



## Company Info

### Established:

1993

### Headquarters:

Almaty

### Active in:

Kazakhstan, Kyrgyzstan,  
Tajikistan, Uzbekistan,  
Georgia Mongolia, Russia,  
China

### Turnover:

USD 20 000 000

### Productivity

165 000 tonnes (carton) per  
year

### Website:

<https://purepack.kz/en/>

### Contact person:

Export Director

Matvey Zhivotovskiy

### E-mail

Matvey.Zhivotovskiy@raimbek.com

## Pure Pack (Raimbek Group)

Pure Pack is a leading producer of juices, nectars and milk products in Kazakhstan.

Products are represented by the following brands: «Juicy», «Juicy Junior», «Palma»

1992 – foundation of Raimbek Group.

1998 – launch of «Juicy» brand.

1999 – launch of «Palma» brand.

2005 – start-up production of the first in Kazakhstan 2-liter format products.

2006 – the Company received the European «New Millennium award» at the international distribution of prizes for quality in Rome as the best producer of juices and nectars.

2011 – launch of «Juicy» product in a new packaging; launch of «Junior».

2012 – the juice subdivision of Raimbek Group takes the third place in the exhibition «The best product of Kazakhstan»; Company starts up the production of the new Fantan drink.

The product was created on the base of natural juices; it is invigorating and thirst-quenching and suits perfectly to be served at various events. The National League of Consumers of Kazakhstan awarded «Juicy» with yet another one People quality mark «Perfect».

2013 – three items of Juicy series received gold medals in the professional contest-tasting of food products and drinks «Quality traditions» within the International Exhibition of Food Industry «InterFood Astana 2013».

To prepare juices Raimbek Group gathers fruits at the best plantations of Brazil, South Africa, Chili, Greece and other countries. We sort out fruits carefully choosing for our juices only the ripest, juiciest and most delicious fruits. The core of the company's philosophy is the impeccable quality and all raw materials pass through thorough laboratory research. Raimbek Group's production site of soft drinks is certified in conformance to the requirements of international standards ISO-9001 and ISO-14001.

The products of Raimbek Group are approved and recommended by the Kazakh Academy of Nutrition





## Product 1 Info

### Existing Brand:

Palma

### Existing Markets:

Kazakhstan, China, Russia, Kyrgyzstan

### Target consumer:

Age (3-65)

Income (low – med)

Geographic (all)

Feature

Channel :

Supermarket

Distributor

## Product 1 “Palma” juices

- Indicative pricing: \$0.45 FCA per litre
- Packaging size: 1 litre, 2 litres, 200 ml
- Shelf-life: 12 months

## Features and benefits

«Palma» juices, nectars and drinks are rich with vitamins and minerals that is why they are suitable for adults and children.

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

Palma is the leader in beverages and nectars sales volume in the moderate price segment.\*

Time-proven quality 100% natural. Does not contain artificial colorants and preservatives.

Good value for money.

Only high-circulating assortment, convenient volume 1l, 2l, 0.2l

\* AC Nielsen, 2015.



# Product 1 “Palma” juices





## Product 2 Info

### Existing Brand:

Juicy

### Existing Markets:

Kazakhstan, Kyrgyzstan,  
Russia, Georgia,  
Turkmenistan, Tajikistan,  
Mongolia, China

### Target consumer:

Age (3-65)

Income (med – high)

Geographic Feature (all)

Channel:  
Supermarket  
Distributor

## Product 2 “Juicy” juices

- Indicative pricing: \$0.85 FCA per litre
- Packaging size: 1 litre, 2 litres 200ml
- Shelf-life: 12 months

## Features and benefits

«Best fruits-best juice»

Juicy brand – brand of premium juice quality. The best fruits only for nice and rich taste

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

«Juicy» is a credible brand for the Kazakhstani. 100% organic.

«Juicy» is one of the most recognizable and one of the most consumable brands within the product category of juices. \*

«Juicy» is the most multitudinous and the most multifarious product line of various flavors.

Every eighth of the juice packages being sold in Kazakhstan, is merchandised under the «Juicy» trademark.\*\*

Approved and recommended by the Kazakh Academy of Nutrition.

\* MMI, 2016.

\*\* Global Data, 2016.

Juicy brand – leader brand on Kazakhstan Juice market. 100% natural. Free from: food coloring, artificial additives free, preservatives.



## “Juicy” juices



## “Juicy Junior” juices

