



## Company Info

**Established:**  
1994

**Headquarters:**  
Almaty, Kazakhstan

**Active in:**  
Kazakhstan, Kyrgyzstan,  
Tajikistan, Uzbekistan,  
Mongolia, Russia, China

**Turnover per year:**  
200 mln USD

**Productivity**  
1 billion litres per year

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

**Contact person:**  
Ivan Pirogov

**E-mail**  
[Ivan.pirogov@brands.kz](mailto:Ivan.pirogov@brands.kz)

## «RG Brands Kazakhstan»

RG Brands is a developing international company - the largest manufacturer of beverages and food in Kazakhstan and Central Asia. The company has four modern production sites in the North and South of Kazakhstan with a total capacity of 1 billion litres per year. Own sales and distribution platform with a high share of direct sales provides access to products to more than 100 million consumers in Kazakhstan, Kyrgyzstan and Russia. Over 2,000 employees.

### Company Photo

overview

production



- Leading food and beverage player in Kazakhstan with an expansion strategy spreading to a broader Central Asian and Russia regions
- Diversified player with a balanced portfolio of complementary products and strategic focus on product innovation
- Strong brands and leading market positions across all business segments: #1 juice producer, #1 tea brand, #2 player in carbonated drinks, #1 UHT milk brand
- Exclusive bottling partner for PepsiCo and Pepsi Lipton
- Up to date production facilities with available production capacity
- Extensive nationwide sales and distribution platform with high share of direct sales





## Product 1 Info

**Existing Brand:**  
Gracio

**Existing Markets:**  
Kazakhstan, Central Asia,  
Russia, Mongolia, China

**Target consumer:**  
Age (25-45)

Income (middle+)

Geographic Feature(Urban)

Channel :

Hotel (\*) Supermarket (\*)

( )Wet Market Restaurant (\*)

(Distributor (\*) )Other \_\_\_\_\_

Or purely B2B, fill in  
below area

**Target client:**

Client's(Strong trade  
partners with existing  
contracts retail chain  
and online platforms)

Client feature ( )

Geographic Feature ( )

others :

## Product 1 - Gracio Super Fruits juice

- Indicative pricing on the shelf (Retail store) : 25 – 28 RMB for pack
- Packaging size: 0.95 L
- Shelf-life: 12 month

## The mood of the brand

We did not reinvent the juice, but only collected the best berries and fruits to create Gracio. Designed for the most discerning gourmets, Gracio is designed to give pleasure to the most sophisticated juice connoisseurs.

## Brand Philosophy

A world full of pleasure and emotion... The world of Gracio. Designed for true connoisseurs, Gracio offers luxury taste and premium quality. Try Gracio and experience how our juice becomes an inexhaustible source of pleasure.

## Product description

Gracio Super Fruits are exquisite juice made from the finest fruit carefully selected for the most demanding connoisseurs around the world. Try a new line of antioxidant juices designed to maintain youth and beauty



**QazTrade**  
CENTER FOR TRADE POLICY DEVELOPMENT





## Product 1 - Gracio Super Fruits

Photo #1 Green apple



Photo #2 Cherry



Photo #3 Mango+



Photo #4 Pomegranate



Photo #5 Tropical



Photo #6 Pineapple



Links:

**Link #1 to video:**

[https://api.rgbrands.com/uploads/0/1711-apple\\_stamp\\_16x9.mp4](https://api.rgbrands.com/uploads/0/1711-apple_stamp_16x9.mp4)

**Link to a presentation of a company:**

<https://rgbrands.com/en/brand/gracio>





## Product 2 Info

**Existing Brand:**  
DaDa

**Existing Markets:**  
Kazakhstan, Central Asia,  
Russia, Mongolia, China

**Target consumer:**  
Age (25-45)  
Income (middle+ )  
Geographic Feature(Urban)  
Channel :  
Hotel (\*) Supermarket (\*)  
( )Wet Market Restaurant (\*)  
(Distributor (\*) )Other \_\_\_\_\_

Or purely B2B, fill in  
below area

**Target client:**  
Client's(Strong trade  
partners with existing  
contracts retail chain  
and online platforms)  
Client feature ( )  
Geographic Feature ( )

## Product 2 – DaDa juice

- Indicative pricing on the shelf (Retail store) : 18 – 20 RMB per pack
- Packaging size: 0.95 L: 0.2L: 0.5 L (PET)
- Shelf-life: 12 month

## At the foundation of health lies healthy nutrition

The foundation is laid, foremostly, within a family. DaDa is created so that you always have a health drink on your table. Even a glass a day will be hugely beneficial for your body. Try adding DaDa to your daily meal plan and make it a healthy habit. It's simple!

## Brand philosophy

One glass of DaDa equals to a serving of fresh fruit. The fruit are an essential part of healthy nutrition. Ensuring the health for the entire family is DaDa's main task. With it, it is so simple to take care of your well-being! Never before has eating healthy been so delicious.

## Product Description

DaDa contains no sugar – it's rich in taste thanks to natural fruit. Besides, 100-percent natural DaDa is rich in vitamins: a glass contains the same amount of vitamins as a serving of fruit. They have a pleasurable smooth taste. Orange, apple, cherry, peach, tropical mix, tomato – everyone will find a DaDa that suits their particular taste.





## Product 2 - Da Da

Photo #1



Photo #2



Photo #3



Photo #4



Photo #5



Photo #6



Links:

*Link #1 to video:*

<https://rgbrands.com/en/brand/dada-healthy-morning>

*Link to a presentation of a company/ product:*

[https://api.rgbrands.com/uploads/0/374-dada\\_ru.mp4](https://api.rgbrands.com/uploads/0/374-dada_ru.mp4)



## Product 2 - DaDa (kids & Teens)

Photo #1  
Berries mix



Photo #2  
Apple&pear



Photo #3  
Green apple



Photo #4  
Apple & mint



Photo#5  
Orange & lemongrass



Photo#6  
Berries & karkade





## Product 3 Info

**Existing Brand:**  
A'su

**Existing Markets:**  
Kazakhstan, Central Asia,  
Russia, Mongolia, China

**Target consumer:**

Age (15-55)

Income (middle+)

**Geographic Feature(Urban)**  
Channel :

Hotel (\*) Supermarket (\*)  
( )Wet Market Restaurant (\*)  
(Distributor (\*) Other \_\_\_\_\_

Or purely B2B, fill in  
below area

**Target client:**

Client's(Strong trade  
partners with existing  
contracts retail chain  
and online platforms)

Client feature ( )

Geographic Feature ( )

## Product 3 – natural water A'SU

- Indicative pricing on the shelf (Retail store) : 5-7 RMB for pack
- Packaging size: Glass-0.25L; 0.5L/ PET – 0.5L
- Shelf-life: 12 month

## About brand

Nature is harmony. It inspires us every day to achieve new peaks. Natural water A'SU is enriched with the unique balance of mountain minerals and has soft taste owing to natural filtration. Water A'SU is for support of water balance and enrichment of the body with useful minerals every day.

## Philosophy of the Brand

Water A'SU is where healthy and active life, self-development and training, dreams and targets to support, to motivate and to inspire, A'SU provides resources necessary for any activities owing to the composition which is consistent as closely as possible with the composition of melt water and is enriched with the unique balance of mountain minerals. We exist so that you go steadily to the peak of your individual self.



## Product 3 - Natural water A'su

Photo #1 glass 0.25L



Photo #2 Glass 0.5L



Photo #3 PET 0.5L



Photo #4 PET 0.5L limon



Photo#5 0.5L Mint



Photo#6 0.5L ginger



### Links:

#### *Link #1 to video:*

[https://api.rgbrands.com/uploads/0/2260-rgbrands\\_asu\\_adapt\\_rus\\_yt\\_16x9\\_15s.mp4](https://api.rgbrands.com/uploads/0/2260-rgbrands_asu_adapt_rus_yt_16x9_15s.mp4)

#### *Link to a presentation of a company/product:*

<https://rgbrands.com/en/brand/asu-water>