



Company Info

Established:
1996

Headquarters:
Almaty, Kazakhstan

Active in:
Kazakhstan
Russia
Tajikistan

Turnover:
USD100,000,000+

Productivity
410 000 tons/year

Website:
Under development

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Molproduct

Leader in dairy market of Kazakhstan with well-known brands in key categories: milk, yogurts, fermented dairy products, ice-cream

Company Photo

overview



production



Product track record and achievements (+experience in China)

With 4 factories in different regions of Kazakhstan company can produce a wide range of dairy products. Company holds leading positions in every segment we operate being #1 in Milk and #1 in total Liquid Dairy Products (LDP). Company is #1 milk exporter to Russia. Company is in the process of getting necessary permissions from Chinese authorities to start milk exports. We have permissions to sell our non-dairy assortment like ice-cream, but milk, yogurts are the key products to enter the Chinese market





Product 1 Info

Existing Brand:
Mumunya Milk

Existing Markets:
Kazakhstan,
Russia,
Tajikistan

Target consumer:

Age (25-40)

Income (Medium +)

Geographic Kaz/ Rus()

Feature

Channel :

()Hotel (v)Supermarket

()Wet Market (v)Restaurant

(v)Distributor (v)Other

Traditional stores and open markets

Product 1 - Mumunya Milk

- From 358 tg (0.85 USD) per 930 ml package
- Packaging size: 500 ml/ 930 ml/ 1,930 ml
- Shelf-life: up to 10 months

Features and benefits

100% pure milk. Packaging style reflects to classic cartoons and attracts both kids and parents.

Product track record and achievements (+experience in China)

Brand #4 in Kazakhstan with stable sales.

First brand to introduce 2,0 lt TetraBrick Aceptic to KZ market.

High export sales to Russia (up to 90% of export sales), mainly to Siberia and Eastern Russia.





Product 1

Photo #1 of the product



Photo #2 of the product





Product 2 Info

Existing Brand:

Premiale Alternative milk

Existing Markets:

Kazakhstan

Target consumer:

Age (18-30)
Income (Medium+)
Geographic (Global
Feature appeal)

Channel :

(v)Hotel (v)Supermarket
()Wet Market (v)Restaurant
(v)Distributor (v)Other
convenience stores_____

Product 2 - Premiale Alternative milk

- Indicative pricing: 140 tg (0.33 USD) per 200 ml., 435 tg (1.03 USD) per 750 ml.
- 200/ 750 ml in Ecolean pitcher pack and Italian IPI carton
- Shelf-life: up to 12 months

Features and benefits

- Attractive modern design
- Good in taste
- Affordable price
- High Natural content
- Excellent for lactose sensitive consumers

Product track record and achievements (+experience in China)

Product was launched 2 months ago and we're working on improving distribution and entering to modern trade. Export markets (Russia and China) were one of the key forecasted markets.

Samples sent to Russian distributors and and potential Chinese partners.





Product 2

Photo #1 of the product



Photo #3 of the product



Photo #5 of the product



Photo #2 of the product



Photo #4 of the product



Photo #6 of the product





Product 3 Info

Existing Brand:
Masha and the Bear

Existing Markets:
Kazakhstan

Target consumer:

Age (5-10)
Income (Medium)
Geographic (Rus)
Feature

Channel :

(v)Hotel (v)Supermarket
()Wet Market ()Restaurant
(v)Distributor (v)Other
convenience and schools

Product 3 - Masha and the Bear: dairy cocktails and yogurts, nectars

- Indicative pricing: 120-150 tg (0.28 - 0.36 USD) per 200 ml.
- Packaging size: 200 ml
- Shelf-life: 6-8 months

Features and benefits

- Very well known brand across the globe: over 40 billion views on the internet
- Broadcasted in China since March 2020
- Attractive design and nice package with straw
- Good taste

Product track record and achievements (+experience in China)

Product is around 15 months in sales.

Licensed product

Animaccord named our design as one of the most attractive across different markets.





Product 3

Photo #1 of the product



Photo #3 of the product



Photo #2 of the product



Photo #4 of the product



Photo #5 of the product





Product 4 Info

Existing Brand:
Premiale Coffee and Tea drinks

Existing Markets:
Kazakhstan

Target consumer:

Age (18-30)
Income (Medium +)
Geographic (Global appeal)
Feature (Global appeal)

Channel :

(v)Hotel (v)Supermarket
()Wet Market (v)Restaurant
(v)Distributor (v)Other convenience stores_____

Product 4 - Premiale Coffee and Tea drinks

- Indicative pricing: 140 tg (0.33 USD) per 200 ml., 435 tg (1.03 USD) per 750 ml.
- 200/ 750 ml in Ecolean pitcher pack and Italian IPI carton
- Shelf-life: up to 12 months

Features and benefits

- Attractive modern design
- Good in taste
- Affordable price
- Natural coffee/ tea content
- Easy to cool down or heat for best serving

Product track record and achievements (+experience in China)

Product was launched 2 months ago and we're working on improving distribution and entering to modern trade. Export markets (Russia and China) were one of the key forecasted markets





Product 4

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product

