

# РЯЗАНОЧКА МУКА

RYAZANOCHKA FLOUR NEW PRODUCT LINE  
REBRANDING | REPOSITIONING





## FLOUR DIVISION

2

Grain elevators

possibility of simultaneous storage of more than **230 000 tons** of grain

1

Mill\*

processing of **1 700 tons** of grain per day

## BREAD DIVISION

5

Factories

production of more than **250 tons** of bakery products per day



# FLOUR AND FINISHED BREAD MARKET LEADER



# MILL NO. 1 IN RUSSIA

in terms of production capacity

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CAPACITY OF  
**1 700** TONS  
OF GRAIN PER DAY

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- built-up supply chain - owner of grain elevators and car fleet
- advanced Buhler Swiss equipment
- Bosch packaging line



Food Safety System  
Certification Z3800

**BUHLER**

# QUALITY CONFORMITY CERTIFICATES

CONTROL FROM THE FIELD TO THE SHELF



Declarations of Conformity



International Quality Management Certificate FSC2200



Russian Quality Diploma

# OUR BRANDS

Р Я З А Н О Ч К А

Русский  
хлеб

Едим Дома

## OUR PARTNERS

Ашан

АТАС

Перекресток

С.С. КАРСУКЪ

5 Дисконт

КОПЕЙКА

МИРАТОР

ВИКТОРИЯ

МАГНОЛИЯ



ДИКСИ

МАГНИТ

Верный

METRO

ЛЕНТА

МОИ



SELGROS

# GRAIN HOLDING GROUP OF COMPANIES

## leadership opportunities

*introduction of innovative products and technologies into the market*

### CREATING INNOVATIVE PRODUCTS

- ▶ advanced equipment
- ▶ the most powerful production laboratory
- ▶ the best process engineers create and implement new commercially successful types of flour in Russia

### SUSTAINED QUALITY GUARANTEE

- ▶ fully automated production control and streamlined supply chains allow keeping consistent batch-to-batch flour quality

### ENSURING VOLUMES

- ▶ the most powerful mill in Russia allows us to produce large volumes of products, ensuring uninterrupted supplies even under the largest orders

### SUPPORTING OUR BRANDS

- ▶ we provide full marketing support - in stores, online, on TV
- ▶ arrange regularly various events and special campaigns aimed at demand stimulation

# NEW «RYAZANOCHKA»

SELLING PACKAGING  
UNIQUE PRODUCT BENEFITS

7 SKU



PREMIUM



FOR BATTER



WHOLE-GRAIN



SELF-RAISING



BAKING



BUCKWHEAT



RYE



## RYAZANOCHKA **PREMIUM**

Ryazanochka TM premium wheat flour is a multi-purpose flour for favorite pastry from yeasted, biscuit and flaky dough.

- ▶ **100% Russian grain**
- ▶ does not require additional sieving
- ▶ 7 stages of grain cleaning

Innovative technologies and Swiss mill complex equipment provide stable flour quality and guarantee excellent result!



NEW



## RYAZANOCHKA **FOR BATTER**

Ryazanochka TM batter wheat flour for pancakes, fritters, waffles and sauces. A unique product!

- ▶ **no lumps guaranteed**
- ▶ 100% Russian grain
- ▶ does not require additional sieving

A unique grinding technology ensures perfect batter consistency with no flour lumps! It is also suitable for gravy and sauces.

**NO ANALOGUES IN RUSSIA!**  
**UNIQUE GRINDING TECHNOLOGY** from Grain Holding Group



## RYAZANOCHKA **WHOLE-GRAIN**

Due to its unique grinding technology, Ryazanochka TM whole-grain wheat flour has retained 100% useful parts of shell, germ and wheat berry. Homemade bread and whole-grain wheat flour pastry will help to diversify and enrich family menu.

- ▶ **100% Russian grain**
- ▶ fine-ground parts of shell, germ and wheat berry.

NEW



## RYAZANOCHKA **SELF-RAISING**

Ryazanochka TM self-raising wheat flour is a well-balanced proportion of flour and baking powder.

By using this product, you will save much cooking time and will make your precious ones happy with delicious fluffy pastry!

- ▶ **fluffy pastry guaranteed**
- ▶ does not require additional sieving
- ▶ 7 stages of grain cleaning.



## RYAZANOCHKA **BAKING** PREMIUM

Ryazanochka TM Premium Wheat Flour.  
For homemade bread, baguettes and cakes.

- ▶ **100% Russian grain**
- ▶ does not require additional sieving
- ▶ 7 stages of grain cleaning

It is a multi-purpose product for baking of different kinds of bread using recipes from around the world. The innovative Swiss technologies and 100% selected Russian raw materials guarantee the outstanding quality of flour, easy dough kneading and incomparable pleasure from making homemade bread.

HELPFUL



## RYAZANOCHKA **BUCKWHEAT**

Ryazanochka TM buckwheat flour for healthy pastry, pancakes and homemade bread.

- ▶ 100% Russian buckwheat
- ▶ **retains healthy properties of buckwheat**

This product retains healthy properties of buckwheat and has a unique taste. It is suitable for those who adhere to a balanced and healthy diet. Pastry from Ryazanochka TM buckwheat flour will enrich your menu and become a heart-warming family tradition.

HELPFUL



## RYAZANOKHKA RYE

Ryazanochka TM rye bread flour for pies, homemade bread and kvass.

- ▶ **100% Russian rye**
- ▶ traditional product for the Russian cuisine

It is a traditional product of the Russian cuisine. It is recommended for people who care about their health and prefer healthy food.

# «RYAZANOCHKA» ON THE SHELF IN STRIKING VISUAL CONTRAST TO COMPETITORS



# WHY IS «RYAZANOCHKA» BETTER THAN ITS COMPETITORS?



## MAIN COMPETITORS:

- ▶ traditional portfolio arrangement - extra, premium, first class, wholemeal, etc. (the format of use is not clear for most consumers)
- ▶ outdated package design
- ▶ lack of innovations in the portfolio, traditional meal without any unique sales proposals



## «RYAZANOCHKA»:

- ▶ the portfolio is based on the housekeepers' needs – multi-purpose, for batter pastry, for quick pastry, bread, healthy nutrition
- ▶ modern design that meets consumers' expectations of high-quality international products
- ▶ unique products for the Russian market – flour for batter



# «RYAZANOCHKA»

## benefits for partners

### INTERESTING PROPOSAL ON THE SHELF

- ▶ the portfolio, which covers all basic needs in the flour segment: traditional pastry, crepes and pancakes, healthy nutrition, home-made bread and quick pastry

### INNOVATIVE PRODUCT, UNIQUE FOR THE MARKET

- ▶ flour for batter pastry with no lumps guarantee is a unique offer for the most common type of pastry (pancakes and fritters)

### COMPETITIVE PRICE

- ▶ premium package design in the mid-price segment, high attractiveness to the mass buyer at affordable prices

### TRADE MARKETING

- ▶ opportunities to attract attention to the product and shelf turnover support