DIONIS CLUB

Teacher:

Krekhtunova Elena Viktorovna

> **Prepared:** Frolov Danila



DIONIS CLUB – a company that owns the brand of the same name



DIONIS CLUB

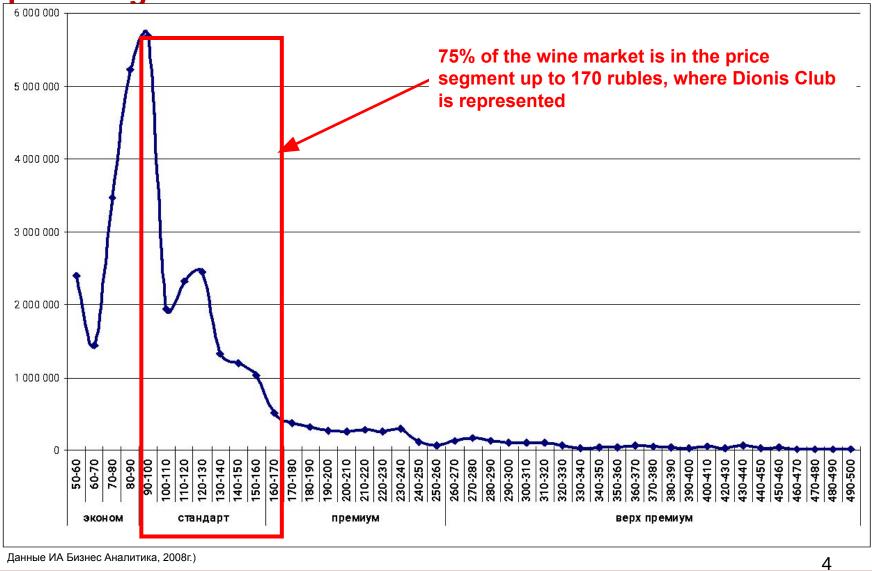
DIONIS CLUB – brand in the wine market, which has been in the top three since 1998!

DIONIS CLUB – umbrella brand.

All wine lines are branded with the trademark "DIONIS CLUB"



Dionis Club in the most demanded price segment

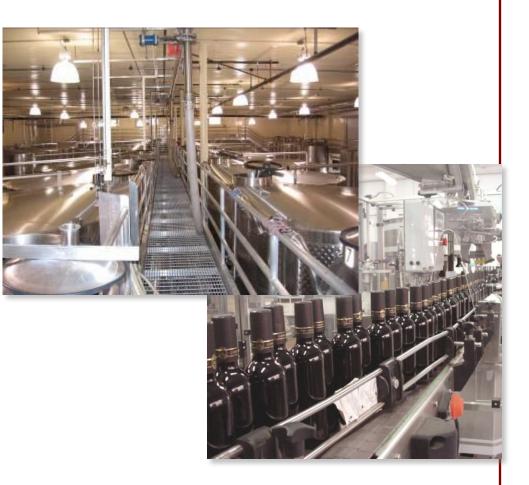


DIONIS CLUB



Advantages of own production - quality control at all stages!

- 1. Vineyards
- 2. Vintage
- 3. Grape processing
- 4. Wine production
- 5. Bottling



www.dionis.ru

DIONIS CLUB

Own factory

- The pride of the company is the most modern plant in the south of Moldova in the Vulcanest region – AURVIN
- In terms of production volume, it is the largest plant in Eastern Europe, with a production capacity of 25 million bottles per year.
- Export from the plant is made to more than 40 countries in Europe and North America.
- The plant was built in 2001, the equipment of the plant is from the best Italian manufacturers.
- The plant operates on the principle of a full production cycle from the acceptance of grapes to bottling.



Full production cycle from vine to bottling





1. Vintage

2. Careful transport

3. Manual bulkhead

Product quality testing in our own laboratory.





All products of the Dionis Club plants comply with international quality standards. That is confirmed by the Highest European certificate of ISO standards. "Dionis Club" - conducts mandatory tests of products for physical, chemical, microbiological parameters and spill resistance.



Advantages

Recognition in the international market, confirmed by numerous awards

Decanter World Wine Awards, UK,

- 2005 Bronze
- 2006 Silver
- 2007 Bronze

International Wine Challenge, UK 2006 Quality mark

Concours Mondial de Bruxelles , Belgium • 2006 Silver

MUNDUSvini, Germany 2006 Qualitats-Siegel

Challenge International du Vin, France • 2006 Silver



DIONIS CLUB

Buyer motivation

Placement of stickers on the entrance doors of stores (non-chain retail)

НА СЕБЯ

11

- Shelftalkers on store shelves •
- Advertising on cable television ٠
- Press advertising



All the company's products are branded with burners - "Dionyscus". This design is dressed on the neck of the bottles, which makes it possible brightly highlight the product on the shelf and visually unite the Dionis Club wine lines



Thank you for your attention