



# Food and Beverage Catalogue

Kazakhstan Export Accelerator Programme









### **Foreword**



Dear colleagues,

The Ministry of Trade and Integration of the Republic of Kazakhstan welcome you to the Kazakhstan pavilion at the 3rd China International Import Expo (CIIE).

We wish we could welcome you in person, but we are happy that in these unprecedented times the CIIE organizers and our team were able to arrange our participation in the exhibition in the virtual format.

This catalogue includes food and beverage products manufactured by 35 Kazakh companies that are taking part in the first Export Accelerator program initiated by the Ministry of Trade and Integration of the Republic of Kazakhstan. The program has been developed and being implemented by the QazTrade Center for Trade Policy Development and PwC. This year the aim of the program is to help promising domestic food producers expand their presence in the Chinese market.

For many businesses, entering the international market is a long and complicated process. Lack of information, complex certification procedures, lack of export experience are among the reasons why businesses give up their export plans. Together with the PwC team, we are providing export consulting and intensive individual coaching sessions to the companies participating in the program to ensure their long-term presence in the Chinese market.

We believe that the products listed in this catalogue would be deservedly in demand in China because of their high quality and uniqueness. We would like to express our appreciation for you taking your time to stop by our pavilion.

Bakhyt Sultanov Minister of Trade and Integration of the Republic of Kazakhstan

# Introduction



This year, the **food industry** was chosen for the first program, due to its enormous export potential with **China** being the main sales market for Kazakh producers to target new exports.

food and beverage companies listed in this catalogue have been selected to participate in the program based on their products' potential and companies' export capabilities.

The companies can be classified into the following 8 product categories:

- 1 Milling industry products, starch and starch products
  - 7 Beverages
  - 6 Meat, canned meat and fish
- 4 Dairy products
- 4 Confectionery and honey
- 2 Vegetable Oils
- 1 Sauces
- 1 Salt

The main component of the program is the business mission that includes participation in the **3rd China International Import Expo (CIIE)** and business communication with potential partners.

# Aruana-2010 LLP

Milling industry products, starch and starch products

#### About the company

**Headquarters:** Kostanay city, Kostanay region

Year established: 2010 Turnover: \$16.8 mln

Annual capacity: 110,000 tonnes

Aruana-2010 produces all grades of wheat flour under the trademarks "Patsha" and "Tumar". Products made from premium flour rise well and have fine porosity. The flour's strong gluten allows it to be used as an improver. It exports its products to the CIS countries, China, and Afghanistan.

#### **Product range**

High grade wheat flour First grade wheat flour





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# **Best Kostanay LLP**

Milling industry products, starch and starch products



#### **About the company**

Headquarters: Kostanay city, Kostanay region

Year established: 2006

Turnover: \$20 mln

Annual capacity: 365,000 tonnes

Best Kostanay produces "premium" class wheat flour under the trademark "UNO". The company processes wheat using modern equipment and receives flour with increased whiteness and high protein, It has been exporting its products to the CIS countries, China, and Afghanistan for over 10 years.

#### **Product range**

High grade wheat flour "Premium" First grade wheat flour "Premium"

#### **Contacts**

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# **BioOperations LLP**

Milling industry products, starch and starch products

#### About the company

Headquarters: Tayinsha city, North-Kazakhstan

Year established: 2018 Turnover: \$33.2 mln

Annual capacity: wheat gluten - 14,400 tonnes,

starch - 60,000 tonnes

BioOperations produces wheat gluten and starch under the trademark "BioOperations". The plant has a closed production cycle, and can control product quality at all stages - from incoming of the wheat raw materials (grown in own fields), to the stage of packaging and storage of the finished product in its own warehouse. It exports to China, Russia, the USA, India, and Turkey.



#### **Product range**

Wheat gluten Wheat starch



#### **Contacts**

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# Dani-Nan Export LLP

Milling industry products, starch and starch products



#### **About the company**

**Headquarters:** Shymkent city

Year established: 1996

Turnover: \$40 mln

Annual capacity: 150,000 tonnes

Dani-Nan Export produces wheat flour of all grades under the trademark "Dani Nan". The company owns 2 mills, equipped with Swiss technology by Buhler AG. Production is fully automated. It exports its products to Uzbekistan, Kyrgyzstan, and Afghanistan.

#### **Product range**

High grade wheat flour First grade wheat flour Second grade wheat flour

#### **Contacts**

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# Kostanay Flour Company LLP

Milling industry products, starch and starch products

#### About the company

Headquarters: Kostanay city, Kostanay region

Year established: 2011 Turnover: \$7.3 mln

Annual capacity: wheat flour - 94,000 tonnes,

vegetable oil - 2.2 mln litres

Kostanay Flour Company produces wheat flour and sunflower oil under the trademarks "Altyn Adam" and "Rodnoye". The enterprise has its own refinery mills, oil refinement factory, warehouse terminals and prepacking production bases and shipment of goods by auto or railway transport. It exports to the CIS countries, China, Lithuania, Poland, Mongolia, and Iran.

#### **Product range**

Wheat flour Vegetable oil





#### **Contacts**

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# Mareven Food Tian-Shan LLP

Milling industry products, starch and starch products

#### About the company







**Headquarters:** Almaty city Year established: 2018 Turnover: \$54 mln

Annual capacity: 56,000 tonnes

Mareven Food Tian-Shan produces instant foods. The main product is pasta under the trademark "Rollton". The "Rollton" brand is over 20 years old and started production in Kazakhstan in 2018. Millions of families trust Rollton: a meticulously designed recipe and constant control over quality at each and every stage of production ensure excellent taste in the finished dish. It exports to the CIS countries and China.

#### **Product range**

Pasta Instant noodles Instant mashed potatoes

#### **Contacts**

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# Raduga LLP

Milling industry products, starch and starch products

#### About the company

Headquarters: Petropavlovsk,

North-Kazakhstan region **Year established:** 1994

Turnover: \$30 mln

Annual capacity: 2400 tonnes

Raduga manufactures breakfast cereals and other products under 16 trademarks. Today "Raduga" LLP is a diversified, steadily developing company with its own infrastructure, production facilities, occupying a leading position in the market of Kazakhstan, and received the "Leader of Kazakhstan 2013" award. It exports its products to Russia.



#### **Product range**

Oat flakes
Breakfast cereal





#### **Contacts**

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# Salamat Company LLP

Milling industry products, starch and starch products



#### **About the company**

Headquarters: Kostanay city, Kostanay region

Year established: 2001 Turnover: \$20 mln

Annual capacity: 660,000 tonnes

Salamat Company produces all grades of wheat flour and wheat bran under the trademark "Salamat". The company has its own modern mill, logistics infrastructure, laboratory, warehouses and storage facilities. They have been exporting their products to the CIS countries, China, Afghanistan and Iraq for over 19 years.

#### **Product range**

Wheat flour Wheat bran

#### **Contacts**

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# Sultan Marketing LLP

Milling industry products, starch and starch products

#### **About the company**

Headquarters: Almaty city Year established: 1996 Turnover: undisclosed

Annual capacity: 60,000 tonnes

Sultan Marketing produces wheat flour and pasta under the trademark "Sultan". All «Sultan» products are made of durum wheat and semolina using the most advanced technologies. It complies with ISO 9001 ISO 22000 standards. The company exports its products to the CIS countries, China and Mongolia.

#### **Product range**

Pasta Wheat flour





#### Contacts

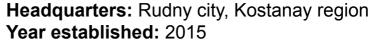
SULTANO SULTAN

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# Trading House Amanat LLP

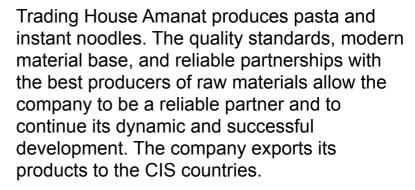
Milling industry products, starch and starch products

#### **About the company**



Turnover: \$1.2 mln

Annual capacity: 60 mln items



#### **Product range**

Egg noodles Instant noodles Instant chicken soup Mashed potatoes



#### **Contacts**

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# **Arba Wine LLP**

#### **Beverages**



#### **About the company**

Headquarters: Almaty city Year established: 1999 Turnover: undisclosed

Annual capacity: 547,000 bottles

Arba Wine produces internationally acclaimed wines from its own vineyards in the Assy Valley. It owns trademarks "Arba" and "Bastau". For several years in a row, its wines have been recognized in various competitions around the world, such as International Mountain Wine (Italy) and Les Grands Councours du Monde (France). The company exports its products to Sweden, China, Russia.

#### **Product range**

White wine Red wine

#### **Contacts**

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# Caspian Beverage Holding JSC

#### **Beverages**

#### About the company

**Headquarters:** Almaty city **Year established:** 1989

Turnover: \$25mln

Annual capacity: 23mln litres

Caspian Beverage Holding produces carbonated drinks. It owns trademarks - "Almaty Zhiguli", "Kompotay" and "Nastoyashchiy Buratino". In creating drinks, the main focus of the company is on the uniqueness of recipes and tastes. The goal in the development process is to create a high-quality and natural product that will become part of our consumer's lifestyle. The company exports its products to the CIS countries.

#### **Product range**

Lemonade
Juice drink Kompot





#### Contacts

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# Global Beverages LLP

#### **Beverages**

#### About the company



**Headquarters:** Almaty city **Year established:** 2011 **Turnover:** 80 mln bottles **Annual capacity:** \$37 mln

The company produces mineral drinking water, drinks and vodka. The company owns over 20 trademarks. The Turan water deposit, discovered in 1997 in an ecologically clean region of Kazakhstan (Burabay), is considered to be 1 of only 5 unique natural light water deposits in the world. For their vodka, filtration is a distinctive feature; a modern platinum filter is used in the production. The classic recipe presents a pleasant bread flavour and exceptional softness.

#### **Product range**

Vodka
Mineral, flavoured mineral water
Medicinal table water

#### **Contacts**

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# Nurzhanar JSC

#### **Beverages**

#### **About the company**

Headquarters: Uralsk city, West-Kazakhstan

region

Year established: 1971

Turnover: \$8 mln

Annual capacity: 50 mln litres

Nurzhanar produces beer, kvass, lemonade and water under the trademark "Nurzhanar". Kvass is a traditional drink, which has a sour-sweet taste with the aroma of rye bread. Certified production technology together with the use of special yeast and natural ingredients gives kvass its nice refreshing taste. The company exports its products to Russia.

#### **Product range**

**Kvass** 





#### **Contacts**

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# Obis Company LLP

#### **Beverages**

#### **About the company**



**Headquarters:** Almaty city **Year established:** 1995

Turnover: \$1 mln

Annual capacity: 120 mln litres

Obis Company produces non-alcoholic beverages. Its main products are bottled artesian water, kvass and juice drinks under the trademarks of "OK", "Sochnyy", "Kuvshin", "Yadrenyy", "PAPA juice". The company is one of the five largest beverage producers in Kazakhstan. The company exports its products to the CIS countries, China and Mongolia.

#### **Product range**

"OK" juice "Papa" juice "Bochonok" Kvass

#### **Contacts**

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## PurePack LLP

#### **Beverages**

#### **About the company**

Headquarters: Almaty city Year established: 1993

Turnover: \$20 mln

Annual capacity: 200 mln litres

Pure Pack is a leading producer of juices in Kazakhstan. It gathers fruits from the best plantations of Brazil, South Africa, Chile, Greece and other countries. The core of the company's philosophy is the impeccable quality and all raw materials pass through thorough laboratory research. The company exports its products to China and the CIS countries under the trademarks "Palma" and "Juicy".

#### **Product range**

"Juicy" juice "Palma" juice











#### Contacts

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## RG Brands Kazakhstan LLP

#### **Beverages**





#### **About the company**

Headquarters: Almaty city Year established: 1994 Turnover: >\$200 mln

Annual capacity: 1 bn litres

RG Brands produces juices, soft drinks, milk, tea and drinking water. Its main products are juices "Gracio", "Da-Da", and drinking water "ASU". The company has four modern production sites in the North and South of Kazakhstan. The company is the exclusive bottler for PepsiCo and Lipton Ice Tea in Kazakhstan and Central Asia. It exports its products to the CIS countries and China.

#### **Product range**

"Gracio" juice "DaDa" juice "A'su" mineral water

#### **Contacts**

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# Agrostan LLP

Meat, canned meat and fish





#### **About the company**

**Headquarters:** Almaty city **Year established:** 2014

Turnover: \$20 mln

Annual capacity: 8000 tonnes

Agrostan produces lamb and beef meat, fed by on site feed and freshly delivered to our off-takers. It operates a Soviet-era circa 1939 Merino Stud Farm in South Kazakhstan. The company breeds sheep, feedlot cattle and raises horses. It exports its products to Russia and the UAE.

#### **Product range**

Beef

#### **Contacts**

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# KazBeef Group LLP

Meat, canned meat and fish

#### About the company

Headquarters: Nur-Sultan city

Year established: 2010

Turnover: \$4 mln

Annual capacity: 43,800 tonnes

KazBeef Group has been breeding pedigree cattle and producing marbled beef under the trademark "KazBeef" for 10 years. The principle of the company is "from grain to steak" full cycle quality control, including feed production, cow calf, feedlot, and meat processing complex.



Premium beef cuts
Portioned beef cuts
Alternative beef cuts





#### Contacts

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# Kublei LLP

Meat, canned meat and fish



#### **About the company**

**Headquarters:** Uralsk city, West-Kazakhstan

region

Year established: 1995 Turnover: undisclosed

Annual capacity: 20 thousand tonnes of meat

per year and 200 thousand cans per shift

Kublei produces chilled and frozen meat (beef and lamb) and canned meat and fish products. The livestock is supplied from local farmers of Kazakhstan. The main breeds are Hereford and Kazakh White-headed. The company exports its products to the CIS countries and the Middle East. The trademark "Kublei" is registered in China.

#### **Product range**

Beef Canned fish

#### **Contacts**

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# Meat Processing and Services LLP

Meat, canned meat and fish

#### **About the company**

Headquarters: Koshmambet village, Karasay

district, Almaty region Year established: 2002 Turnover: \$4.7 mln

Annual capacity: 32,400 tonnes

Meat Processing and Services produces chilled and frozen beef and lamb meat. The company has its own feedlot for 3,000 head of cattle, a meat processing plant with an annual production volume of 32,400 tonnes of beef meat. The company has built and now successfully operates a vertically integrated flowsheet to produce environmentally-friendly and high-quality meat products.

#### **Product range**

Frozen beef









#### **Contacts**

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# Pervomayskie Delicatessy LLP

Meat, canned meat and fish



#### **About the company**

Headquarters: Koyankus village, Ili district,

Almaty region

Year established: 2013 Turnover: \$5.7 mln

Annual capacity: 6,380 tonnes

Pervomayskie Delicatessy has been producing meat products under the trademark "Boszhan" since 2005. The assortment includes more than 200 items, including chilled and frozen meat of various varieties, semi-finished meat delicacies and sausages. It produces beef and meat products only from the best Kazakhstani livestock, complying with all mandatory veterinary, sanitary-epidemiological requirements and state standards.

#### **Product range**

Ribeye beef Silverside beef

#### **Contacts**

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# Rybprom LLP

Meat, canned meat and fish

#### About the company

Headquarters: Almaty city Year established: 2000 Turnover: \$940,000

Annual capacity: 2900 tonnes

Rybprom produces frozen fish from freshwater fish species under the trademark "Rybprom". The requirements of international standards such as ISO 9001, ISO 22000, IFS Food, Friend of the Sea are ensured and observed in all stages of production. The company exports to the EU, Canada and the CIS countries.



Carp HOG Snakehead HOG Ready-to-cook fish products







#### **Contacts**

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# **DEP LLP**

#### **Dairy products**

#### **About the company**

Headquarters: Kostanay city, Kostanay region

Year established: 1994 Turnover: >\$24 mln

Annual capacity: 73,000 tonnes

DEP produces over 100 types of high quality natural dairy products, including condensed milk, UHT milk and ice cream under the trademark "DEP". All products are made of natural milk and contain no artificial colours or flavours. The company exports its products to Russia.

#### **Product range**

Whole condensed milk
UHT milk
Milk cocktails
Ice-cream in a waffle cone
Ice-cream in a waffle cup
Ice-cream in a container











#### **Contacts**

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# Eurasialnvest Ltd.

#### **Dairy products**





#### **About the company**

Headquarters: Nur-Sultan city

Year established: 2015

Turnover: \$2 mln

Annual capacity: 250 tonnes

Eurasialnvest produces powdered mare's and camel's milk under the trademarks "Saumal", "Saubota" using innovative German technologies which help to achieve not only high production volumes, but also to control a high level of product quality. Camel and mare milk have been proven to have a beneficial impact on health and are recommended to be consumed to enrich one's diet. The company exports its products to China, Hong Kong and Russia.

#### **Product range**

Spray dried camel milk powder Freeze dried mare milk powder

#### **Contacts**

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# Lider-2010 LLP

#### **Dairy products**

#### About the company

Headquarters: Rudny city, Kostanay region

Year established: 2010 Turnover: \$21.5 mln

Annual capacity: 30,000 tonnes

Lider-2010 is one of the largest producers of dairy products in Kazakhstan. The company produces only natural and high-quality products without chemicals and GMOs. Today "Lider-2010" LLP produces over 60 types of fermented milk products. Among them the most popular product is the sour-milk carbonated drink "Rudnensky Tan", that has beneficial effects on health. The sales geography includes Kazakhstan and Russia.



#### Fermented milk carbonated drink





#### **Contacts**

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# Molproduct LLP (Agroproduct Group of companies)

**Dairy products** 

#### About the company



**Headquarters:** Almaty city **Year established:** 1996 **Turnover:** >\$100 mln

Annual capacity: 410,000 tonnes

Molproduct is a leader in the Kazakhstan dairy market and #1 exporter to Russia, producing milk, kefir, cottage cheese, yoghurt, milk shakes, etc. under the trademarks "Coppa Italia", "Mumunya," "Lyubimoye", "Odari". With 4 factories in different regions of Kazakhstan, the company can produce a wide range of dairy products. It exports its products to Russia, Mongolia, and Turkmenistan.

#### **Product range**

Alternative plant milk (oat, chocolate oat, buckwheat, walnut, coconut)

UHT milk

Milk cocktails

Coffee and Tea drinks

#### **Contacts**

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# Bayan Sulu JSC

**Confectionery and honey** 

#### About the company

Headquarters: Kostanay city, Kostanay region

Year established: 1974 Turnover: >\$48 mln

Annual capacity: 80,000 tonnes

Bayan Sulu is one of the largest confectionery companies in Kazakhstan and has a long history of exporting to different countries. The assortment includes sweets, chocolate, caramel, marmalade and biscuits, etc. During the "WorldFood Moscow 2019" exhibition, the company was awarded multiple "Product of the Year" silver medals for its products. The company exports its products to China, the CIS countries and Europe.



#### **Product range**

Wafers
Chocolate
Biscuits
Sweets
Caramel candy



#### Contacts

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# Confectionery factory Saule LLP

**Confectionery and honey** 

#### **About the company**





Headquarters: Taraz, Jambyl region

Year established: 2017 Turnover: >\$240,000

Annual capacity: >12,000 tonnes

The Saule confectionery factory is one of the largest modern enterprises in the Kazakhstani confectionery market. It produces over 80 types of waffles and biscuits under the trademark "Saule", using advanced European equipment. The company exports its products to China.

#### **Product range**

Waffles Biscuits Gingerbread Puff pastry

#### **Contacts**

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# KondiZ LLP

#### **Confectionery and honey**

#### About the company

Headquarters: Semey, East-Kazakhstan

region

Year established: 2014 Turnover: >\$15 mln

Annual capacity: 22,000 tonnes

KondiZ is one of the youngest and fastest growing confectionery enterprises in Kazakhstan using advanced technologies. It has been producing confectionary products such as biscuits and cookies under the trademark "KondiZ" since 2014. It exports its products to the CIS countries.

#### **Product range**

Buttercream biscuits Crackers Friable cookies









#### **Contacts**

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# Lepsinsk Onimi LLP

**Confectionery and honey** 

#### **About the company**



Headquarters: Lepsi village, Alakol district,

Almaty region

Year established: 2016 Annual capacity: 300 tonnes

Lepsinsk Onimi is engaged in the production, packaging and wholesale-retail sale of natural honey under the brand "Lepsinsky natural honey". It is an environmentally friendly product with a unique taste and rich aroma. Local honey in the last century was regularly supplied to the royal table in St. Petersburg, and in 1913 was recognized as the standard of the best honey in the world. The company exports its products to Russia, the UAE, Japan.

#### **Product range**

Natural honey in a glass jar Natural honey in a linden barrel

#### **Contacts**

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# Kaz-Ir Agro LLP

**Vegetable Oils** 

#### **About the company**

**Headquarters:** Almaty city **Year established:** 2006

Turnover: >\$2 mln

Annual capacity: 2,200 tonnes

Kaz-Ir Agro is one of the few companies that performs the whole production from harvesting up to exporting. It produces cold-pressed safflower oil under the trademark "SAFLORIA", registered in the Republic of Kazakhstan, China and Russia. Safloria oil contains a large amount of linoleic acid (about 80%), which is very useful for health. The company exports to European countries, Russia, Japan, China and Uzbekistan.



#### **Product range**

Safflower oil



#### Contacts

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# Shymkentmay JSC

**Vegetable Oils** 

#### About the company



Headquarters: Shymkent city Year established: 1942

Annual capacity: 365,000 tonnes (cotton

seeds)

Today, Shymkentmay JSC is the largest representative of the fat-and-oil industry in the Republic of Kazakhstan producing a variety of vegetable oils (cottonseed, sunflower, soybean oils) under the trademarks "Donya" "Yuzhanka" "Khozyayka". The company exports to the CIS countries, China, Iran and Afghanistan.

#### **Product range**

Cottonseed oil Sunflower oil Soybean oil

#### **Contacts**

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# Eurasian Foods Corporation <u>JSC</u>

**Sauces** 

#### About the company

Headquarters: Almaty city Year established: 1965 Turnover: >\$100mln

Annual capacity: 140,000 tonnes

Eurasian Food Corporation is one of the leading food enterprises in Kazakhstan and Central Asia, meeting the highest international standards. Its main products are sauces: mayonnaise and ketchup under the trademark "3 zhelaniya" and vegetable oil under the trademark "Shedevr". The products are produced according to the classic recipe, without GMOs, stabilizers, artificial colouring agents and conserving agents. The company exports to the CIS countries and China.









#### **Product range**

Mayonnaise Ketchup Vegetable oil Margarine





#### **Contacts**

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# **Araltuz JSC**

Salt

#### **About the company**

Headquarters: Almaty city Year established: 1925 Turnover: \$24.2 mln

Annual capacity: 600,000 tonnes

The company produces table salt under the trademarks "Araltuz" and "Slavyanochka". It is Kazakhstan's largest producer of table and industrial salt. Its products have no artificial additives (anti-caking agents). The company has been exporting its products to the CIS countries over 7 years.

#### **Product range**

Table salt



#### **Contacts**

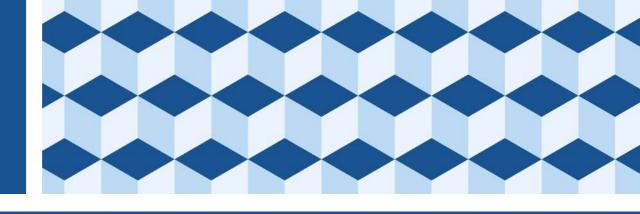
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# **For notes**

For notes		



#### Contacts



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