

## Company Info

**Established:**  
1965

**Headquarters:**  
Almaty, Kazakhstan

**Active in:**  
Uzbekistan, Turkmenistan,  
Tajikistan, Kyrgyzstan

**Turnover:**  
100 000 000 USD

**Productivity**  
140 000 tons per year

**Website:**  
[www.efc.kz](http://www.efc.kz)

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# Eurasian Foods Corporation JSC

Eurasian Foods Corporation Holding is one of the leading and most important food enterprises in the Republic of Kazakhstan and Central Asia, a recognized leader of the republic among manufacturers of fat-and-oil products that meet the highest international standards, with a production volume of more than 140 000 tons per year.

## Company Photo

overview



production



## Company track record and achievements (+experience in China)

Products of EURASIAN FOODS CORPORATION HOLDING are very popular among consumers and are winners of various international and national competitions, professional degustation's, they have been awarded with medals and diplomas for the high quality and great taste repeatedly.

Products of EURASIAN FOODS CORPORATION HOLDING were awarded with honorary awards received for the high organizational level of quality products and contribution to the development of the industrial potential of the Republic of Kazakhstan.

The Holding was repeatedly awarded with the prestigious title "No. 1 DOMESTIC MANUFACTURER OF FAT-AND-OIL PRODUCTS IN KAZAKHSTAN" at the National Competition "Choice of the Year"



## Product 1 Info

### Existing Brand:

«3 желания»

### Existing Markets:

Kazakhstan, Kyrgyzstan,  
Uzbekistan, Russia,  
Uzbekistan, Georgia,  
Azerbaijan, Armenia, Mongolia,  
Tajikistan,  
Turkmenistan

### Target consumer:

Age (25-65)

Income (AB)

Geographic  
Feature

### Channel:

Hotel  Supermarket

Wet Market  Restaurant

Distributor  Other \_\_\_\_\_

## Mayonnaise «3 Желания» «3 Zhelaniya»

- Indicative pricing: 0.20 – 0.80 USD
- Packaging size: 190 – 800 gr
- Shelf-life: 150 days

## Features and benefits

The products are produced according to the classic recipe, without GMO, stabilizers, artificial coloring agents and conserving agents. The use of natural ingredients in the recipe: high-quality sunflower oil, milk, egg yolk and mustard oil gives «3 Zhelaniya» TM mayonnaises a great rich taste.

## Product track record and achievements

No. 1 Brand in Kazakhstan (ketchups, mayonnaises and sauces)

Rich tasty history (since 1962)

Availability (good distribution and price)

A recipe that has been proven over the years, and innovative laboratory is constantly working to improve it. Wide assortment and constant novelties.



## Product 1: Mayonnaise «3 желания» «3 Zhelaniya»

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product



Photo #6 of the product



Links:

<https://www.youtube.com/watch?v=ZGLnjTCyYjc>

<https://eng.efc.kz/our-brands/tri-zhelaniya/mayonnaise/>

## Product 2 Info

**Existing Brand:**  
«3 желания»

**Existing Markets:**  
Kazakhstan, Kyrgyzstan,  
Uzbekistan Russia,  
Uzbekistan, Georgia,  
Azerbaijan, Armenia, Mongolia,  
Tajikistan,  
Turkmenistan

### Target consumer:

Age (25-65)

Income (AB)

Geographic  
Feature

### Channel:

Hotel  Supermarket  
 Wet Market  Restaurant  
 Distributor  Other \_\_\_\_\_

## Ketchup «3 Желания» «3 Zhelaniya»

- Indicative pricing: 0.20 – 0.50 USD
- Packaging size: 250 – 450 gr
- Shelf-life: 180 days

## Features and benefits

High content of the natural organic pigment «lycopene» having antioxidant features in combination with unique recipes, carefully selected composition and high class production technology make ketchups of 3 Zhelaniya TM not only delicious, but also healthy.

## Product track record and achievements

Ketchup is a fast growing category. In the category of ketchups «3 Zhelaniya» it is confidently leading in terms of knowledge, consumption and loyalty, while there is a growth trend.





## Product 2: Ketchup «3 Желания» «3 Zhelaniya»

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product



Photo #6 of the product



Links:

<https://www.youtube.com/watch?v=sfuQKYNFISA>

<https://eng.efc.kz/our-brands/tri-zhelaniya/ketchup/>

### Product 3 Info

**Existing Brand:**  
«Шедевр»

**Existing Markets:**  
Kazakhstan, Kyrgyzstan,  
Uzbekistan Russia,  
Uzbekistan, Afghanistan,  
Tajikistan, Turkmenistan,  
China

#### Target consumer:

Age (25-65)

Income (AB)

Geographic  
Feature

#### Channel:

Hotel  Supermarket

Wet Market  Restaurant

Distributor  Other \_\_\_\_\_

### Vegetable oil «Шедевр» «Shedevr»

- Indicative pricing: 0.92 – 4.60 USD
- Packaging size: 1l. – 5l.
- Shelf-life: 365 days

### Features and benefits

Vegetable oil of Shedevr TM with high natural content of Vitamin E and free of cholesterol is perfect for diet and baby nutrition. The production process of Shedevr TM oil includes 5 stages of refining, through this it does not foam and burn during frying.

### Product track record and achievements

Vegetable oil: improved taste. Made from natural raw materials. Transparent, tasteless and odorless. Rich in vitamin E and polyunsaturated fatty acids. Produced on high-tech European equipment.



## Product 3: Vegetable oil «Шедевр» «Shedevr»

Photo #1 of the product



Photo #2 of the product



### Links:

<https://www.youtube.com/watch?v=7TitWSJFIRA&list=PLK1rC1Q6Cnhp5aEbfNGCiTRqAqc8mSm30&index=3>

<https://eng.efc.kz/our-brands/shedevr/>

## Product 4 Info

### Existing Brand:

«K chayu»

### Existing Markets:

Kazakhstan, Uzbekistan,  
Turkmenistan, Russia,  
Georgia, Kyrgyzstan

### Target consumer:

Age (25-65)

Income (AB)

Geographic  
Feature

### Channel:

Hotel  Supermarket

Wet Market  Restaurant

Distributor  Other \_\_\_\_\_

## Margarine «К чаю» «K chayu»

- Indicative pricing: 0.28 – 0.60 USD
- Packaging size: 200 – 380 gr
- Shelf-life: 240 days

## Features and benefits

A wide range of packaged specialized margarines of 3 Zhelaniya TM is intended for home use. Delicate, pleasant taste and stable quality of products allow achieving consistently excellent results when baking cookery, pastry and confectionery products. Kazakhstan brand of butter, spreads and margarines with product quality at the level of the best manufactures in Russia and the world.

## Product track record and achievements

Fat content - 60%. Butter k Chayu (for tea) is perfect for sandwiches, dressing porridges and side dishes, as well as for frying and stewing due to delicate milk and creamy taste, flavor and soft, flexible texture, easily spread on bread even cold. Plastic cup is easy-to-use, storage and transportation. Delicate creamy taste without foreign tastes and odors. It is produced according to European technologies without the use of chemical additives and GMO.



## Product 4: Margarine «К чаю» «K chayu»

Photo #1 of the product



Photo #2 of the product



Links:

<https://eng.efc.kz/our-brands/tri-zhelaniya/margarines/>