

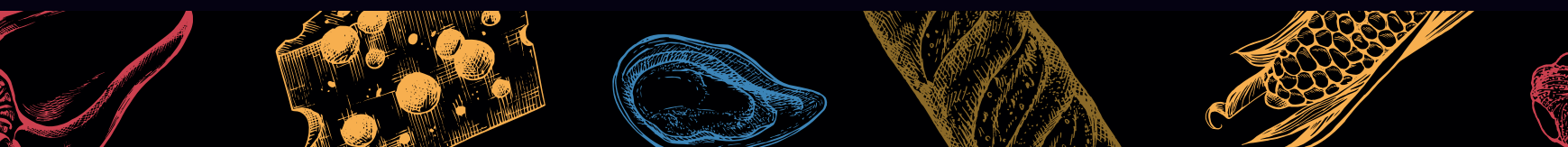


STANDARDS  
INNOVATIONS  
DEVELOPMENT

---

 RYNOK  
STOLYCHNYI

2019







## MARKET MISSION

The mission of our company is to create a multifunctional technological marketplace of fresh products respecting the fundamental human values: quality, convenience and accessibility.

The construction of the market preceded the long-term preparatory work of our team. Preparation of the legislative framework, study and implementation of the world-wide experience in this field and rigorous implementation of our underlying principles have allowed us to succeed in the creation of a professional market for fresh products.



## MARKET HISTORY



- 2008 - 2010** Preparation of legislative framework;
- 2010 - 2012** Studying experience of 27 wholesale markets of Europe and around the world;
- 2010** Beginning of the market construction
- 2011** The market becomes a member of the foundation of the wholesale markets of Eastern
- 2011-2014** Ukrainian market personnel travels 40,000 km to personally invite manufacturers to trade at the market "Stolychnyi". Signing 155 agreements on cooperation with the rural councils;
- 2011** Beginning of the operation of the platform for trade from vehicles and the pavilion "Fruits and Vegetables" (A2);
- 2013** Opening of the pavilions "Fish and Meat" and "Cheese and Sausages";
- 2017** Opening of the wholesale warehouses "Fruit and Vegetables";
- 2018** Opening of the GastroMarket, GastroHub.







MAIN INDICATORS  
OF MARKET DEVELOPMENT

 **37,0** ha  
Total market area

 **380** thou. tons  
Sales volume

 **40** thou. m<sup>2</sup>  
Covered market area

 **1 480 647**  
Total number of visitors

 **237** thou.  
Number of individual visitors of the market

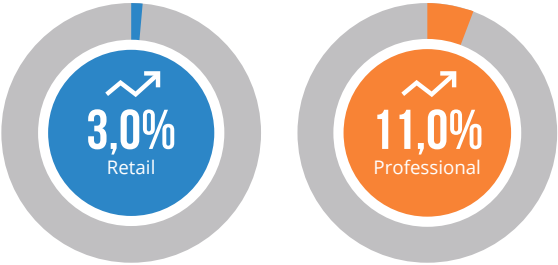
 **>3000**  
Number of manufacturers of fresh products trading at the market during the season



STRUCTURE OF PROFESSIONAL BUYER, %



DYNAMICS OF GROWTH OF GROUPS OF BUYERS IN 2018



NUMBER OF PERMANENT TENANTS

Fruits and Vegetables	69
Meat	40
Fish	17
Cheese	22
Sausages	20
Groceries and others	72
Gastromarket	33

Total

273

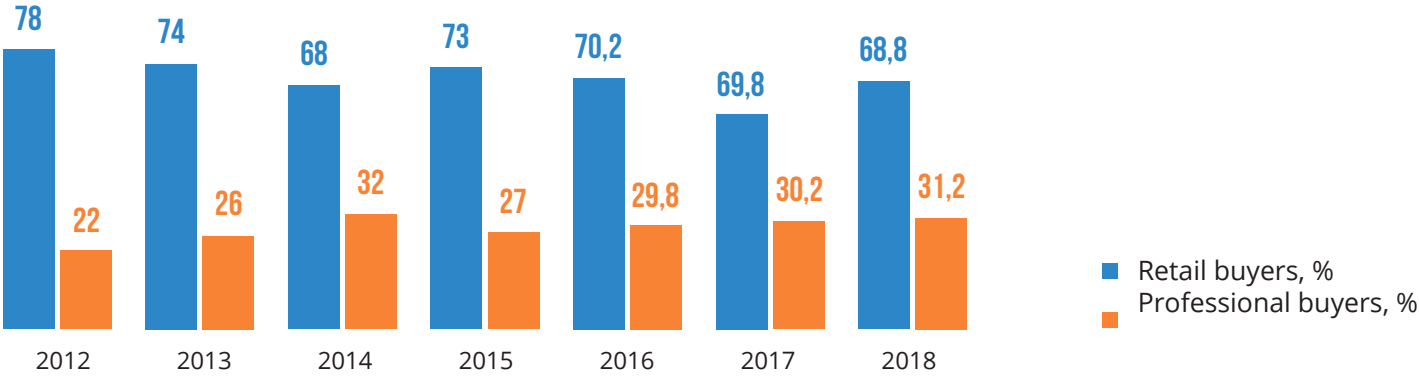
NUMBER OF EMPLOYEES

Fruits and Vegetables	265
Meat	204
Fish	103
Cheese	85
Sausages	54
Groceries and others	216
Gastromarket	78

Total

1005

DISTRIBUTION OF BUYER GROUPS IN 2012-2018





## LOCATION

**10** km To the centre  
of Kyiv

**7** km To the Railway  
Station

**9,5** km To the road  
for Zhytomyr

**30** km To Boryspil  
Airport

**2,5** km To the road for  
Odessa

**3** km To Zhuliany  
Airport

7 • Location







# MARKET MAP

- A1

GROCERY
- A2

FRUITS & VEGETABLES  
trade in products of local and  
imported production
- B1

FISH AND MEAT
- A3

FRUITS & VEGETABLES  
trade with cars by local  
production
- A4

FRUITS & VEGETABLES  
wholesale warehouses
- B2

CHEESE & SAUSAGE

- 

GARDENING CENTRE
- 

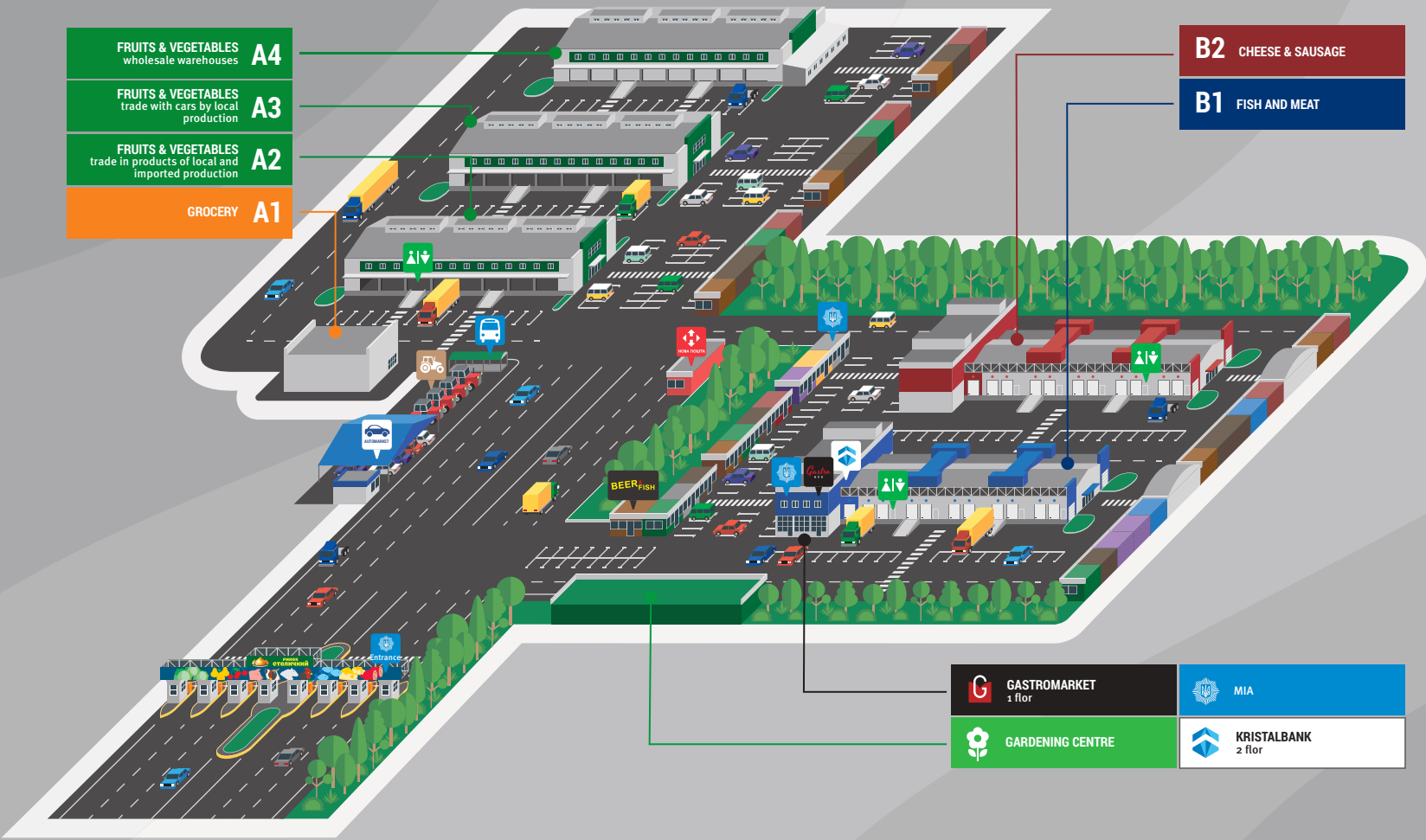
GASTROMARKET  
1 flor
- 

GASTROHUB  
2 flor
- 

MIA
- 

KRISTALBANK  
2 flor
- 

OFFICE SERVICE CENTER





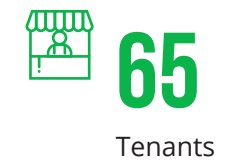
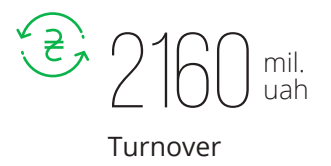


## FRUITS AND VEGETABLES



Technological solutions of the market help provide customers with fresh fruits and vegetables in any season, regardless of the weather.

The leadership in this field is ensured by the growth of technological zones for storage and equipment, an expansion of the area of cold zones and an increase in the competitiveness of market operators.







 RYNOK  
STOLYCHNYI

 **8000** m<sup>2</sup>

The area of the trading sector

 **560**  
Number of car places

 **3239**

Number of sellers trading at the platform during the season

 **1791**  
Number of manufacturers trading seasonally at the platform



## PLATFORM FOR TRADING FROM VEHICLES



A place where small farmers from all over Ukraine have the opportunity to sell their products on their own. During the harvest, this platform is open 24 hours a day.

A canopy of 8,000 sq. m creates comfortable conditions for round-the-clock trading, regardless of weather and other conditions.







## WHOLESALE WAREHOUSES




A professional trade and distribution pavilion for fruits and vegetables in the region.

8,000 sq. m of technological areas provide the necessary conditions for storage and trade of both national products and imported fruits and vegetables, including exotic ones.

The operators of this pavilion have formed a large centre for bananas ripening.



 RYNOK  
STOLYCHNYI

 **8000** m<sup>2</sup>  
Total area of  
refrigerators

 **700** tons  
week  
Production capacity  
of bananas ripening  
chambers

 **5**  
Number of  
operators







 RYNOK  
STOLYCHNYI



38

Tenants



204

Workers involved



4850 m<sup>2</sup>

Area



1280 mil.  
uah

Turnover



13 thou.  
tons

Sales volume



2400 m<sup>3</sup>

Individual refrigerating  
and freezing warehouses



## MEAT



Our meat pavilion is an innovative and largest trading facility of its kind in Ukraine. It meets world trade standards and provides a high level of sanitary safety. The pavilion is widely presented with an assortment of fresh meat of Ukrainian production in such segments as pork, beef and veal, poultry, lamb.

Trade growing in this sector of the market amounted to about 12% in 2018. The main increase occurred in the HORECA segment. According to market operators, up to 60% of fresh meat in the HORECA of the Kyiv region comes from the Market Stolychnyi.







## FISH




Fish pavilion - adornmant of our market. In addition to the major technical improvements, such as increasing the capacity of refrigeration and freezing centres, the quality of commercial lighting, our efforts are aimed at improving the quality of renters, increasing the range and unique offer of goods. As a result, the trading subsidiaries of major national importers – “Fish House” by Atlantic UMMA and “Don Mare” by Universal Fish Company – began operating at the market.

On the example of the fish pavilion, taking into account the format of our market, an innovative programme for improving the culture of fish and seafood consumption is being implemented. Some stores have kitchens with a small menu that allow the consumer to discover new products.

 **19**  
Tenants

 **103**  
Workers involved

 **2300** m<sup>2</sup>  
Area

 **370** mil.  
uah  
Turnover

 **1,9** Thou.  
tons  
Sales volume

 **1400** m<sup>3</sup>  
Individual refrigerating  
and freezing warehouses








 **1670** m<sup>2</sup>  
Area

 **85**  
Workers involved

 **16**  
Tenants

 **490** mil.  
uah  
Turnover

 **2,7** thou.  
tons  
Sales volume

 **4500** m<sup>3</sup>  
Individual refrigerating  
and freezing warehouses



## CHEESE



Cheese market of the market "Stolychnyi" is the most competitive segment of our business. The presence of representative offices of direct importers and the stores of large wholesalers formed a rich range of this product in one place.

Expansion of retail space and increase in the assortment, including for professional buyer of the HORECA are the priority task in this segment.

Craft cheese dairies are one of the most dynamically developing businesses in Ukraine. It also affected our market. Despite its novelty and tangible prices, this product is gaining its place on the market.





## SAUSAGES



The market of sausages and meat products at the market “Stolychnyi” comprises 9 wholesale stores that offer more than 2,000 names of sausage products from over 80 manufacturers from all over Ukraine.

Despite the stagnation of the industrial production market, the craft production market is growing and occupying a premium niche of high quality products. The market “Stolychnyi” opened 7 representative offices of small manufacturing companies that sell products in this segment.



 RYNOK  
STOLYCHNYI



9

Tenants



54

Workers involved



1000 m<sup>2</sup>

Area



380 mil.  
uah

Sales volum



2,2 thou.  
tons

Turnover



2800 m<sup>3</sup>

Individual refrigerating  
and freezing warehouses







 **28**  
Tenants

 **109**  
Workers involved

 **3000** m<sup>2</sup>  
Area

 **150** mil.  
uah  
Turnover

 **>3000**  
Product items



## GROCERIES AND OTHERS



Groceries and other related products are the new trends in the market. This segment is presented at the market in the format of large wholesale warehouses with an area of 200-1,000 sq. m, as well as a small store of related products with an area of 30 sq. m.

The development of this product group at the market allows to fully meet the needs of individual groups of professional buyers, such as HORECA and non-grocery stores near the home.







## GASTROMARKET



The concept of GastroMarket at the market "Stolychnyi" is the market of unique products and a food hall in one location. 6 artisan bakeries, 3 manufacturers of home-made pickles, Ukrainian cheesemakers and confectioners sell their own signature products here besides the masters of various cuisines in the world. GastroMarket is a place where the consumer acquaints with Ukrainian farm products and interesting foreign products including ready-made dishes.



 RYNOK  
STOLYCHNYI



37

Tenants



10

Bistro



200/500

Seats / summer time

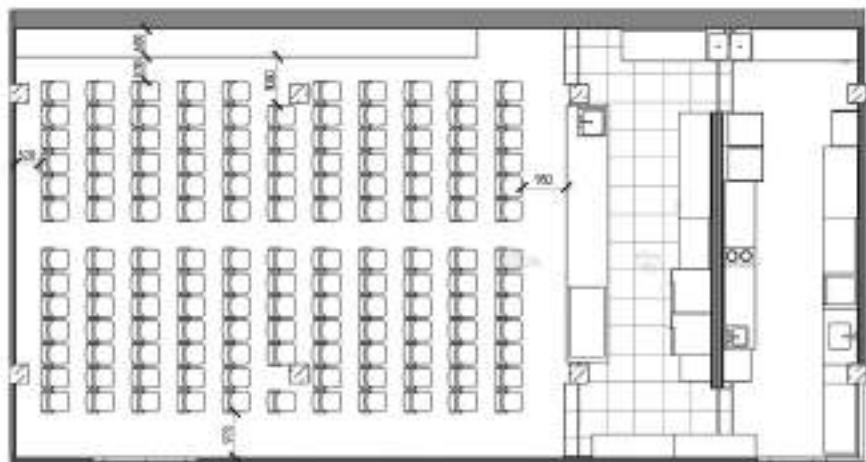


1000<sub>m²</sub>

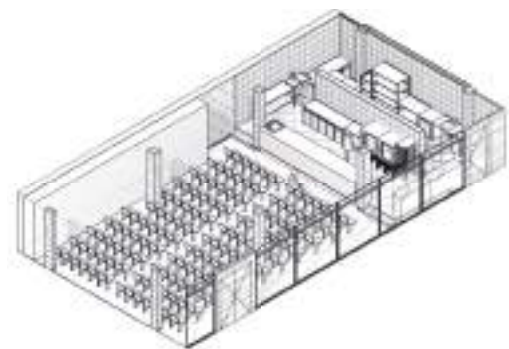
Total area







 RYNOK  
STOLYCHNYI



#### GASTROHUB IS THE PLACE WHERE:

- You can get information about the local product directly from the manufacturer;
- You can learn new techniques in cooking dishes and adopt experience of the professionals;
- You can receive enough of technical conditions for food-shooting;
- You can try to act as a teacher and mentor;
- You can impress your friends and colleagues with your signature PopUp-dinners;
- Like-minded people gather for discussions and exchange of experience.



## GASTROHUB AND EDUCATIONAL ACTIVITIES

*Gastro*  
HUB

GastroHub is a multifunctional space for interaction and communication between HoRe-Ca professionals;

GastroHub combines modern cuisine with professional equipment, a zone of active master classes for cooks, food-shooting facilities, PopUp-restaurant, a modern conference room, and a cozy coworking;

This is a place to share experiences, speak, study and research.




 **165** m<sup>2</sup>  
Area

 **120** people  
Seats

 **12** stations  
For active master classes

 **1100** lux  
brightness of light for a photo studio

 Audio visual equipment





## SAFETY



### OUR TASKS:

- to guarantee the food safety of fresh products, which are sold at the market;
- to ensure the safety and comfort of market visitors.



 **RYNOK  
STOLYCHNYI**

### FOOD SAFETY

- Veterinary laboratories of the market “Stolychnyi” are ones of the most modern in Ukraine. Annually, more than 400,000 inspections and acts of veterinary control are carried out there.
- During the year, the market has 60 days of sanitary days, as well as organizes trainings on food safety for the renters.



### VISITORS SAFETY

- Professional policing;
- Extensive system of video surveillance and registering violations;
- 1,000 parking spaces and organization of car movement on the market territory;
- Regular trainings on emergencies.
- Comfortabl infrastrature for comsumers
- Hospitality and service areas
- Cashless teritory





