



Company Info

Established:
1971

Headquarters:
Uralsk, Kazakhstan

Active in:
Russia

Turnover:
USD 8 mln

Productivity
50 mln liter/year

Website:
www.nurzhanar.kz

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Nurzhanar JSC

Beer and beverage producing company

The main activity of the company is the production of various kinds of beer, kvass, soft drinks and drinking water.

The company has implemented and certified an integrated quality management system for compliance with the requirements of international standards ISO 9001 and Quality Management system and food safety, based on the principles HACCP (Hazard Analysis and Critical Control Points).

Company Photo

overview



production



Company track record and achievements (+experience in China)

KazakhExport and Wuhan Asia Europe Logistics Co., Ltd signed a memorandum to open the store departments' chain in November 2019. Wuhan Zhongshang Supermarket Chain Co., Ltd supported the initiative and inaugurated the first thematic department in the Kazakh national style. Nurzhanar also demonstrated there products as seen on the picture.





Product Info

Existing Brand:

Kvass Khlebniy

Existing Markets:

Kazakhstan, Russia

Target consumer:

Age (16 - 35)
 Income (from 100\$)
 Geographic (better if hot
 Feature weather)
 Channel :
 ()Hotel (*)Supermarket
 ()Wet Market ()Restaurant
 (*)Distributor ()Other _____

Kvass

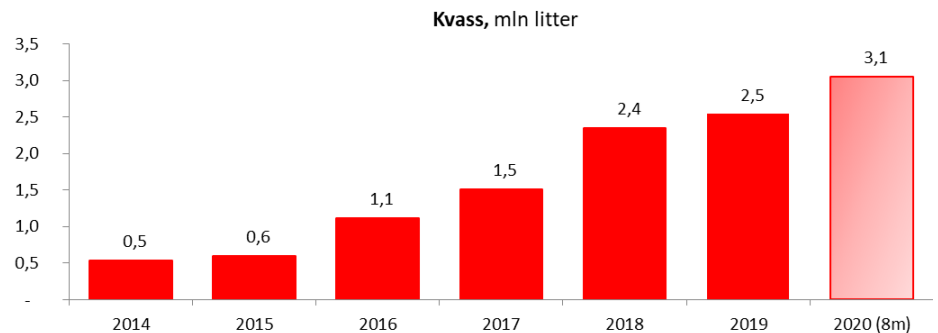
- \$0.71 EXW
- 0.5 liter glass bottle
- 12 month

Features and benefits

Kvass - a traditional drink, prepared according to the ancient recipe, has a sour-sweet taste with the aroma of rye bread. "Kvass" combines unique shades of rich taste of a natural product and is best as a summer drink.

Certified production technology together with using of special yeast and natural ingredients gives our kvass its refreshing nice taste.

Product track record and achievements (+experience in China)



Kvass has been repeatedly awarded with various awards and diplomas for its quality. In 2017 kvass was also win the Presidential Award "the best goods of Kazakhstan". This is one of the top awards that manufacturing company can get in Kazakhstan.



Kvass

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

