



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

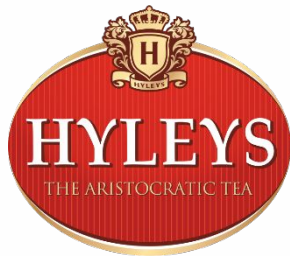


Dallmayr
Kaffee

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

 КОРОНА

Санџа



 КОПЕЕЧКА
ДИСКАУНТЕР

 евроопт

 Green

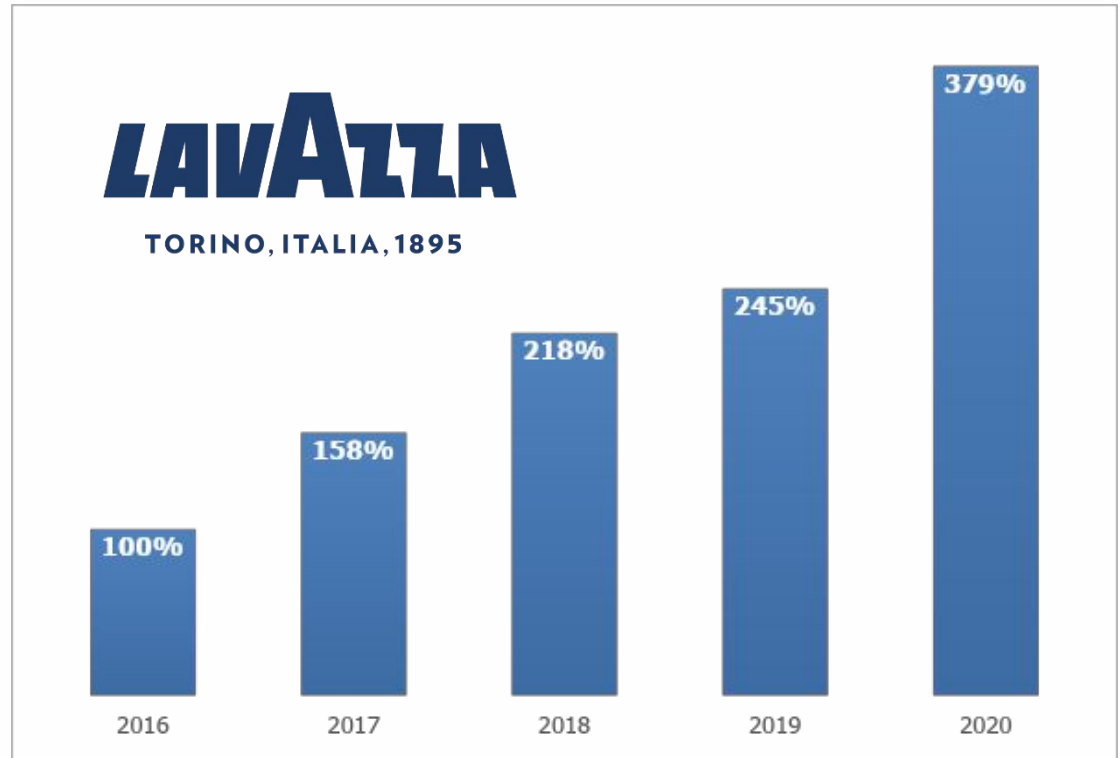
Covered 2288 of KA outlets. Full coverage is more than 8000 outlets.

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last five years, thanks to the strategy, which was developed together with manufacturer, impressive results have been archived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

CONTACT US:

EUGENE SIMAKOV

Head of new projects development

   +375 29 8624032

E-mail: simacov@caravan.by