



**WE GROW, PRESERVE AND  
PRODUCE DELICIOUS GOODIES  
FOR CHILDREN AND ADULTS  
ALL OVER THE WORLD**

PRESENTATION

# ABOUT US

**Yarmolynetski cannery** was founded in 1980 in the city of Yarmolyntsi, Khmelnytsky region (Ukraine) in the heart of Podilla, where the largest orchards are concentrated.

In 2018, the cannery was modernized with energy-efficient equipment and received the Certificate for the Food Safety Management System in accordance with the Requirements of **ISO 22000:2007 (HACCP)**.

The basic product line consists of natural non-carbonated drinks, made from fruits, berries and vegetables based on traditional **Ukrainian recipes**.

Water is extracted from an artesian well 110 m deep. Raw materials are supplied by nearby farms, that specialize in growing varietal berries and fruits.



To avoid the using of preservatives, we sterilize our products and allow to provide a shelf life up to 24 months. Sterilization and pasteurization regimes were developed jointly with the Research and Experimental and Design Institute for Standardization and Technologies of Ecologically Safe and Organic Products of the National University of Life and Environmental Sciences of Ukraine.

Our motto «**Sugar Free**» means, that we do not add sugar to uzvars and juices. The rarest quality among soft drinks! Only in fruit-waters we have to use sugar to balance the tannins, acids and astringents, contained in fresh berries and fruits.

**A PERSON IS MADE UP OF WHAT HE EATS. DRINK NATURAL DRINKS AND BE HEALTHY!**



The background of the slide is a solid green color with a repeating pattern of white-outlined soft drink bottles. The bottles are arranged in a grid, with each bottle slightly offset from the one next to it, creating a sense of depth and movement. The text 'SOFT DRINKS' is centered on the left side of the slide.

# **SOFT DRINKS**

# UZVARS

**Uzvar is a traditional Ukrainian beverage, that is made from dried fruits, berries and healing Ukrainian herbs.**

We use only varietal apples, pears and plums, which were brought out in the time of Soviet era in order to send dried fruits to the Far East and beyond the Arctic Circle as a part of a balanced diet for workers.



# HOW IT IS MADE:



**Harvesting  
varietal  
fresh fruits**



**Dehydration  
and fruit  
drying**



**Dried fruit  
brewing in  
water 90C  
for 12 hours**



**Filtration**



**Bottling**



**Sterilization**



**Labeling and  
packaging**

# TASTES



## APPLE

Uzvar is a traditional classic uzvar recipe, has a pleasant taste of a mix of apples, pears and plums.



## MINT

Uzvar is a classic uzvar recipe with peppermint. The menthol flavor is refreshing in summer.



## LEMON

Uzvar is an uzvar with the addition of lemon peel. Citrus flavor with sweet apple is the best for kids.



## ROSEHIP

Uzvar – with an exquisite dry taste of the drink, based on the rosehip. Top seller and that's it!



Uzvar is more actual today than ever, because in production process we do not use synthetic food additives, dyes and preservatives. Moreover, we don't add sugar!

The benefits of using dried fruit uzvars are extremely wide: strengthening immunity, due to the high content of vitamins, micro- and macroelements, improves bowel function and gastrointestinal tract as a whole, the cardiovascular and respiratory systems, and also tones up, removes salts and «bad» cholesterol.

Whether you are working in the office, having a long business meeting in a conference room, driving a car while travelling, walking with child, experiencing health complications, adhering to a Christian feast or diet, our uzvars will be the best choice for you.

**IT IS NOT ONLY USEFUL. IT'S TASTY!**

The product is sterilized, the shelf life 24 months.





# **DIRECT PRESSURE JUICES**

# APPLE JUICE

**Apple juice success lies in its taste qualities, balanced acidity taste, pleasant and long aftertaste. It looks like you are drinking a liquid apple.**

Natural apple juice is produced by direct pressure. It is made from varietal apples, including the blending method. During the calendar year, we process the following varieties of apples: Golden Delicious, Rennet Simirenka, Florina, Jonagold, etc.



The juice is produced according to the original technology with minimal product oxidation.

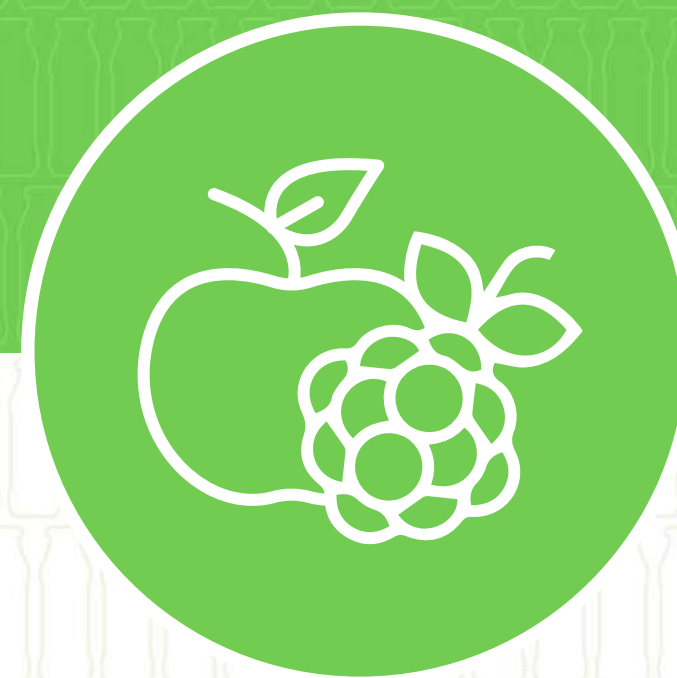
Our juice has a bright color, does not precipitate, has a dense and turbid texture throughout the bottle, has an intense taste and smell of fresh apple.

The product is pasteurized. Shelf life 12 months.  
We recommend shaking before use.

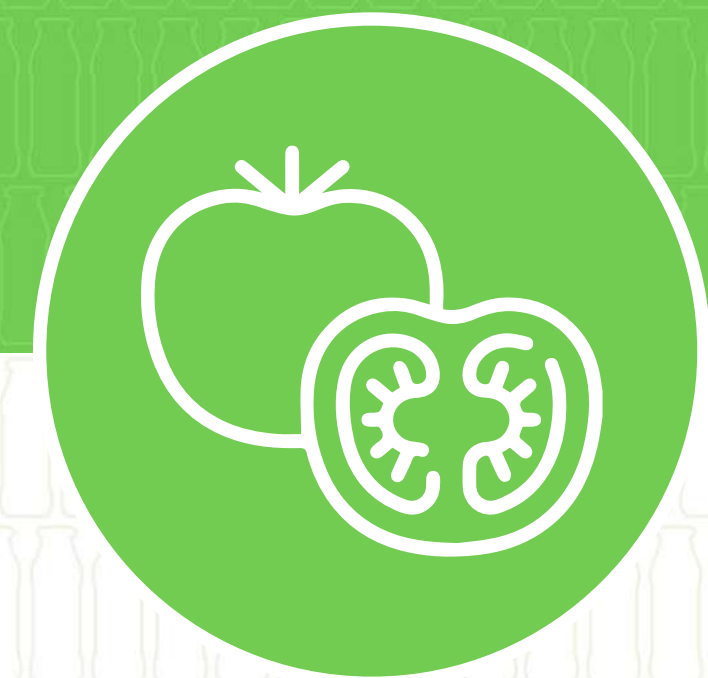
**NEW TASTES ARE PLANNED FOR THE 2022/2023 SEASON:**



**APPLE-CARROT JUICE**



**APPLE-RASPBERRY JUICE**



**TOMATO JUICE**

# FRUIT-WATERS

**Fruit-water is a refreshing drink, made from berry or fruit juice of direct pressure and water with the addition of sugar syrup.**

A distinctive feature of fruit-waters is the content of tannins and astringents, which give the drink a unique taste and a long aftertaste.



# HOW IT IS MADE:



**Harvesting fresh berries**



**Juice extraction by presses**



**Adding fresh juice and crushed berries in water at a temperature of 90C for 2-3 hours**



**Filtration**



**Adding sugar syrup**



**Bottling**



**Sterilization**



**Labeling and packaging**

## **CRANBERRY FRUIT-WATER IS THE TOP LINE OF DRINKS OF YARMOLYNTSI™**

It is made exclusively from forest wild berries. Cranberries from the forests of Polissya are harvested and cleaned by hand. This is the most nutritionally valuable berry of all, that grow in Ukraine.

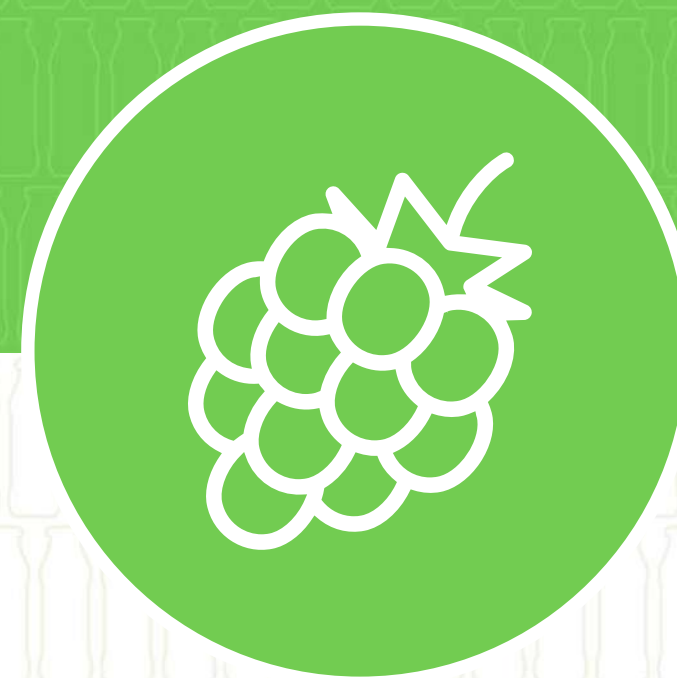
The peculiarity of cranberry is that it contains the most active antioxidants, that resist inflammatory processes in the human body, including the strongest inhibition of the grow of cancer cells.

The most refined among non-alcoholic drinks, for the most demanding customers, produced according to traditional technology. It has an intense aftertaste.

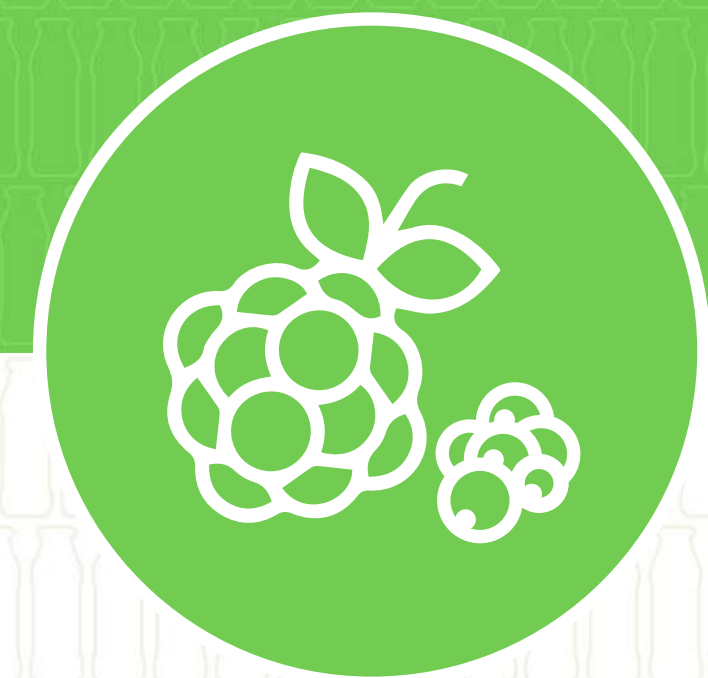
### **NEW TASTES ARE PLANNED FOR THE 2022/2023 SEASON:**



**CHERRY FRUIT-WATER**



**BLACKBERRY FRUIT-WATER**



**RASPBERRY AND RED  
CURRANT FRUIT-WATER**



**DRINK WHOLESOME!**

**DRINK WITH PLEASURE!**



# **PROMOTION AND ENTERING THE MARKET**



**SUCCESSFUL ENTRY OF UZVAR INTO MARKET COULD THANK TO THE FOLLOWING FACTORS:**



Absence of direct competitors



The target audience is the Russian-speaking population, the wide popularity and habits of drinking uzvar since childhood will allow avoiding investments in intensive advertising



No added sugar – is the number 1 beverage trend in the world



Pleasant taste and easy digestion, consumers drink uzvar, regardless of a season, as an essential product like water



Made entirely from natural raw materials



Affordable price: within 30-50% higher than the cost of water in a PET bottle



Long shelf life 24 months



Hygienic and eco-friendly packaging – a glass jar



A distinctive feature of our direct pressure juices is the taste qualities, aroma and exceptionally beautiful color of the drink. A liquid apple is the closest association. The product is noticeable both on the shelf and in combination with other drinks of YARMOLYNTSI™. Competitive price immediately makes our juices the leaders of the shelf.

Fruit-waters by their taste qualities are the pinnacle of gourmet drinks. The premium segment, refined and unforgettable taste will attract the attention of the consumer again and again.

Uzvars and fruit-waters of YARMOLYNTSI™ do not have direct competitors in supermarkets in Ukraine, as well as abroad. The product line is bright and noticeable on the shelf.

The minimalist design of the label makes the product stand out from the background of colorful pictures, which often overly embellish the product inside the package. Our bottle is honest and without falsehood, instantly becomes a classic of consumption and a must.



**In Ukraine, our products are sold on the shelves of supermarkets, both in the economy segment and in the most prestigious ones:**



TAKE THE OPPORTUNITY AND BECOME THE FIRST DISTRIBUTOR  
OF **YARMOLYNTSI™** DRINKS IN YOUR REGION!



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