



Company Info

Established:
1994 Y

Headquarters:
Kostanay, Kazakhstan

Active in:
Kazakhstan,
Russian Federation

Turnover:
10 375 000 000 KZT
(~24 million USD)

Productivity
200 Ton/ day

Website:
www.dep.kz

Contact person:
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“DEP” Limited Liability Partnership milk and dairy products manufacturer

Company Photo

overview



production



1997, Kostanay – milk and fermented-milk products manufacturing complex was launched (150 tons per day);

2001, Kostanay – ice cream manufacturing complex was built and launched

2005, Lisakovsk, Kostanay region – milk processing plant was obtained and launched (100 tons per day)

2005 – the International Quality Standard System ISO 9001: 2000 was implemented and the international certificate TUV NORD (Germany) was obtained. Since 2017, the company is certified for compliance with the requirements of ST RK ISO 9001-2016 (ISO 9001: 2015)





WHOLE CONDENSED MILK WITH SUGAR

Existing Markets:

Kazakhstan,
Russian Federation

Target consumer:

Age (25-35)

Income (median)

Geographic Feature ()

Channel :
(+)Hotel (+)Supermarket
(+)Wet Market (+)Restaurant
(+)Distributor ()Other All

Target client:

Client's sector/pr oducts
(food distributors)

Client feature (manufacture of confectionery)

Geographic Feature (-)

WHOLE CONDENSED MILK WITH SUGAR

- \$1.82 (can, 600 g), \$1.89 (plastic can, 700 g), \$1.95 (caramelized, can, 600 g)
- 600 g, 700 g
- 12 months

Features and benefits

Nutrition value per 100g: fat 8.5 g, protein 7.2 g, carbohydrates 56.0 g, incl. sucrose 43.5 g.

Energy value per 100g (caloric content): 1377 kJ/329 kcal.

Environmentally friendly products

Product track record and achievements (+experience in China)

"BEST FOODEXPO QAZAQHSTAN 2019" in the category Dairy products

Gold quality mark "All-Russian brand (III millennium). Quality mark of the 21st century«

Victory in the competition for trademarks of the magazine, TV program and TV channel "Test purchase"





WHOLE CONDENSED MILK WITH SUGAR

Whole condensed milk (can, 600 g)



Whole condensed milk
(plastic can, 700 g)



Caramelized condensed milk (can, 600 g)





ULTRA HEAT-TREATED MILK

Existing Markets:

Kazakhstan,
Russian Federation

Target consumer:

Age (25-35)

Income (median)

Geographic Feature ()

Channel :

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

Target client:

Client's sector/products (food distributors)

Client feature (manufacture of confectionery)

Geographic Feature (-)

ULTRA HEAT-TREATED MILK

Types:

1) Drinking milk, ultra heat-treated, fortified with micronutrients (Fe,Zn,Cu) and provitamin A (β -carotene)

- \$0,37
- 500 g
- 6 months

Nutritional value per 100 g: fat 2.5 g, protein 2.8 g, carbohydrates 4.7 g, incl.

Energy value per 100g (caloric content): 222 kJ/53 kcal

2) Drinking milk, ultra heat-treated, selected

- \$0,62
- 500 g
- 6 months

Nutritional value per 100 g: fat 3-4 g, protein 2.8 g, carbohydrates 4.7 g

Energy value per 100g (caloric content): 239 kJ/57 kcal. 276 kJ/66 kcal.

3) Drinking milk, ultra heat-treated, baked tea milk

- \$0,65
- 500 g
- 6 months

Nutritional value per 100 g: fat 6 g, protein 7.2 g, carbohydrates 56.0 g, incl. sucrose 43.5 g.

Energy value per 100g (caloric content): 1377 kJ/329 kcal.

4) "Milky Dream" strawberry, chocolate, vanilla, milkshake ultra-pasteurized

- \$0,62
- 500 g
- 6 months

Nutritional value per 100 g: fat 1.8 g, protein 2.8 g, carbohydrates 10.5 g, incl. sucrose 5.5 g.

Energy value per 100g (caloric content): 289 kJ/69 kcal.



ULTRA HEAT-TREATED MILK

Drinking milk, ultra heat-treated, fortified



Drinking milk, ultra heat-treated, selected



Drinking milk, ultra heat-treated, baked tea milk



“Milky Dream”
strawberry, chocolate,
vanilla, milkshake
ultra-pasteurized




CENTER FOR TRADE POLICY DEVELOPMENT



Link to a presentation of a company/ product

https://drive.google.com/drive/folders/1_gxvn0GWbx0vAM-5YhcZ2WIGHBeD_5Tk?usp=sharing



Ice cream

Existing Brand:

Existing Markets:

Kazakhstan,

Russian Federation

Target consumer:

Age (25-35)

Income (median)

Geographic Feature ()

Channel :

(+)Hotel (+)Supermarket

(+)Wet Market (+)Restaurant

(+)Distributor (+)Other _____

Target client:

Client's sector/products (food distributors)

Client feature (manufacture of confectionery)

Geographic (-)

Feature

Ice cream (weighted, in a container)

Creme brulee ice cream

• \$2,40 (750g), \$1,63 (500g)

• 6 months

Vanilla ice cream

• \$2,40 (750g), \$1,63 (500g)

• 6 months

Chocolate ice cream

• \$2,49 (750g), \$1,63 (500g)

• 6 months

Other flavors: pineapple, strawberry, hazelnut, melon, tiramisu,

Features and benefits

Nutritional value per 100 g: fat 15 g, protein 3.7 g, carbohydrates 19.4 g, incl. sucrose 14 g.

Energy value per 100g (caloric content): 950 kJ/227 kcal.



Ice cream (weighted, in a container)

Creme brulee



Vanilla



Chocolate





Vanilla plombier ice cream

Existing Brand:

Existing Markets:

Kazakhstan,
Russian Federation

Target consumer:

Age (25-35)

Income (median)

Geographic Feature ()

Channel :

(+)Hotel (+)Supermarket

(+)Wet Market (+)Restaurant

(+)Distributor (+)Other _____

Target client:

Client's sector/products (food distributors)

Client feature (manufacture of confectionery)

Geographic Feature (-)

Ice-cream in waffle cups

1) Vanilla ice cream

- \$0,20
- 60g
- 6 months

2) Chocolate ice cream

- \$0,20
- 60g
- 6 months

3) "Strawberry" plombiere ice cream with fruit jam

- \$0,20
- 60g
- 6 months

Nutritional value per 100 g: fat 8.5 g, protein 7.2 g, carbohydrates 56.0 g, incl. sucrose 43.5 g.

Energy value per 100g (caloric content): 1377 kJ/329 kcal.



Ice-cream in a waffle cup

Vanilla ice-cream

Chocolate ice-cream

Strawberry ice-cream

