

#### WHY UKRAINIAN VODKA IS SO POPULAR WORLDWIDE



water

rich for mineral water springs



grain

Ukraine №1 grain exporter in the world

44% of the country is fertile black soil C<sub>2</sub>H<sub>5</sub>OH

#### spirit

highest quality assured by the state

BG BAYADERA

#### BAYADERA GROUP – #1 ALCOHOL COMPANY IN UKRAINE



#### 30 years on the market;

3 production facilities: vodka plant, winery with vineyards, and brandy distillery;

Vodka plant production capacity: 150M bottles per year;

30% share of the Ukrainian vodka market; owner of #5 bestselling vodka globally;

A team of 3,500 professionals, with zero layoffs since the war began;

€200M in taxes paid and €1.7M contributed to the Ukrainian Armed Forces since February 2022.



### AND ALSO IS ONE OF THE LARGEST SPIRITS HOLDINGS IN EASTERN EUROPE



25 M EUR Investments in cutting edge equipment



Exceptional production capability 150 M bottles a year



35 export countries and counting



100 registered recipes, each vodka crafted to deliver a distinctive taste

Crystal clear water from own artesian wells

C2H5OH

200+ awards of worldwide tasting contests

Only LUX quality spirit assured by the state

> BG BAYADERA G R O U P

# HLIBNY DAR







Bestselling vodka globally



Distributed to 35 countries

# 001

9M+ 9l cases sold in 2024



100% grain spirit LUX category

100+ awards of top tasting contests worldwide

Bestselling vodka

in Ukraine

Pure water from Artesian wells, depth 200 m



#### HLIBNY DAR

#### is a tribute to men who keep the world moving with their hands and hearts.

Whose quiet strength & daily efforts form the unseen foundation of our lives, their resolve holds everything we cherish together.

100% grain vodka, crafted from grain born in the fertile black soils of Ukraine, the historic "Breadbasket of Europe"

As the #1 vodka in Ukraine and #5 worldwide - Hlibny Dar represents the pinnacle of Ukrainian vodka-making mastery. Each bottle reflects centuries of tradition of vodka craftsmanship, refined to perfection over generations.

Hlibny Dar stands as a symbol of timeless values – heritage, quality, and the deep connection to the roots and land.

### HLIBNY DAR RANGE: CLASSIC AND FLAVOURED VODKAS





## HARVEST DAY

Same design and awards-winning vodka, now with a naming tailored for English-speaking audience



#### HARVEST DAY RANGE: CLASSIC AND FLAVOURED VODKAS

Same award-winning classic and flavoured vodkas in the sophisticate craft design



#### HLIBNY DAR RANGE: FROM 0.1L to 1.75L, 37,5% & 40%



#### TECHNOLOGY





#### **GRAIN SPIRIT**

Supply from best quality state distilleries



#### **ARTESIAN WELLS**

Water treatment using filters, osmosis, UV & softened with spring water



#### MARRIAGE

Vodka rests for 24h for better spirit & water dissolution



GREEN FIELD PLANT Brand new & biggest in CEE plant

LOWERING TEMPERATURE

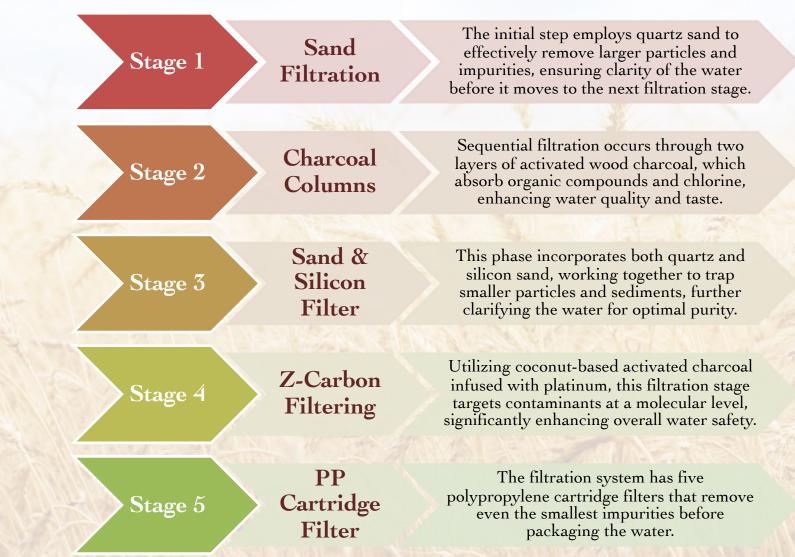
provides better mixture filtration



MULTI-STAGE FILTERING



## 5 STAGES OF ADVANCED VODKA FILTRATION



#### ACHIVEMENTS

THUN

(a)

THE STREET	San Francisco World Spirits Competition	2024	Gold
NUMEROUS 2017	International Spirits Challenge, London	2024	Silver
SILVER WSCAWASHINGS COMPETITIONS	Warsaw Spirits Competition, Warsaw	2023	Gold
WSC 1827 WEAK INTER MARK RY MARK RY	Warsaw Spirits Competition, Warsaw	2021, 2022	Gold, Double Gold
	Rynki Alkoholowe, Warsaw	2021	Gold
ANTE CO	The SIP Awards, Irvine, CA	2020	Double Gold
WSC 2020 Danta Neo Scott	Warsaw Spirits Competition, Warsaw	2020	Double Gold, Gold
92	New York International Spirits Competition, New York	2020	Silver
2017 SILVER	International Spirits Challenge, London	2020	Silver, Bronze
A COLOR	Warsaw Spirits Competition, Warsaw	2019	Double Gold
	Ultimate Spirits Challenge, New York	2016	Excellent, Highly Recommended
Contraction of the second seco	Baltic International Spirits Navigator Competition, Riga	2016	Double Gold
2013 BRONZE	International Spirits Challenge, London	2013	

#### **#5 IN GLOBAL RATING**

RANK	BRAND	OWNER	2019	2020	2021	2022	2023	GROW
	Smirnoff	Diageo	25.6	23.0	26.4	28.0	26.0	-7.
2	Tito's Handmade	Tito's	8.8	10.4	11.0	11.6	12.2	5.
3	Absolut	Pernod Ricard	11.2	9.6	11.7	13.0	11.9	-8.
L .	Żubrówka	Maspex/CEDC	9.6	10.0	10.8	10.5	9.5	-9.
5	Hlibny Dar	Bayadera Group	8.0	8.5	9.2	8.6	9.1	5.
;	Magie Moments	– Radico Khaitan – – – – – –	4.2	3.5	3.7	-4.8-	- 6.2	
7	Arkhangelskaya	Novabev Group	1.6	3.0	3.4	4.0	4.4	10.
3	Pyat Ozer	Alcohol Siberian Group	4.3	4.1	4.1	4.2	4.2	0
)	Grey Goose	Bacardi	3.6	2.9	3.9	4.2	4.2	0.
0	Soplica	Maspex/CEDC	4.2	4.3	4.2	4.1	4.2	2
1	Derevenka	Saranskiy	2.3	3.3	3.5	3.9	4.1	5.
2	Nemiroff	Nemiroff	4.3	5.0	5.6	2.4	3.4	41
3	Belenkaya	Novabev Group	3.5	3.9	3.4	3.4	3.4	0.
4	Skyy	Gruppo Campari	3.6	3.2	3.3	3.4	3.3	-2
15	Talka	Roust	2.5	2.8	3.3	2.7	3.1	14
6	Ketel One	Diageo/Nolet Spirits	2.8	2.7	3.1	3.0	3.0	0.
17	Kozatska Rada	Bayadera Group	1.7	2.2	2.5	2.6	2.6	0
8	Finlandia	Brown-Forman	2.9	2.4	2.6	2.6	2.6	0.
9	Russian Standard	Roust	3.6	3.7	3.7	3.0	2.5	-16
20	Wodka Gorbatschow	Henkell Freixenet	1.7	1.8	1.9	2.0	2.4	20.
21	Tsarskaya/Imperial	Ladoga Group	1.5	1.4	1.4	1.6	2.3	43.
22	Green Mark	Roust	2.5	2.5	2.6	1.9	2.2	15.
23	Belaya Beriozka	Alcohol Siberian Group	0.7	0.7	0.9	1.3	2.0	53
24	Chrome	Diageo	1.2	1.1	1.3	1.9	1.9	0.

\*The Millionaires Club by Drinks International 2024







- #1 brand in our portfolio;
- #5 Bestselling vodka globally;
- Unique bottle with embossing;
- 5 stages of advanced vodka filtration;
- Wide portfolio of classic vodkas made of different grain spirits (wheat, rye) and flavoured vodkas, including spiced vanilla crafted recipe.





## EMBRACE THE SPIRIT OF UKRAINE





# HUNGER FOR FREEDOM

#### Exported to 20 countries

USA, Canada, Netherlands, Poland, Sweden, Germany, Latvia, Lithuania, Italy, New Zealand, Turkey, Taiwan, Oman, etc)

## 2,8M 9L CS

sold in 2024 (same as Finlandia Vodka)

UKR

#### #1 Fastest Growing

vodka in Ukraine. +6,7% CAGR 2018-2024 on stagnating market (IWSR)

#### **#17 Bestselling**

vodka globally. (Drinks International The Millionaires' Club 2004)

#1 vodka

in on-trade channel in Ukraine

#### 10 Awards

of top spirit contests (over last 10 year)

#### **KOZAK VODKA**



**Taste:** A traditional vodka vibes with a smooth touch of bread and a sweet finish that lingers just right.

**Aroma:** Strong and bold, with a hint of fresh herbs in the background.

**Pairing:** Best served chilled and perfect alongside hearty snacks like juicy sausages, smoky meats, fish, mushrooms, or even a fresh salad.

And it's a gold medal winner vodka —so you know it's top-notch!





#### KOZAK RANGE



# KOZAK IS THE FASTEST-GROWING LOCAL VODKA BRAND IN A DECLINING MARKET.

Over the past five years, despite stagnation in the vodka market in Ukraine, Kozak Vodka has demonstrated the highest growth rate among all local vodka brands and continues to deliver strong, consistent performance.

- Market CAGR 2018-2023, 9LCS -4,8%
- Kozak Vodka CAGR 2018-2023, 9LCS +6,7%

Source IWSR 2024



A free man, a free warrior, a fighter for freedom and country. In Ukraine such kind person is called KOZAK {cossack}.

They bring respect and build patriotism. Freedom-loving and craving for justice.

They are in every true and honest person. Those who are not afraid of being themself and acting, going for victory and achieving their goals.

> Invincible spirit and courage. Hunger for freedom. UKRAINIAN CHARACTER.



#### AWARDS



Warsaw Spirits Competition, 2024 Kozak Classic – Gold

Warsaw Spirits Competition, 2023 Kozak Classic – Gold Kozak Bison Grass - Gold Kozak Pepper - Gold

Warsaw Spirits Competition, 2021 Kozak Classic – Gold Kozak Bison Grass - Gold

SIP awards 2020, California Kozak Classic – Platinum

York – Bronze, 90







Taste description: "Immediate earthy pungency quickly gives way to cool refinement. The understated flavor profile of this vodka is dominated by melon, cucumber, and aloe. Stylish and without excessive sweetness.

This is an eminently refreshing grain vodka."

Ultimate Spirits Challenge 2016, NY

New York International Spirits Competition, New



- #1 fastest growing brand in Ukraine;
- #1 vodka brand in Ukrainian on-trade;
- #17 vodka in terms of volume in the world;
- Sold in 20 countries worldwide;
- Outstanding design from charismatic bottle with 4 equal sides as balanced man's character to historically precise label elements highlighting a rich heritage;
- A premium vodka made from "Lux" spirit, crafted using traditional Kozak recipes, infused with bread spirit;
- Brand embodies timeless values of freedom, courage, and a curiosity for life;

This is simply the most delicious vodka, globally recognized with numerous awards from bronze to platinum!



## UNIQUE DEVELOPMENT OF OUR TECHNOLOGIES

Already familiar to us:

Aromatic alcohol on rye breadcrumbs The purest Ukrainian water

Latest development:

The light taste and aroma of avocado and cucumber

Aromatic alcohol on avocado fruits





#### AVOKADO VODKA RANGE



BAYADERA GROUP

#### AWARDS



# AVOKADO

# SOLD

AVOKADO

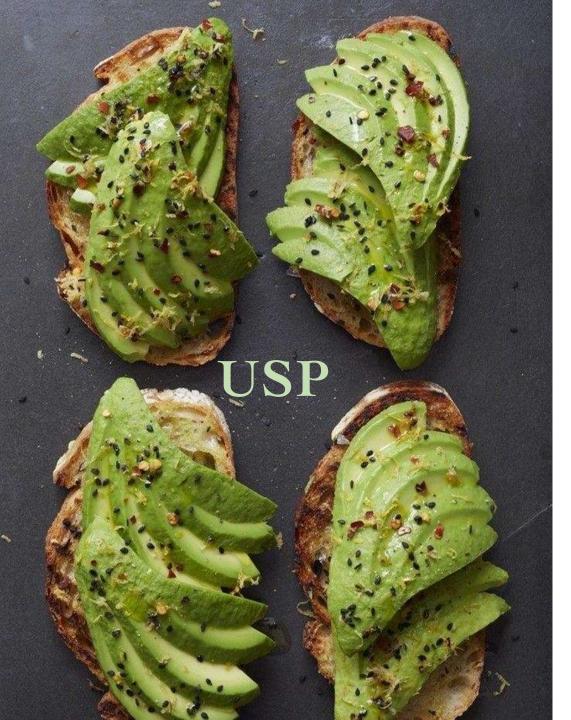
SPIRITS COMPETITION

20

FRANCISC

## GOLD

2024 San Francisco World Spirits Competition



#### **AVOKADO** VODKA WITH A SNACK

OKADO

An original vodka inspired by the delicate taste of toasted rye bread with avocado slices

The finest spirits, infused with dry rye bread and avocado fruit

Unique flavour of avokado and cucumber



#### TRINITY TECHNOLOGY





 3 DIFFERENT BLEND OF SPIRITS WITH DIFFERENT AGING & DIFFERENT TYPES OF TREATED WATER



**TRIPLE** 

**FILTRATION** 

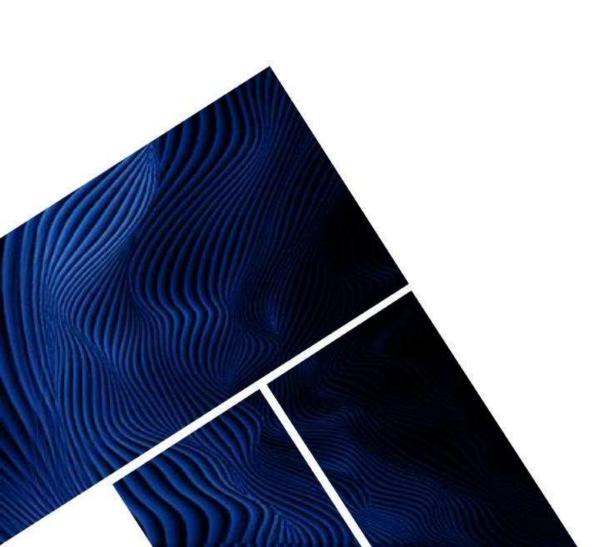
- WATER-SPIRIT BLEND COOLING WITH PLATINUM FILTRATION SOFTENING WITH INFUSION OF NATIONAL EXTRACTS
- PATENTED VODKA RESTING



- VODKA FILTERED COHERENTLY VIA 3 SIZE CELLS
  - 3 MICRON
  - 1 MICRON
  - 0.5MICRON

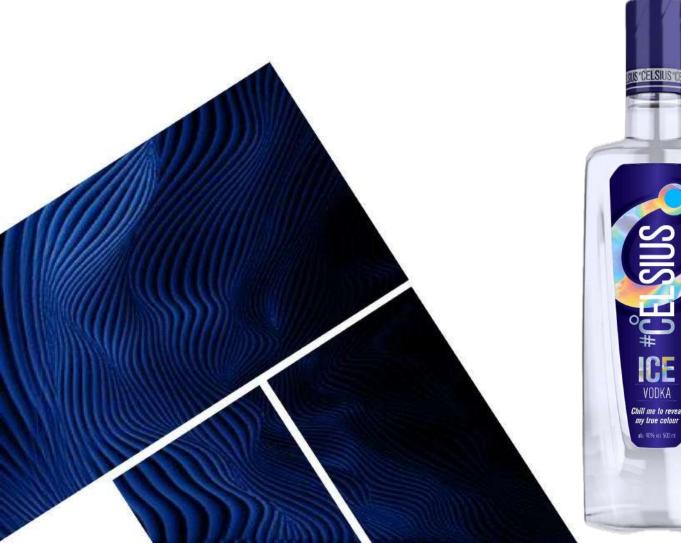


## STANDARD RANGE: FROM 0.2 to 1L





## CELSIUS ICE. COLOUR CHANGING GLASS



Featuring a stunning holographic label and abottle that changes color when chilled. Thiseffect perfectly highlights the brand name.

SUIS

#### FLAVOURED RANGE, 1L



# **STANDARD RANGE:** FROM 0.2 to 1L 2112137 I SIUS

111

12

0,20 L CLASSIC 40% LUX 40% ORIGINAL 40%



0,5 L CLASSIC 40% LUX 40% ORIGINAL 40% ICE 40%



VODKA

ab 40% vo 700 ml

0,7 L

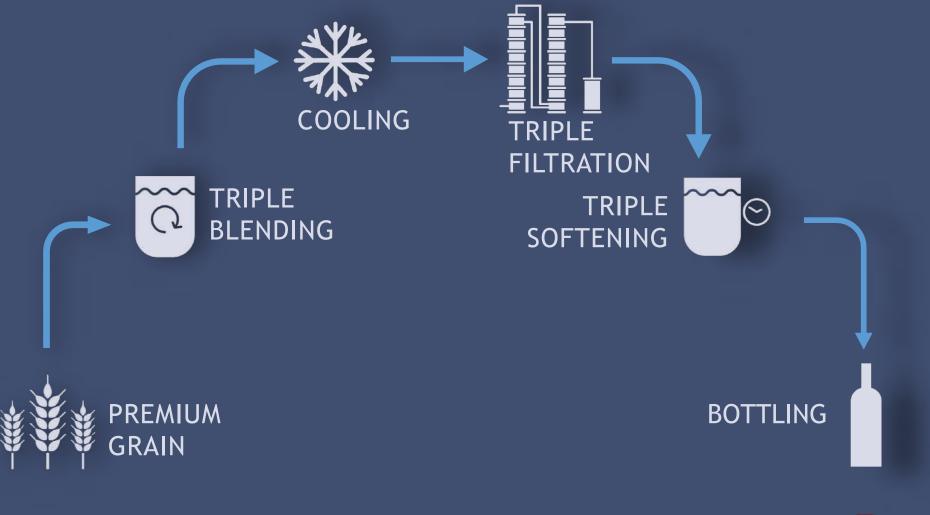
LUX 40%

CLASSIC 40%

**ORIGINAL 40%** 

1 L CLASSIC 40% LUX 40% ORIGINAL 40% ORANGE 40%, LEMON 40%, GREEN APPLE 40%

#### TRINITY TECHNOLOGY





# UNIQUE CAP





USP



Trinity technology: triple blending, triple softening, triple filtration:



Bottle glass changes colour when chilled

Bottle shape inspired by sportscars' shape enhanced with a unique cap



The only vodka that really was in outer space



## AIR PROCESSED VODKA





OXYGEN-SATURATED VODKA

UNIQUE

STANDING OUT

**BOTTLE SHAPE** 



FALLING DOWN FROM THREE-METER HEIGHT VODKAFALL



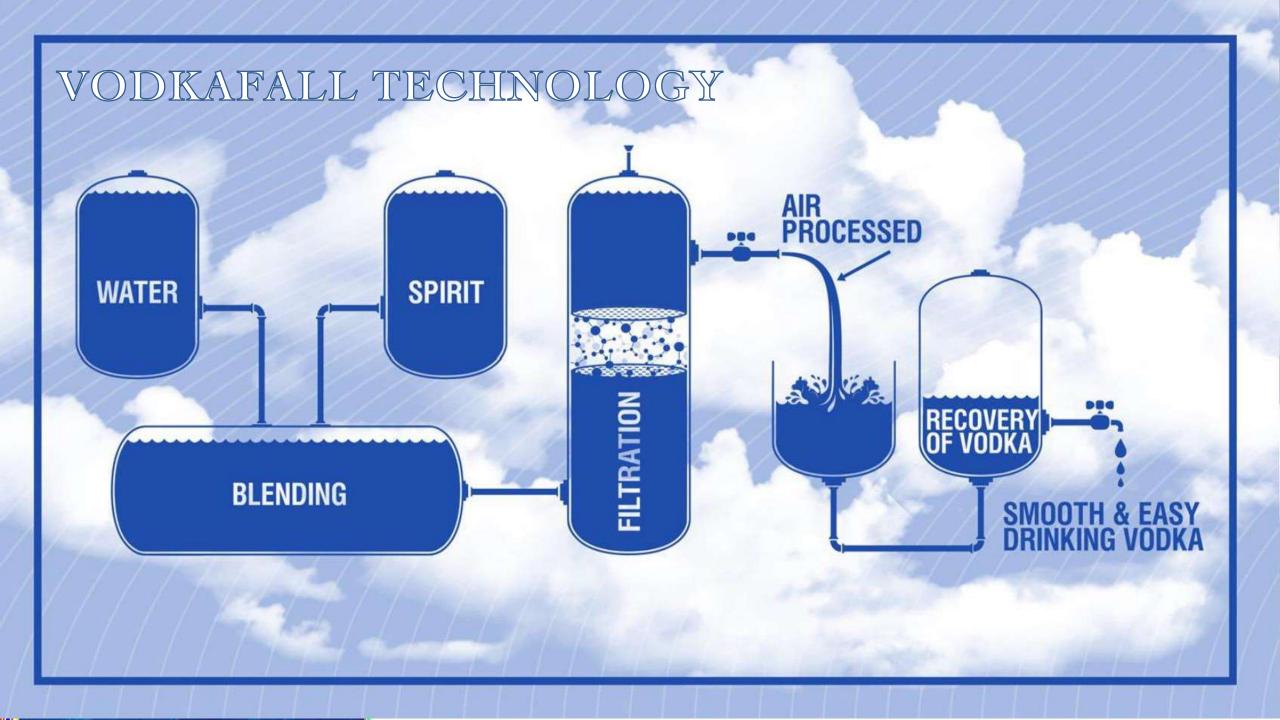


40% ABV

## **OXYGENIUM RANGE**



1,00 L BAYADERA G R O U P



## USP

- Bottle shape reminds an oxygen cylinder
- The only vodka softened by air
- Aroma of linden and black-currant, slight herbal tones





# NOVATION OF NATURE

PURIFIED

WITH QUAIL FGGS WHITE **ПЕРЕПЕЛКА** is an ecologically conscious product that harmoniously combines the best natural ingredients and modern technologies to create a new standard of purity.

Quail egg white is a special natural adsorbent that allows to filter vodka in a completely natural way.

#### RANGE





#### USP



- **Revolutionary Filtration:** The first vodka purified with egg white a natural adsorbent that ensures an exceptionally smooth and clean taste.
- Exclusive Ukrainian Craftsmanship: ПЕРЕПЕЛКА is Ukraine's only vodka refined and softened using the protein of selected quail eggs, following a one-of-a-kind recipe.
- Eco-Conscious Excellence: Crafted with the finest natural ingredients and cutting-edge technology, ПЕРЕПЕЛКА sets a new benchmark for purity and sustainability.



#### **BLUE SPRINGS VODKA**

Crystal clear vodka as pure as mountain spring water.

Blue Springs Vodka is inspired by the beauty of the Ukrainian Carpathian Mountains.

Design reflects its clarity and purity, offering a taste as pristine as the mountain springs.



#### **BLUE SPRINGS RANGE**



USP

- Launch 2025;
- Crafted from crystal-clear artesian well water, Blue Springs captures the untouched beauty of the Carpathian Mountains;
- Affordable proposition available in all sizes (100ml–1L) and in both 40% and 37.5% options.

Blue SPRINGS

YODKA

REAS MOU



# NIKITA VODKA



We believe that in real vodka should be nothing superfluous. No sugar, glucose, gluten or other additives

We did hundreds of researches related to raw materials, organoleptic properties of alcohol, water election, and only now, we have managed to create this unique vodka.

There is nothing superfluous in it - only 100% corn spirit of the highest quality and well prepared pure artesian water from a 100-meter horizon.

Each batch of vodka is under laboratory and organoleptic control.



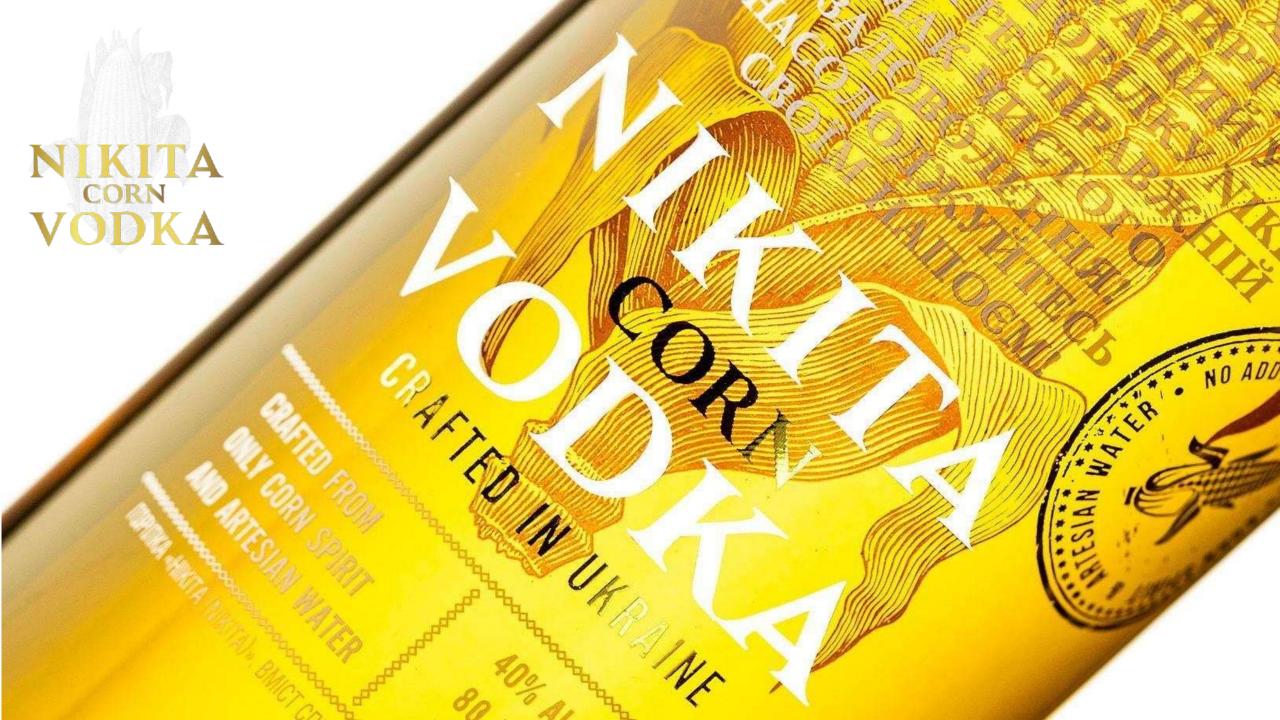


100% CORN SPIRIT OF CLASS "LUX"
SPECIALLY PREPARED ARTESIAN WATER

NO GMO
NO SUGAR
NO GLUTEN
NO GLUCOSE, ACIDS, INFUSIONS, SYRUP



GOLD at Warsaw Spirits Competition, 2021









#### REFRESHING, DELICATE, SWEET & BITTER VODKA FOR BEST TASTE MIXED OR NEAT

Indulge in the symphony of natural flavors with our Fresh Shot Vodka. Meticulously crafted, it offers a burst of fruity goodness, perfect for sipping neat or elevating your favorite cocktails. Immerse yourself in a sensory journey with every sip.

## FRESH SHOT RANGE



#### RANGE



ES

MIX YOUR LIFE

R

ICE CLEAR, 40% **MANGO, 28%** MELON, 28%/40% **GREEN APPLE, 28%/40%** LIME & MINT 28%/ 40% **CRANBERRY**, 28%/ 40% **GRAPEFRUIT, 28%/40%** 







1 L ICE CLEAR, 40% **MANGO, 28%** MELON, 28%/ 40% **GREEN APPLE, 28%/40%** LIME & MINT 28%/ 40% CRANBERRY, 28%/ 40% **GRAPEFRUIT, 28%/40%** 

ES-

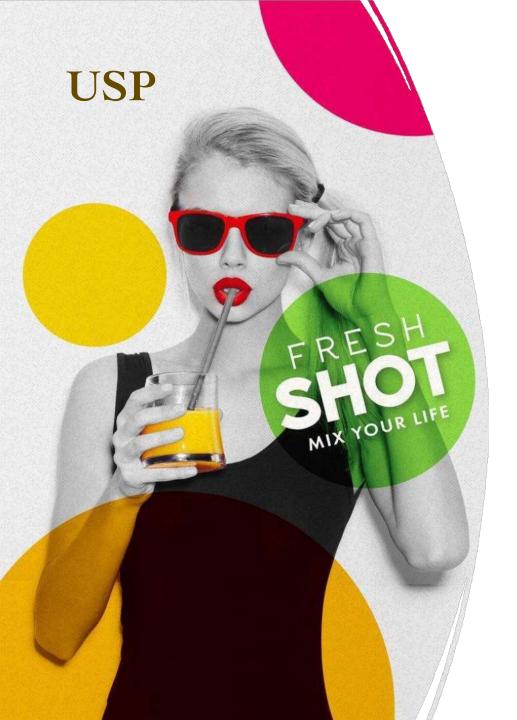
RESH

HOT

FLAVORED VODKA DELICATE TASTE NEAT AND IN COCKTAILS

28% ALC./VOL. 500 ML





- Versatile Indulgence: Whether enjoyed straight or mixed, our Fresh Shot Vodka caters to both connoisseurs and cocktail enthusiasts.
- Diverse Flavors: A wide spectrum of natural fruit tastes ensures there's a delightful option for every palate.
- **Crafted for Excellence**: Imbued with quality and artistry, this vodka elevates the drinking experience, making every moment a celebration of flavor and sophistication.



#### PREMIUM RADA



## PREMIUM TECHNOLOGY







RA DA PREMIUM

- Premium class product for vodka experts;
- Beautiful French bottle of elegant shape;
- Created for those who love freedom and traveling, who are **open to modern and progressive world**
- Award winning vodka:



Rynki Alkoholowe, 2022 Gold



Rynki Alkoholowe, 2021 Gold

Warsaw Spirits Competition, 2019 Gold





## **ST. ANDREW'S GIN**

Outselling Gordon's in both value & volume within months of launch in Ukraine

A premium Ukrainian gin inspired by tradition, crafted for the modern connoisseur. Featuring a stunning, elegant bottle design, it offers the authentic taste of classic London Dry Gin and a delicious Wild Berry proposition. Launch 2025





#### RANGE





0,5 L ST. ANDREW'S GIN 40% ST. ANDREW'S GIN 37.5% ST. ANDREW'S GIN WILD BERRY 37.5%



0,7 L ST. ANDREW'S GIN 40% ST. ANDREW'S GIN 37.5% ST. ANDREW'S GIN WILD BERRY 37.5%

## USP



#### • Premium design:

A uniquely beautiful and elegant bottle that stands out on any shelf.

#### Memorable name:

St. Andrew's Gin honours a Ukrainian saint while being easy to recognize and recall for English-speaking consumers.

#### • Authentic taste:

Crafted in Ukraine, it delivers the classic flavour of London Dry Gin.

#### • Accessible strength options:

Available in 37.5% or 40% ABV to suit different preferences.

#### • Diverse range:

Includes a pink gin infused with wild berries flavours, with more exciting flavours coming soon.

#### • Great value:

Premium quality and excellent taste at a competitive price.



## **PRICE POSITIONING**



#### **CONTACT US**



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