

Candies O`Zera Gianduja

Cardboard, shelf life 9 months



taste of a gladsome morning  
180 g, in box 6 pcs. / 1,08 kg.



taste of a successful day  
195 g, in box 6 pcs. / 1,17 kg.



taste of a romantic evening  
195 g, in box 6 pcs. / 1,17 kg.



taste of a passionate night  
195 g, in box 6 pcs. / 1,17 kg.

Chocolate in cubes O`Zera Gourmet

Cardboard, 90 g, in box 6 pcs. / 0.54 kg, shelf life 12 months



Madagascar  
49% cacao



Ecuador,  
75% cacao



Arriba,  
77,7% cacao



Colombia,  
80% cacao



Carenero Superior,  
97,7% cacao

Table of Contents

Design in English ..... 7-9

Candies & Dragee Orekhovichi ..... 10-13

Candies & Dragee Fruktovichi ..... 14-17

Chocolate candies O`Zera Gianduja ..... 18-21

Candies & Chocolate ETRE ..... 22-25

Chocolate O`Zera Gourmet ..... 26-27

Chocolate O`Zera Classic ..... 28-29

Chocolate O`Zera Kids & O`Zera Young ..... 30-31

Dragee Ozersky Souvenir ..... 32-33

Chocolate & Dried fruit coated in chocolate  
"Sevastopolsky Vals" ..... 34-36

Dried fruit coated in chocolate "Ozersky Souvenir" ..... 37

Jelly "Ozersky Souvenir" ..... 38-41

Logistics table ..... 42

Trading equipment ..... 43

Minimum Must List (MML) 2015-2016 ..... 44-45

### Chocolate in cubes O`Zera Classic

Cardboard, 90 g, in box 6 pcs. / 0.54 kg, shelf life 12 months



Milk chocolate with orange, 38% cacao



Milk chocolate with chopped roasted almond, 38% cacao



Dark chocolate with caramel-roasted hazelnut, 55% cacao



Dark chocolate, 72% cacao

### Chocolate in cubes O`Zera Kids

Cardboard, 90 g, in box 6 pcs. / 0.54 kg, shelf life 12 months



Children's chocolate 25% milk



Children's chocolate with cereals, 25% milk



Children's chocolate with raspberries, 25% milk



Children's stripped chocolate, 30% milk

### Candies and dragee Nutstory

Polypropylene package, 200 g, in box 8 pcs. / 1.6 kg, shelf life 8 months



Mr. Almond coated in chocolate / caramel and chocolate



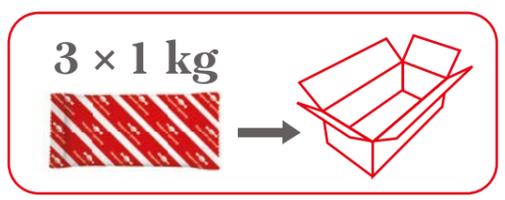
Mr. Hazelnut coated in chocolate / caramel and chocolate



Cardboard box, 3.0 kg, shelf life 8 months



Mr. Almond coated in chocolate



Mr. Almond coated in caramel and chocolate



Mr. Almond coated in white chocolate



Mr. Hazelnut coated in chocolate



Mr. Hazelnut coated in caramel and chocolate



Mr. Hazelnut coated in white chocolate

Polypropylene package, 135 g, in box 12 pcs. / 1.62 kg, shelf life 8 months



Mr. Almond coated in chocolate



Mr. Hazelnut coated in chocolate

# «Ореховичи»

Candies Orekhovichi —  
whole nuts coated  
in chocolate



## Candies "Orekhovichi"

Polypropylene package, 200 g, in box 8 pcs. / 1.6 kg



Mindal Ivanovich, almond coated in chocolate / caramel and chocolate

**shelf life 8 months**

Funduk Petrovich, hazelnut coated in chocolate / caramel and chocolate

**shelf life 8 months**

Oreh Sergeevich Gretskiy walnut coated in chocolate

**shelf life 6 months**

Polypropylene package, 160 g, in box 8 pcs. / 1.28 kg



Mindal Ivanovich almond coated in chocolate

**shelf life 8 months**

Funduk Petrovich hazelnut coated in chocolate

**shelf life 8 months**

Oreh Sergeevich Gretskiy walnut coated in chocolate

**shelf life 6 months**

200 g, in box 8 pcs. / 1.6 kg



Mix coated in chocolate / white chocolate

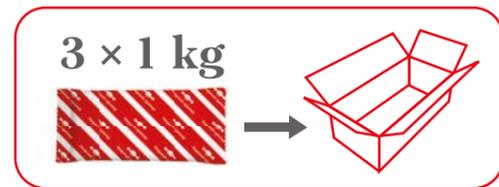
**shelf life 6 months**

Cardboard box, 3.0 kg



Mindal Ivanovich, almond coated in chocolate

**shelf life 8 months**



**3 × 1 kg**



Mindal Ivanovich, almond coated in milk chocolate

**shelf life 8 months**



Mindal Ivanovich, almond coated in white chocolate

**shelf life 8 months**



Funduk Petrovich, hazelnut coated in chocolate

**shelf life 8 months**



Funduk Petrovich, hazelnut coated in caramel and chocolate

**shelf life 8 months**



Funduk Petrovich, hazelnut coated in caramel and chocolate

**shelf life 8 months**



Funduk Petrovich, hazelnut coated in milk chocolate

**shelf life 8 months**



Funduk Petrovich, hazelnut coated in white chocolate

**shelf life 8 months**



Oreh Sergeevich Gretskiy, walnut coated in chocolate

**shelf life 6 months**



Oreh Sergeevich Gretskiy, walnut coated in white chocolate

**shelf life 6 months**

## Dragee "Orekhovichi"

Polypropylene package, 135 g, in box 12 pcs. / 1.62 kg



Mindal Ivanovich almond coated in chocolate

**shelf life 8 months**

Funduk Petrovich hazelnut coated in chocolate

**shelf life 8 months**



Oreh Sergeevich Gretskiy walnut coated in chocolate

**shelf life 6 months**



Keshyu Glebovich cashew coated in chocolate

**shelf life 8 months**

Polypropylene package, 50 g, in box 28 pcs. / 1.4 kg, shelf life 8 months



Mindal Ivanovich almond coated in chocolate



Funduk Petrovich hazelnut coated in chocolate

# «Фруктовичи»

Candies Fruktoivichi —  
dried fruit coated  
in chocolate



## Candies "Fruktovichi"

Polypropylene package, 250 g, in box 8 pcs. / 2.0 kg, shelf life 6 months



Kuraga Petrovna  
apricot with almond  
coated in chocolate



Chernosliv Mihaylovich  
prune with almond  
coated in chocolate



Chernosliv Mihaylovich  
prune with walnut  
coated in chocolate

## Dragee "Fruktovichi"

Polypropylene package, 135 g, in box 12 pcs. / 1.62 kg, shelf life 8 months



Klubnika Nikolaevna  
strawberry coated in chocolate



Vishnya Vladimirovna  
cherry coated in chocolate

Polypropylene package, 200 g, in box 8 pcs. / 1.6 kg, shelf life 6 months



Klubnika Nikolaevna  
strawberry coated in  
chocolate



Vishnya Vladimirovna  
cherry coated in  
chocolate



Grusha Borisovna  
pear coated in  
chocolate



Finik Timofeevich  
date coated in  
chocolate

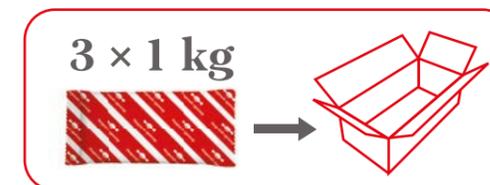


Injir Kirilovich  
fig coated in  
chocolate

Cardboard box, 3.0 kg, shelf life 6 months



Kuraga Petrovna apricot  
with almond coated in chocolate /  
white chocolate



Kuraga Petrovna apricot  
with apricot nut coated in  
chocolate / white chocolate



Chernosliv Mihaylovich prune  
with almond coated in  
chocolate / white chocolate



Chernosliv Mihaylovich prune  
with walnut coated in  
chocolate / white chocolate



Klubnika Nikolaevna  
strawberry coated in  
chocolate



Vishnya Vladimirovna  
cherry coated in  
chocolate

Polypropylene package, 160 g, in box 8 pcs. / 1.28 kg, shelf life 6 months



Ananas Denisovich  
pineapple coated in  
chocolate



Vishnya Vladimirovna  
cherry coated in  
chocolate



Vishnya Vladimirovna  
cherry coated in white  
chocolate



Grusha Borisovna  
pear coated in  
chocolate



Ananas Denisovich  
pineapple coated in  
chocolate



Ananas Denisovich  
pineapple coated in white  
chocolate



Finik Timofeevich  
date coated in  
chocolate



Injir Kirilovich  
fig coated in  
chocolate

  
*O'Zera*

GIANDUJA

Delicious sweets  
made from chocolate  
and nut paste



## Candies O`Zera Gianduja

Cardboard, shelf life 9 months



Four tastes: of a gladsome morning, of a successful day,  
of a romantic evening, of a passionate night

264 g, in box 6 pcs. / 1,584 kg.



taste of a gladsome morning  
180 g, in box 6 pcs. / 1,08 kg.



taste of a successful day  
195 g, in box 6 pcs. / 1,17 kg.



taste of a romantic evening  
195 g, in box 6 pcs. / 1,17 kg.



taste of a passionate night  
195 g, in box 6 pcs. / 1,17 kg.

## Candies O`Zera Gianduja

Cardboard, 175 g, in box 6 pcs. / 1,05 kg., shelf life 9 months



taste of happy  
moment



taste of wonderful  
mood



taste of long-awaited  
luck



taste of phenomenal  
delight



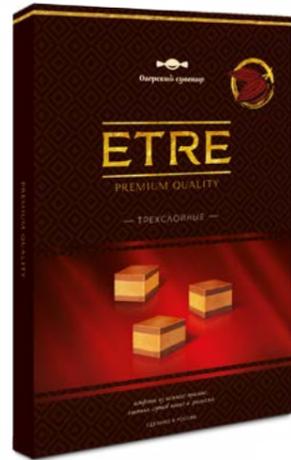
# ETRE

PREMIUM QUALITY

Luxury chocolates from exotic cocoa,  
caramel and candied roasted nuts  
or dark and milk chocolate  
with orange, almonds  
or hazelnuts

## Candies ETRE

Cardboard, 145 g, in box 10 pcs. / 1,45 kg., shelf life 8 months



Three-layer



With caramel

Polypropylene package, 160 g, in box 8 pcs. / 1,28 kg., shelf life 8 months



Three-layer



With caramel

Cardboard, 64 g, in box 10 pcs. / 0,64 kg., shelf life 8 months



Three-layer



With caramel

## Chocolate ETRE

Cardboard, 90 g, in box 5 pcs. / 0,45 kg., shelf life 12 months



Dark chocolate,  
55% cacao



Dark chocolate «Orange»,  
55% cacao



Milk chocolate with  
almonds in caramel  
30% cacao



Milk chocolate  
with hazelnut  
30% cacao



show-box



Chocolate in cubes O`Zera Gourmet

Cardboard, 90 g, in box 6 pcs. / 0.54 kg, shelf life 12 months



Ecuador,  
75% cacao



Arriba,  
77,7% cacao



Madagascar  
49% cacao



Colombia,  
80% cacao



Carenero Superior,  
97,7% cacao

O'Zera  
GOURMET

Chocolate in cubes  
O`Zera Gourmet —  
series of dark or milk single  
origin chocolate.

## Chocolate in cubes O`Zera Classic

Cardboard, 90 g, in box 6 pcs. / 0.54 kg, shelf life 12 months



Milk chocolate with orange,  
38% cacao



Milk chocolate with chopped  
roasted almond,  
38% cacao



Dark chocolate with  
caramel-roasted hazelnut,  
55% cacao



Dark chocolate,  
72% cacao

Cardboard, 60 g, in box 10 pcs. / 0.60 kg, shelf life 12 months



Milk chocolate with orange,  
38% cacao



Milk chocolate with chopped  
roasted almond,  
38% cacao



CLASSIC

Chocolate in cubes O`Zera Classic –  
traditional chocolate  
with different  
tastes





# Ozersky souvenir

Dragee – nuts and fruit under milk chocolate and crunchy coating



## Dragee "Ozersky Souvenir"

Polypropylene package, 200 g, in box 12 pcs. / 2.4 kg, shelf life 8 months



assorted dried fruit in white chocolate, milk chocolate and crunchy coating



peanut under milk chocolate and crunchy coating

Polypropylene package, 100 g, in box 16 pcs. / 1.6 kg, shelf life 8 months



assorted dried fruit in white chocolate, milk chocolate and crunchy coating



peanut under milk chocolate and crunchy coating



almond under milk chocolate and crunchy coating



## Ozersky souvenir

Sets of natural dried fruit  
under chocolate coating  
and assorted milk  
chocolate



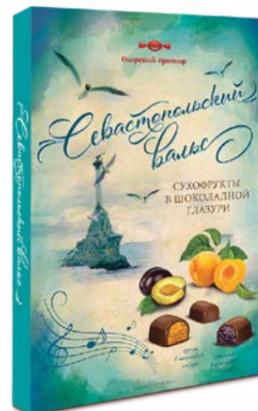
### Dried fruit coated in chocolate "Sevastopolsky Vals"

Cardboard, 310 g, in box 5 pcs. / 1,55 kg.,  
shelf life 6 months



Assorted dried fruit coated in chocolate "Sevastopolsky Vals"

Cardboard, 150 g, in box 10 pcs. / 1,5 kg.,  
shelf life 6 months



Dried fruit coated in chocolate "Sevastopolsky Vals"

### Assorted milk chocolate "Sevastopolsky Vals"

Cardboard, 135 g, in box 10 pcs. / 1,35 kg., shelf life 12 months



Assorted milk chocolate "Sevastopolsky Vals"

### Dried fruit coated in chocolate "Ozersky Souvenir"

Polypropylene package, 400 g,  
in box 6 pcs. / 2,4 kg., shelf life 6 months



Assorted dried fruit coated in chocolate

Polypropylene package, shelf life 6 months

Cardboard box, shelf life 6 months



apricot coated in chocolate  
200 g, in box 8 pcs. / 1.6 kg



prune coated in chocolate  
200 g, in box 8 pcs. / 1.6 kg



apricot coated in chocolate  
in box 3.0 kg



prune coated in chocolate  
in box 3.0 kg

### Dried fruit coated in chocolate "Ozersky Souvenir" (flowpack)

Polypropylene package, shelf life 6 months

Cardboard box, shelf life 6 months



apricot in glaze (flowpack)  
200 g, in box 8 pcs. / 1.6 kg



prune in glaze (flowpack)  
200 g, in box 8 pcs. / 1.6 kg



apricot in glaze (flowpack)  
in box 2.0 kg



prune in glaze (flowpack)  
in box 2.0 kg



## Ozersky souvenir

Natural fruit jelly  
"Ozersky souvenir"  
with berries and  
pieces of fruit



## Jelly "Ozersky Souvenir"

Cardboard and flowpack, 320 g, in box 9 pcs. / 2.88 kg, shelf life 6 months



Apple



Plum



Pear



Apricot



Strawberry

## Jelly "Ozersky Souvenir"

Cardboard and flowpack, 270 g, in box 9 pcs. / 2.43 kg, shelf life 6 months



Cherry



Cranberries



Black currant

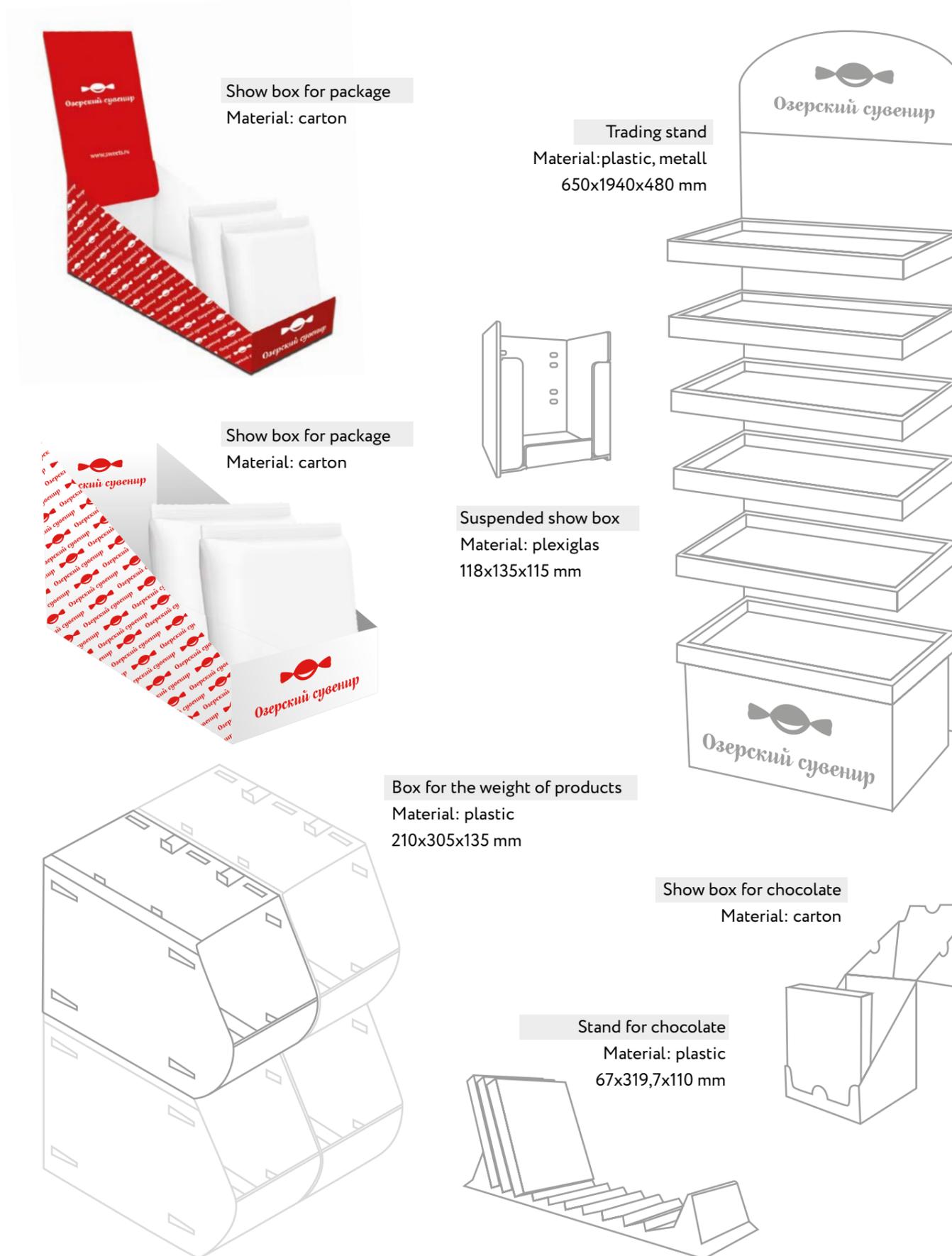


Raspberries

## TOTAL LOGISTICS TABLE

Name	Weight, gm.	In box,		Shelf life, mos.
		pcs.	kg	
<b>CANDY OREKHOVICH I</b>				
(ALL TYPES, ex. Oreh Sergeevitch Gretskiy and Mix)				
Polypropylene package	200	8	1,6	8
Polypropylene package	160	8	1,28	8
Balk	-	8	3,0	8
<b>Oreh Sergeevitch Gretskiy</b>				
Polypropylene package	200	8	1,6	6
Polypropylene package	160	8	1,28	6
Balk	-	-	3,0	6
<b>Mix</b>				
Polypropylene package	200	8	1,6	6
<b>CANDY FRUKTOVICH I (ALL TYPES)</b>				
Polypropylene package	250	8	2,0	6
Polypropylene package	200	8	1,6	6
Polypropylene package	160	8	1,28	6
Balk	-	-	3,0	6
<b>DRAGEE OREKHOVICH I&amp;FRUKTOVICH I</b>				
(ALL TYPES, ex. Oreh Sergeevitch Gretskiy & Vishnya Vladimirovna)				
Polypropylene package	135	12	1,62	8
<b>Oreh Sergeevitch Gretskiy &amp; Vishnya Vladimirovna</b>				
Polypropylene package	135	12	1,62	6
<b>CHOCOLATE CANDY O`ZERA GIANDUJA (ALL TYPES)</b>				
Carton package	264	6	1,584	8
Carton package	180/195	6	1,08/1,17	8
Carton package	175	6	1,05	8
<b>CANDY ETRE</b>				
Polypropylene package	160	8	1,28	8
Carton package	145	10	1,45	8
Carton package	64	10	0,64	8
<b>ШОКОЛАД ETRE</b>				
Carton package	90	5	0,45	12
<b>CHOCOLATE O`ZERA GOURMET, KIDS, YOUNG</b>				
Carton package	90	6	0,54	12
<b>CHOCOLATE O`ZERA CLASSIC</b>				
Carton package	90	6	0,54	12
Carton package	60	10	0,60	12
<b>DRAGEE UNDER CHOCOLATE AND CRISPY COATING (ALL TYPES)</b>				
Polypropylene package	200	12	2,4	8
Polypropylene package	100	16	1,6	8
Polypropylene package	100	16	1,6	8
<b>DRIED FRUIT COATED IN CHOCOLATE "SEVASTOPOLSKY VALS"</b>				
Carton package	300	5	1,5	6
Carton package	150	10	1,5	6
<b>ASSORTED MILK CHOCOLATE "SEVASTOPOLSKY VALS"</b>				
Carton package	135	10	1,35	12
<b>DRIED FRUIT COATED IN CHOCOLATE "OZERSKY SOUVENIR"</b>				
Polypropylene package	400	6	2,4	6
Polypropylene package	200	8	1,6	6
Balk	-	-	3,0	6
<b>WHOLE DRIED FRUIT COATED IN GLAZE "OZERSKY SOUVENIR"</b>				
Polypropylene package	200	8	1,6	6
Balk	-	-	3,0	6
<b>JELLY "OZERSKY SOUVENIR"</b>				
Backing card and flow-pack	320	9	2,88	6
Backing card and flow-pack	270	9	2,43	6

## TRADING EQUIPMENT



## Minimum Must List (MML) 2015-2016



**GROSSERY STORE 14 SKU**



**MINIMARKET 18 SKU**



**SUPERMARKET 30 SKU**



**HYPERMARKET 34 SKU**

The minimum range which HAS TO be in this type of an outlet.

In the table it is defined MML for all possible types outlets – from a booth to hypermarket.

Main recommendations about primary placement and expansion of the assortment:

1. Assortment positions in the list are located as reduction of a rating of sales, i.e. "Prunes Mikhaylovich with a walnut", bulk, has the highest sales, the smallest rating of sales in assortment of MML are "O'Zera chocolates 4 tastes".
2. The first 7 products consist of several assortment positions which differ in filling, form and weight of packing and type of glaze.
3. In each of these products the first in the list assortment position (1.1, 2.1, 3.1) has the highest rating. etc.). Further there is the second position (1.2, 2.2, 3.2, etc.), etc.
4. Weight positions have the highest rating, then there are positions in the packed-up format of 250 g (200), then 160 g, then 135 g.
5. The offer of the assortment in any outlet has to start with the first 7 products in a weight format. If the outlet doesn't work with weight, than packaged product should be offered, according to the sales rating.
6. Then follows the offer of positions from 8 to 38 MML according to outlet type (8-10 for a booth, 8-14 for pavilion, 8-18 for an epicure and food shop, etc.)
7. Further expansion has to be carried out only with the first 7 products according to ratings of assortment positions in a product and taking into account outlet opportunities.
8. The offer in an outlet of assortment positions with 39 on 57 is possible only when the outlet has ALL assortment positions of the first 7 products and ALL positions from 8 to 38.

## Minimum Must List (MML) 2015-2016

Nº	Name	Weight, gm.	Grossery store	Minimarket	Supermarket	Hypermarket
1	Candy Fruktovichi prune with hazelnut in chocolate icing	bulk, 250				
2	Candy Fruktovichi apricot with almond in chocolate icing	bulk, 250				
3	Candy/dragee Orekhovichi almond in chocolate icing	bulk, 160, 200, 135				
4	Candy/dragee Orekhovichi hazelnut in chocolate icing	bulk, 160, 200, 135				
5	Children's chocolate O'Zera 25% milk	90				
6	Children's stripped chocolate O'Zera 30% milk	90				
7	Dark chocolate O'Zera with caramel-roasted hazelnut 55% cacao	90				
8	Milk chocolate O'Zera with chopped roasted almond 38% cacao	90				
9	Chocolate candy O'Zera. Taste of a romantic evening	195				
10	Chocolate candy O'Zera. Taste of a passionate night	195				
11	Assorted milk chocolate / Dried fruit coated in chocolate "Sevastopolsky Vals"	135, 150				
12	ETRE three-layer / with caramel	145, 160				
13	Jelly Ozersky Souvenir Plum	320				
14	Jelly Ozersky Souvenir Apricot	320				
15	Chocolate O'Zera. Arriba 77.7% cacao	90				
16	Chocolate O'Zera. Carenero Superior 97,7% cacao	90				
17	Milk chocolate O'Zera with orange	90				
18	Candy Fruktovichi Grusha Borisovna	bulk, 200				
19	Children's chocolate with raspberries, 25% milk	90				
20	Children's chocolate with cereals, 25% milk	90				
21	Dark chocolate O'Zera 72% cacao	90				
22	Milk chocolate O'Zera with hazelnut in caramel	90				
23	Assorted dried fruits coated in chocolate "Sevastopolsky Vals"	310				
24	Candy/dragee Orekhovichi walnut in chocolate icing	bulk, 160, 200, 135				
25	Candy Fruktovichi strawberry in chocolate icing	bulk, 200, 135				
26	Candy/dragee Fruktovichi cherry in chocolate icing	bulk, 160, 200, 135				
27	Candy Fruktovichi pineapple in chocolate icing	bulk, 160				
28	Jelly Ozersky Souvenir Pear	320				
29	Candy Fruktovichi date in chocolate icing	bulk				
30	Candy Fruktovichi figs in chocolate icing	bulk				
31	Chocolate O'Zera. Ecuador 75% cacao	90				
32	Chocolate O'Zera. Colombia 80% cacao	90				
33	Chocolate candy O'Zera. Taste of wonderful mood	175				
34	Chocolate candy O'Zera. Taste of phenomenal delight	175				