

A Major Russia's Distributor of **Frozen Food & Ice Cream** is looking for blue-chip suppliers of frozen foods

We are a young and aggressive private Russian company UNIA specializing in distribution of a wide range of European ice creams and frozen food. We were trail-blazers of the Russian market of Western ice cream and frozen products.

Started on a shoe-string

We started out three years ago virtually on a shoe-string, without capital, without experience. We were young, ambitious, and eager to take advantage of the situation that made private enterprise possible. We became the first authorized distributor of Mars, Inc., and continue to be its largest partner.

Now a major operator in the market

Now we are a major Russian distributor of ice-creams and frozen foods. We have been the first channel for many Westerns brands to be launched in Russia. We can boast long-term partnerships with major European manufacturers. We have large low-temperature warehouses, a fleet of freezer vans, and all the qualities that go with an efficient Western-style company. Our sales total \$1,200,000 a month.

Product line

We market about 300 brands of European-made ice creams, and dozens of brands of frozen vegetables, fruits & berries, sea food, meat products, pizza, and fast food. We are now promoting some potato brands. We plan to expand some of our lines, espe-



cially fish and meat. We also market chest freezers and refrigerators, and provide warranty and postwarranty service of them.



Partners

We are distributors of Mars, Dr. Oetker, Fredericks, Norsk, Iskrem, VDB Ice Cream, Ardo, Schöller, Lutosa, and Liebherr (freezers). With practically all of them we have established long-term real WIN-WIN partnerships.



Prices & payments

Current Russian markets are extremely price-conscious. Therefore, price is an extremely important consideration when assessing proposals.



With inflation in Russia as it is, the only realistic WIN-WIN situation is for us to take goods on consignment, exactly the procedure we use with most of our suppliers. Our credit history with them is impeccable. We could provide adequate references from them. We have gained unique experience in rouble & hard currency accounting and transactions.



Terms of delivery

Every week we receive 5-6 trucks (30 or 36 pallets each) at our low-temperature warehouse. We custom-clear the goods and promptly distribute them through our dealer network.



UNIA in a nutshell:

- * 800 sq.m of low-temperature warehouses
- * 25 freezer vans
- * 700 sq.m of elegant Western-style office
- * Modern 50-nod computer network and office equipment
- * Good telecommunications facilities
- * 200 workers
- * 1200 clients all over Russia

We are looking for major Western suppliers of frozen food!

We will consider:

- price
- quality
- packing
- delivery & payment terms
- advertising support

When assessing candidate partners we normally consult

**Dun & Bradstreet
and
Ernst & Young**

UNIA
Frozen Food

More...

Clientele

We have around 1200 clients within and without Moscow, some of them as far afield as the Caucasus and Siberia. We are constantly expanding our dealer network. We have the most efficient door-to-door deliveries of frozen products in Russia. We have an efficient dealer support program and continue to improve on it.

Learning on the fly

In the Russian situation the name of the game has been learning on the fly. What other market economies have accumulated over centuries, we now have to gain in a matter of years, even months. And so we are diligent attendees of all sorts of courses, seminars, and exhibitions in Russia and abroad. We are constantly improving everything.

Management and marketing methods

One thing that we had to learn the hard way was Western-style management, from inventory management to telephone manners. We are continually improving on our system trying to make it into an efficient clockwork..

We have accumulated a wealth of experience in marketing, promotion, advertising, exhibition management, etc. We analyze a stream of feedbacks from the field and adjust our merchandising practices accordingly. We always market-test new brands. We exercise vertical marketing programs, attacking such segments as hospitals, fast-food shops, school, office canteens, etc.

Our marketing consultants are Dun & Bradstreet and Ernst & Young.

Personnel

UNIA is a team of 200 self-motivated young Russians, we have no ex-Soviet has-beens. We educate our managers in Russia and abroad. When considering a new partner we always discuss possibilities of some crash courses and hands-on training in the partner's environment.

Plans

We are on the move. Our immediate plans include purchasing five more refrigerator trucks (IVECO), the construction of a 1000-ton low-temperature warehouse. We also think of building a modern ice-cream-manufacturing factory.

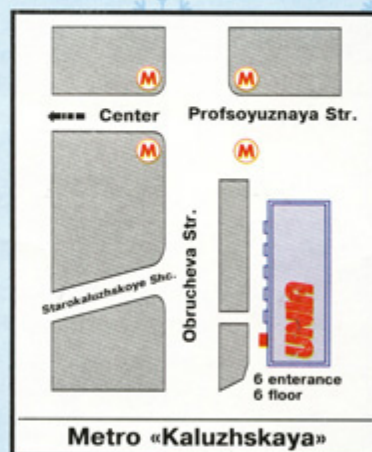
We have recently opened a frozen food supermarket UNIA in down-town Moscow, and plan to have a chain of them. We are also considering establishing a network of retail outlets.

A glimpse of Russian market

If you just plan to establish your presence in Russia, our first-hand experience of the Russian marketplace could be of value to you. To begin with, in terms of income the market is unusual. There is practically no middle classes in Russia. The Russian society breaks down into the very rich (fairly quality-conscious) and the very poor (extremely price-conscious), which accounts for the behavior of Russian buyers.

The market of frozen products is a new market. Opinion polls reveal a measure of resistance to frozen products. That can perhaps be traced down to the days when the Soviet government dumped so-called strategic stocks (e.g., meat that had been stored for several years) into the market. The market needs more understanding, more education, and more advertising.

For notes



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