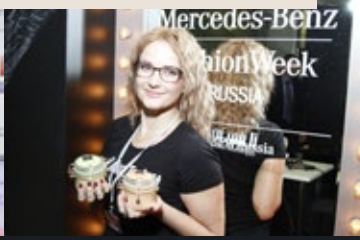




# HONEY FRANCHISE №1

HONEY-SOUFFLE AND OTHER HEALTHY FOODS FROM RUSSIA



# ECONOMY FRANCHISES

NO ROYALTIES

NO DOWN PAYMENT

TERM  
RECOUPMENT

from **1** months

STARTING  
INVESTMENTS

from  
**€ 1000**

PROFITABILITY

PER MONTH:

from **€ 450** to  
**€ 5000**

## CALCULATION:

Average check	€ 10
Your extra charge for the product	75 - 100%
Primary purchase	from 200 pcs. - € 10
Range	20 - 28 positions
First delivery	Free for Russia
Rack, all necessary POS materials	€ 220

**TOTAL for starting work: € 1000**

<b>PAYBACK:</b>	<b>MIN</b>	<b>MID</b>	<b>MAX</b>
Number of sales per day	3	15	40
Revenue per day	€ 30	€ 150	€ 400
Revenue per month.	€ 900	€ 4500	€ 12000
Payback period	2,5 mec.	0,5 mec.	0,3 mec.

**Net profit per month. € 450 € 2250 € 5000**

# HONEY FRANCHISE №1



**FAST  
RECOUPMENT**

from 1 month



**ATTRACTION  
OF NEW  
CLIENTS**

High repetitive  
selling

ADVANTAGES  
FRANCHISES  
PERONI

**THE MINIMUM  
ATTACHMENTS**

From € 1000  
Without a lump fee  
and royalties



**WIDE  
RANGE GIFTS**

For men and women  
any age



**UNIQUE  
ECO-PRODUCT**

market trend  
food products



**COMPLETE  
MARKETING  
SUPPORT**

Training, tasting  
stocks, polygraphy

# YOU WILL FRANCHISE PERONI COUNTERS, IF YOU:

## PORTRAIT OF A FRANCHISEE:

You will be offered a proposal for the Peroni stand, if you are -

- An experienced businessman (businesswoman) who has a sales outlet or service point where there is a flow of customers and a working salesman or administrator. Wanting to attract a new audience, increase the loyalty of regular customers, offer a novelty to customers and increase revenue.
- A novice in business, opening a new business that wants to increase income, learn sales and presentation skills, gain experience with food.
- Any person who wants to receive a passive income. Who has friends, friends or relatives who have a suitable outlet, where you can place a rack.

## REQUIREMENTS FOR PREMISES:

- High permeability to the target audience
- Presence of a free trade area (0.25 sq. M.) Or an opportunity for laying the goods on the shelves
- The presence of an already working seller, administrator
- Average temperature of storage of production - room (+ 18C)



FOOD  
STORE



WINE SHOP



ECO  
SHOP



TEA OR  
COFFEE  
BOUTIQUE



BEAUTY  
SALON



SOUVENIR  
GIFT SHOP



SHOP OF  
HEALTHY  
COSMETICS



HOTEL,  
RESTAURANT  
OR A COFFEE  
HOUSE



FLOWER  
BOUTIQUE

ANY  
AREA  
0.25 M<sup>2</sup>  
IN THE PASSABLE  
PLACE

# PERONI RACKS

Peroni stands are a unique offer on the market - minimum investment, maximum profitability and benefit from less than one square meter.

Also you receive from us full support on assortment, marketing, Once a season we hold large-scale actions, every year the line is updated with a new collection of seasonal assortments.



The replaced toper, we send an updated toper to the stock or the new season. Also soon there will be an opportunity to add a video-toper

Reliable design. One shelf can withstand loads of up to 20 kg.

Stands are made on an iron base with adjustable shelves. Shelves can be changed in height depending on the season and the products exhibited.

Assortment You can vary depending from the season, shares or novelties

A capacious storage for production or printing



The shelves themselves are made of wood in the form of a wooden tray with Peroni engraving

# ASSORTMENT

## HONEY-SOUFFLE IN ASSORTMENT (22 TASTES)



## CHOCCOBALLS WITH CHOCOLATE



## ECO-CANDLES AND HONEY SOAP



## SUGAR WITH JUICE, LAVENDER AND SPICES



В нашем ассортименте более 20 видов товаров и более 100 SKU. Вся продукция объединена единой идеей - натурально, вкусно, красиво!

**NATURALLY** we don't use dyes, preservatives, flavors and other non-natural supplements. The products are certified according to European and world standards, and independent quality control system - "Biological safety".

**DELICIOUS** - we carefully develop new tastes of all products, cooperate with the best chefs and believes that healthy food can and should be tasty! Julia Vysotskaya (Culinary №1 in Russia) and her chef have been cooperating with us for 4 years, helping to create the most unusual combinations.

**BEAUTIFUL** - packaging is half the impression of the products and we wanted to make sure that our products were worthy even of the queen. For innovations in packaging, we received two Grand Prix at international exhibitions and it was presented to the heads of state from Russia at the EXPO 2015 and even the Prince of Kent on the 100th anniversary of the Russo-British Chamber of Commerce.

## PURE HONEY "HONEY GOLD"



## VINTAGE TEA



## GIFT SETS





# HONEY-SOUFFLE

Honey-souffle Peroni Honey is not just honey, it's an unusual honey treat. Delicate taste, unique consistency, appearance amaze and surprise from the first spoon and to the last drop. A full range of products is attached to this presentation.



## TECHNOLOGY

Technology for obtaining honey-souffle was invented in 1928 in Canada by professor of beekeeping J.J. Dyson. Honey is mixed for a long time in a certain mode, after which it is kept at low temperatures, thereby forming and fixing its delicate consistency. All the useful properties of honey are preserved, as the temperature regime is strictly controlled.

## IN ASSORTMENT:

6  
TYPES OF  
PACKAGING

22  
TASTES

>100  
SKU

## INGREDIENTS

100% NATURALLY

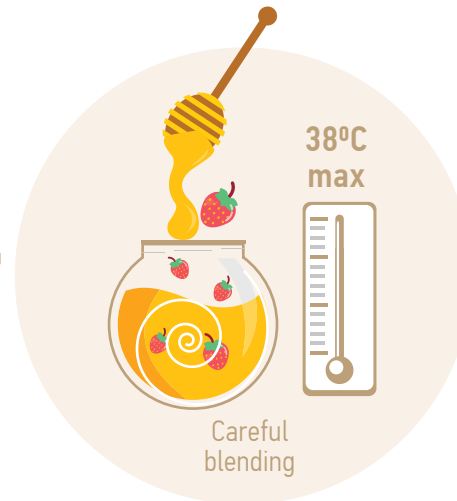


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## PROCESS



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# CONFIRMED QUALITY

## AWARDS AND CERTIFICATES

As a new company in the food market, we must justify the trust of customers and confirm the quality of our partners. Especially we are proud of our Grand prix for innovative product and packaging.

## OUR PRODUCTS ARE MARKED WITH:

**11**  
AWARDS

PRODUCT OF THE YEAR

**2**  
THE GRAND PRIX

FOR INNOVATION PACKAGED

**20**  
DIPLOMAS

FOR OTHER ACHIEVEMENTS



2 Grand Prix "Best Innovative product" at the exhibitions Prodexpo 2015 and 2016

11 medals Product of the Year



Multiple winner of the contest "Leader" Industry of Moscow »2014 - 2017 years



Certificate of biological security



Award "Healthy Nutrition"



# MARKETING, SUPPORT, DEVELOPMENT



It's not enough just to put a beautiful shelf in your store, we know how to make your sales as efficient as possible, and for this all the year round we provide support for our partners with shares, knowledge and all the necessary tools.

## STEP 1 START

### TRAINING

We train the work with the products of your staff. Also we have video and electronic library for all products.

### TASTINGS

The best start is to try an unfamiliar product and fall in love! We provide everything necessary for conducting tastings and tell how to do it in the most effective way. videos and photos for SMM

We have a huge database of photos and videos so that you can develop your channels in social networks. They will attract new customers and make your social networks even more attractive and tasty!

### POLYGRAPHY

We provide booklets, catalogs and promotional products - handbags, sachets, gift wrapping for successful sales and customer comfort.

### ACCOMMODATION ON OUR RESOURCES

Your points we cover in our social networks, as well as on the site in the "Where to buy" section. Also we will be pleased to shoot an interview about you and post it on our resources.



## STEP 2 GROWTH

### PRICE ACTIONS

Every two months we have various promotions at a discount in price - these are seasonal discounts, a honey festival, a honey rescue, promotions for the New Year holidays, spring holidays, March 8, Easter and other

### SPECIAL OFFERS

In addition to discounts, we also offer unusual promotions - a gift for purchase, certificates as a gift, contests in social networks or in a retail outlet.

### SEASONAL ASSORTMENT

For all major holidays we are preparing a thematic assortment of gift sets.

### ANNUAL UPDATE COLLECTIONS

As all fashion houses annually to the season, we update our range, add new tastes, limited collections, new products.

### POS MATERIALS

For each season, we prepare various pos-materials, thematic pops, booklets, product catalogs, shelf allocators, posters, rollups, and soon the video panels will be available for the racks, the videos for which will also be updated depending on the stock.



# ABOUT COMPANY

## OUR MISSION

Peroni is a Russian company created by Maria and Roman Petchenko. Our mission is that Russia in the world community is associated not only with nesting dolls and boots, but also with natural high-quality tasty products, and what can be more natural and tasty than honey!

For 5 years of work we managed to change people's idea of honey. We created a new niche - honey-souffle (cream-honey) with additives. Honey became a delicacy and a delicacy. He was trusted on supermarket shelves, and the need is growing every year. We have shown that Russian products can be not only of high quality, but also refined, satisfying the needs of not only the Russian but also the international market. And this is only the beginning. We consider that such a useful and tasty product as honey-souffle should become an integral part of consumption in every family!

*Roman and Maria Petchenko  
Founders of the company*



## COMPANY IN FIGURES

### HISTORY

**2013**

YEAR

Grounds  
the company

Peroni company exists in the market for 5 years and during this time created a new direction in the segment of useful sweets

### SUPPLY

**98%**

RAW MATERIALS

produced  
in Russia

In the production of our products we use honey, berries, fruits and nuts collected in Russia and only exotic fruits we purchase from the best European manufacturers

### PRODUCTION

**>5**

TONS

output  
per day

Modern production, unique production technology, certified by European technologists.

### STOCK

**>600**

SQ. M.

in Moscow

Large warehouse space in Moscow and in the Moscow region with the ability to scale to any volume

### COMMAND

**>40**

PEOPLE

employees  
in state

Further training for all employees through training programs and forums.

### LOGISTICS

**5**

CARS

own  
+ TC

Own cars and reliable transport companies - uninterrupted logistics for Russia and the world

### SALES

**700**

THOUSAND

jars  
for 2017

Production and sales grows and develops every year



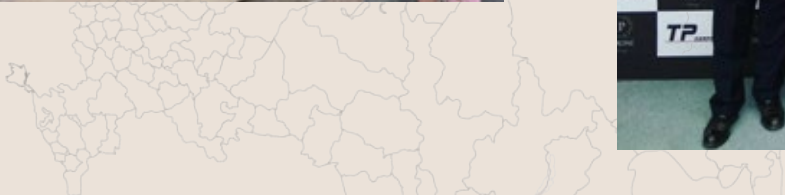
# GEOGRAPHY OF SALES

## IN RUSSIA

At the moment, we deliver to all major regions of Russia, covering more than 120 cities from Kaliningrad to the Far East. Our products can be found in small boutiques, tea shops, as well as well-known chains and grocery stores.

## AROUND THE WORLD

Our presence in the world is expanding every year. At the moment it is: Poland, Switzerland, Germany, France, China, Korea, UAE, Australia, Azerbaijan, Belarus, Kazakhstan and the list is constantly growing!



# FACTS FROM LIFE



## Honey-souffle does not exist?

We ourselves came up with this phrase in 2012. Now it has become common and many companies use it for the title your product



## Honey for a kangaroo

Peroni honey-souffle is sold throughout the world. And the first export country, where it began to be sold, oddly enough, was Australia.



## Gift to the Prince of Kent

On the 100th anniversary of the Russo-British Chamber of Commerce, Peroni's Collection of Tastes was presented to Prince Michael of Kent, who is the queen brother of Queen Elizabeth



## Honey Week in Moscow

For five years, Peroni was partners of more than 100 events, including even the Moscow Fashion Week. In the beginning everyone was surprised, but now no major event does not do without honey :)



## Honey charity

*Part of the profit of our company goes to charity. Sometimes honey too!*  
For example, the honey rescue was donated 200 jars of honey-souffle to the community Orthodox Church The Mother of God.



## Experts on honey

We were selected by "Control Purchase" (the best program on TV for product expertise) as experts in the market of cream honey and honey-souffle. See the reportage in the program of March 6, 2018.



## The most unusual varieties

We are constantly experimenting with tastes  
The most unusual of the released tastes Peroni- honey-souffle with Japanese green tea Matcha and red paprika.



## From Russia with.. honey!

At the EXPO 2015 in Milan  
Our honey-souffle got into favorites products from Russia, which were given 200 heads of state in a special a body painted with manually.



PERONI®

# CONTACTS

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THANK YOU FOR YOUR ATTENTION!