

**ГОРМОНЫ
РАДОСТИ**

**и
зайца**

*«The coolest thing
I've seen in Russia
was ice cream factory». (c)*

**Michael, Rotary
Internationalary.
Australia**





In 2000 our company came to the Far East market. The main activity was retail trade of Russian ice cream manufacturers.

2000



In 2005, we started our own production of ice cream. The name of brand was «Tri Zhelaniya». At the beginning of producing were just three flavors of ice cream because it was connecting with name of brand.

2005



From year to year we have increased the quantity and range of our products. It allowed to achieve the best approach to production.



From 2009 to 2014 our company take the first place at the competition «Khabarovsk brand».

At the moment, our technologists have developed more than 30 kinds of flavor. There are no one company else has the same variety of flavor in the Far East.

We actively take part in charitable campaigns, promotions and events.

PRODUCTION



The seniority of technologists are more than 5 years.
So it's one of good condition to product high quality ice cream.

В производстве задействовано оборудование известных торговых марок, таких как: **Tetra Pak** и **ALFA-LAVAL**




Все оборудование сертифицировано и соответствует современным техническим и санитарным стандартам

Ice cream «**Zayca**» is made just from organic and natural products.




Clean water from Far East artesian springs



One of the best Russian butter «Krestyanskoe». It's high fat without external impurities supplied from the Moscow region.



High-quality condensed milk, produced in Russian city Omsk according to a high standard of quality.



High-quality whole milk powder.



We enter into a narrow range of factory customers because they produce the best milk powder in Russia.



Delivered by special flight from **Novosibirsk**.



FRUIT FILLER AND FRUIT AND BERRY JAM

The factory of Tula region specially for «Zayca» company produce jam.



SUGAR

Use sugar just from Krasnodar Krai. Because it considered the most natural and delicious in Russia.



NUTS AND DRIED FRUITS

Delivered by Russian representative of foreign companies.

Lyuksays stabilizer produced by Tetra Pak shipped directly from France



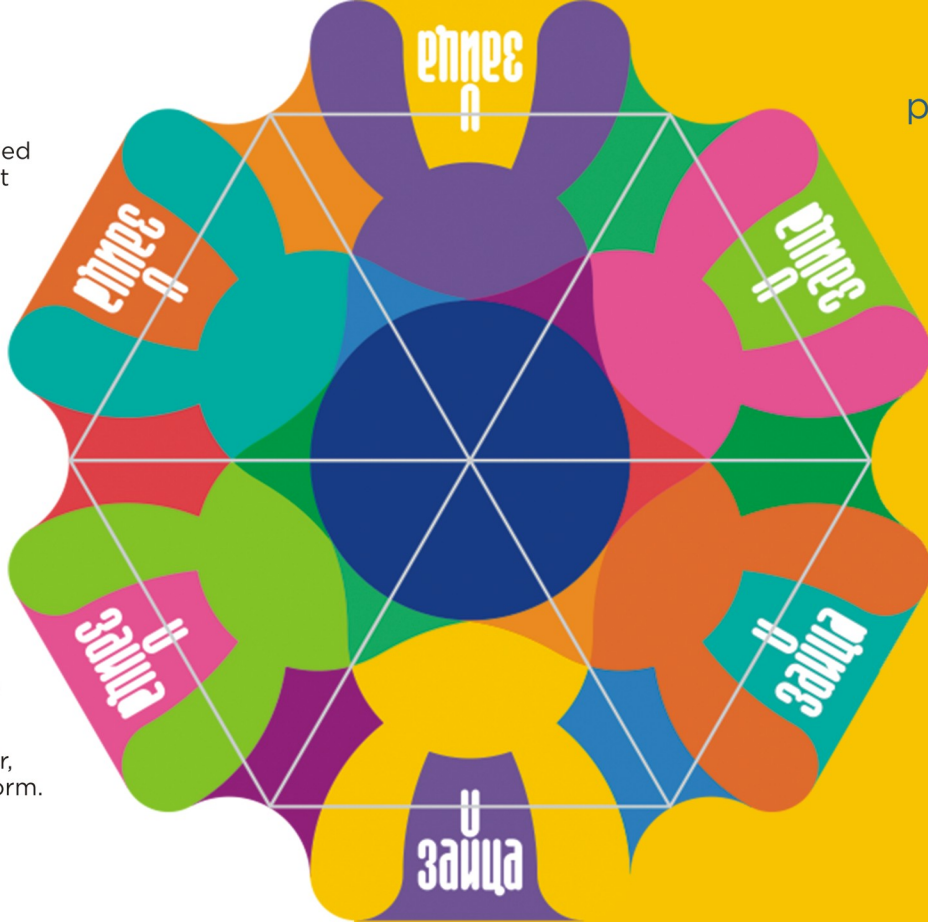
As the result the peculiarity of our ice cream are simple composition and high-quality ingredients, most of ingredients are from **Russia**.

Due to the expansion of markets, in 2014, our team has developed a new brand to attract the young audiences.

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Zayca -

is bright, juicy brand, with a lot of colored patterns. It does not have a particular color, mainly thing - it is form.





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Surely the original style
of the retail outlets...



and colorful
sellers uniform...



attract the attention.

Since the creation of the new brand we run the site **«zaicarf.ru»** and a group in the popular social network Vkontakte - **vk.com/zaicarf**.



Through holding different online activities and events, we got the opportunity to interact with young people.

If speak about the actions necessary to mention one. Our customers receive prizes for the most creative name for ice cream. In other words, all the names have been designed and selected by popular vote.

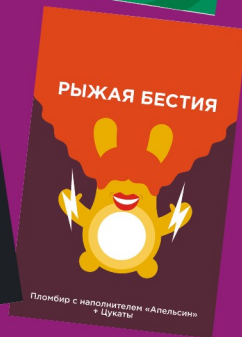
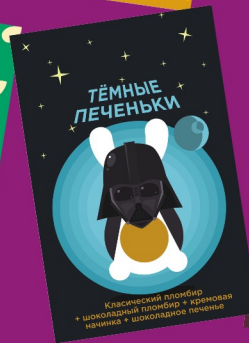
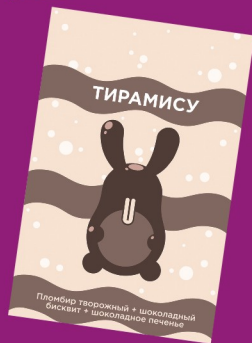
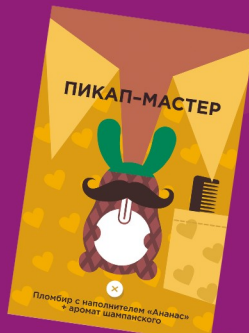




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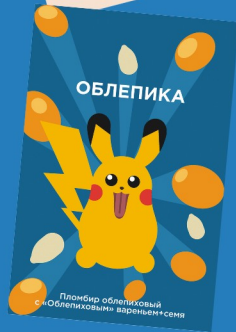
Our designers presented

INTERESTING VARIANTS OF PRICE STICKERS

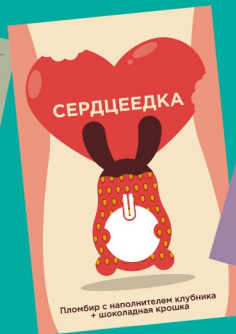
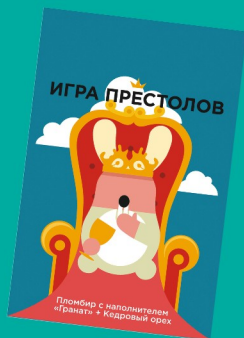


Our designers presented
INTERESTING VARIANTS OF PRICE STICKERS

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Starting 2014 along with ice cream sold by weight our company has developed an **individual package (90 ml and 475ml)**.

We sell our ice cream to most cities in the Far East.
Outlets **«Zayca»** are located in Khabarovsk, Vanino, Komsomolsk,
Birobidzhan, Blagoveshchensk, Bilogorsk.



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Also among our partners are representatives
from Beijing and Harbin (China).

«Honesty and quality. I was always told that they are two main features that must have a modern businessman .

If talking about our company we work according of this two principle. But to my mind, ice cream it s special product, cant comply with certain standards and restrictions.

On the contrary, it is necessary to make experiment, looking for something new. Every year we try to surprise our customers by tasty, original, does not look like another brand ice cream.

In this case, don't forget about state standards. Our ice cream suit for all generations. But mostly it's for people who like be naughty and break the rules».

individual entrepreneur
Amirkhanov Ilia

