



КАРАВАН

КОФЕ И ЧАЙ

25 years of distribution experience



About us:

EVERY 4 CUP OF
COFFE IN BELARUS



EVERY 5 CUP OF
TEA IN BELARUS



About our holding:

Founded in **1993**.

Total amount of employees: more than **650** people

Holding includes **4 main** directions:



Distribution and
marketing



Production
Export
Coffee, cocoa, chicory



Distribution HORECA
Service of coffee
machines



Training center
Professional barista
training

High quality of products, direct supplies and careful business dealing — our priorities.

- income
- social orientation trust and
- partnership administrative
- control legality
- optimization of logistic processes with FIFO principles

80% - of orders shipping within 24 hours

- customer orientation



Our services:

Order receiving system:

More than 35 sales representatives team
Key Account Manager system
EDY

Warehouse «A+» class

More than 6 000 pallets
Automatic control system WMS

Marketing

Market analytics
Development and realization

Orders delivery in 24/48 h.

Automatic control system TMS with
GPS tracking

Merchandising:

Big team of merchandisers controlled by
WiseRep system



We are trusted by such brands
as:



since 2006

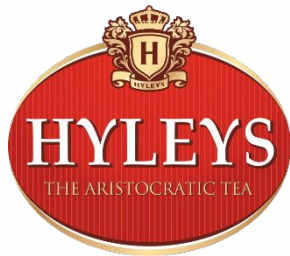


Dallmayr
Kaffee

since 2006



since 2018



since 2002



since 2003



since 2003



since 2009

Distributed brands:

Coffee

PREMIUM		
MIDDLE+		 
MIDDLE		
LOW		

Tea

	DALAÍ	PREMIUM	
		MIDDLE+	
	Смонетов	MIDDLE	
			LOW

Also beverages



- 20 different brands
- all price segments
- 85% SKU getting in NIELSEN reports

Distribution in Belarus:

СОСЕДИ 

 БЕЛМАРКЕТ

 МАРШІН

 ДИСНІС

Веста
всегда рядом!

 ХИТ!

ГИППО

 ВИТАЛЮР
1995

 КОРОНА

Санта



 КОПЕЕЧКА
ДИСКАУНТЕР

 евроопт

 Green

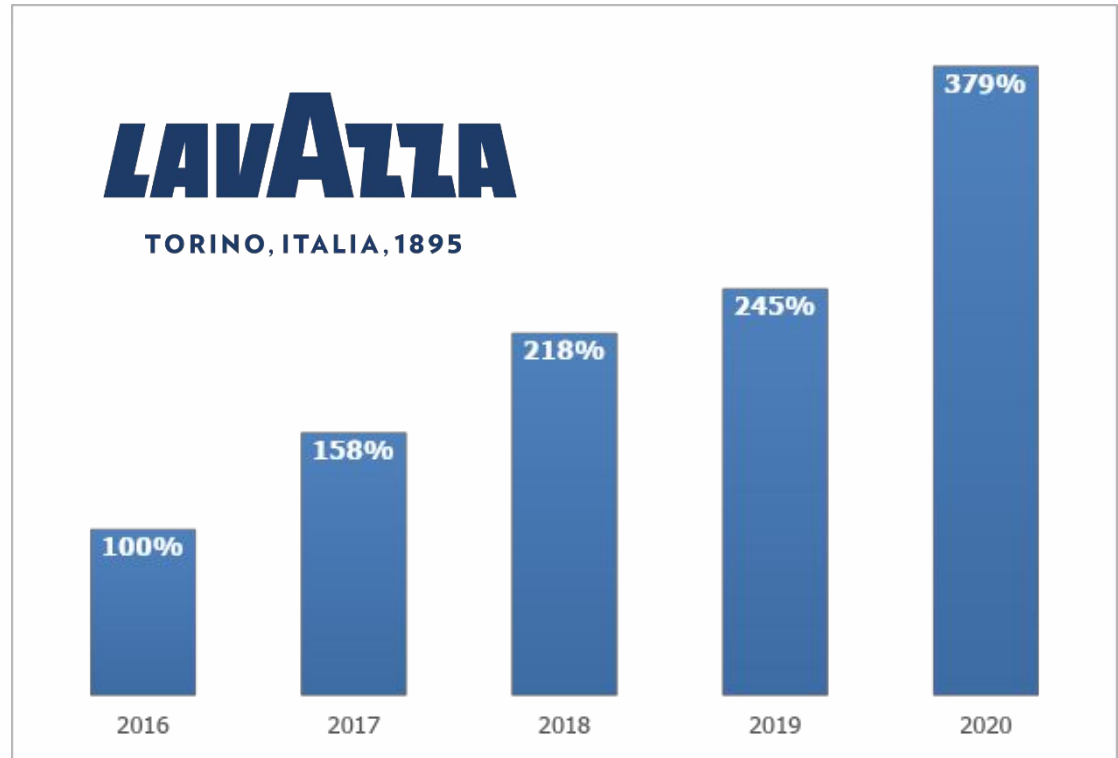
Covered 2288 of KA outlets. Full coverage is more than 8000 outlets.

Our projects:

Lavazza distribution

During last five years, thanks to the strategy, which was developed together with manufacturer, impressive results have been archived

The volume of purchases in Euro increased almost 4 times, and in physical terms almost 5 times



* The graph shows the dynamics of the volume of purchases in Euro.

Start of production of natural coffee and the new brand Barista:



About 8 years have passed since the installation of a natural coffee production line at our AVD-Production site. During this time our brand has got about 11% of the Belarusian market. It is actively sold in Uzbekistan, Moldova, Ukraine, Kazakhstan and other countries. Also it is shipped to such Russian networks as Magnit, X5, etc.



Advertising company: «BARISTA TASTE 2017»

Realization:

Tastings in 30 cities of the Republic of
Belarus Show Taste 2017 on national TV
> 250 000 people voted 4,500,000 people
learned about our project



Sales growth **+35%** to previous period



New tea brand launch

DALAI



January 2019 – first shipping
December 2019- Nilsen noted **3%** market share!



Proposal:

- Complete distributor service package
- Our marketing experience, to participate in the development and implementation of brand development strategies
- Possibility of brand development in HoReCa
- Reliable, long-term and mutually beneficial cooperation

Cooperation with Caravan – THIS IS:

- Experience in sales, marketing , management more then 25 years
- Creativity with project realization
- Openness and trust
- Flexibility and efficiency in decision making
- Long – term partnership





WE WILL BE GLAD TO WORK TOGETHER!

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