



Company Info

Established:
1925

Headquarters:
Almaty, Kazakhstan

Active in:
Kazakhstan, Russia, Ukraine,
Kyrgyz Republic

Turnover:
USD 24,2 mln

Productivity
600 000 Tons

Website:
www.araltuz.com

Contact person:
Madina Sukurova

E-mail
Madina.sukurova@araltuz.kz

“Araltuz” JSC

Araltuz is the largest producer of table and industrial salt in Kazakhstan. The main activities of the company are the extraction, production and sale of table and industrial salt.

Company Photo

overview



production



Company track record and achievements (+experience in China)

Huge experience in the salt market of Kazakhstan and the CIS countries, accumulated over 95 years;
The only salt production facilities in Kazakhstan designed to produce up to 550 thousand tons of salt per year;
International quality certificates (ISO 9001, ISO 22000, ISO 50001);
Modern European equipment (the leading Spanish company SERRA Salt Machinery in the salt processing industry);
The market share in the Russian Federation is 15%;
"Altyn Sapa" national award for achievements in the field of quality





Product 1 Info

Existing Brand: Araltuz, Slavyanochka

Existing Markets:
Russia, Kyrgyz Rep., Ukraine

Target consumer:

Age ()

Income ()

Geographic Feature ()

Channel :

Hotel Supermarket

Wet Market Restaurant

Distributor Other _____

Or purely B2B, fill in below area

Target client:

Client's sector/products (salt distributors, chain stores, supermarkets)

Client feature (possesses the license to distribute table salt in China)

Geographic Feature (all over China)

Table Salt

- Indicative pricing \$200 per 1 ton (DAP), \$0,2 per 1 kg
- Packaging size: 500 g, 1 kg
- Shelf-life: 1 year for iodized salt, 2 years for non-iodized salt

Features and benefits

Free from additives and conservatives in product (anti-caking agents)

Fortification of products with iodine

Environmentally friendly natural product

ECO, BIO, NON GMO, Halal certificates

Product track record and achievements (+experience in China)

The launch of a new workshop equipped with machinery by Spanish company SERRA Salt Machinery, which, in addition to increasing production capacity, made it possible to start the production of fine salt (grinding No. 0)

Production of salt shakers with a modern design and a modernized lid, in addition to plastic packaging and cardboard.



Product 1 – Table Salt

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product



Photo #4 of the product



Photo #5 of the product



Photo #6 of the product



Links:

https://youtu.be/vv2v95eqK_s

<https://youtu.be/xn6nWYHORf0>

Link to a presentation of a company/ product

<https://drive.google.com/file/d/1sK713cn6QsII4Jv8h1T4jDCtatPmrrQ4/view?usp=sharing>