

Mistral

National Distribution Company



Stable partnership
Individual treatment
Quality without compromise



WHO WE ARE

Quality without compromise

“Mistral is a modern and responsible distribution company for Fast-moving consumer goods (FMCG). We **EXCLUSIVELY** represent international producers and brands with proven quality and reputation. For over 25 years our name has been a symbol of correct and professional partnership. Our long-term experience is a guarantee that we know the market and we are a reliable partner.



OUR PORTFOLIO



... is selected

We maintain a diversified and carefully selected portfolio that includes a lot of variety of chocolates, bakeries, sugar confectionery and salty products.



... is healthy

An essential part of our portfolio are healthy and with high quality foods.



... is customers oriented

We are aiming to get in touch with more and more customers and end users on the local market by offering products that meet their needs.



Cavendish & Harvey



STRETTO
COFFEE



OUR INTERNATIONAL PARTNERS / PRODUCERS



TASTE
chips & more



OUR LOCAL PARTNERS/ CHAINS,
SHOPS AND PETROL-STATIONS



OMV



Petrol channel



METRO



Traditional trade

Kaufland



Key clients



... our world



We have 5 offices and warehouses in the biggest cities in Bulgaria – Sofia, Varna, Plovdiv, Burgas & Blagoevgrad. We reach approximately **7 000** point-of-sales monthly and another **1200** seasonal points of sales.



We train our sales representatives on a daily basis on how to be as helpful as possible



we provide monthly trade offers with the idea of better business



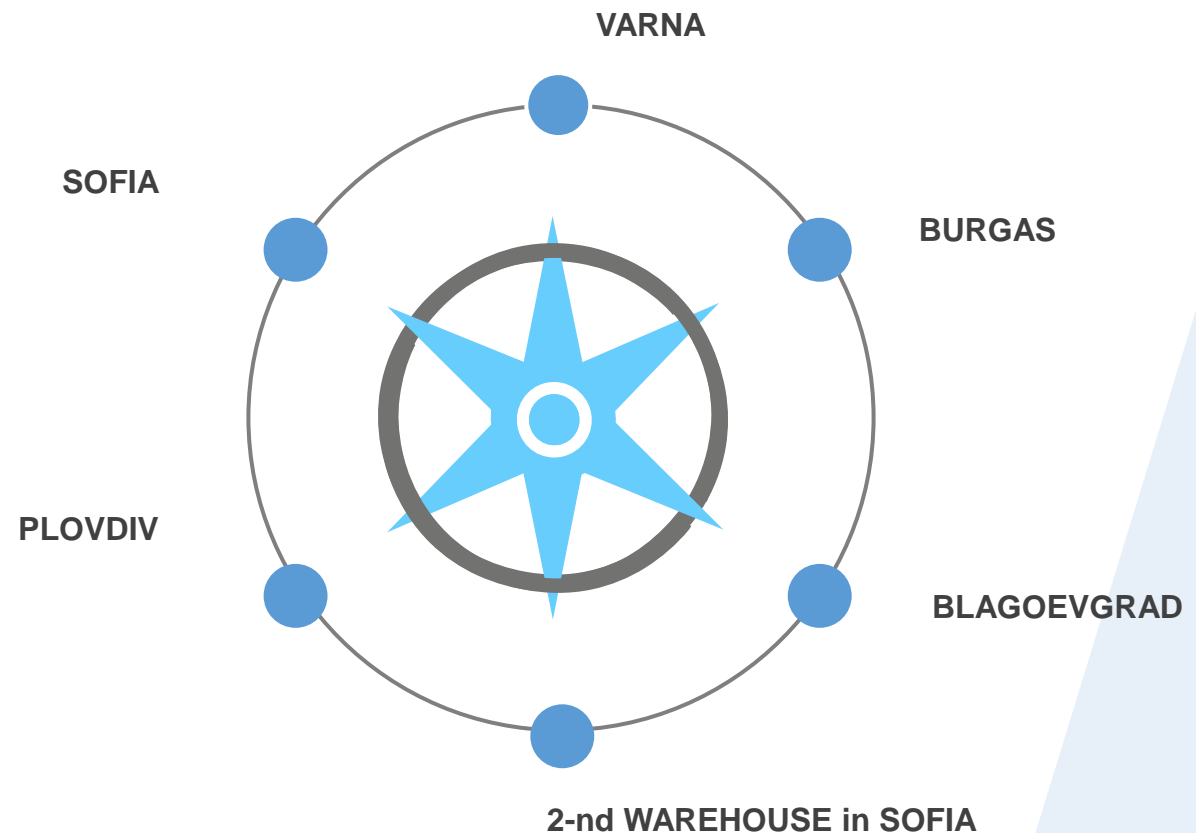
every year we attend international events in order to select premium products



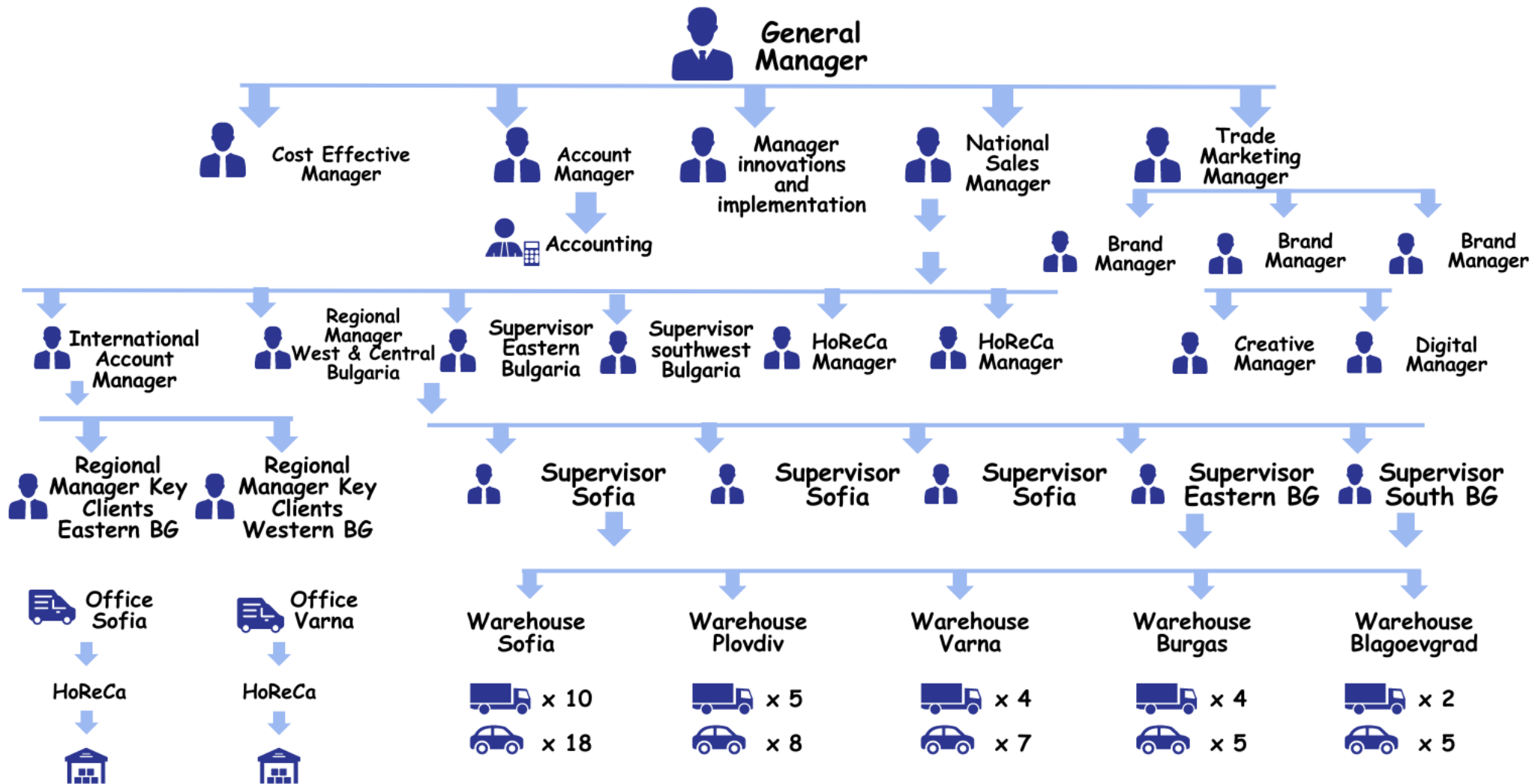
we are the partners you can count on to deliver high quality products

OUR OFFICES & WAREHOUSES

... in the cities with biggest business in Bulgaria



OUR STRUCTURE



OUR HISTORY

1995...the beginning

Established in 1995, our company is bringing together professionals in distribution and marketing of fast-moving consumer goods.

Enthusiasm

Led by the enthusiasm of its creator and its strong team, Mistral gains command of the challenges of the market and lives up to its reputation every day.

Reputation

Every day we work for our good reputation.

Sales department

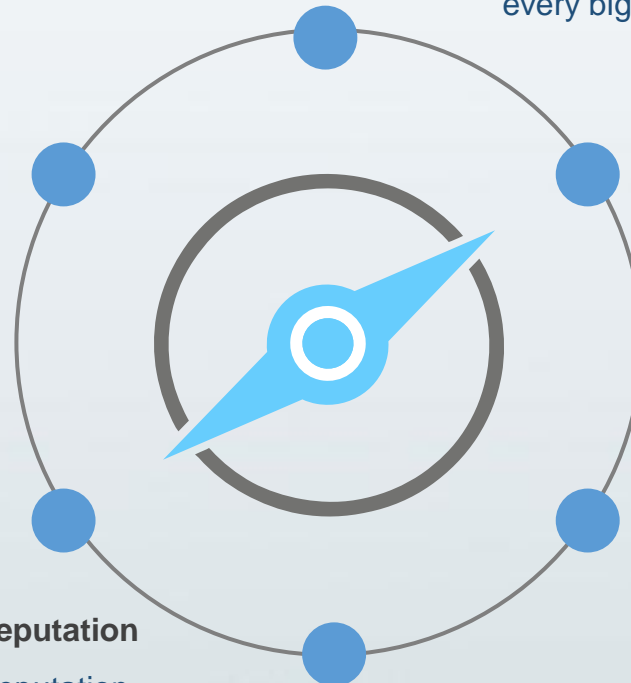
We have national coverage and sale department in every big city in the country.

Marketing department

We do professional marketing for the brands of our international partners.

New brands

With persistence and consistency, we successfully promote and enforce a variety of brands and products on the Bulgarian market.



OUR SUCCESS

In order to retain our stable positions on FMCG market we follow several rules:



OUR SUCCESS

At "Mistral" we believe that trade is a partnership and that the business of our clients is a part of our own, so we:

New brands

We impose a variety of brands on the local market

Delivery 100%

We strive to deliver our orders on time and at the required locations

Challenge+traditions=SUCSESSE

We aim to meet the everyday challenges of the local market



Professional consultation

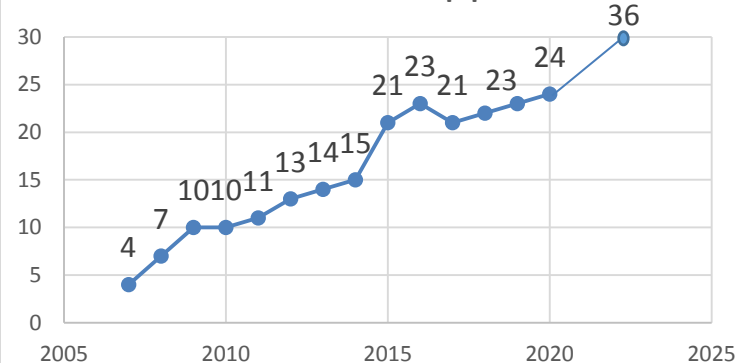
We help all retail partners - from the international chains, to the small family shops to choose the most appropriate products for them

Pleasure & enthusiasm

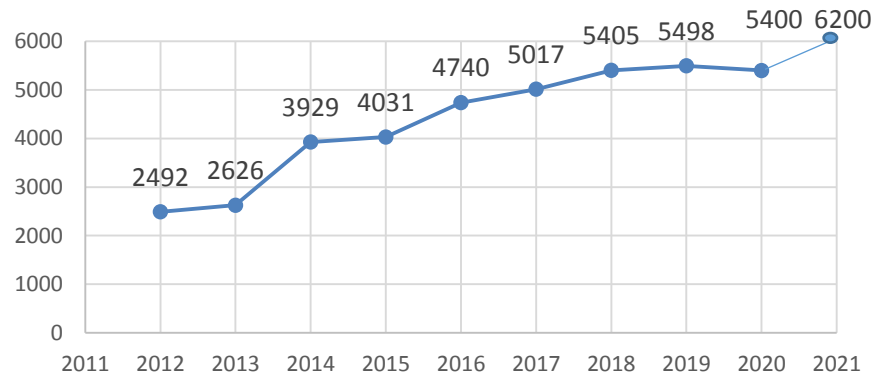
We work with pleasure and enthusiasm for our partners who value quality and correct business collaboration;

OUR DEVELOPMENT

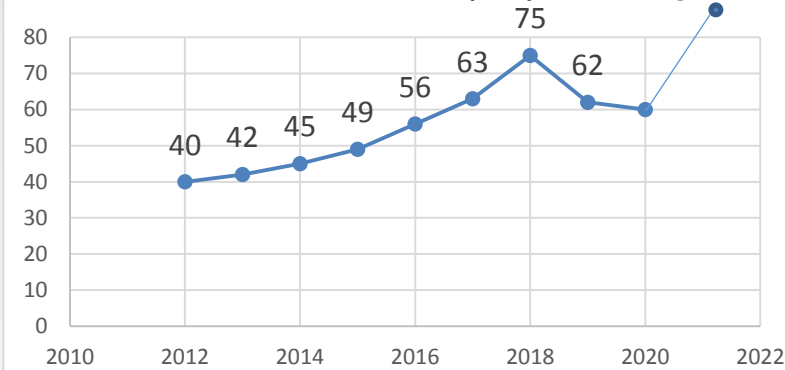
Number of suppliers



Number of POS



Number of employees



Suppliers

We strive to constantly increase our suppliers with the idea to offer more.



POS

We manage to work equally well to work with large international chains, local key customers, petrol channel and family stores.



Employees

Our constant connection with our employees provides us a real assessment of the business situation on the market.

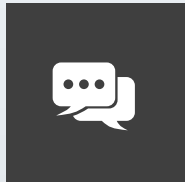


OUR GOALS AND PRIORITIES



Goals

Our goals are to deliver to Bulgarian customers top products from all over the world, at the best possible prices.



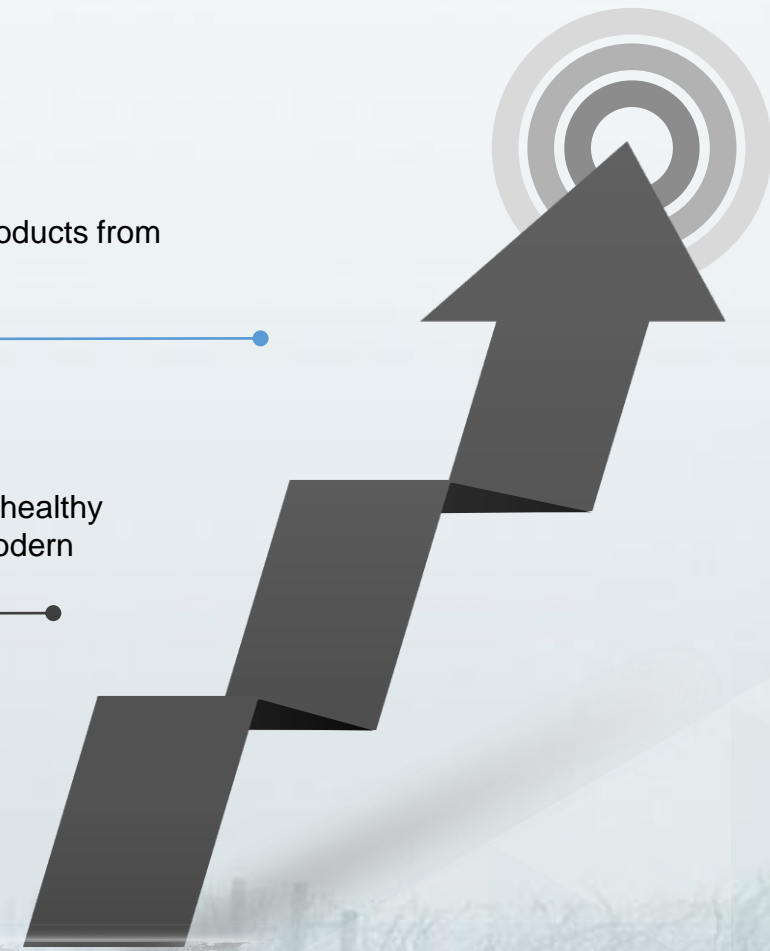
New trends

Our priority is to follow the latest trends in consumption and deliver healthy and innovative products of highest quality that will be the future of modern nutrition.



Marketing

In this position, we keep an effective system for marketing control, which helps us build upon the brands we have already established.



PRINCIPLES

Best prices

We aim to satisfy the **most discerning tastes** at the **best possible prices**.

Best products

We make constant efforts to deliver **best products in the world**, at best prices, **without compromising** the quality.

Exclusivity

To achieve this, we follow the rule **exclusively to represent on the territory of Bulgaria all of the brands** that we offer and develop.

Individual treatment

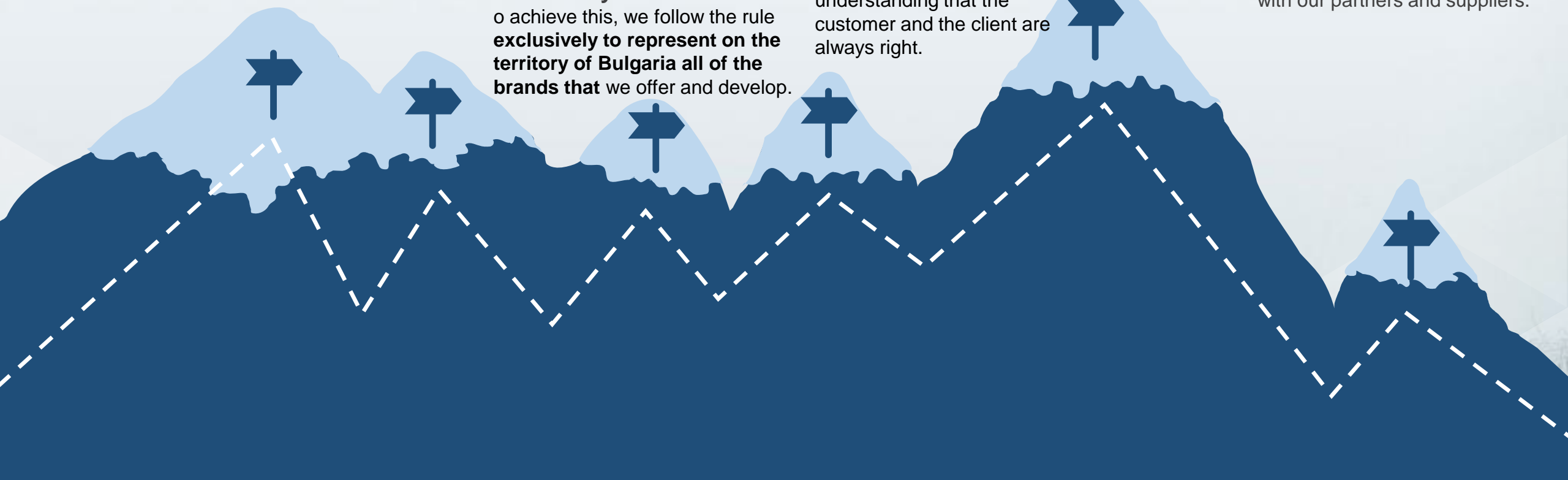
We strive to treat all our partners **equally** led by our understanding that the customer and the client are always right.

Best quality

Therefore, products of economy price and a questionable quality are not a part of our portfolio


Stable partnership

We love a real stable partnership with our partners and suppliers.




GROWTH



 **1**

We are constantly enriching our portfolio with new products and categories.

new products

 **2**

We impose brands and promote products in all trade channels.

promotion

 **3**


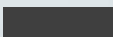

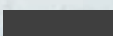
We increase our market share with active distribution combined with marketing policy.

market share

 **4**

In addition to thinking about today, we work with an idea for the future .

look into the future

-  New products
-  Advertising & marketing
-  Market share
-  Look into the future

GROWTH

ADAPTABILITY

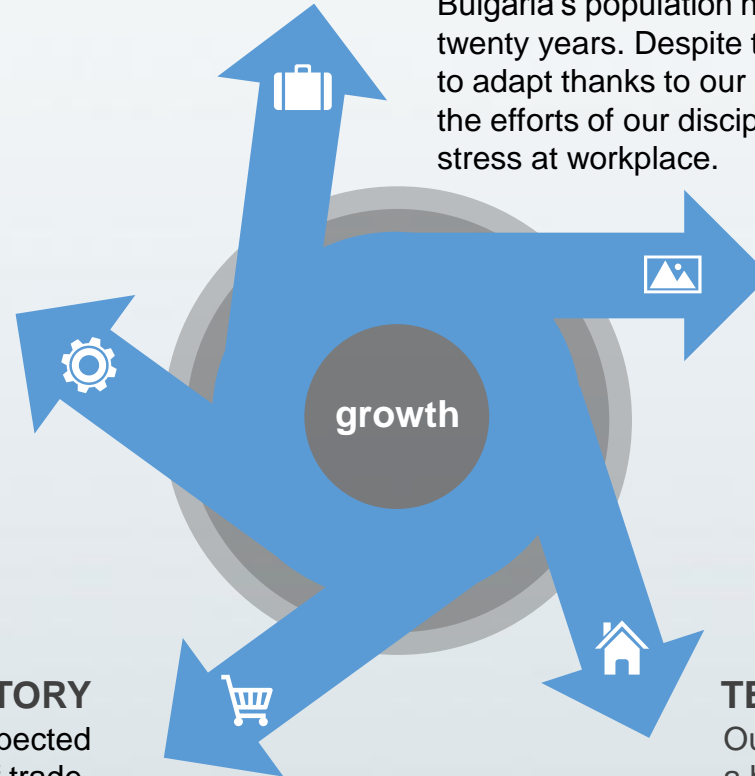
The economic climate and the purchasing power of Bulgaria's population had changed substantially for the last twenty years. Despite the market turbulence we succeed to adapt thanks to our effective business model and with the efforts of our disciplined team capable to deal with stress at workplace.

MARKETING

We have stepped firmly in the market of FMCG and found our niche, so we use diverse methods to observe and influence the trade. We strive to receive timely and accurate feedback from the market, from our clients and employees. Our marketing team use ATL and BTL activities in order to reinforce the attention to different brands.

TEAM

Our team have a high discipline and work with a big smile.



TRUST

We constantly invest to create reliable relationships with our partners and clients. And our efforts do not go unnoticed.

HISTORY

We are recognized as a stable and respected company in the field of trade.

OUR POSITIONS ON LOCAL MARKET

International Commercial Chains attract more and more users in recent years because of their large expansion. However, due to the specifics of the local consumption, they could not occupy more than 25% of the market. The rest belongs to the traditional trade and the local key clients. Nevertheless, the international chains are an important trade channel for us.

Local Commercial Chains. We have established strong positions in local commercial chains for the last several years, proposing high quality products as well as high quality service. In this segment we rely on the strong support from our partners – product presentation, initial delivery discounts, etc.

Independent retailers. The independent retailers are the most flexible partners. We approach them with great care, understanding and respect.

Petrol stations. In the focus of our attention we do not miss the petrol stations, because those are visited by many consumers every day. Our presence in these points of sale is solid, and the products of our portfolio are presented in a large scale.

Seasonal points of sale. Every year Bulgaria is visited by 10 million international tourists (mainly from EU, Russia and Israel). Bulgaria is a favorite resort for many locals. During the summer season lots of tourists visit the seaside resorts, and the local winter resorts also attract a lot of people during the winter months. Regarding these dynamics we adapt our business to those newly created points of sale. At the SPA centers for example - we supply on full-year basis.

OUR SOFTWARE PLATFORM



01 SOFTWARE

We work with flexible software systems for ERP and CRM. They provide access to the information on our servers at any time and any place; guarantee fast exchange of information about stock availability decrease service time. Our sales team uses the ERP and CRM solutions on their tablets. Our tradesmen work effectively to put orders, including online over Internet.

OUR DISTRIBUTION AUTO FLEET



40 cargo light vehicles to be used by our sales representatives

Our sales teams – KA channel managers, sales managers and sales representatives goes to our clients for deals and POS materials positioning.

24/7 delivery

high marketing standard



28 cargo vans with air controlled (cooling) system

We make all delivery with high hygiene and attention to detail.

cooling control

hygiene control

> National coverage

At "Mistral" we have a large fleet of our own vehicles adapted to the specificity of the products which serve outlets nationwide.





CONTACT US

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