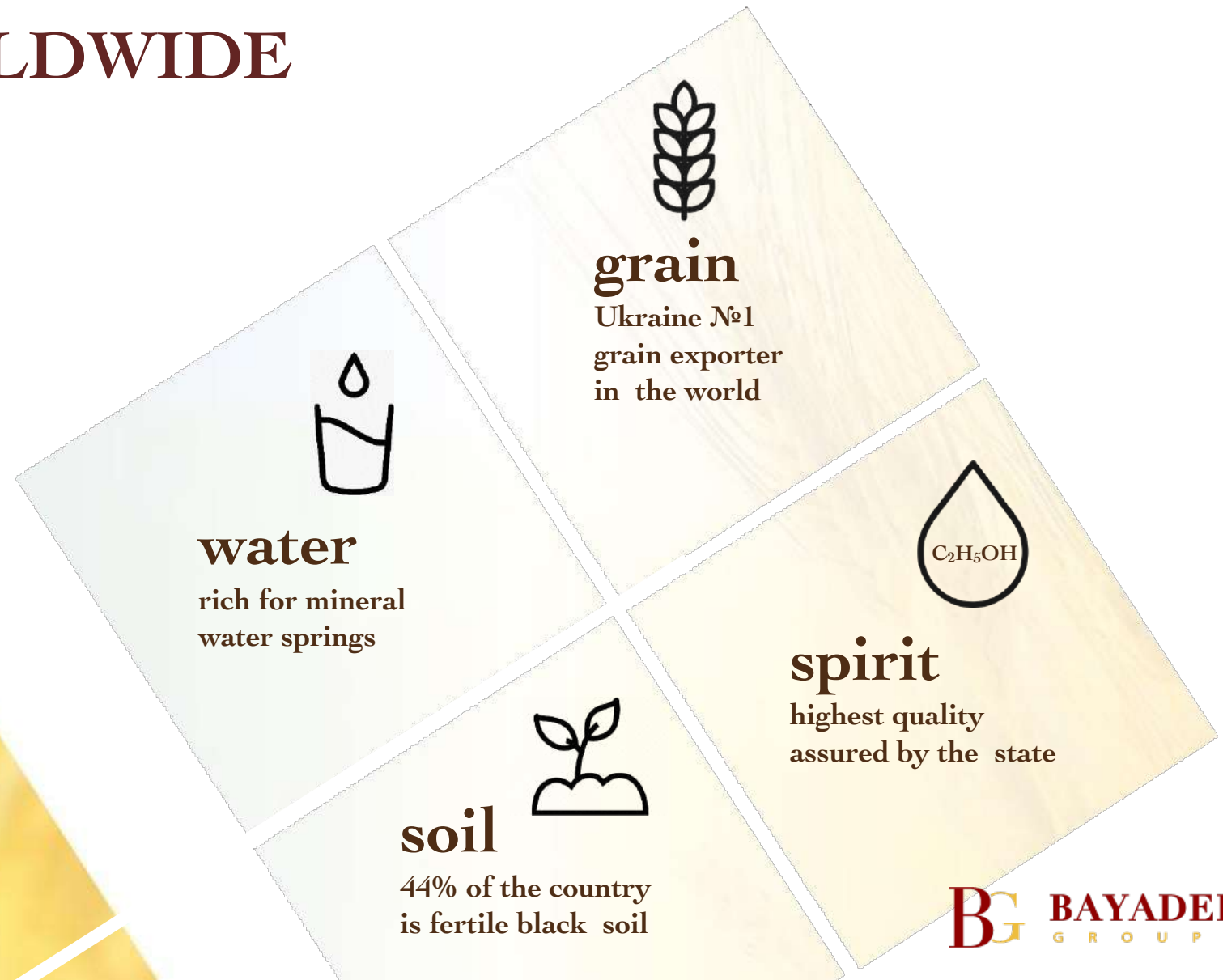




VODKA

P O R T F O L I O

WHY UKRAINIAN VODKA IS SO POPULAR WORLDWIDE



grain

Ukraine №1
grain exporter
in the world



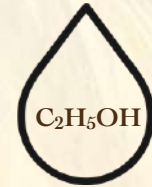
water

rich for mineral
water springs



soil

44% of the country
is fertile black soil



spirit

highest quality
assured by the state

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



Exceptional production
capability 150 M
bottles a year



25 M EUR
Investments in cutting
edge equipment



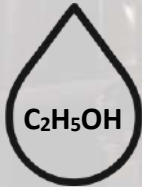
35 export countries
and counting



200+ awards of worldwide
tasting contests



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



Only LUX quality spirit
assured by the state



Crystal clear water from
own artesian wells



HLIBNY DAR



**Bestselling vodka
in Ukraine**



**Bestselling
vodka globally**



**9M+ 9l cases
sold in 2024**



**Distributed to 35
countries**



**100% grain spirit
LUX category**



**100+ awards of top
tasting contests
worldwide**



**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.

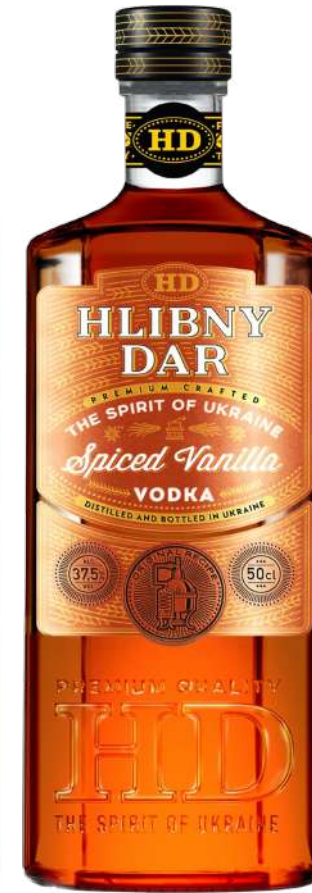
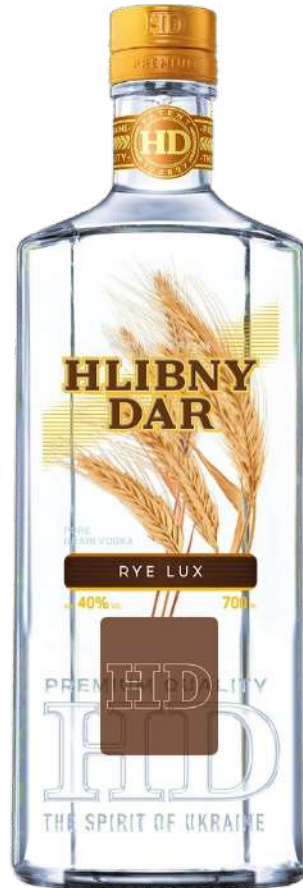
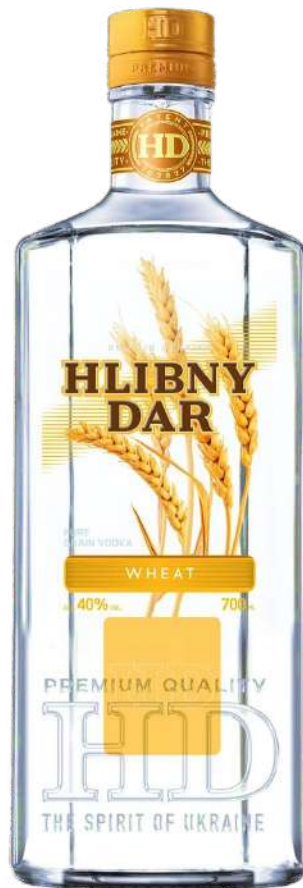
Hlibny Dar stands as a symbol of timeless values— heritage, quality, and the deep connection to the roots and land.

HLIBNY DAR RANGE: CLASSIC AND FLAVOURED VODKAS

Classic vodkas wheat and rye, 40% abv.
37,5% abv. is provided upon request.

Tailored flavoured vodkas, 37,5%

Same flavoured recipes in craft
design





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%



	0,1 L	0,2 L	0,35 L	0,5 L	0,7 L	1,0 L	1,75 L
HLIBNY DAR/ HARVEST DAY, 40%	CLASSIC	CLASSIC	CLASSIC	CLASSIC WHEAT	CLASSIC WHEAT	CLASSIC WHEAT	CLASSIC
HLIBNY DAR, 37,5%				RYE LUX	RYE LUX	RYE LUX	
HARVEST DAY, 40%/37,5%				ORIGINAL	ORIGINAL	ORIGINAL	
HLIBNY DAR/ HARVEST DAY FLAVOURED, 37,5%				ORIGINAL	SPICED VANILLA	ORIGINAL	
					WILD BERRIES		

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



	San Francisco World Spirits Competition	2024	Gold
	International Spirits Challenge, London	2024	Silver
	Warsaw Spirits Competition, Warsaw	2023	Gold
	Warsaw Spirits Competition, Warsaw	2021, 2022	Gold, Double Gold
	Rynki Alkoholowe, Warsaw	2021	Gold
	The SIP Awards, Irvine, CA	2020	Double Gold
	Warsaw Spirits Competition, Warsaw	2020	Double Gold, Gold
	New York International Spirits Competition, New York	2020	Silver
	International Spirits Challenge, London	2020	Silver, Bronze
	Warsaw Spirits Competition, Warsaw	2019	Double Gold
	Ultimate Spirits Challenge, New York	2016	Excellent, Highly Recommended
	Baltic International Spirits Navigator Competition, Riga	2016	Double Gold
	International Spirits Challenge, London	2013	

#5 IN GLOBAL RATING



FULL RANKING VODKA

RANK	BRAND	OWNER	2019	2020	2021	2022	2023	GROWTH
1	Smirnoff	Diageo	25.6	23.0	26.4	28.0	26.0	-7.1%
2	Tito's Handmade	Tito's	8.8	10.4	11.0	11.6	12.2	5.2%
3	Absolut	Pernod Ricard	11.2	9.6	11.7	13.0	11.9	-8.5%
4	Żubrówka	Maspex/CEDC	9.6	10.0	10.8	10.5	9.5	-9.5%
5	Hlibny Dar	Bayadera Group	8.0	8.5	9.2	8.6	9.1	5.8%
6	Magic Moments	Radico Khaitan	4.2	3.5	3.7	4.8	6.2	29.2%
7	Arkhangelskaya	Novabev Group	1.6	3.0	3.4	4.0	4.4	10.0%
8	Pyat Ozer	Alcohol Siberian Group	4.3	4.1	4.1	4.2	4.2	0.0%
9	Grey Goose	Bacardi	3.6	2.9	3.9	4.2	4.2	0.0%
10	Soplica	Maspex/CEDC	4.2	4.3	4.2	4.1	4.2	2.4%
11	Derevenka	Saranskiy	2.3	3.3	3.5	3.9	4.1	5.1%
12	Nemiroff	Nemiroff	4.3	5.0	5.6	2.4	3.4	41.7%
13	Belenkaya	Novabev Group	3.5	3.9	3.4	3.4	3.4	0.0%
14	Skyy	Gruppo Campari	3.6	3.2	3.3	3.4	3.3	-2.9%
15	Talka	Roust	2.5	2.8	3.3	2.7	3.1	14.8%
16	Ketel One	Diageo/Nolet Spirits	2.8	2.7	3.1	3.0	3.0	0.0%
17	Kozatska Rada	Bayadera Group	1.7	2.2	2.5	2.6	2.6	0.0%
18	Finlandia	Brown-Forman	2.9	2.4	2.6	2.6	2.6	0.0%
19	Russian Standard	Roust	3.6	3.7	3.7	3.0	2.5	-16.7%
20	Wodka Gorbatschow	Henkell Freixenet	1.7	1.8	1.9	2.0	2.4	20.0%
21	Tsarskaya/Imperial	Ladoga Group	1.5	1.4	1.4	1.6	2.3	43.8%
22	Green Mark	Roust	2.5	2.5	2.6	1.9	2.2	15.8%
23	Belaya Beriozka	Alcohol Siberian Group	0.7	0.7	0.9	1.3	2.0	53.8%
24	Chrome	Diageo	1.2	1.1	1.3	1.9	1.9	0.0%

*The Millionaires' Club by Drinks International 2024

USP



#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

PRODUCED BY
BG BAYADERA
GROUP





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)

**#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)



UKRAINIAN
SPIRIT

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



0,25 L

CLASSIC 37,5%

0,35 L

CLASSIC 40%

0,5 L

CLASSIC 37,5%

CLASSIC 40%

0,7 L

CLASSIC 40%

1 L

CLASSIC 37,5%

CLASSIC 40%

CLASSIC GIFT BOX

ICE 40%

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





KOZAK
VODKA

HUNGER
FOR FREEDOM

UKRAINIAN
CHARACTER

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 themselves and acting, going for victory and achieving their goals.

Invincible spirit and courage.

Hunger for freedom.

UKRAINIAN CHARACTER.

*Adding crystal
clear wells water
to lux spirit*



Cooling



Filtration



*Adding wheat
crisps infusion*

Resting



Bottling



*We take Lux
grain spirit*



**KOZAK
TECHNOLOGY**

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



New York International Spirits Competition, New York – Bronze, 90



Ultimate Spirits Challenge 2016, NY

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.“

USP

- #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!

The background features a close-up of several avocados with their characteristic bumpy, dark green skin. The image is framed by a dark, almost black, diamond-shaped area that is divided into four quadrants by white diagonal lines. The text is centered within this diamond shape.

**AVOKADO
VODKA**

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



AWARDS



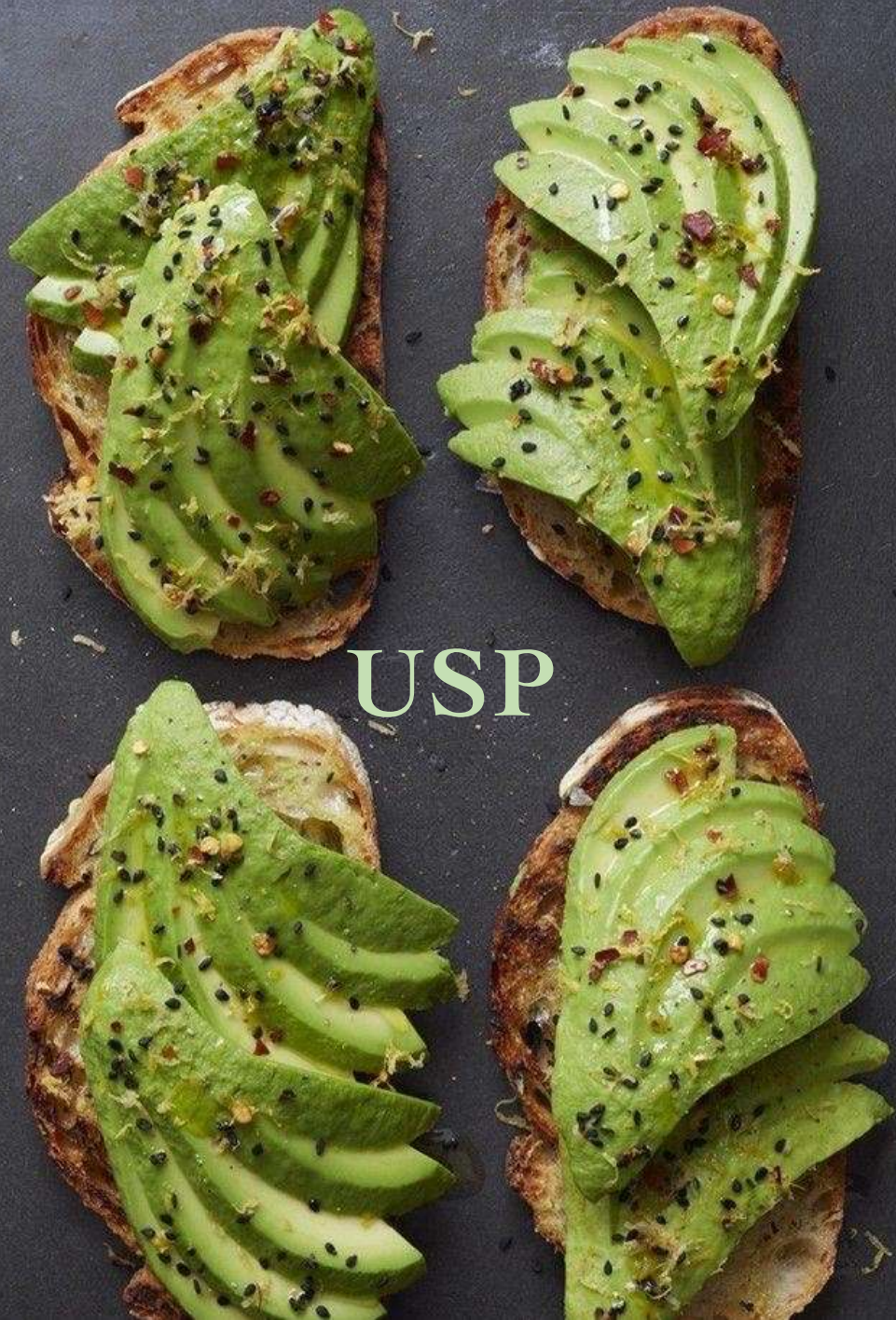
AVOKADO
VODKA



GOLD

2024 San Francisco
World Spirits Competition





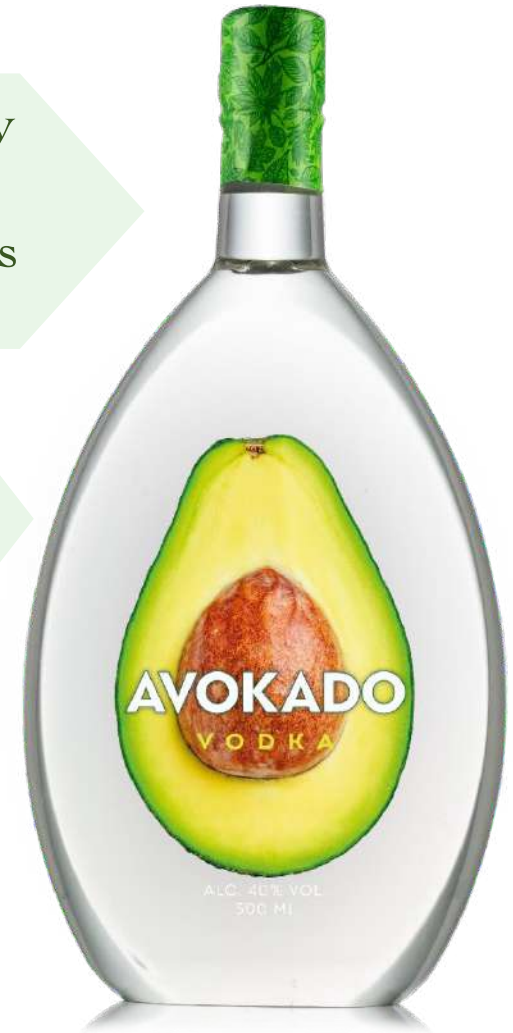
USP

AVOKADO VODKA WITH A SNACK

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





#C°CELSIUS

TRINITY TECHNOLOGY



TRIPLE
BLENDING

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



TRIPLE
SOFTENING

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



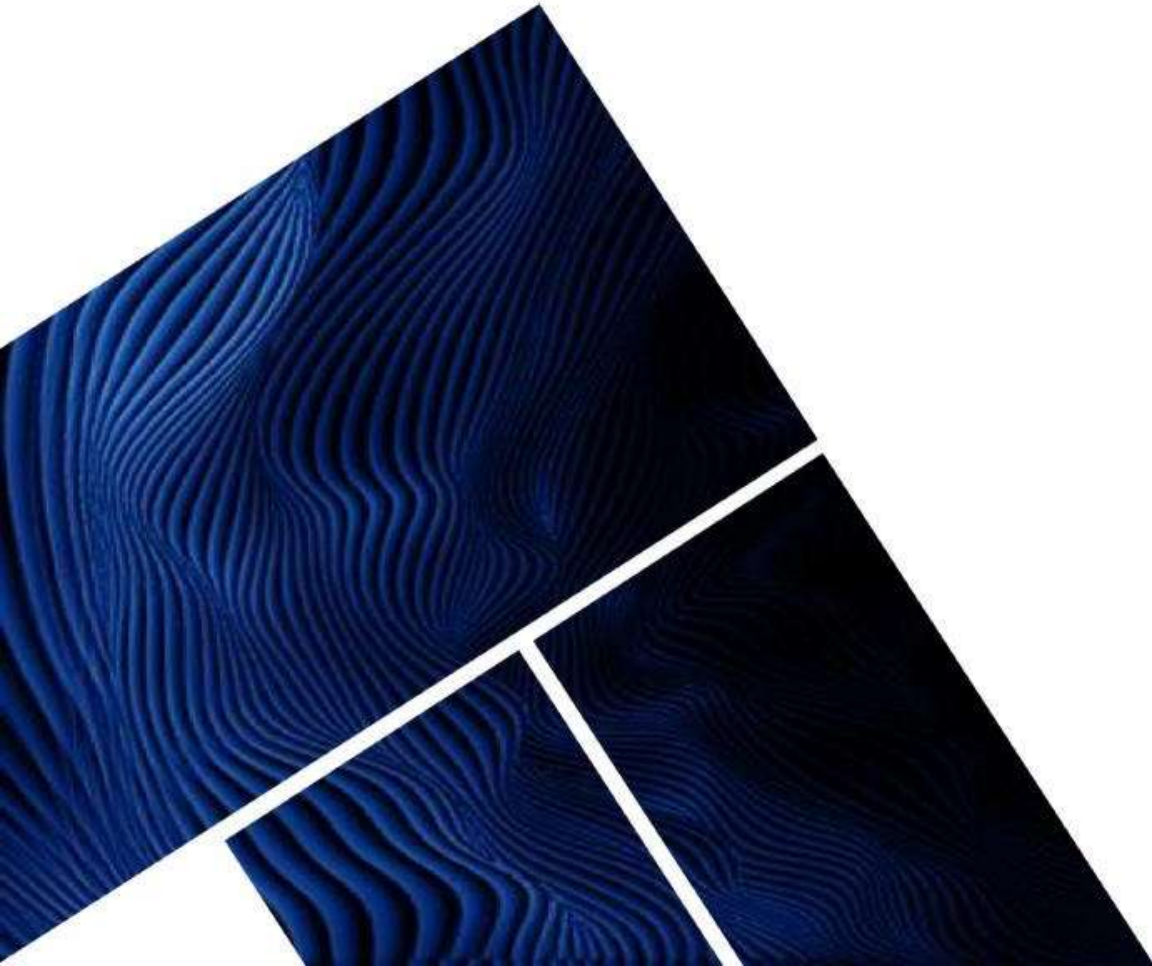
TRIPLE
FILTRATION

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

STANDARD RANGE: FROM 0.2 to 1L



CELSIUS ICE. COLOUR CHANGING GLASS



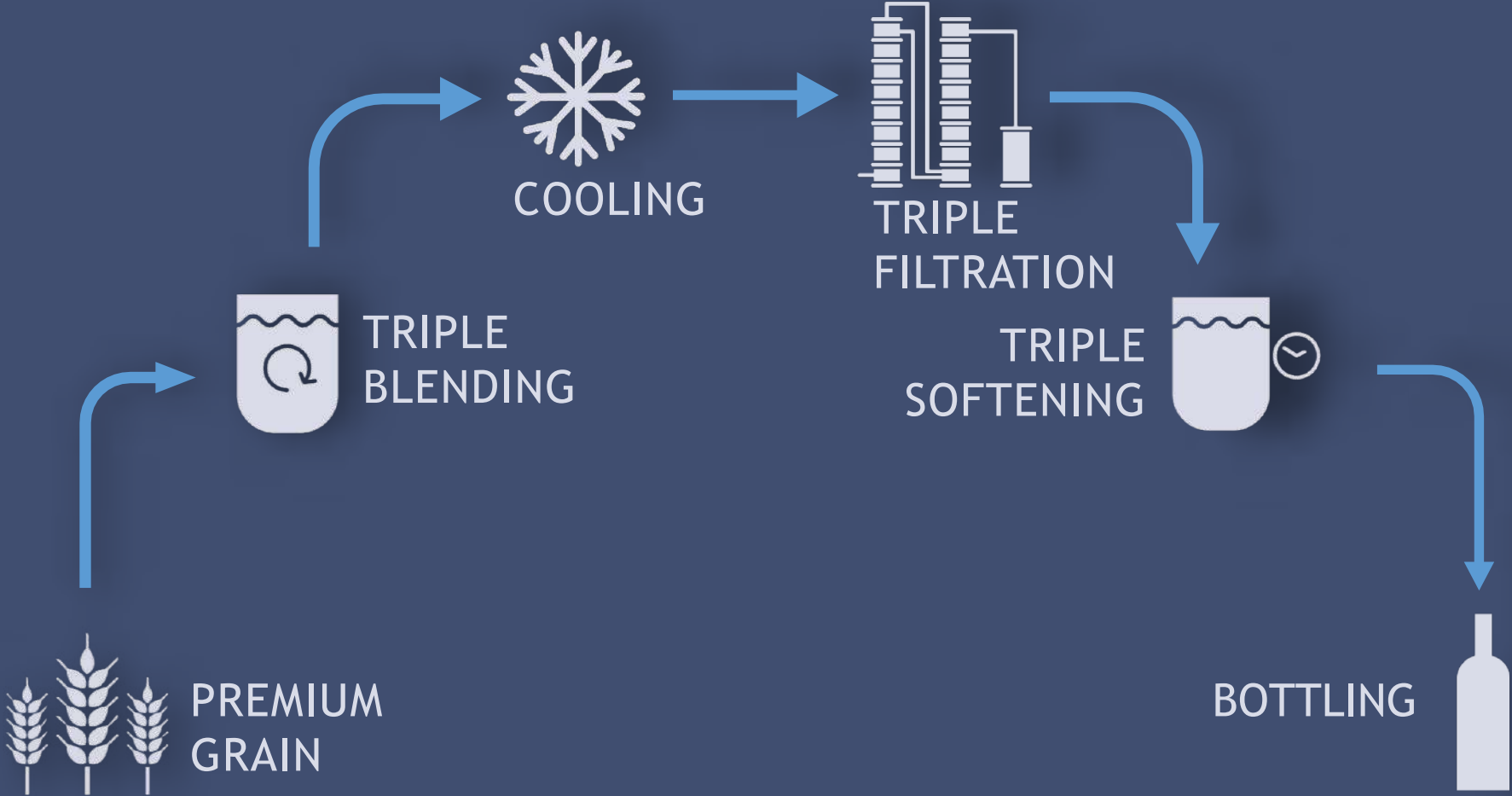
Featuring a stunning holographic label and a bottle that changes color when chilled. This effect perfectly highlights the brand name.



FLAVOURED RANGE, 1L



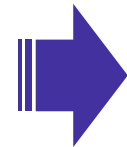
TRINITY TECHNOLOGY



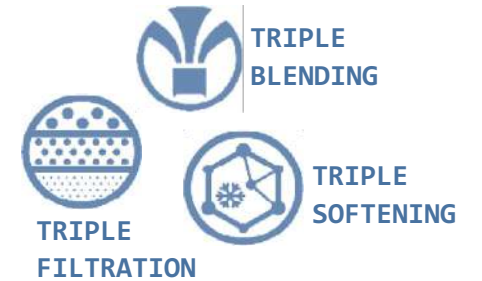
UNIQUE CAP



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

The image features a dynamic, abstract background of flowing blue and purple fabric-like textures. Overlaid on this are several white, intersecting geometric lines that create a grid-like pattern. In the center, the word "OXYGEN" is written in a bold, blue, sans-serif font with a yellow outline. Below it, the word "iunq" is written in a yellow, cursive script font.

OXY
GEN
iunq

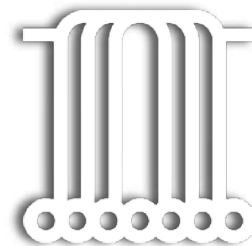
AIR PROCESSED VODKA



UNIQUE
STANDING OUT
BOTTLE SHAPE



OXYGEN-
SATURATED
VODKA



FALLING DOWN FROM
THREE-METER
HEIGHT VODKAFALL

OXYGENIUM RANGE



40% ABV

0,25 L

0,35 L

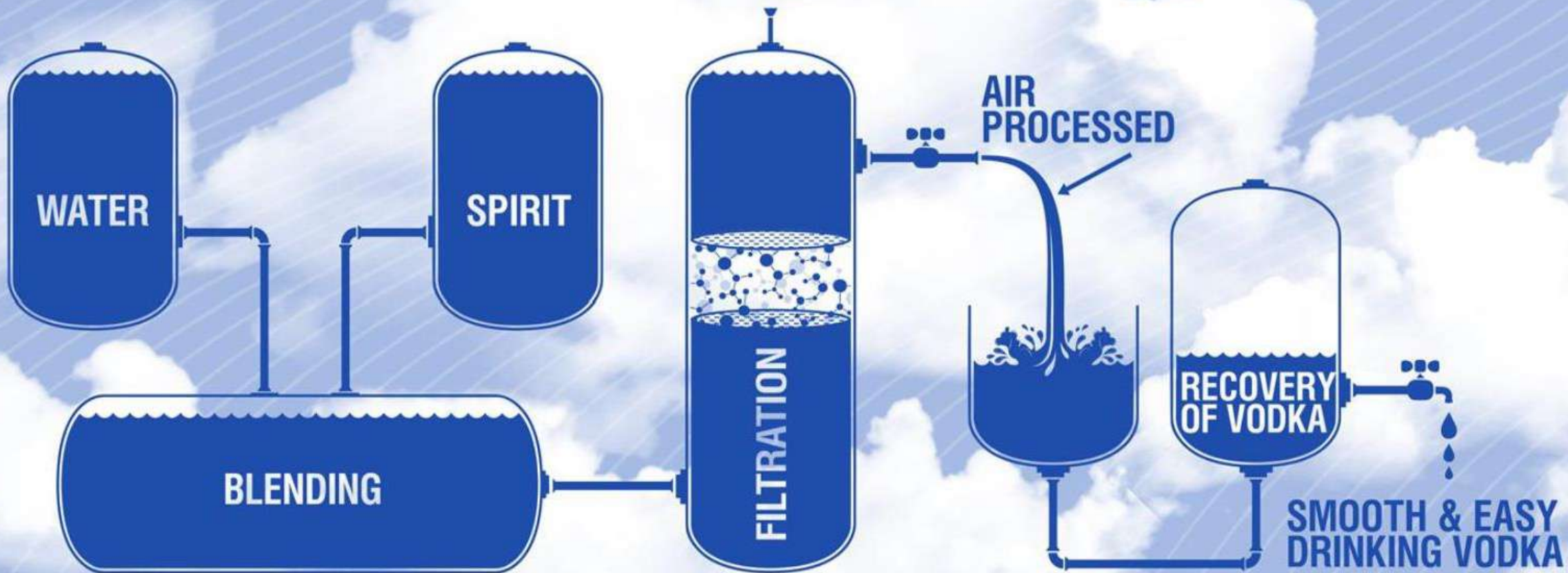
0,5 L

0,7 L

1,00 L

BG BAYADERA
GROUP

VODKAFALL TECHNOLOGY



USP

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



Blue
SPRINGS
VODKA

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



0,1 L

0,2 L

0,35 L

0,5 L

0,7 L

1,0 L

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.





NIKITA
CORN
VODKA

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.

CORN RANGE



0,1 L

0,5 L

0,7 L

1,00 L

1,75 L

3,0L

USP



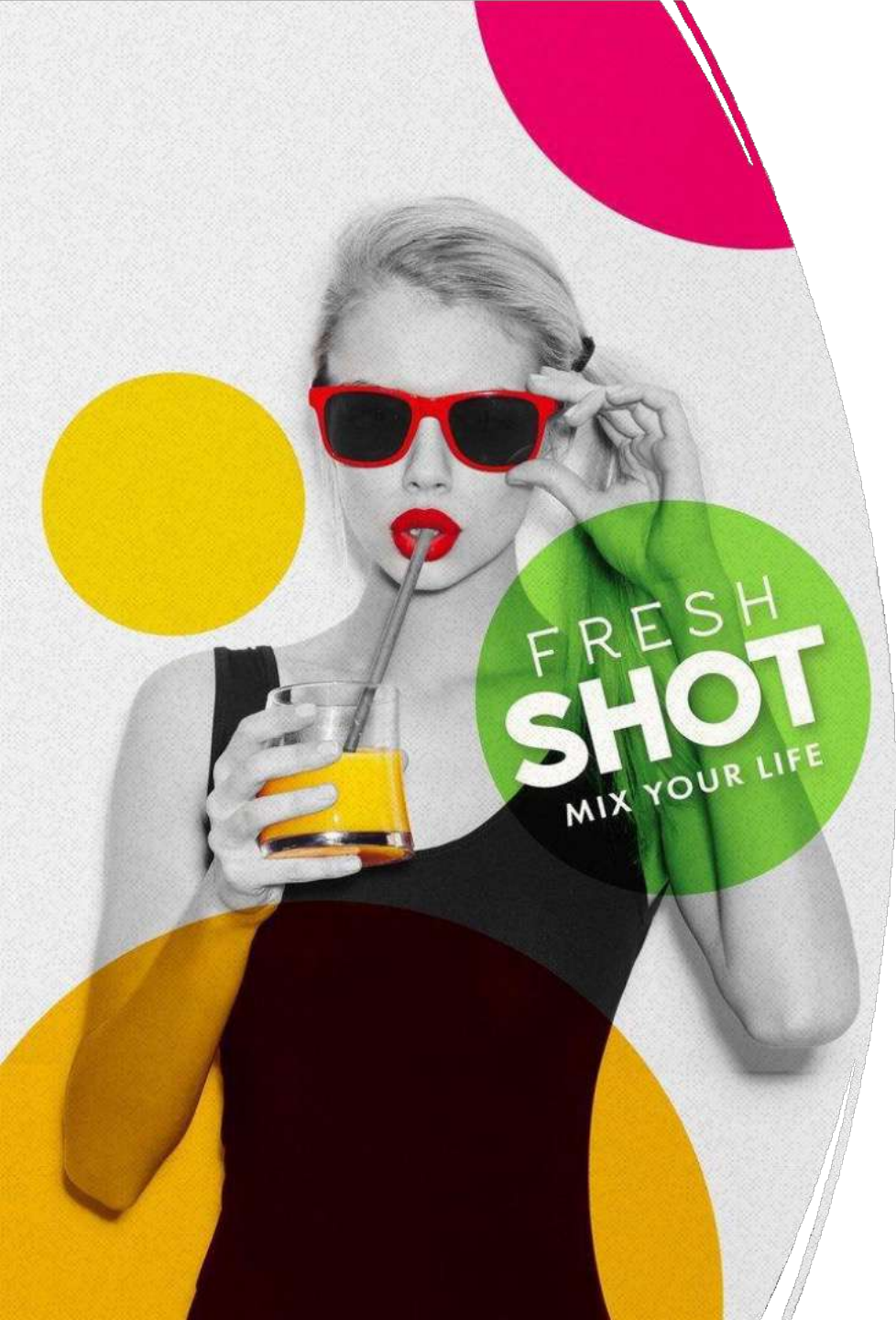
- ✓ 100% CORN SPIRIT OF CLASS "LUX"
- ✓ SPECIALLY PREPARED ARTESIAN WATER

- ✗ 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

All flavours are available in 50cl/ 70cl/ 1L



ICE CLEAR
(REFRESHING PURITY)

Pure vodka with a subtle breeze, delivering a refreshing and crisp sensation with each pour.

40% abv. 50 cl/70 cl/1L



MANGO
(TROPICAL COCKTAIL)

A unique blend of ripe mango and tropical fruits infused with exotic herbs: hibiscus flowers.

28% ABV. 50 cl/70 cl/1L



MELON
(SWEET COCKTAIL)

A unique combination of Israeli melon taste and pumpkin with notes of the lemongrass.

28% or 40% abv.



GREEN APPLE
(CRISP COCKTAIL)

A harmonious blend of sweetness and vibrancy in every sip.

28% or 40% abv.



CRANBERRY
(DELICATE COCKTAIL)

A unique combination of cranberry taste and aroma with notes of the linden flowers.

28% or 40% abv.



LIME & MINT
(REFRESHING COCKTAIL)

Combination of lime, mint and lemon mixed with infusion of herbs: the flowers of black elderberry and ginger root.

28% or 40% abv.



GRAPEFRUIT
(BITTER COCKTAIL)

A unique combination of Californian grapefruit taste and citrus fruits aroma with notes of the linden flowers.

28% or 40% abv.



USP



- **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.



RADA
PREMIUM

RA
DA
PREMIUM

MEET
THE WORLD

CLASSIC

RADA
0,7L
40% vol

PREMIUM RADA



PREMIUM TECHNOLOGY



USP



- 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

The image features three glasses of gin and tonic on a light-colored table. Each glass is filled with a clear, bubbly liquid and garnished with fresh citrus slices (orange and grapefruit) and a sprig of thyme. The glasses are set on decorative coasters. In the foreground, there are scattered orange peels and two olives. The background is softly blurred, showing a white tablecloth and a pink chair. The entire scene is framed by white geometric lines.

ST. ANDREW'S

GIN

ST. ANDREW'S GIN

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



ST.ANDREW'S RANGE: CLASSIC AND FLAVOURED

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



ABV 40%

0,5L/0,7L

-

ABV 37,5%

0,5L/0,7L

0,5L/0,7L

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.

ST.ANDREW'S



PRICE POSITIONING



SUPER-
PREMIUM



NIKITA
CORN
VODKA



PREMIUM

HLIBNY
DAR

HARVEST
DAY



MAINSTREAM



Blue
SPRINGS
VODKA

FLIRT®
VODKA



FLAVOURED

#CELSIUS

AVOKADO
VODKA



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GRACIAS
ARIGATO
SHUKURIA
GOZAIMASHITA
EFCHARISTO
KOMAPSUNIDA
MAAKE
GRAZIE
MEHRBANI
PALDIES
DANKSCHEEN
TASHAKKUR ATU
SUKSAMA
EKHMET
YAHANYELAY
MABEJJA
MAYTEKA
YUSPAGARATAM
TINGKI
BIYAN
SHUKRIA
THANK
YOU
BOLZIN
MERCY

BG BAYADERA
GROUP