



Products Presentation of "EUROSNACK"
Company



THE BIRTH OF A BRAND



The many years of experience of "Eurosnack" Company in the production and marketing of snack products has led to the birth of a new premium brand "BONDIAF" with its mission, philosophy and positioning.

The TM "BONDIAF" snacks are exclusively premium **products of premium class**, focused on consumers from the middle, middle +, premium and consumers who are trying to get into these segments.



BRAND MISSION



The mission of the brand is to combine traditions with high technology, product quality and packaging innovation, **opening a new perspective on everyday products.**



BRAND PHILOSOPHY

During the formation of the philosophy and concept of the **PREMIUM BRAND**, as well as during the creation of a logo and packaging there were led a variety of marketing studies. These events were held at shopping malls of chain stores and in specially formed focus groups (according to the principle: age, gender, wealth, interests, urbanization)

Research has revealed a number of consumer associations and emotional characteristics:

- G-factor and high quality;
- Premiality;
- Ecological compatibility;
- Creativity;
- Modernity of a product;
- Trust;
- European brand;
- Logo and brand, which "somewhere have met".



PHILOSOPHY OF QUALITY

Subordinating to the birth of the brand and its philosophy of a "Quality", for the production of products "BONDIAF" there are used only the best raw materials that is **the selected seed of confectionery grades "Lakomka (Gourmet)" and "Almaz (Diamond)" with caliber not lower than 3,8+**, grown on fertile lands of the south of Ukraine by advanced farmers.

PARTNERS

Premium-brand products "BONDIAF" are widely represented in most major trading retail chains in the south of Ukraine. We are proud of our reliable partners.

Our partners are distributors who allow to guarantee stable deliveries to more than 3000 sales outlets of the linear retail market of the Odessa region.



PREMIUM



The seeds of "BONDIAF PREMIUM" is the most popular position, which is most in demand in the assortment line "BONDIAF".

"PREMIUM" is a product aimed at people with high quality requirements. Seeds are pure with a rich taste and aroma. The caliber is preferably 4.0+. Package design of "PREMIUM" is with the maximum emphasis on this segment with perfect laconicism and precision in every detail.



- The most selected raw materials of "premium" varieties, the caliber is mainly 4,0+;
- Packing 80 g / 50 pc in the box and 150 g / 25 pc in the box;
- Target audience: male / female - 40/60%, segment: middle, middle +, premium, and consumers who are trying to get into these segments;
- Price category: above average and high;
- The packaging design is made in non-traditional colours for this product that calls attention to itself

DE' LUXE



"DE' LUXE" is a trendy product for successful and uncompromising people, for true expert of quality and taste. This position occupies the top position in the premium segment. In the production of seeds "DE' LUXE" are used seeds of confectionery varieties of a particularly large size.

The package of deep blue colour symbolizes success and leadership. Laconic minimalism of details, restraint in colours and shades does not leave doubts about the product's belonging to the elite segment.



The bright spot "SIZE 5+", located on the front side will attract the attention of consumers.

- The most selective raw material of deluxe varieties, the caliber is mainly 4.5+;
- Packing 80 g / 50 pc in the box and 150 g / 25 pc in the box;
- Target audience: male / female - 40/60%, segment: middle, middle +, premium, and consumers who are trying to get into these segments;
- Price category: above average and high;
- The packaging design is made in non-traditional colors for this product that calls attention to itself

DE' LUXE 300



Packing seeds of 300 g gather around a fun friendly company. With ease it ends when you watch your favorite movies, programs in long winter evenings.



- The most selective raw material of “deluxe” varieties, the caliber is mainly 4.5+;
- Packing 300 g / 15 pcs in the box;
- Target audience: male / female - 40/60%, segment: middle, middle +, premium, and consumers who are trying to get into these segments;
- Price category: above average and high;
- The design of the package is made in non-traditional colors for this product that calls attention to itself

WHY BONDIAF?

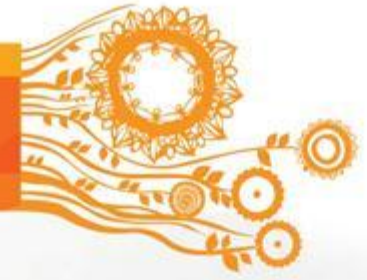


- **Raw materials of the highest quality;**
- **Largest caliber;**
- **Unique recipe;**
- **Stable high quality of the final product;**
- **Unique patented packaging;**

- **Honest and favorable conditions for partners;**
- **Stability of supplies;**
- **Efficiency of execution of orders;**
- **Product demand on the market.**



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