

Company Info

Established:
1964

Headquarters:
Almaty, Republic of
Kazakhstan

Active in:
Republic of Kazakhstan,
Russian Federation, Republic
of Kyrgyzstan

Turnover:
25 000 000 USD

Productivity
35,000 liters per hour

Website:
<https://cbh.kz/>

Contact person:
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JSC Caspian Beverage Holding

Kazakhstan company, the main activity of which is the creation and promotion of brands of alcoholic and soft drinks, as well as the development of their recipes.

Company Photo

overview



production



Market leader for carbonated sweet drinks (CSD) with a market share of 20%. The market share of juice drinks is 7%. In July 2020, we made the first delivery of products to China.

Product 1 Info

Existing Brand:
Lemonade Nastoyaschy Buratino

Existing Markets:
Republic of Kazakhstan

Target consumer:

Age (6+)
Income (Any)
Geographic Feature (-)

Channel :

(-)Hotel (+)Supermarket
(-)Wet Market (+)Restaurant
(+)Distributor ()Other _____

Or purely B2B, fill in below area

Target client:

Client's sector/products (Trade)
Client feature ()
Geographic Feature ()

Lemonade Nastoyaschy Buratino

Indicative pricing	Packaging size	weight	Shelf-life
3,8 CNY	0,5 liter	0,535	6 months
5,7 CNY	1,0 liter	1,044	6 months
7,5 CNY	1,5 liter	1,554	6 months
8,4 CNY	2,0 liter	2,088	6 months

Features and benefits

Ingredients: Drinking water, sugar, citric acid, ascorbic acid (vitamin C), flavor "Lemonade" identical to natural, sodium benzoate.

No colorants, sweeteners or flavor substitutes are used in the production. All ingredients are natural. Therefore, it really tastes like from childhood! For the preparation of drinks, water from the Tien Shan springs is used.

The product is the leader in its category. Market share 20%. Representation in 100% of retail outlets. First steps in sales in China.

Lemonade Nastoyaschyi Buratino



Links:

<https://youtu.be/oJmgLVLjRDQ>

<https://youtu.be/0jbMGIpCi0k>

<http://www.buratino.kz/>

Product 2 Info

Existing Brand:
Juice drink Kompotay

Existing Markets:
Republic of Kazakhstan

Target consumer:

Age (6+)
Income (Any)
Geographic Feature (-)

Channel :

(-)Hotel (+)Supermarket
(-)Wet Market (+)Restaurant
(+)Distributor ()Other _____

Or purely B2B, fill in below area

Target client:

Client's sector/products (Trade)

Client feature ()

Geographic Feature ()

Juice drink Kompotay

Indicative pricing	Packaging size	weight	Shelf-life
4,5 CNY	0,5 liter	0,535	9 months
7,5 CNY	1,0 liter	1,044	9 months
10,2 CNY	1,5 liter	1,554	9 months

Features and benefits

Ingredients: Purified mountain water, sugar, natural juice base "Cranberry", concentrated natural apple juice, natural food grade fiber for healthy products Fibregum B. Made from real fruits according to a special recipe, maximum preserving all the beneficial properties of the drink.

The product is the leader in its category. Market share 7%. Representation in 90% of retail outlets.

Juice drink Kompotay

ҚАРА,
ІШІНДЕ НЕ БАР!
СМОТРИ,
ЧТО ВНУТРИ!

100% ТАБИҒИ!
100% НАТУРАЛЬНЫЙ
Компотай

КОМПОТАЙ.КЗ

The advertisement features a clear plastic bottle of Kompotay juice on the left, with a label that reads 'Компотай' and 'КЛАССИКАЛЫҚ КЛАССИЧЕСКИЙ'. To the right, a hand holds a knife, slicing through a variety of fruits (apples, oranges, blueberries, raspberries) which are splashing in a dynamic, golden-brown liquid. The background is a warm, sunlit kitchen setting. The text 'ҚАРА, ІШІНДЕ НЕ БАР! СМОТРИ, ЧТО ВНУТРИ!' is written in a mix of Cyrillic and Latin characters. At the bottom right, a sign reads '100% ТАБИҒИ! 100% НАТУРАЛЬНЫЙ Компотай'. The website 'КОМПОТАЙ.КЗ' is printed at the bottom center.