



PERUOHISU

alcoholic company

ABOUT US

from **2003** year

leading and most successful Moscow region
alcohol market operator

6,9
billion
₽ turnover
for 2020

18 years stubborn
team work

500 + employees organization
staff

HIGH-QUALITY LOGISTICS

1000⁺

daily
orders

up to

12

hours order
execution time

9000 m²

warehouse area



120

cars
company's
fleet

Regional partners



27

SOUTH OF
RUSSIA INCLUDING
SK FD

69

SIBERIA
AND
FAR EAST

14

VOLGA REGION

38

Central Federal District and Northwestern
Federal District

16

URAL

MOSCOW

REGION 50 company
GOROD 77 company

**St.
Petersburg**

ECO Wine company

CFD

central federal district

YAROSLAVL
KALUGA, VLADIMIR
RYAZAN

SALES DIRECTIONS



5

regional managers

35

on-trade managers

85

off-trade Moscow region managers

35

off-trade CFD managers

5

KA managers

50

off-trade Moscow managers



ON-TRADE

1200 clients



CFD

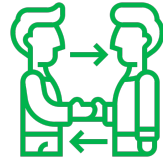
(central federal district)

800 clients



OFF-TRADE

4600 clients



B2B

200 clients



KA

X5 Retail, Magnit, Auchan, Billa, Lenta, Okay, Tvoy Dom, Giperglobus, Avoska, Azbyka Vkusa, Aroma, Verny, Selgross, Magnolia



CUSTOMER BASE

formed customer base and the regular search for new customers allowed us to achieve high results in coverage and high-quality distribution in the Moscow region, as well as in the Central Federal District: Tula, Vladimir, Kaluga, Yaroslavl, Ryazan

RESTAURANTS AND CORPORATE CLIENTS

Thanks to a wide range of products from world bestsellers, such as Bacardi Rus, Maxxium Russia, Pernord Ricard, Campari and our own brands, including all alcoholic categories, as well as a wide range of quality imported wines from Italy and Portugal to Chile and New Zealand - allows us to create the most advantageous offer for our clients. We provide training and tastings, organizing wine tours at the wineries of our suppliers.

AMONG OUR CLIENTS:

CORPORATIONS:

Domodedovo
Sheremetievo
Vodohod
Mosturflot

BARS:

Bambule
Klava
Kolokol
Inostantsi

RESTAURANT CHAINS :

Chocoladnitsa
Cofemania
Florentini

RESTAURANTS:

Sahalin
White Rabbit
Selfie Restaurant
Beluga

GASTRONOMIC MARKETS:

Usachevckiy
Centralniy



PARTNERS

The assortment portfolio includes all federal brands

The company has direct contracts with the largest producers of alcoholic beverages, and the company's clients have a unique price offer for the entire assortment portfolio

3000⁺

sku in-demand positions

100⁺ direct contracts

The strategic direction of the company's development is to work only with official manufacturers with a stable reputation on the alcohol market



OWN BRANDS

For more than 15 years the company's activity has been aimed at creating products that meet the highest quality level and have competitive design solutions

In 2005 the company began to independently sell products manufactured under its own trademarks

All trademarks are legally protected, produced at the best enterprises in compliance with quality standards



VODKA

more than 10 successful brands included in the TOP 10 according to Nielsen statistics



WINE AND CHAMPAGNE

more than 10 countries of import, the best manufacturers



COGNAC

4 brands, production in Armenia and Russia



ELITE PRODUCTS

whiskey, rum, tequila, gin and imported vodka

FOREIGN ECONOMIC ACTIVITY

Our company specialists have many years of experience in the wholesale import of alcoholic beverages to Russia and their customs clearance

We independently provide a full range of services for the preparation of the necessary documentation and logistics of alcoholic beverages



IMPORT 2020

507,7
mln rub.

import purchase
increased in 2020

6,9 mln r.
PORTUGAL

5,9 mln r.
SOUTH AFRICA

7,5 mln r.
PANAMA

8 mln r.
MEXICO

11 mln r.
ARGENTINA

17 mln r.
CHILIE

17,1 mln r.
BELARUS

22 mln r.
SLOVAKIA

34 mln r.
GERMANY

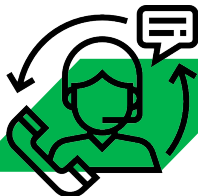
36,1 mln r.
FRANCE

37 mln r.
SPAIN

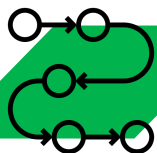
115,2 mln r.
ITALY

190 mln r.
ARMENIA

COMPETITIVE ADVANTAGES



extensive work experience with retail clients



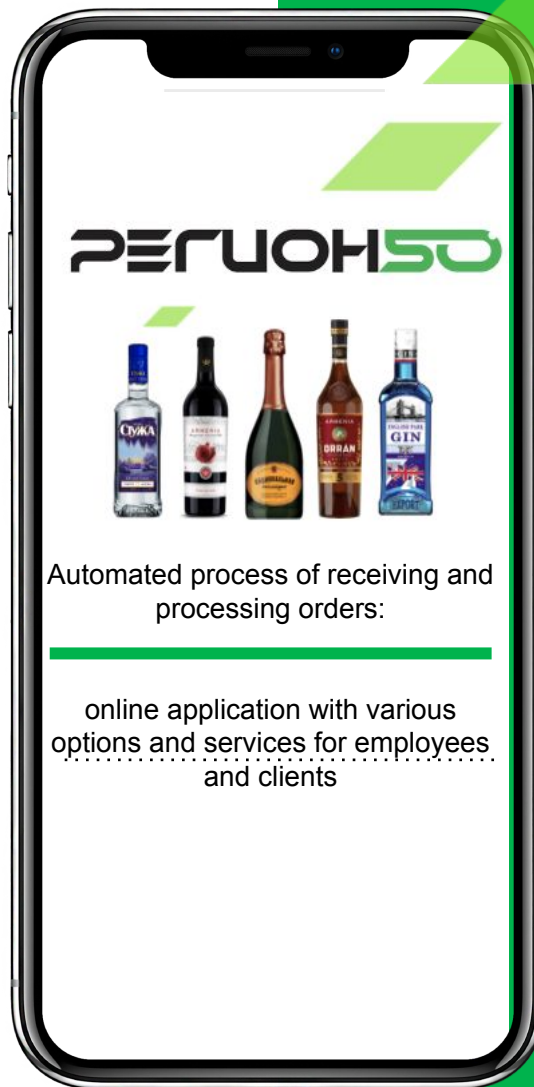
the largest customer base in the Moscow region



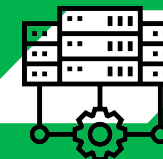
flexible approach and individual commercial conditions



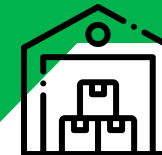
legal advice, resolving issues with licenses



modern system accounting and storage



large warehouse squares



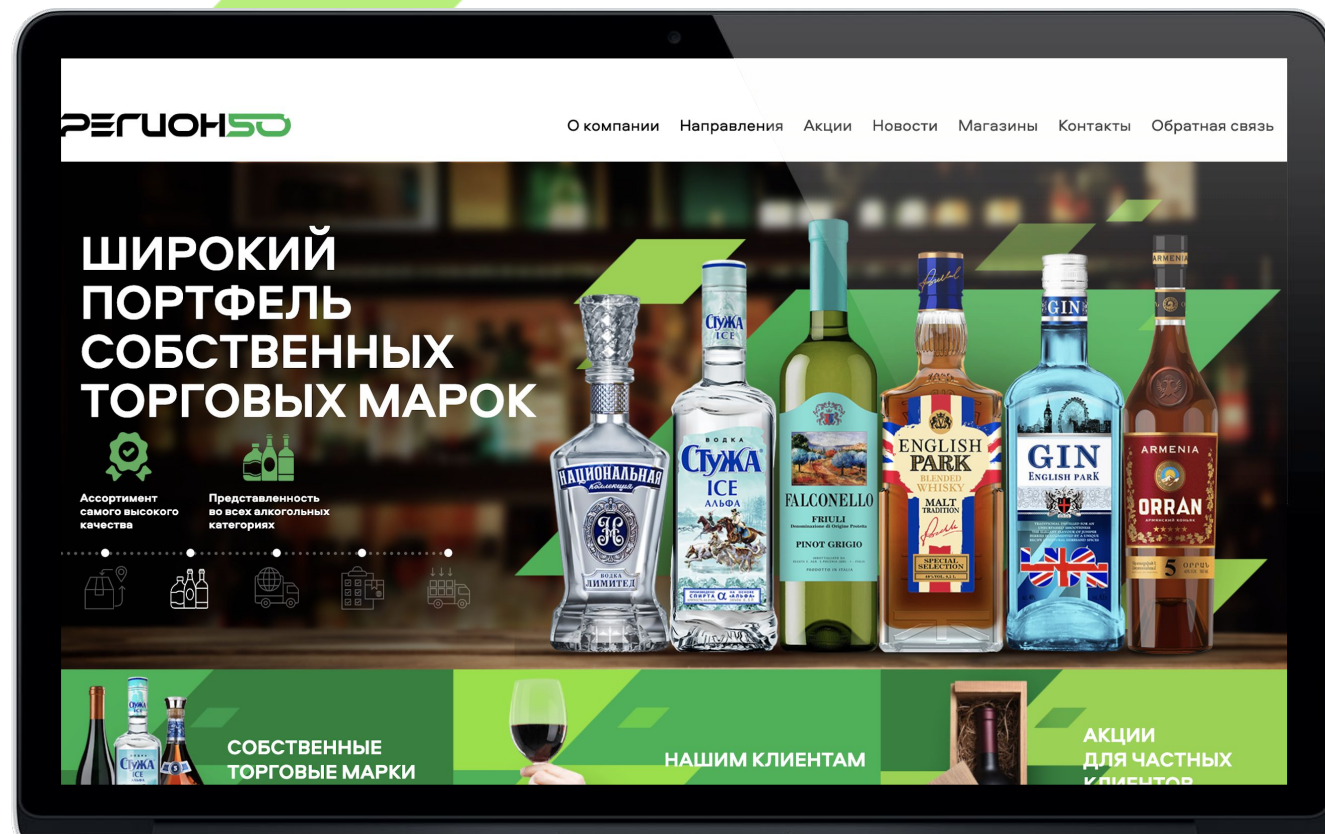
a team of high-level professionals



unquenchable desire to develop and conquer new heights



CONTACTS



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