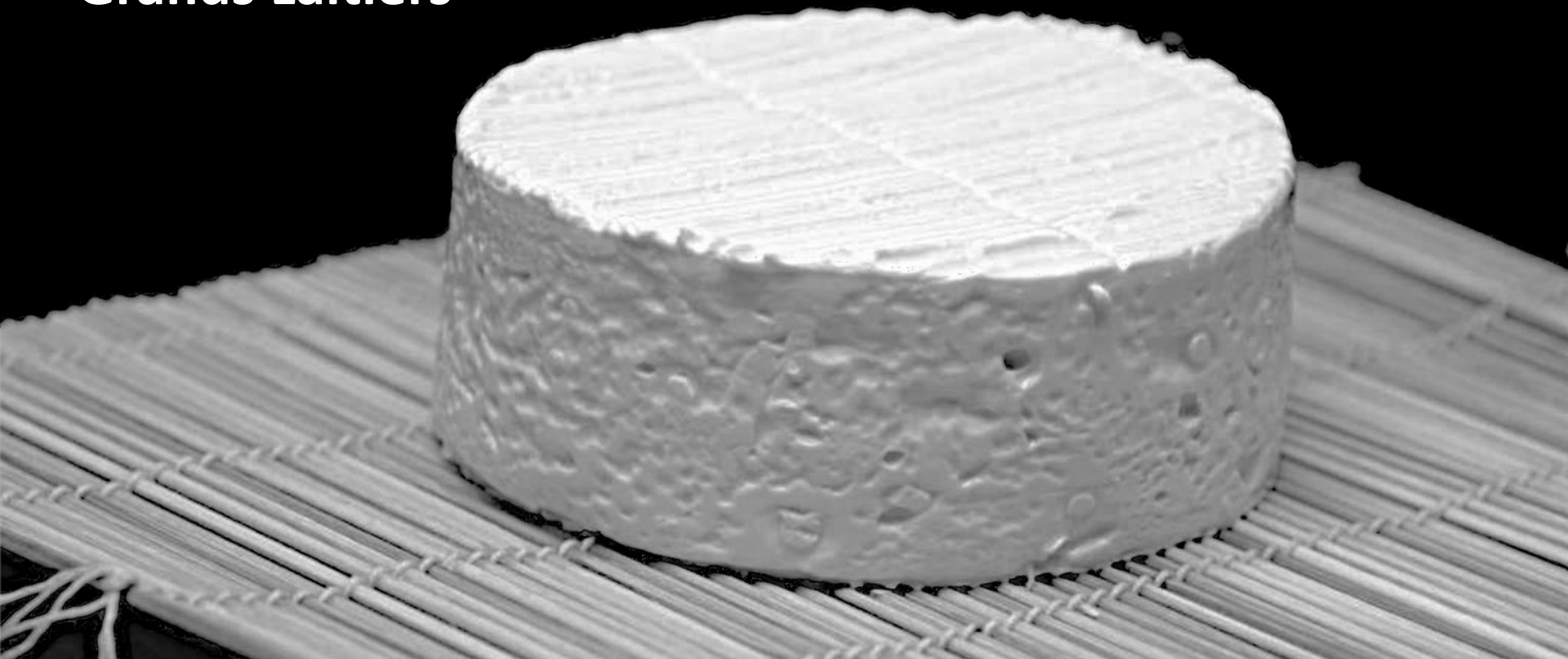


Гран Летье

Grands Laitiers

16 Août 2015





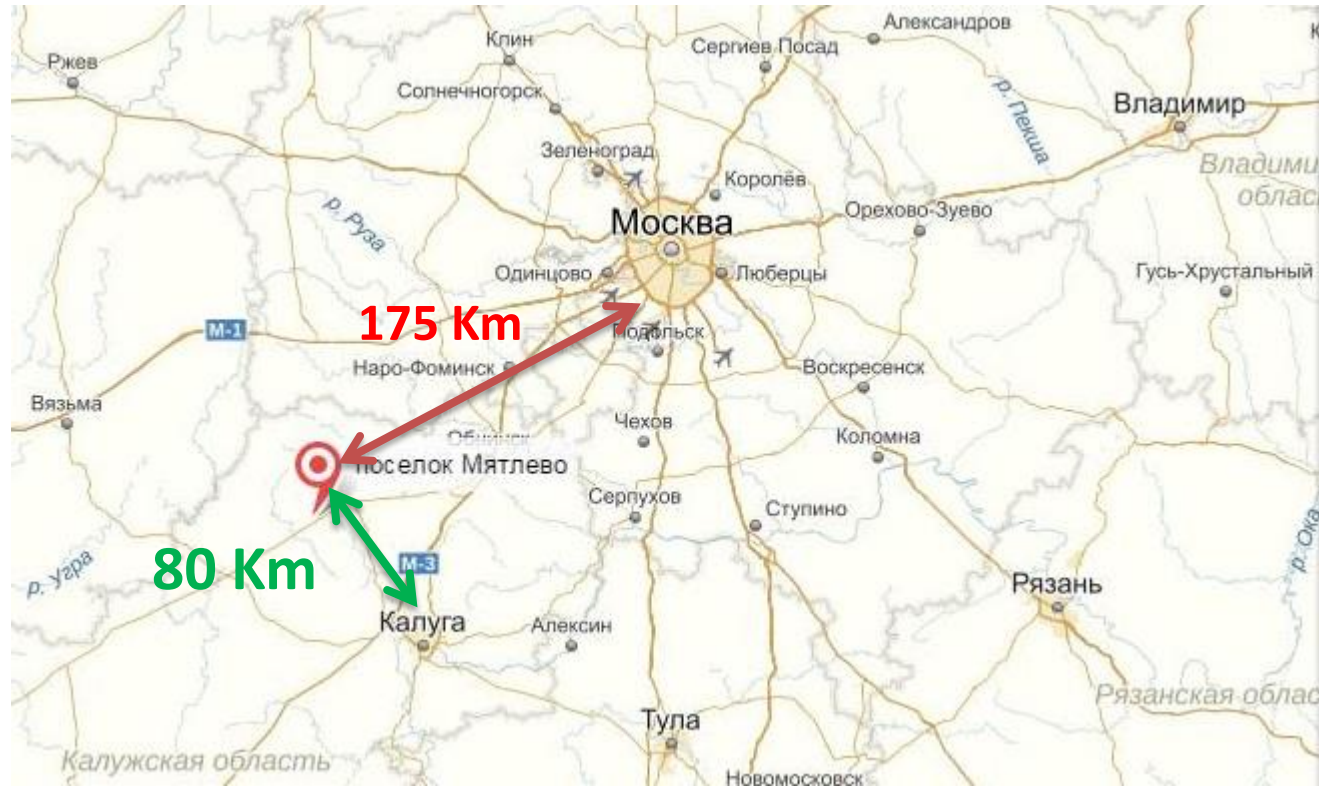
Summary

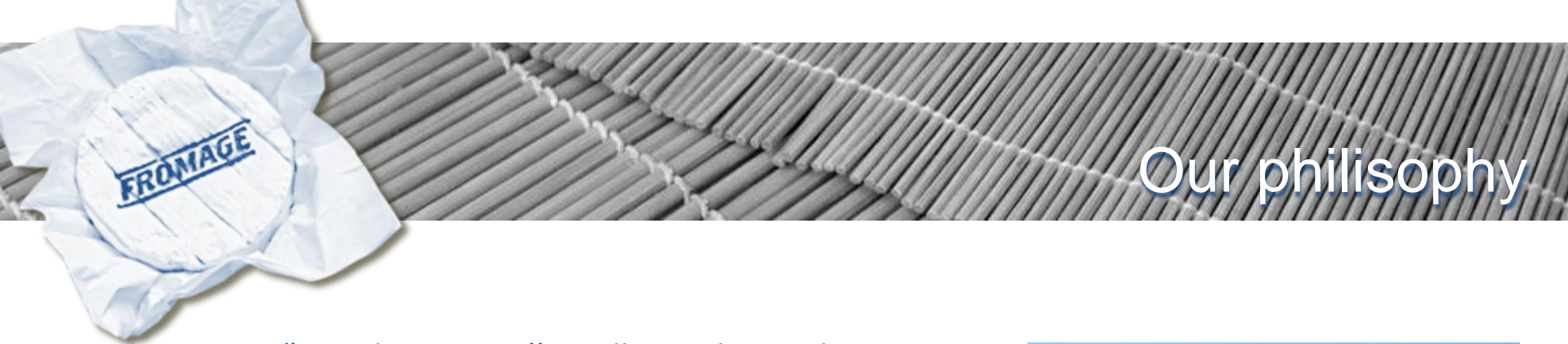
- Location
- Our philosophy
- The team
- French “savoir faire”
- Partner
- The market
- Our products
- Marketing & sales
- Objectives
- Conclusion





Location





Our philisophy

- “Grands Laitiers”, will produce cheese in accordance and in respect of the traditional methods of French Cheese Craftmanship.
- The production unit and project as described in this document has a daily capacity of transforming 4.000 liters of milk, representing an output of up to 400 kg of cheese.
- “Grands Laitiers” will develop products of the main cheese families based on “region of origin” that will be defined at a later stage.



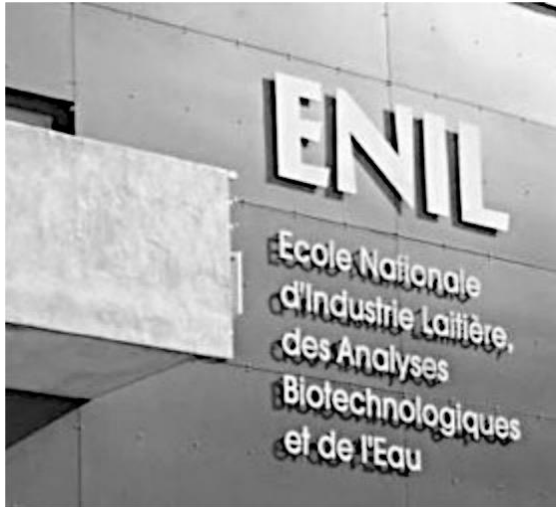


The Team

Claude Dunant



- Claude has a PHD in agronomy and is a professor at the ENIL (French National Institute for Dairy Industry, Biotechnology and Water).
- Author of several books and essays related to the dairy industry, he consulted on the creation of various cheese production projects.
- Claude will consult the team and be involved during the implementation and startup phase of the production.





The Team

Maître Fromager

- A French national, graduated cheese with experience.
- Each cheese production unit will be managed by a French 'Master Fromager'.



The Team

Investor: Philippe Nyssen



- Philippe moved to Russia in spring 1992. His career followed the evolution of the Russian and CIS markets, namely; from trading and imports, through wholesale and retail distribution, up to production.
- This multidisciplinary CIS experience became valuable for the understanding of the needs for the successful establishment of local operations of western companies. He therefore quickly excelled in the field of industrial real estate development on assignment for “IIG” and “ImmoRosIndustry”.
- He later gained technical assurance when entrusted with the establishment and management of the Kazakh subsidiary of the Belgian architecture and engineering firm “VK Group” after which he joined FVRu where he still holds the position of CEO.
- Philippe is co-initiator of the project, and will bring a permanent support to the team during the implementation and further development of the project.



The Team

Initiator: Frederic Piston d'Eaubonne

- Frederic has a degree in Agronomy and took additional courses in supply Chain management.
- Frederic was sent to Russia in April 2002 by Kuehne+Nagel as to trouble shoot supply chain issues at PepsiCo. The success of this particular task assured Frederic further missions in the CIS.
- The vastness and specifics of the country dictates the size and complexity of the projects. Systematically putting the processes under question, sharing knowledge and the ability to adapt to local specifics allowed him to realize excellent results with projects nobody wanted.
- With his academic background as Agronomist and the actual restraint on imports, Frederic saw an opportunity and is as such the initiator of the project.





French “Savoir Faire”

The equipment and production technology has entirely been written by Claude Dunand with the “Maître Fromager” as to answer to all requirements for the end result sought. Preference is given for French items:

- Production equipment from tanks to cheese forms and small equipment.
- Ferments and rennet to obtain the desired taste and quality.
- Specific packaging materials of carton and paper that allow further maturing of the cheese.
- Adapted temporary buildings equipped with hydro and temperature control. (engineered in Moscow by a French company)





Partner





The Market

In August 2014 Russia outlined the products subject to the one year ban: beef, pork, poultry, fish, fruit, vegetables, **cheese, milk and other dairy products** in a radical response to the sanctions.

“The import ban serves the Russian domestic agenda which seeks greater economic self-sufficiency by potentially boosting agricultural production at home and encouraging consumers to buy homemade goods.”

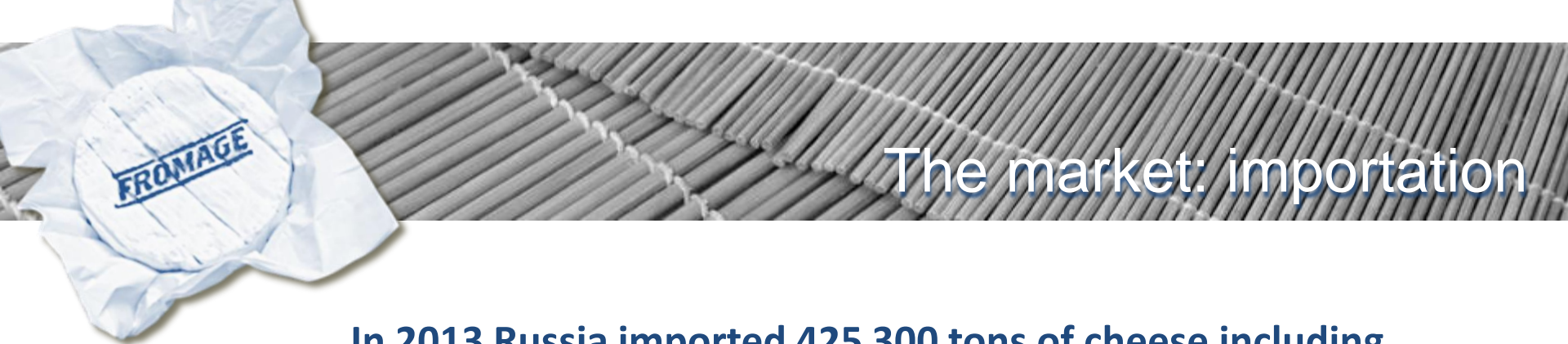
Charles Grant, director of the London-based think tank Centre for European reform.

THE WALL STEET JOURNAL, August 7, 2014

The food ban is most likely to sting wealthier urbanites accustomed to indulgences such as French brie and German sausages – considered a fraction of the Russian electorate.

Brie and other cheeses are indeed a considered premium.





The market: importation

**In 2013 Russia imported 425 300 tons of cheese including
10 105 Tons of French cheeses.**

History of imports of French cheese.

Year	2000	2008	2009	2010	2011	2012	2013
Ton	855	8 231	5 578	7 389	7 621	8 123	10 105



The market: our production

Our annual production volume in relation to the volume of French cheeses imported in 2013 before the sanction

Désignation		Annual volume in ton of cheese	%
French cheese imported		10 105	100,00%
Our production	2 000 L of milk per day	73	0,72%
	4 000 L of milk per day	146	1,44%
	8 000 L of milk per day	292	2,89%
	12 000 L of milk per day	438	4,33%



Our products

Fromages Lactiques

La Buche

Packaging : 125gr.



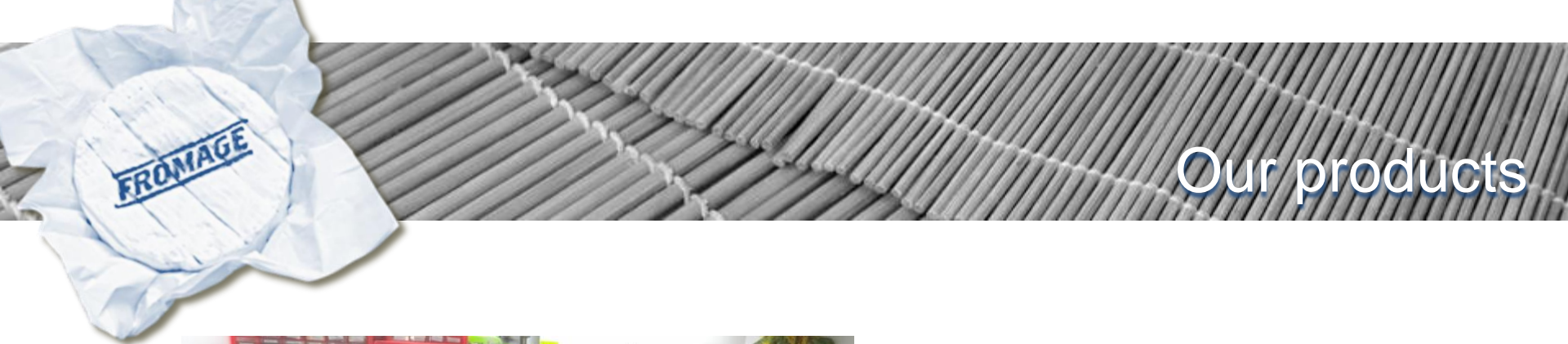
Le Crotin Chavignol

Packaging : 100gr.



Le Mottais

Packaging : 200gr.



Our products



Pâtes Persillées





Our products

Les pâtes molles

Le Camembert

Packaging : 125/250gr



Le Reblochon

Packaging : 125/250gr



Le Brie

Packaging : 350/1200gr.(100gr)



Our products

Les Pâtes Pressées



Tomme



Marketing & sales



ATAK
Супермаркет





The objectives

Create a cheese production unit of human dimension minimising sanitary risk.

Work closely with milk farms to influence on the feeding method and content of the cattle allowing to significantly increase quality and taste of the milk and as a result, that of the cheese.

Create a maximum of cheese varieties in Russia based on French traditional cheese manufacturing methods with a particular attention to quality.





Conclusion

Our production is expected to start as soon as possible with “Fromage Lactique”.

Our objective is to open a new production every year with various cheeses such as “Bleu”, camembert & Brie, Tomme etc

