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Holding Afanasy



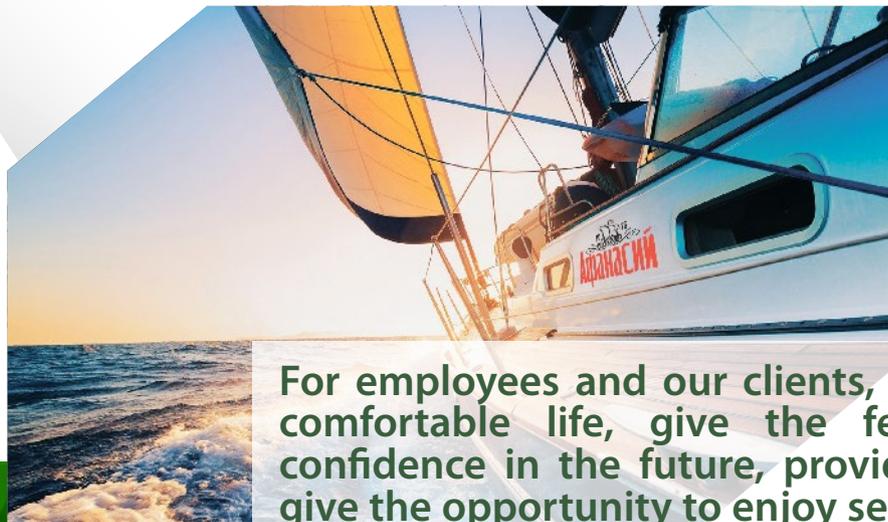
The brand “Afanasy” has long been a symbol of the Tver land. The famous beer begins its story ever since the legendary brewery of Emily Slatinskii “Tverskaya Bavariya”, which products were popular across whole Russia in the XIX-XX centuries. In the present territory, the brewery was established in 1976. And in the XXI century, “Afanasy” set a course for diversification of production, moved into new manufacturing markets and developed dairy, fish, meat, and snack foods. Today, “Afanasy” is not only a multi-product, but a multi-field holding company.

“Afanasy” is the sign of the original russian quality, the symbol of commitment and dedication to their business, their city, their country.

I want to establish a society of concerned people, and unite them on the basis of Afanasy

Maksim Larin





For employees and our clients, we create conditions for comfortable life, give the feeling of security and confidence in the future, provide qualified health care, give the opportunity to enjoy self-realization in work and positive emotions from rest.

To achieve our objectives, we set the following tasks:



The establishment of our own production of quality ecologically clean food products, the development of our own farm and the attraction of private farmings, the expansion of the network of boutiques and brand-name cafes of healthy food.



The development of the medical field for the health of employees and the health of citizens.



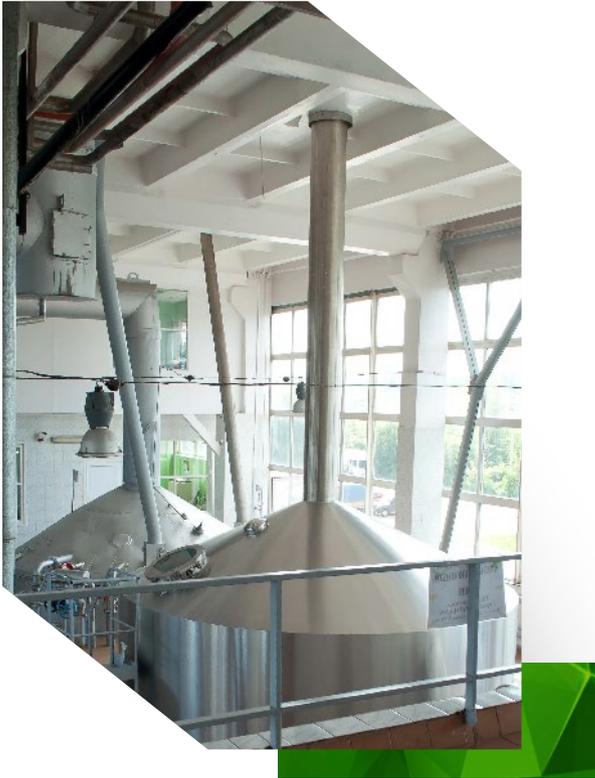
The establishment of our own security service, providing legal defense and physical security of employees and citizens of our state. The creation of civilian patrols to the preservation of peace on the streets of the town.



Providing with the sense of love for the Motherland and pride in their work among employees of the Holding.



The establishment of our own bases for active recreation, as well as conditions removing psychological and physical fatigue.



In "Afanasy", most sorts of beer are brewed according to a classic technology of brewing.

Water, malt, hop, yeast – the main ingredients of brewing.

Our pride is "LIVE" beer with the shelf life of 10 days, which is not filtered and not pasteurized.

Other famous "Afanasy" beer brands: Marochnoye, Porter, Domashneye, Zhigulyovskoye, and other.

All production cycle is automated.





We offer to customers 100% natural kvass, brewed directly from malt according to traditional technologies of the brewing, thus all useful vitamins and micro-elements remain in it.



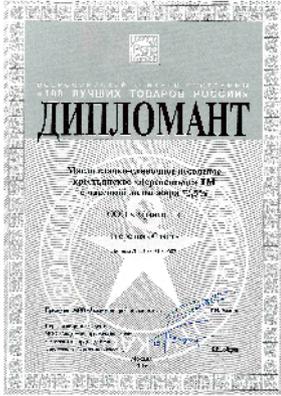
“**Old monastery**” kvass in glass bottle with thermo-sign on the label is brewed from rye and barley malt according to the old recipe of the Seliger monks, which was handed over to the brewery of Emily Slatinskii “Tverskaya Bavariya”. Part of the sales of this kvass is allocated to the Charitable Foundation of the name of the prelate Afanasy for building of a temple.

“**From barrel**” and “**From barrel for okroshka**” kvass is a modestly sweet beverage with vivid aroma of rye bread, and it perfectly quenches thirst in summer heat.

Is considered by the Russian Quality System as the product of a better quality.



For more than 40 years "Afanasy" production invariably pleases customers with high quality, naturalness and eco-friendliness, year by year becoming a laureate of prestige exhibitions and awards (such as "Prodexpo", "100 best goods of Russia", and other).



Clean drinking water

Water is extracted from artesian wells from the depth of 160 meters, and goes through 4 stages of treatment. Sand and coal filters purify water of organic impurities and suspended matters. Reverse osmosis makes water balanced by mineral composition. UV-radiation treats it.

Water in "Afanasy" is represented brands: "MCLARIN" (mineralized water, enriched with iodine and selenium), and halal water "Maya".





In **2010**, in frames of the program of manufacturing diversification, the **line of bottling farm milk** was launched. The marketing advantage of this workshop became the treatment of fresh cow milk by the method of gentle pasteurization, helping to save all useful properties of the product. At the present time, this production is introduced under the brand "**MCLARIN**". Its naturalness is confirmed by the short shelf life – up to 10 days. In **2015**, the second module for the production of **LIVE** milk and dairy products under the

brand "**From Live Milk**" was opened. In 2017, the creamery was launched. Now "Afanasy" produces milk, kefir, sour cream, cottage cheese, butter, fruit yoghurts, cheeses.



The fish workshop in “Afanasy” has been working since 2012. We offer a rich selection of fresh, salt, smoked fish and fish snacks. **In 2016**, the Head of the holding, Maksim Larin, personally visited a test fishing before entering into the agreement of cooperation with Kamchatka partner in order to provide the Tver region with fresh and inexpensive salmon. Thus the brand “**Wild salmon from Kamchatka**” appeared. In the range there are delicacies made from the rare species of salmon – Chinook and Red salmon.





In 2016, there was opened a meat workshop, which produces products under the brand "**Hussar traditions**" (delicacies from game meat) and "**MCLARIN**" (farm meat products). Our production is not very large, and we do not produce mass products, but produce sausages for enjoying the taste. There are only meat and spices in our formulations without preservatives and chemical additions.



The company's partners are the largest federal and regional trade networks: X5 RetailGroup, Auchan, Dixy, Lenta, Tander, Telezhka, Globus, and others. Products under the brand "Afanasy" are supplied to more than 13 500 outlets across Russia.

Our advantages:

- A team of professionals
- Automated sales system
- Organization of timely delivery provided by our own transport company





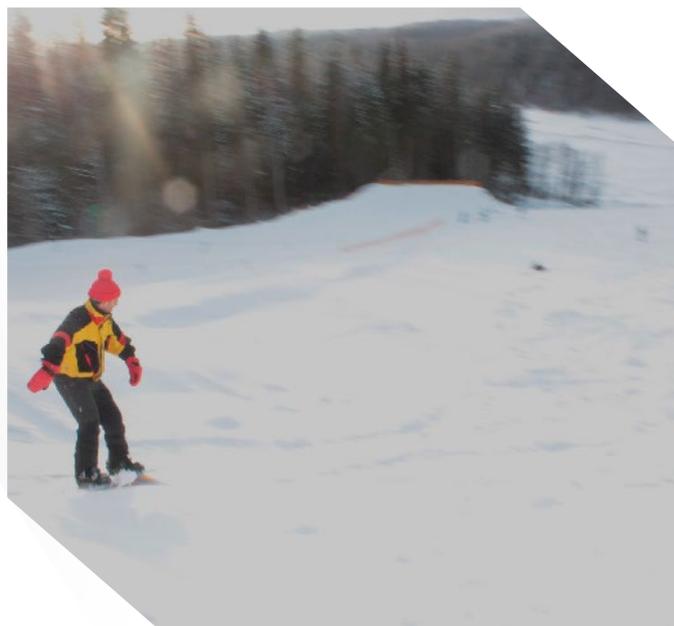
Patrols the streets of the city, and ensures order at city events in cooperation with the police. Is responsible for multi-flat housing as a part of the program "House under the protection of AFANASY". Provides a service "Alarm button" for ensuring primarily safety of children and older people.





The holding located its own recreation department for employees, citizens of Tver, and guests of the Tver region in the most Northern town of the region – **Vesyegonsk**. Here, 253 km away from Tver and 437 km away from Moscow, on the bank of Rybinskoye reservoir, are created perfect conditions for holiday of fishermen, hunters and water sport lovers. **“Afanasy” recreation department**, equipped with cozy houses and spa-complex, accepts tourists from all Russian regions.

There is also a recreation department for the employees in a picturesque area, in **Ordino** village, equipped with a ski slope and all necessary for snowboarding and mountain-skiing.



Aqua-dry-cleaning Frau Marta was opened in 2010 as a part of Holding, and became the first aqua-dry-cleaning in Tver, which offered absolutely harmless, without using chemicals, processing of clothes and home textiles.



We care about cleanness and freshness of your clothes, without ignoring health and environmental security.



Top officials of the holding

The group of high-level professionals, united by common ideas, principals, and goals, ideally solving problems related to their activity, regularly upgrading their skills, intensively develops its business.

Knowledge, creative potential and energy of each leader make us a unique cohesive team.



**Larin
Maksim
Vladislavovich**

Head of the Holding, Chief marketer, Chief strategy officer



**Orlov
Andrey
Sergeevich**

Executive Director of the Holding. Tactical Leader.



**Klevtsova
Evgeniya
Sergeevna**

Head of Personnel



**Kostin
Dmitry
Ivanovich**

The CEO of "NikitiN" llc



**Smirnov
Dmitriy
Viktorovich**

The CEO of "Afanasy" llc



**Deshevkin
Vadim
Nikolaevich**

The CEO of "Private brewery "Afanasy" llc. A deputy of the Tver town Council



**Goncharova
Elena
Ivanovna**

The CEO of the Private security company "Druzhina Afanasy". A deputy of the Tver town Council



There is a special Trade Union in the holding company "Afanasy". Its mission – to become a reliable foundation for the career of each employee.

Our Trade Union is not only social guarantees and the settlement of labor disputes, free medical and legal assistant, reduced-cost vouchers and gifts for children. It is a strong team of active and concerned employees, who are ready for an open dialogue and solidarity.

Our Trade Union – it is exciting life with free sport activities for adults and children, the opportunity to learn foreign languages, to discover new things about profession, and to improve qualification.

Our Trade Union – it is exciting life with non-standard rallies, extraordinary team-buildings, and vivid parties for adults and children





There is the Goat Farm MCLARIN in the picturesque staritskaya village Ordino. Here live goats of the Zaanenskaya breed, which give delicious and healthful milk. We produce it under the brand "Marochnoe" and make the goat cheese from it.

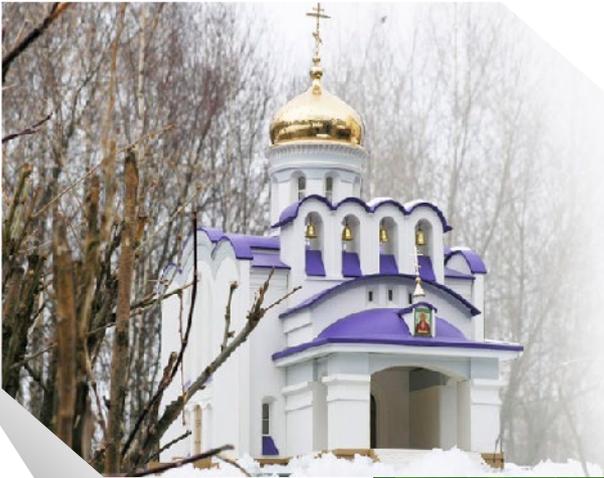




Every month, we open new shops with our branded products.

Here is all the best tasting directly from the manufacture to your table. Fresh draft beer, wild salmon from Kamchatka, LIVE milk, meat delicacies, and much more. Without artificial preservatives, GMO, and other chemical additions.

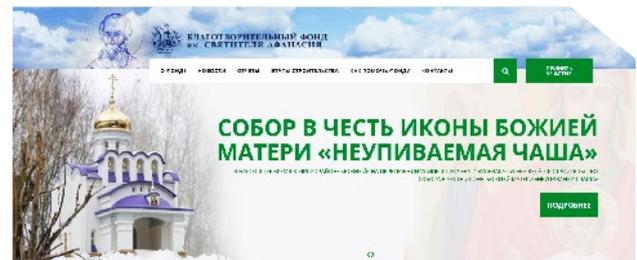




Is founded for building of orthodox Churches in the Holy land of Tver. Contributions are provided to the Foundation from the sale of products with the special thermos-sign. Currently, the Cathedral of the icon of the Mother of God "The Inexhaustible Chalice" is being built with funding from the Foundation.



www.afanasy-fond.ru



ЭТАПЫ СТРОИТЕЛЬСТВА



Хотите помочь фонду? - Это очень просто!

From 2012, "Afanasy" invites tourist groups and individual visitors on tours of workshops. Here it is possible to personally make sure of naturalness and eco-friendliness of the issued products, to take part in generous tastings, which are held in the own restaurant "7 Fridays" opened at the existing malt-elevator workshop in 2017. There are also children`s tours of the dairy workshop with fascinating culinary master-classes.

Currently, "Afanasy" cooperates with the leading tourist companies of the city, which more and more include visits to Holding in tourist routes.

Tens of thousands tourists from Russia and abroad have already visited tours of Holding.



“Afanasy” is a basis for internship or traineeship of younger specialists for several hundred of professions with the opportunity to be employed.

“Afanasy” is not only a multi-product, but a multi-field holding company. Thus, we invite on internships students and alumnus of a variety of fields: marketers and sales specialists, technologists and engineers, doctors and cooks, lawyers and art-directors, and many others.

An experienced mentor, professional in his/her own area, works with each intern. He/her will tell about these “features” of profession, which are not mentioned in student books. You will put yourself into professional sphere and will be able to apply theoretical knowledge in practice.



Холдинг "Афанасий"

170028, Тверь, Коминтерна, 95

Тел.: (4822) 36-56-52, 79-01-01,

(495)781-80-98, (495)781-80-99

pr@afanasy.ru

www.afanasy.ru

www.vk.com/holdingafanasy

www.facebook.com/HoldingAfanasy

www.ok.ru/holdingafanasy

www.instagram.com/afanasyholding

Ресторан "7 пятниц"

г. Тверь, ул. Коминтерна, 95

Тел.: (4822) 60-77-75

seven-fridays@afanasy.ru

www.ok.ru/group54285018792055

www.vk.com/sevenfridayscom

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Страницы Ларина М.В.

www.maclarin.ru

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www.facebook.com/maclarin.tver

www.ok.ru/maclarin

Дружина "Афанасий"

г. Тверь, ул. Коминтерна, д. 95

Тел.: (4822) 78-77-87, (495) 781-80-94

www.dnd69.ru/

www.vk.com/dnd.afanasy

Загородный клуб "Афанасий"

г. Весьегонск, ул. Самойловская, д. 91

Тел.: +7 (910) 539-01-77

pantinvs@afanasy.ru

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