



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:



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Distribution and  
marketing



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Production  
Export  
Coffee, cocoa, chicory



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Distribution HORECA  
Service of coffee  
machines



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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:



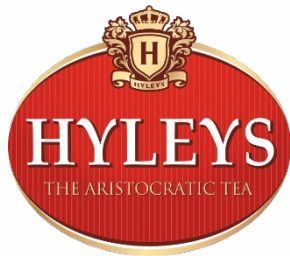
*since 2006*



*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



Восточная сказка

LOW

## Also beverages



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



# Distribution in Belarus:

СОСЕДИ

БЕЛМАРКЕТ

МАРШІН

ДИСНИС

Веста  
всегда рядом!

Хит!

ГИППО

ВИТАЛЮР  
1995  
Я

КОРОНА

Саніта

апи

КОПЕЕЧКА  
ДИСКАУНТЕР

евроопт

Green

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

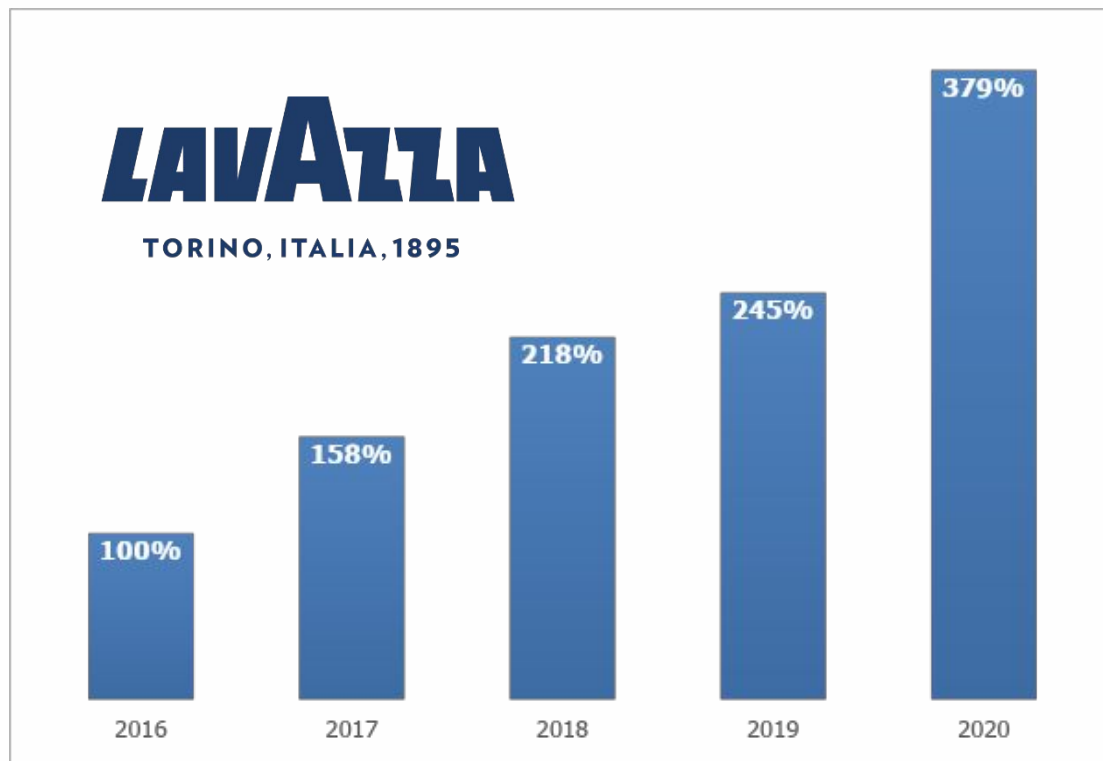


Our projects:

# 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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