



*Deliver more...!*





STABLE PARTNERSHIP

PERSONALIZED SERVICE

UNCOMPROMISING QUALITY





# WHO ARE WE ?

## YOUR TRUSTED PARTNER IN FMCG DISTRIBUTION





MISTRAL IS A MODERN AND RESPONSIBLE DISTRIBUTION COMPANY SPECIALIZING IN FAST-MOVING CONSUMER GOODS (FMCG). WE EXCLUSIVELY REPRESENT INTERNATIONAL PRODUCERS AND BRANDS KNOWN FOR THEIR QUALITY AND REPUTATION. FOR OVER 30 YEARS, OUR NAME HAS BEEN SYNONYMOUS WITH INTEGRITY AND PROFESSIONAL PARTNERSHIP. OUR EXTENSIVE EXPERIENCE ASSURES OUR DEEP MARKET KNOWLEDGE AND RELIABILITY AS A PARTNER.





# OUR PORTFOLIO



...IS SELECTED

WE MAINTAIN A DIVERSIFIED AND METICULOUSLY CURATED PORTFOLIO INCLUDING A WIDE VARIETY OF CHOCOLATES, BAKED GOODS, SUGAR CONFECTIONERY, AND SAVORY PRODUCTS.



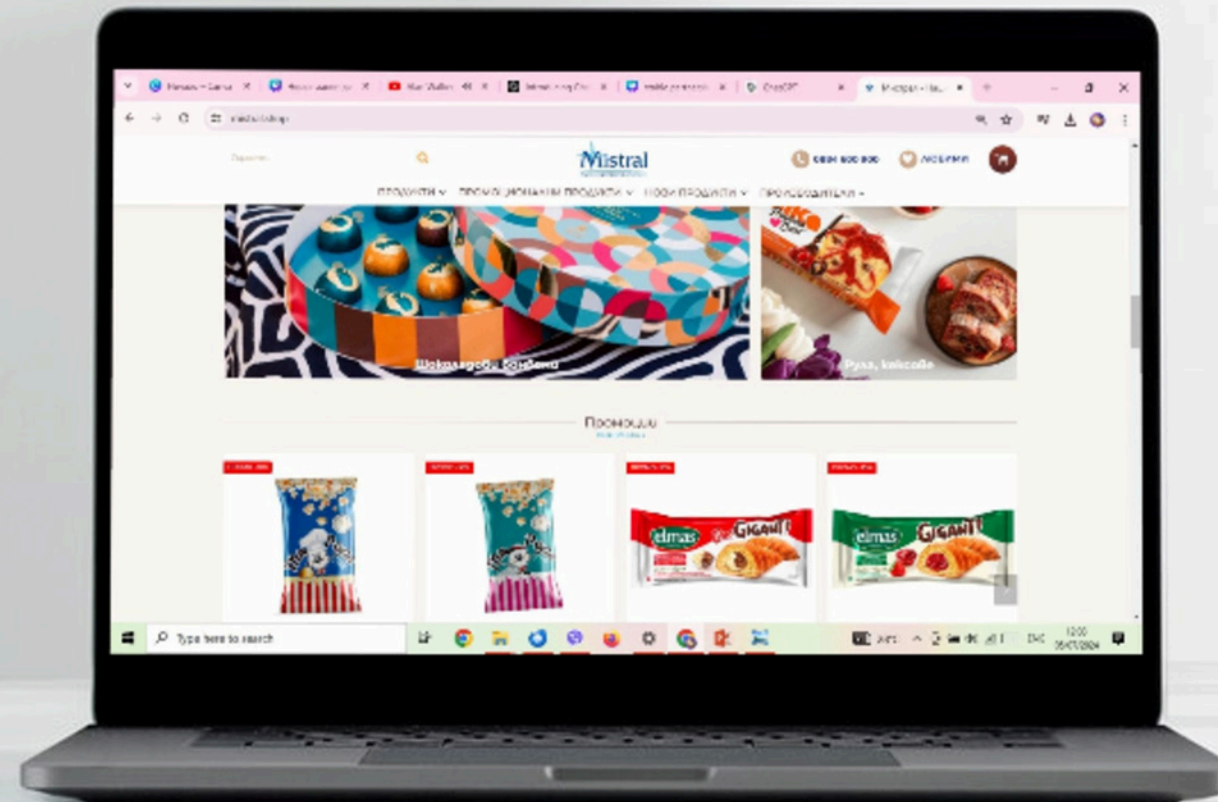
...IS CUSTOMER ORIENTED

WE AIM TO ENGAGE A GROWING NUMBER OF CUSTOMERS AND END USERS IN THE LOCAL MARKET BY OFFERING PRODUCTS THAT FULFILL THEIR NEEDS.



...IS HEALTHY

OUR PORTFOLIO COMPRISES HIGH-QUALITY AND NUTRITIOUS FOODS.





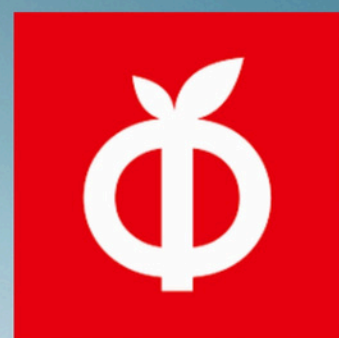
# OUR INTERNATIONAL PARTNERS / PRODUCERS







# OUR LOCAL PARTNERS/ CHAINS, SHOPS AND PETROL-STATIONS





# Our world

Our company operates five strategically located offices and warehouses in Bulgaria's largest cities: Sofia, Varna, Plovdiv, Burgas, and Blagoevgrad. Each month, we reach approximately 8,000 points-of-sale, in addition to another 1,000 seasonal points-of-sale.



OUR SALES REPRESENTATIVES UNDERGO DAILY TRAINING TO ENSURE THEY PROVIDE THE HIGHEST LEVEL OF ASSISTANCE.



WE OFFER MONTHLY TRADE PROMOTIONS DESIGNED TO ENHANCE BUSINESS OUTCOMES.



ANNUALLY, WE PARTICIPATE IN INTERNATIONAL EVENTS TO SELECT PREMIUM PRODUCTS.

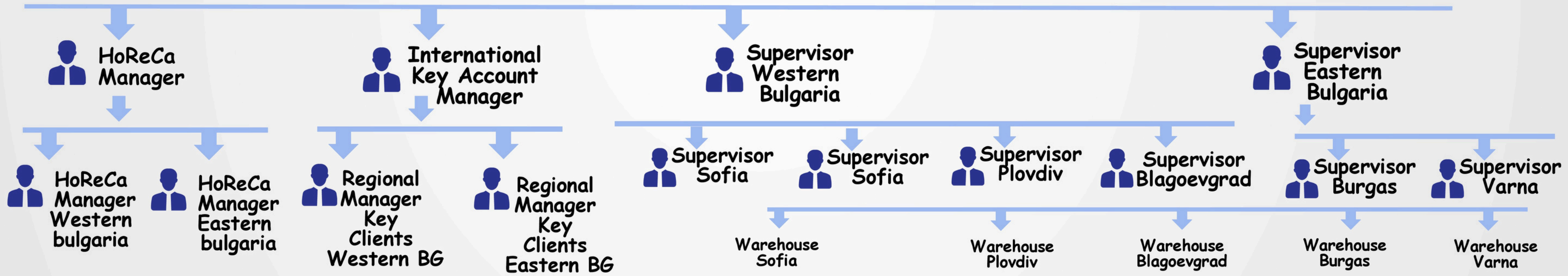
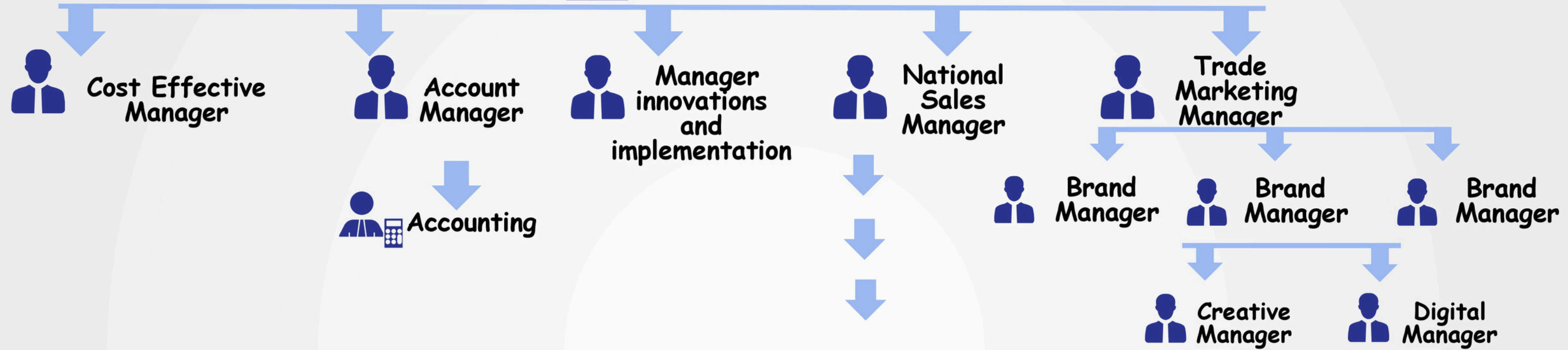


WE ARE RELIABLE PARTNERS COMMITTED TO DELIVERING HIGH-QUALITY PRODUCTS.



# OUR STRUCTURE

**General Manager**





# OUR HISTORY

Established in 1995, our company unites professionals in the distribution and marketing of fast-moving consumer goods.

Driven by the enthusiasm of its founder and a dedicated team, Mistral consistently overcomes market challenges and upholds its stellar reputation daily.

We have national coverage with sales departments in every major city across the country.

We diligently work every day to maintain and enhance our esteemed reputation.

Through persistence and consistency, we successfully promote and establish a variety of brands and products in the Bulgarian market.

We provide professional marketing services for the brands of our international partners.





# OUR SUCCESS

To maintain our strong position in the FMCG market, we follow several key principles:



long-term  
co-operation

Strong  
partners



Stable in every  
situation

Recommendations



Your opinion is  
important  
for us

8000 points of sales





Mistral's philosophy is that active sales distribution involves considering all our clients, regardless of size, as partners in our long-term business.

**01**

**Professional  
Consultation**

We assist all retail partners, ranging from international chains to small family shops, in selecting the most suitable products for their needs.

**02**

**Delivery  
Commitment: 100%**

We are committed to ensuring that all orders are delivered punctually and to the specified locations.

**03**

**Success**

Embracing  
Challenges and  
Honoring  
Traditions Leads to  
Success

**04**

**NEW Brands**

We introduce a  
diverse range of  
brands and  
category og  
products to the  
local market.

**05**

**Commitment  
and Passion**

We are dedicated to  
delivering excellence,  
working with  
commitment and passion  
for our partners who  
prioritize quality and  
professional collaboration.





# OUR DEVELOPMENT




### Suppliers

We are committed to continuously expanding our network of suppliers in order to enhance our offerings.



### POS

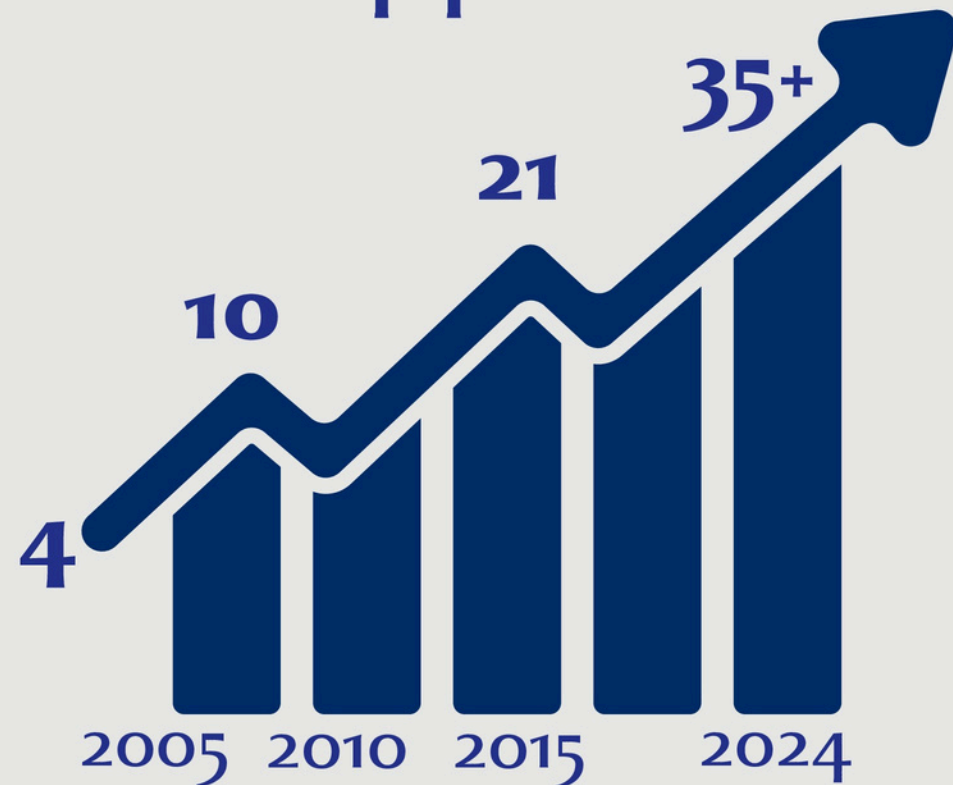
We excel in serving large international chains, local key customers, petrol channels, and family-owned stores alike



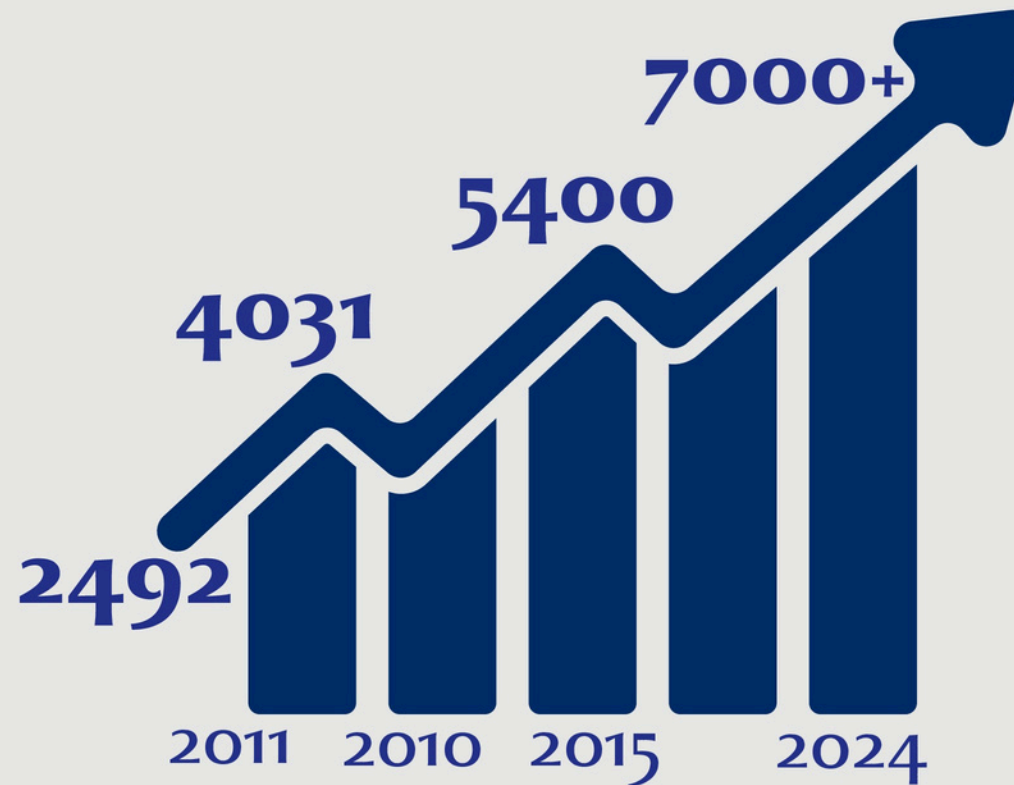
### Staff Members

Our ongoing engagement with employees affords us an accurate assessment of market conditions and business dynamics.

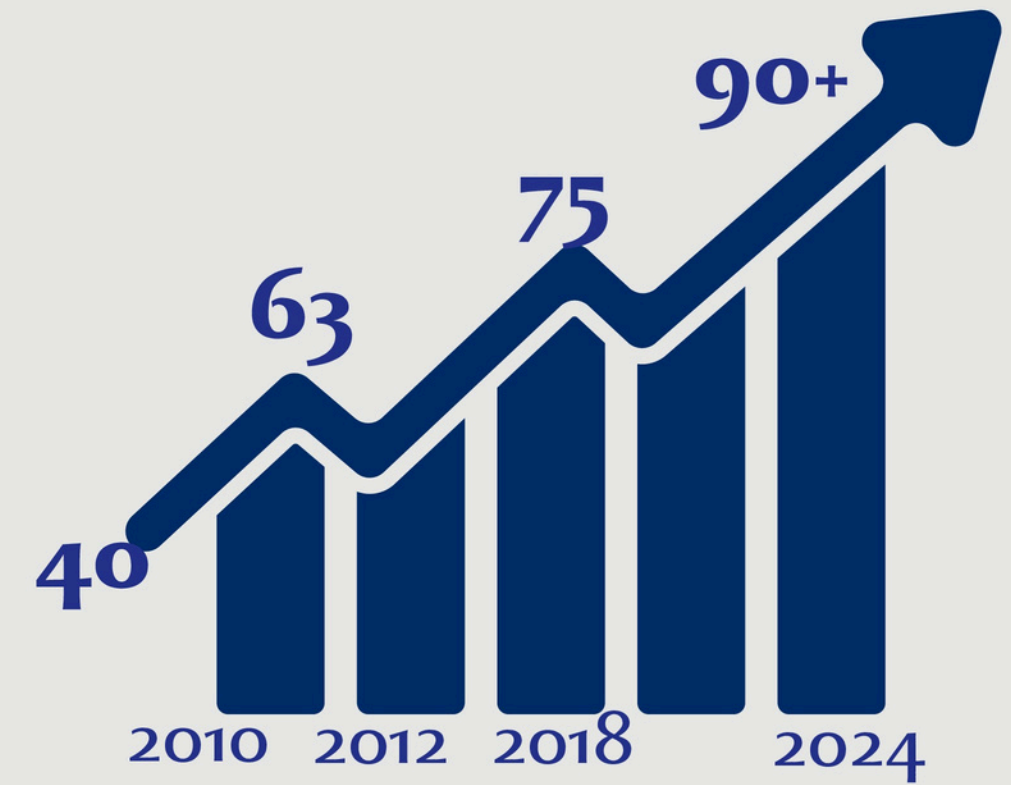
## Suppliers



## POS



## Staff Members





# OUR GOALS AND PRIORITIES

## Goals:

Our objectives are centered around providing top-tier products sourced globally to Bulgarian customers, ensuring unparalleled quality at competitive prices.

## New trends:

We prioritize staying abreast of contemporary consumption patterns, focusing on delivering cutting-edge, health-conscious products of the highest calibre that epitomize 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

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



## Best prices

## Best products



We consistently strive to provide the finest products worldwide, ensuring competitive pricing without compromising on quality.

We adhere strictly to exclusive representation rights in Bulgaria for all the brands we offer and develop.



## Exclusivity

## Best quality



To ensure the utmost quality and reliability, we do not include low-cost, substandard products in our portfolio.

We highly value establishing and maintaining stable, long-term partnerships with our partners and suppliers.



## Stable partnership





# GROWTH



## New products

We continuously enhance our portfolio by introducing new products and expanding into diverse categories.



## Promotions

We enhance brand visibility and drive product promotion across all trade channels.



## Market share

Our market share expands through a strategic combination of active distribution and targeted marketing initiatives.



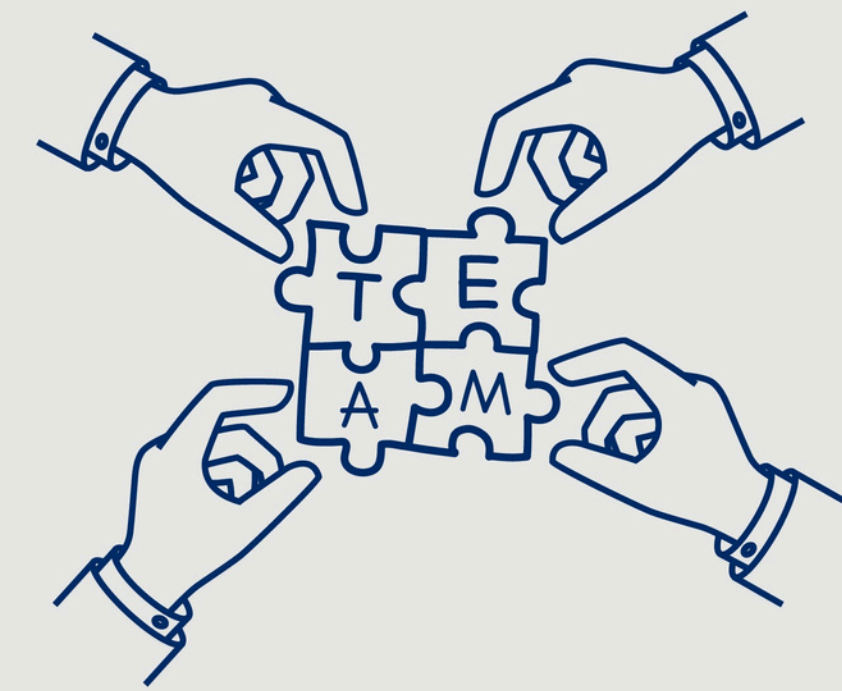
## Plan for future

In addition to addressing present needs, we strategically plan for the future.





# GROWTH



## ADAPTABILITY

Over the past thirty years, the economic landscape and purchasing power of Bulgaria's population have undergone significant changes. Despite market fluctuations, we have successfully adapted thanks to our effective business model and the dedicated efforts of our disciplined team, who excel in managing workplace stress.

## MARKETING

We have firmly established ourselves in the FMCG market, identifying our niche and employing diverse methods to monitor and influence trade. We prioritize receiving timely and accurate feedback from the market, our clients, and our employees. Our marketing team utilizes both ATL (Above The Line) and BTL (Below The Line) activities to enhance brand visibility and engagement.

## TEAM

Our team is highly disciplined and consistently maintains a positive and professional attitude.

## TRUST

We continually invest in building reliable relationships with our partners and clients, and our efforts are consistently acknowledged and appreciated.

## HISTORY

We are recognized as a stable and respected company in the trade sector, with a strong track record of success.





# OUR POSITIONS ON LOCAL MARKET

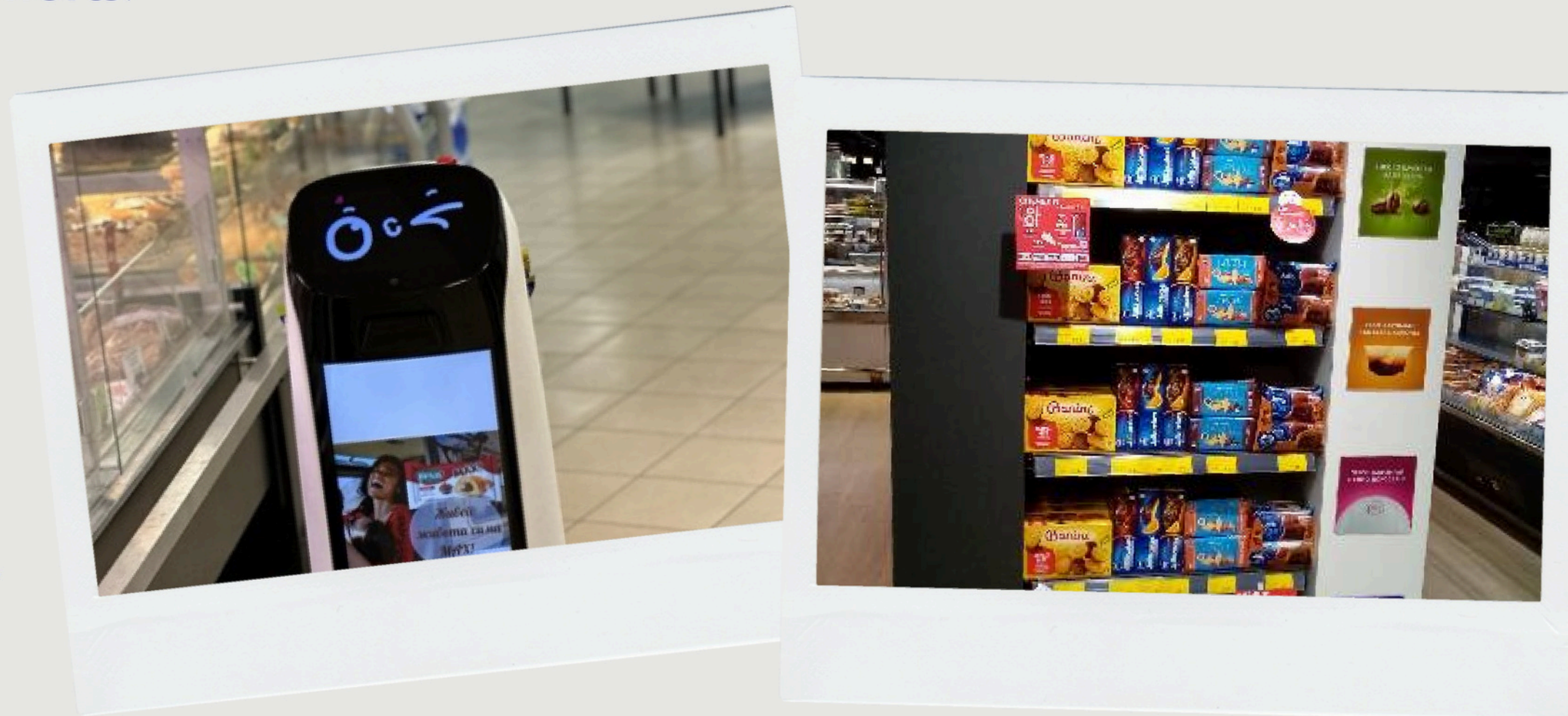
## Overview of Market Segments

### International Commercial Chains

In recent years, international commercial chains have seen significant growth due to their extensive expansion. Despite this growth, these chains hold no more than 25% of the market share, constrained by the specific preferences of local consumers. Traditional trade and local key clients dominate the remaining 75%. Nevertheless, international chains remain a vital trade channel for us.

### Local Commercial Chains

Over the past several years, we have established a strong presence in local commercial chains by offering high-quality products and exceptional service. Our success in this segment is bolstered by robust partnerships that include product presentation, initial delivery discounts, and other collaborative efforts.





## OUR POSITIONS ON LOCAL MARKET

### Independent Retailers

Independent retailers represent our most flexible partners. We approach these partners with great care, understanding, and respect, ensuring a mutually beneficial relationship.

### Petrol Stations

Petrol stations are a key focus for us due to their high daily consumer traffic. We maintain a strong presence in these locations, showcasing our product portfolio on a large scale.

### Seasonal Points of Sale

Bulgaria attracts 10 million international tourists annually, mainly from the EU, Russia, and Israel. The country is also a popular destination for local tourists, with seaside resorts bustling in the summer and winter resorts drawing crowds during the colder months. We adapt our business strategies to capitalize on these seasonal opportunities, ensuring our products are available at newly created points of sale throughout the year, such as SPA centers.





## OUR SOFTWARE PLATFORM

We work with adaptable software systems for ERP and CRM, offering seamless access to our server-stored information from any location, at any time. These systems ensure swift information exchange, enhancing stock availability awareness and reducing service times. Our sales team utilizes ERP and CRM solutions via tablet devices, enabling efficient order processing, including online transactions over the Internet.





# OUR DISTRIBUTION AUTOMOBILE FLEET



## 46 Cargo Light Vehicles for Sales Representatives:

These vehicles facilitate our sales teams' mobility, enabling KA channel managers, sales managers, and sales representatives to engage directly with clients for negotiations and positioning of POS materials.

24/7 delivery

high marketing standard



## 28 Cargo Vans with Air Controlled (Cooling) Systems:

Equipped with advanced cooling systems, these vans ensure all deliveries maintain high standards of hygiene and meticulous attention to detail.

cooling control

hygiene control

> National Coverage: At "Mistral," we boast an extensive fleet of purpose-adapted vehicles catering to the unique demands of our products, ensuring seamless distribution to outlets across the nation.





# DELIVERY TO YOUR DOOR



**Mistral**  
National Distribution Company

**Mistral**  
National Distribution Company