



# PUMPKIN SEED OIL

## Group 1

Andrea Barth

Daniil Morozov

Maria Kazantseva

Natalia Andreeva



# Unique product features



Ecological product

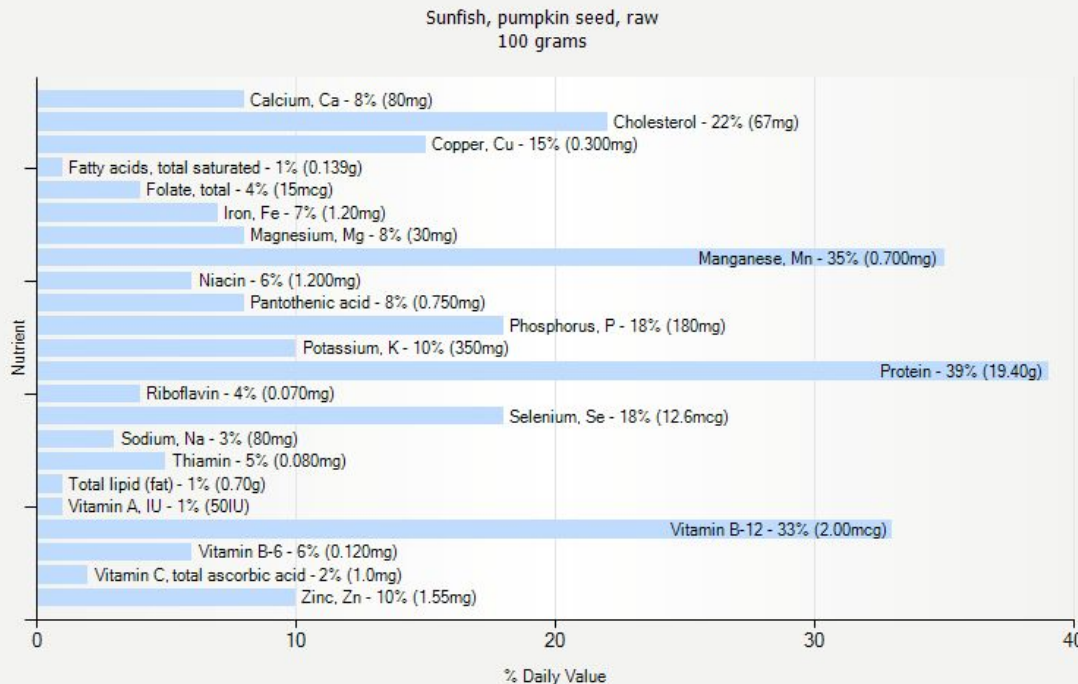


Health-giving quality

- 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

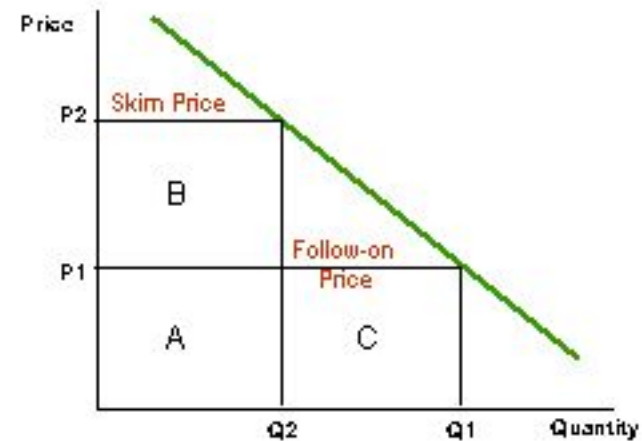


# Price

- 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)	<a href="#">Myristic acid</a>	0.09-0.27
(16:0)	<a href="#">Palmitic acid</a>	12.6-18.4
(16:1)	<a href="#">Palmitoleic acid</a>	0.12-0.52
(18:0)	<a href="#">Stearic acid</a>	5.1-8.5
(18:1)	<a href="#">Oleic acid</a>	17.0-39.5
(18:2)	<a href="#">Linoleic acid</a>	18.1-62.8
(18:3)	<a href="#">Linolenic acid</a>	0.34-0.82
(20:0)	<a href="#">Arachidic acid</a>	0.26-1.12
(20:1)	<a href="#">Gadoleic acid</a>	0-0.17
(22:0)	<a href="#">Behenic acid</a>	0.12-0.58



**Thank you for your attention!**