sorts with different roasting levels: starting from Light – for whom, who prefers gentle and balanced taste, light sourness, fruity, floral or berry notes, till

Dark for lovers of stronger and more saturated taste with light bitterness, chocolate, caramel or nuts notes



Medium  
roast

Light  
roast

Light  
roast

Light  
roast

Dark  
roast

Medium  
roast

Dark  
roast

Medium  
roast



# Product line

Instant coffee

Try out the Gourmet collection of instant coffee from Jardin, which has absorbed the best sorts of Arabic coffee from all round the globe. Different levels of taste insensitivity allows to pick your ideal coffee combination. Gourmet collection by Jardin flips vision of instant coffee.



Illustration of taste insensitivity



# Jardin 2022

- Clear pricing strategy
- In each price segment a pair of light and dark roasted coffee
- Premium positioning on a market
- Premium packaging, representing all advantages of the product
- Intuitive packaging design
- Core competitors: Jacobs Monarch and Nescafe Gold



# Price segmentation

PRICE



Base Cup  
Base Premium



Arabica blend with  
robusta

Atmosphere of coffee  
Middle Premium



Premium Arabica  
blend

Regional character  
Upper Medium



100% Arabica  
Single Origin

Taste sensation  
High Premium



Arabica blend with  
robusta



# Main competitive advantages of Jardin

Innovative  
approach

Image of  
Premium  
Brand



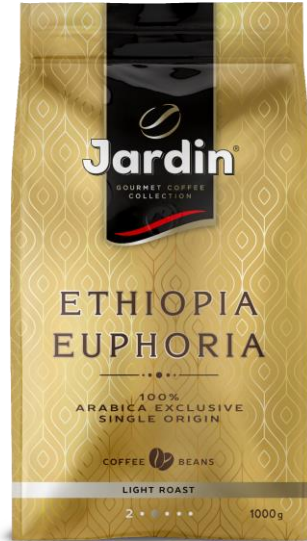
High Quality

100%  
advantage in  
taste among  
competitors





# Product portfolio



Ethiopia Euphoria  
Exclusive 100%  
Arabica from  
Ethiopia

Light Roast

Dark Roast

Bravo Brazilia  
Exclusive 100%  
Arabica from Brazil

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |



# Product portfolio



Original Oro  
Gentle, balanced  
taste with light  
bitterness

Medium  
Roast

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |



Medium  
Roast

Colombia Supremo  
Exclusive Arabica  
from Colombia

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |



# Product Portfolio



Café Éclair  
Fine Arabic beans from  
Colombia, Brazilia & Honduras

Light Roast

Dark Roast

Dessert Cup  
Fine Arabic beans from  
Africa & Central America

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |



# Product Portfolio



Americano Crema  
Blend from South and Central  
America beans

Light Roast

Dark Roast

Espresso di Milano  
Blend from South America  
beans

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |

|         |        |       |       |
|---------|--------|-------|-------|
| Weight, | 250    | 250   | 1000  |
| Type    | ground | whole | whole |



# Product Portfolio



Gold  
Instant coffee with balanced  
taste and sweet & crema  
aftertaste

Balanced

Strong &  
saturated

Deep Dark  
High quality instant coffee with  
chocolate aftertaste and strong  
notes of strong coffee

|         |    |     |
|---------|----|-----|
| Weight, | 95 | 190 |
|---------|----|-----|

|         |    |  |
|---------|----|--|
| Weight, | 95 |  |
|---------|----|--|



# Product Portfolio



Crema  
Powdery coffee with saturated  
taste and gentle foam

Saturated  
& silky

Rich &  
intensive

Colombia Medellin  
Strong, saturated high quality  
instant coffee with intensive  
aroma

|           |    |
|-----------|----|
| Weight, g | 75 |
|-----------|----|

|           |    |    |     |     |
|-----------|----|----|-----|-----|
| Weight, g | 75 | 95 | 150 | 240 |
|-----------|----|----|-----|-----|



# Product Portfolio



Guatemala Atitlan  
Gentle instant coffee with  
sweet notes

Well-  
balanced

Mild &  
Fruity



Kenya Kilimanjaro  
Gentle, aromatic instant  
coffee with fruity notes

|           |    |     |
|-----------|----|-----|
| Weight, g | 75 | 150 |
|-----------|----|-----|

|           |    |    |     |     |
|-----------|----|----|-----|-----|
| Weight, g | 75 | 95 | 150 | 240 |
|-----------|----|----|-----|-----|





# Product Portfolio



Arabic from  
Colombia



Well-  
balanced

|           |    |    |
|-----------|----|----|
| Weight, g | 95 | 75 |
|-----------|----|----|



# Product Portfolio

## Premium Mixes



Bright and saturated taste of coffee in combination with creamy notes  
Ideal recipe of Jardin Americano!



Rich gorgeous foam, light taste of salt caramel and espresso – perfect combination in one cup of Jardin Cappuccino!



Gentle mix of milk, roasted coffee beans and light vanilla aftertaste of Jardin Latte – pleasure you have deserved!



Coffee drink with attractive aroma and chocolate aftertaste – brilliant combination in one cup of Jardin Moccaccino!

# Examples of promo activities



# Creative POSM



# Brand zones in shopping malls

- **Shop-in-Shop:**
- “Take a test – find your favorite taste – buy a pack here and now”
- Promoter offers to take a test to the potential customer
- Potential Customer receives an information on his favorite taste from the Jardin collection
- Customer gets a cup of his chosen coffee
- He or she can purchase the product here and now

