



PUMPKIN SEED OIL

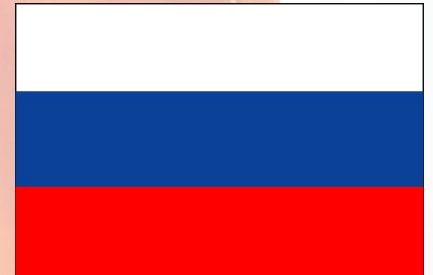
Group 1

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Unique product features



Ecological product

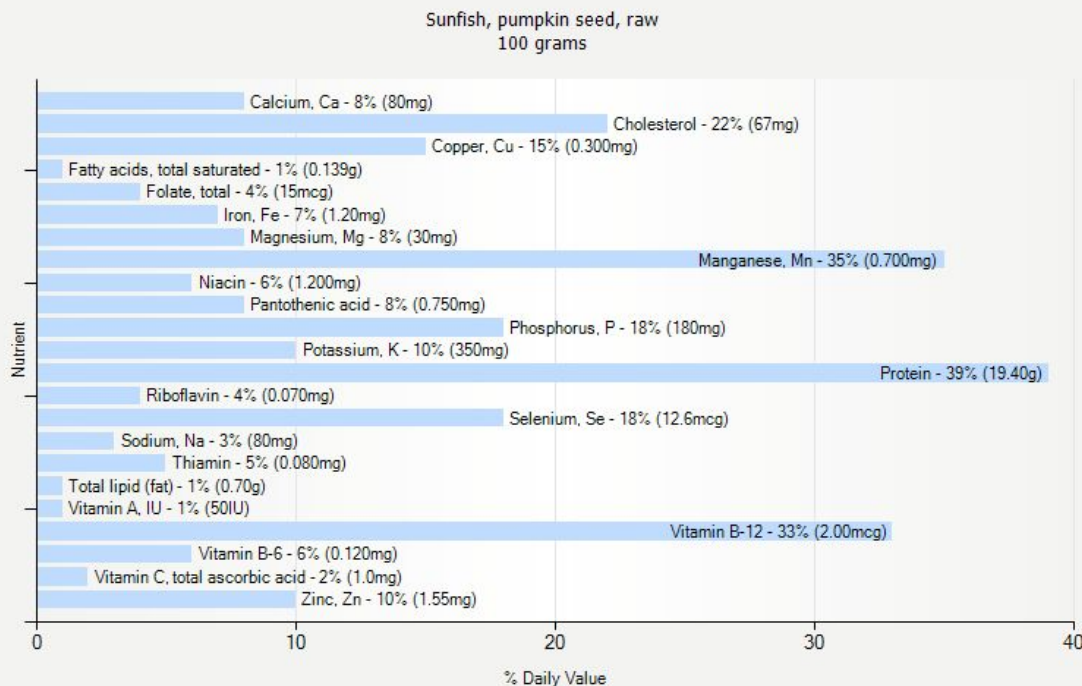


Health-giving quality

- prevention and treatment of *benign prostatic hyperplasia*
- used to treat *irritable bowel syndrome*
- pumpkin seeds to prevent *arteriosclerosis* and *regulate cholesterol levels*



Commonly used in folk medicine in Austria



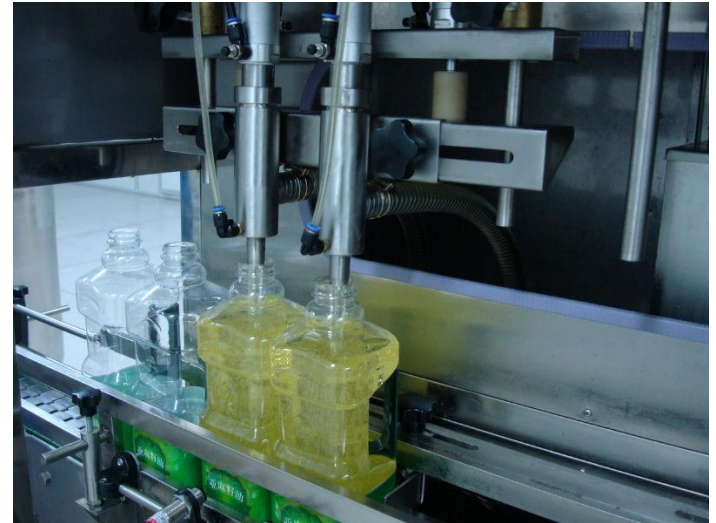
Reasons for entering Russian market



Unique recipe and qualities
less known among other oils
lack of Russian customers'
awareness about different types of
oils and their health-giving quality

Technology

- Pumpkin seed oil is traditionally produced in Austria and is an important export commodity
- For 1 liter of oil around 2.5 kgs of dried seeds are needed
 - Seeds are crushed, milled, salted, dispersed, roasted, and pressured to gain the oil.



Positioning (Product)

- Premium product: high quality, eco-friendly and natural ingredients
 - Brand "Austria"
 - used for special occasions
- can be used instead of olive and sunflower oil
 - healthy product
- gives food a special and individual taste
 - as premium as truffles



Target group



- Customers that
 - care about their **health** and prefer **healthy eating**
 - look for **eco-products** and are willing to buy them
 - middle - high income level
 - age: 10 -40 years

Place

- St Petersburg



- Retail chains (X5 Retail Group)
- Specialised shops
- Online distribution

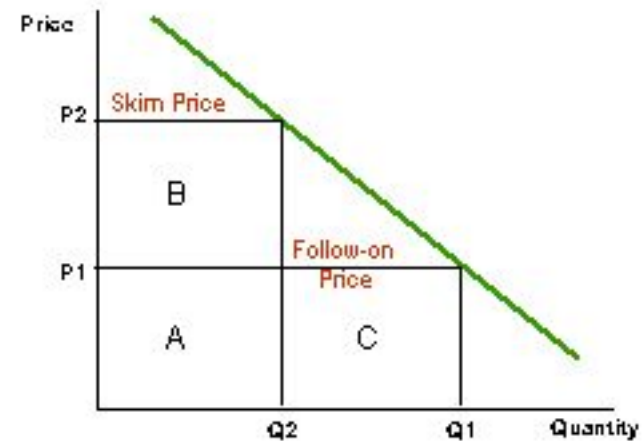


Price

- Premium Pricing Strategy
- Skimming Strategy



Price Skimming



Promotion

- Sales Promotion in speciality stores: samples, tasting,..
- Advertising in speciality stores
- Free Samples for Restaurants
- Indirekt promotion
- Cooking shows



Potential product development




Various types of seeds (e.g. white seeds)



Fatty acids variability range



n:unsat	Fatty acid name	Percentage range
(14:0)	Myristic acid	0.09-0.27
(16:0)	Palmitic acid	12.6-18.4
(16:1)	Palmitoleic acid	0.12-0.52
(18:0)	Stearic acid	5.1-8.5
(18:1)	Oleic acid	17.0-39.5
(18:2)	Linoleic acid	18.1-62.8
(18:3)	Linolenic acid	0.34-0.82
(20:0)	Arachidic acid	0.26-1.12
(20:1)	Gadoleic acid	0-0.17
(22:0)	Behenic acid	0.12-0.58

A close-up photograph of a hand holding a glass decanter, pouring a dark red liquid, likely wine, into a glass. The liquid is captured mid-pour, creating a thin stream. The background is softly blurred, showing warm autumn colors like yellow and orange. The text "Thank you for your attention!" is overlaid in a bold, green, sans-serif font.

Thank you for your attention!