

Company Info

Established:
1993

Headquarters:
Petropavlovsk, North
Kazakhstan region

Active in:
Russia, Kyrgyzstan, Belarus
and China

Turnover:
30,225,000 USD (2019)

Productivity
5000 tons per year

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Raduga LLP

For more than twenty five years, the Company has been successfully developing in the Kazakhstan market and has established itself as a reliable partner. Today "Raduga" is a diversified, steadily developing Company with a large branch network, its own infrastructure, production facilities, which occupies a leading position in the market of Kazakhstan. In 2013, the company entered the TOP-20 among large enterprises of the Republic of Kazakhstan and was awarded the "Leader of Kazakhstan 2013" award. The main directions of production: the manufacture of fast food products, household chemicals and plastic products. Assortment of products: Instant noodles "Pasta Mama", cereals and oat flakes "Dobraya krupa", Flour "Dobraya" and "Emperor", fried sunflower seeds "Dobraya semechka", dry and curly breakfasts, popcorn and corn stick "Hit", "Kapitan Khrust" and "Mr. Corn", broths and mashed potatoes "Good portion", household goods and consumer goods "Plastika" and "Bella", "Deluxe".

Awards: The best product of Kazakhstan 2018 - nomination The best food products; Sala National Crazy 2013 Award; PARYZ Award 2014; PARYZ 2018 award; Diploma of the winner of the regional competition-exhibition The best product of Kazakhstan, TM Pasta Mama, SKO, 2019; Industry Leader Diploma - 2015; WORLDFOOD Best Product Medal 2014; Medal Best Product 2011 SKO

Company Photo

overview



production



Company track record and achievements (+experience in China)

Over the past 3 years, our company has been progressively entering the markets of other countries. Today we sell our products to many regions of the Russian Federation, we have distributors in the markets of Kyrgyzstan and Belarus. We are negotiating the supply of goods to Afghanistan, Turkmenistan, Tajikistan, Uzbekistan and Belarus. An agreement on export work was signed with a German company (we are preparing the necessary package of documents for export to the EU). We work with both distributors and retail chains.

At the beginning of 2019, oat flakes were supplied to Guangzhou, China.

Product 1 Info

Existing Brand:
TM «Good groats»

Existing Markets:
Russia

Target consumer:

Age ()
Income ()
Geographic Feature ()
Channel :
(+)Hotel (+)Supermarket
(+)Wet Market (+)Restaurant
(+)Distributor (+)Other –
Trade networks

Or purely B2B, fill in
below area

Target client:

Client's sector/products - (+)
Food Distributor
Client feature ()
Geographic Feature ()

Product 1 - Flakes

- Indicative pricing: 0.40 USD excluding VAT and shipping, middle price segment
- Packaging size: 400 grams, 16 packs in a box
- Shelf-life: 12 months

Features and benefits

Oatmeal is extremely important for a healthy diet. They are intended for cooking cereals, side dishes, jelly, used as a dressing for soups. Flakes are obtained by steaming and short-term laying of cereals, flattening and drying. Cereals and oat flakes have a high nutritional value, the chemical composition of the flakes includes the most important components for health: potassium, magnesium, phosphorus, chromium, iron, manganese, iodine, fluorine and many others.

Product track record and achievements (+experience in China)

We sell assorted oat flakes in the Republic of Kazakhstan and the Russian Federation. In 2019, the first batch was delivered to Guangzhou, China.

Product 1 – TM "Good groats"

Photo #1
Cereal flakes 4 cereals "Good groats" requiring cooking



Photo #2
Oat flakes "Good groats" requiring cooking



Photo #3
Cereal flakes 4 cereals "Good groats" not requiring cooking



Photo #4
Oat flakes "Good groats" not requiring boiling



Product 2 Info

Existing Brand:

Figured breakfasts TM «Hit»

Existing Markets:

Russia

Target consumer:

Age ()

Income ()

Geographic Feature ()

Channel :

(+)Hotel (+)Supermarket

(+)Wet Market (+)Restaurant

(+)Distributor (+)Other –

Trade networks

Or purely B2B, fill in
below area

Target client:

Client's sector/products – (+)

Food Distributor

Client feature ()

Geographic Feature ()

Product 2 - Figured breakfasts TM «Hit»

- Indicative pricing: 0.35 USD excluding VAT and shipping, middle price segment
- Packaging size: 200 grams, 12 packs in a box
- Shelf-life: 8 months

Features and benefits

HIT breakfasts are made of selected corn grits, sugar, natural honey and cocoa and contain essential vitamins and minerals important for your health. During the production process, all products undergo thorough quality control. HIT flakes are made from selected corn grits, sugar, natural honey and cocoa.

Product track record and achievements (+experience in China)

We sell figured breakfasts "Hit" in the Republic of Kazakhstan and the Russian Federation. We are negotiating the supply to Belarus.

Product 2 – Figured breakfasts TM "Hit"

Photo #1 - Ball of honey



Photo #2 - Caramel balls + chocolate



Photo #3 - Chocolate balls



Photo #4 - Sugar rings



Photo #5 - Condensed milk rings



Photo #6 - Caramel rings



Product 3 Info

Existing Brand: Instant noodles TM «Pasta Mama»

Existing Markets:
Russia

Target consumer:

Age ()
Income ()
Geographic Feature ()
Channel :
()Hotel (+)Supermarket
(+)Wet Market ()Restaurant
(+)Distributor (+)Other –
Trade networks

Or purely B2B, fill in below area

Target client:

Client's sector/products – (+)
Food Distributor
Client feature ()
Geographic Feature ()

Product 3 - Instant noodles TM "Pasta Mama"

- Indicative pricing: 0.10-0.55 USD excluding VAT and shipping, low and medium price segment
- Packaging size: 50, 60, 75 and 90 grams
- Shelf-life: 12 months

Features and benefits

Instant noodles TM "Pasta Mama" is a cheap, full-fledged product that is irreplaceable when there is a lack of time for lunch. A distinctive feature of the entire line of TM "Pasta Mama" is the fact that fortified flour of the highest grade with enhanced whiteness and gluten is used in the manufacture. It not only brews in 5 minutes, but also does not lose its structure. Foil packaging protects the product from external factors, which allows the product to remain fresh and tasty for all the declared 12 months shelf life. An important factor is the Halal and GOST Certificate, our product is fully certified and made in accordance with GOST.

Product track record and achievements (+experience in China)

We sell instant noodles of TM "Pasta-Mama" in the Republic of Kazakhstan, also in the Russian Federation and Belarus. We are negotiating supplies to Afghanistan, Turkmenistan, Uzbekistan and Tajikistan

Product 3 – Instant noodles TM "Pasta Mama"

Photo #1 - Instant noodles 50 gr



Photo #2 - Instant noodles 75 gr



Photo #3 - Instant noodles 75 gr



Photo #4 - Instant noodles 90 gr



Photo #5 - Instant Noodles 90 gr in a Bowl



Photo #6 - Soup with noodles in a glass 40 gr

