



# Company profile



# Our history

Opening the Company back in 1992, we had no idea that we would quickly become the leader of the distribution and one of the most important player in alcohol market of Russia.



**2020**

New brands in the company's portfolio:  
liqueur Bols, whisky The Dalmore,  
Bushmills whisky, Jose Cuervo tequila.  
New Office in Sochi

**2019**

New brands in the company's portfolio:  
Proper Twelve whiskey, Fever Tree  
tonics.  
Wine portfolio expended

**2018**

March 1, 2018 AST becomes exclusive  
importer and brand distributor  
of BROWN FORMAN in Russian  
Federation

**201**



2018

2017

2016

2015

2014

Company launches a large-scale rebranding project and strengthens its position in the premium alcohol market

Most fruitful year since the industry crisis - The company partners with Tesseron, Colle Massari, Les Cretes, Loch Lomond, Fontanafredda

New partners of the Company - Marcel Deiss (France), KWV (South Africa), Botucal (Venezuela)



2015

2014

2012

2011

2010

Launch of the WINE ROOM project.  
Currently there are 5 wine shops

The Company's turnover exceeds  
RUB 10 billion, sales growth  
for own imports reaches 30% per year

Obtaining new licenses for three  
divisions of the company, which made  
it possible to confidently grow in the  
post-crisis period

2011

2010

2009

2008

2007

Production of our own brand begins - Fiorino d'Oro in Italy

AST portfolio becomes wider - J. Moro & Fils (France), Choya (Japan). Italian bitter producer Fernet Branca signs an exclusive contract with us

AST sponsors major events like Alfa Romeo Racing Day, Barista Competition, Car of the Year, etc. The range of the Company is being expanded by such whiskey producers as Clontarf (Ireland), Nikka (Japan)

2008

2007

2006

2005

2004

Year of "strong portfolio" - Dows (Port), Kashasa 51, Chabot (Armagnac). AST becomes exclusive DISARONNO brand representative in Russia

French portfolio is expanding with new brands - Boisset Group and Yvon Mo

Import portfolio is growing with the brands Marques de Murrieta and Barkan. The company wins the title of "Best Distributor of the Year"

005

2004

2002

1998

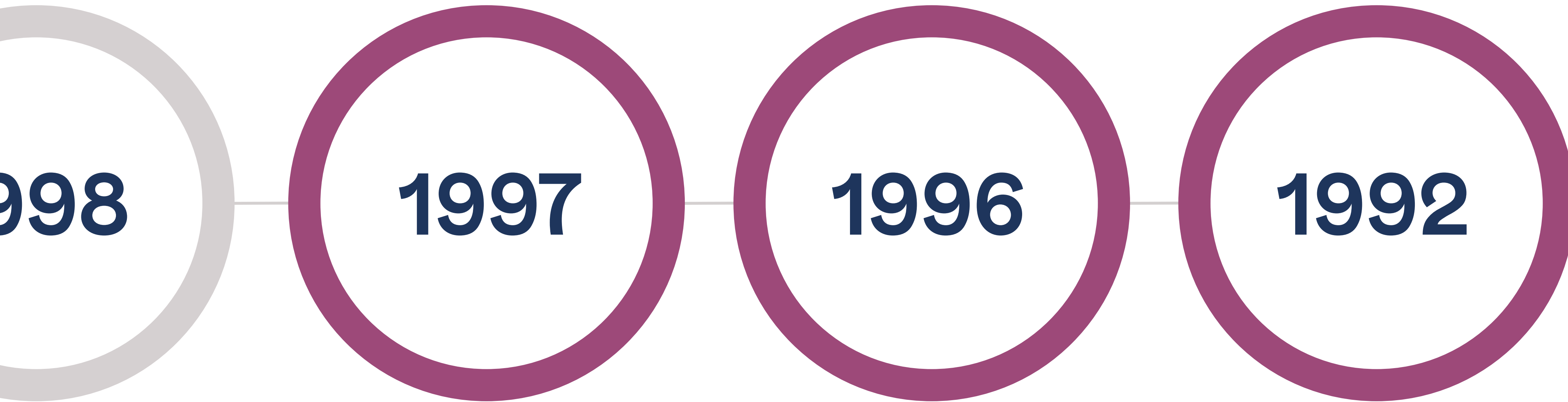
199

Import project is launched, with - Baron de Rothschild and Castellare. The company signs an exclusive contract with Russian office of Bacardi-Martini

Company launches the first project of private brand - in collaboration with the Dugladze plant (ex. the first Tbilisi winery) begins the production of Georgian wine, brandy, sparkling wine, chacha Dugladze.

New contract - Whitehall (Moët & Hennessy)





1998

1997

1996

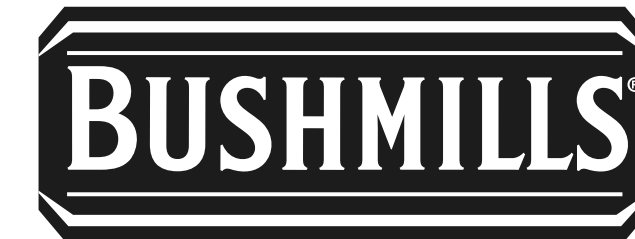
1992

Company's portfolio is growing with the second brand of vodka - Russian Standard

The first contract, company becomes distributor of Dovgan vodka

Year of foundation of AST Company

The world's most famous wine and alcohol companies **trust us** their premium brands

 JACK DANIEL'S THE DALMORE  
HIGHLAND SINGLE MALT SCOTCH WHISKY BOLS  
AMSTERDAM 1575 BUSHMILLS PROPER  
TWELVE  
IRISH WHISKEY BOTUCAL  
— RUM — AST Jose  
Cuervo FINLANDIA  
VODKA OF FINLAND

# Leader in distribution!

Top 5 brands in the spirit industry



# AST - a team of professionals



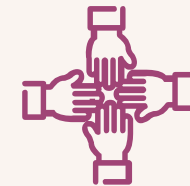
We work for our clients, offering a full range of services



Professional team - average work experience in the company is 7 years



Continuous training and professional development of employees



Aimed at long-term cooperation - history of working with key clients over 10 years



# Our mission



We are on the Russian spirit market aiming legendary brands from all over the world become available to you



We guarantee stable sales channels



Our portfolio is open for new brands



We form the trust of our clients "tomorrow" - the continuous development of our expertise "today"



We find suppliers that are popular and relevant in the global market and constantly keep the portfolio up-to-date



Building a culture of responsible alcohol consumption

# Our portfolio

Wine



 **ITALY / REGION**

**Sant'Orsola, Abbazia, Speri** / Veneto  
**Farnese** / Abruzzo  
**Castellare di Castellina, Siro Pacenti** / Tuscany  
**Panizzi, Grattamacco, Colle Massari** / Tuscany  
**Poggio di Sotto, Maria Caterina Dei** / Tuscany  
**Franz Haas, San Michele Appiano** / Alto Adige  
**Feudi dei Pisciotto, Tasca d'Almerita, Corvo** / Sicily  
**Marchese Luca Spinola, Ceretto** / Piedmont  
**Armando Parusso** / Piedmont  
**Fantinel** / Friuli  
**Ca' Montebello, Monte Rossa** / Lombardy  
**Les Crêtes** / Valle d'Aosta  
**Felline** / Puglia  
**Lungarotti** / Umbria  
**Ceci** / Emilia Romagna  
**Sella & Mosca** / Sardinia  
**Schiopetto** / Friuli-Venezia-Giulia  
**Mastrojanni** / Tuscany, Rosso di Montalcino

 **FRANCE / REGION**

**Pol Roger, Soutiran, Champagne Rothschild** / Champagne  
**Paul Sapin** / Local wines  
**Maison Sichel, Ginestet** / Bordeaux  
**Boisset Group, Jayer-Gilles, Thibert Pere&Fils** / Burgundy  
**Maison Pierre Brisset, Domaine R. Dubois & Fils** / Burgundy  
**Château de la Tour, Domaine Chantal Lescure** / Burgundy  
**Bouchard Aîné & Fils** / Burgundy  
**Domaine Arlaud, Vincent Girardin, Laroche** / Burgundy  
**Bouchard Aîné & Fils, Perrin et Fils** / Rhone Valley  
**Aimery Sieur d'Arques** / Limu  
**Guilbaud Freres, Eric Morgat** / Loire  
**Domaine de Nerleux** / Loire  
**Domaine Marcel Deiss, Kuentz-Bas** / Alsace  
**Château Roubine, Chateau Miraval** / Provence  
**Crocus** / Cahors

 **PORTUGAL**

**Diario**

 **SPAIN**

**Marques de Murrieta  
Barbadillo  
Araex  
Protos  
Como Una Moto  
Alvaredos-Hobbs  
Conde de Caralt  
Costers del Priorat  
Josep Ventosa  
Bodegas San Valero**

 **GERMANY**

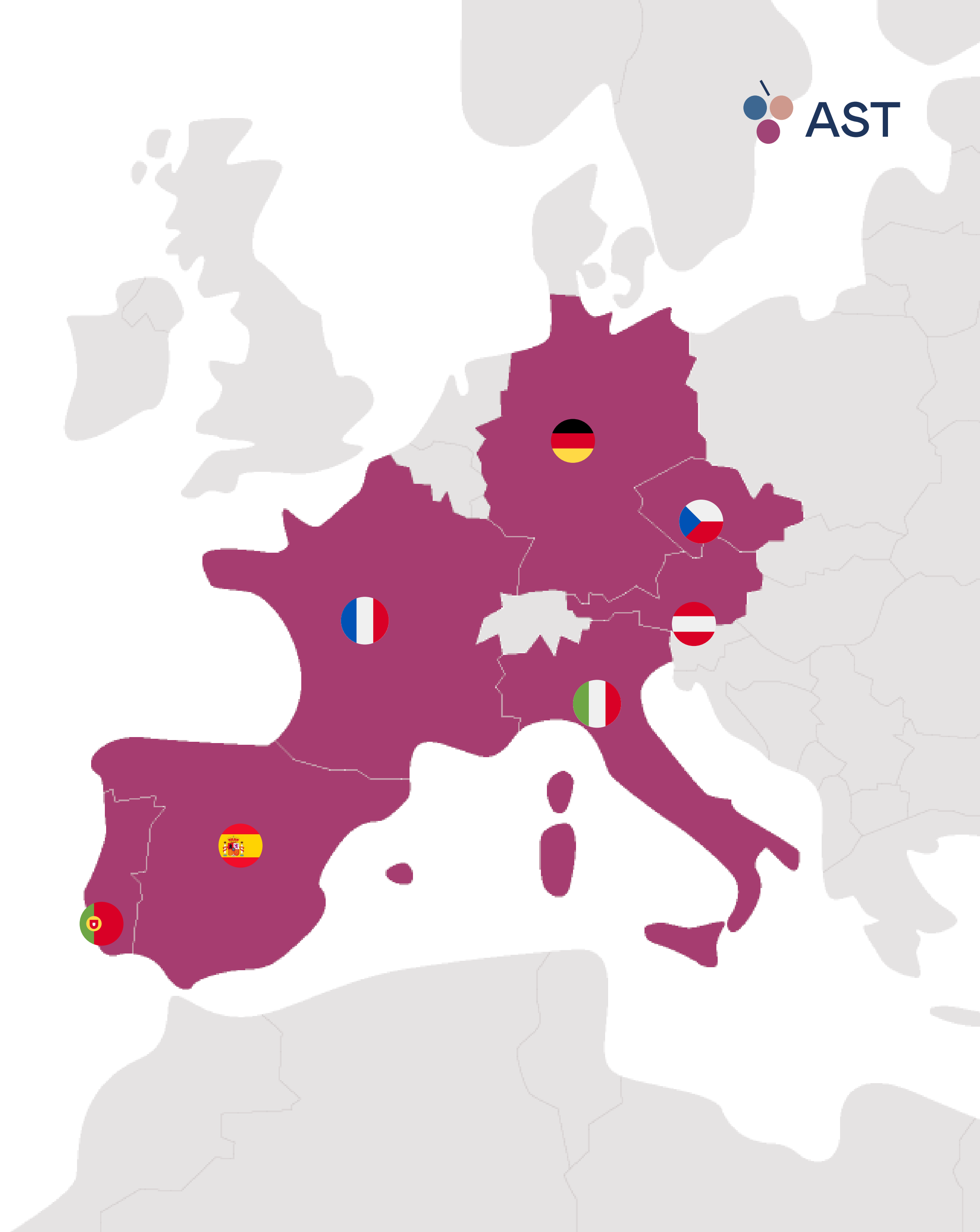
**Peter Mertes  
Weingut Meulenhof  
Dr. Loosen**

 **AUSTRIA**

**Jurtschitsch Sonnhof  
Grassl  
Moric**

 **CZECH REPUBLIC**

**Stapleton&Springer**



 **GREECE**

Cavino

 **ISRAEL**

Barkan  
Galil Mountain Winery  
Recanati  
Tura

 **ARMENIA**

Yacoubian-Hobbs

 **GEORGIA**

Dugladze

 **AZERBAIJAN**

Jeyran (Ismailly Vine)

 **JAPAN**

Ozeki

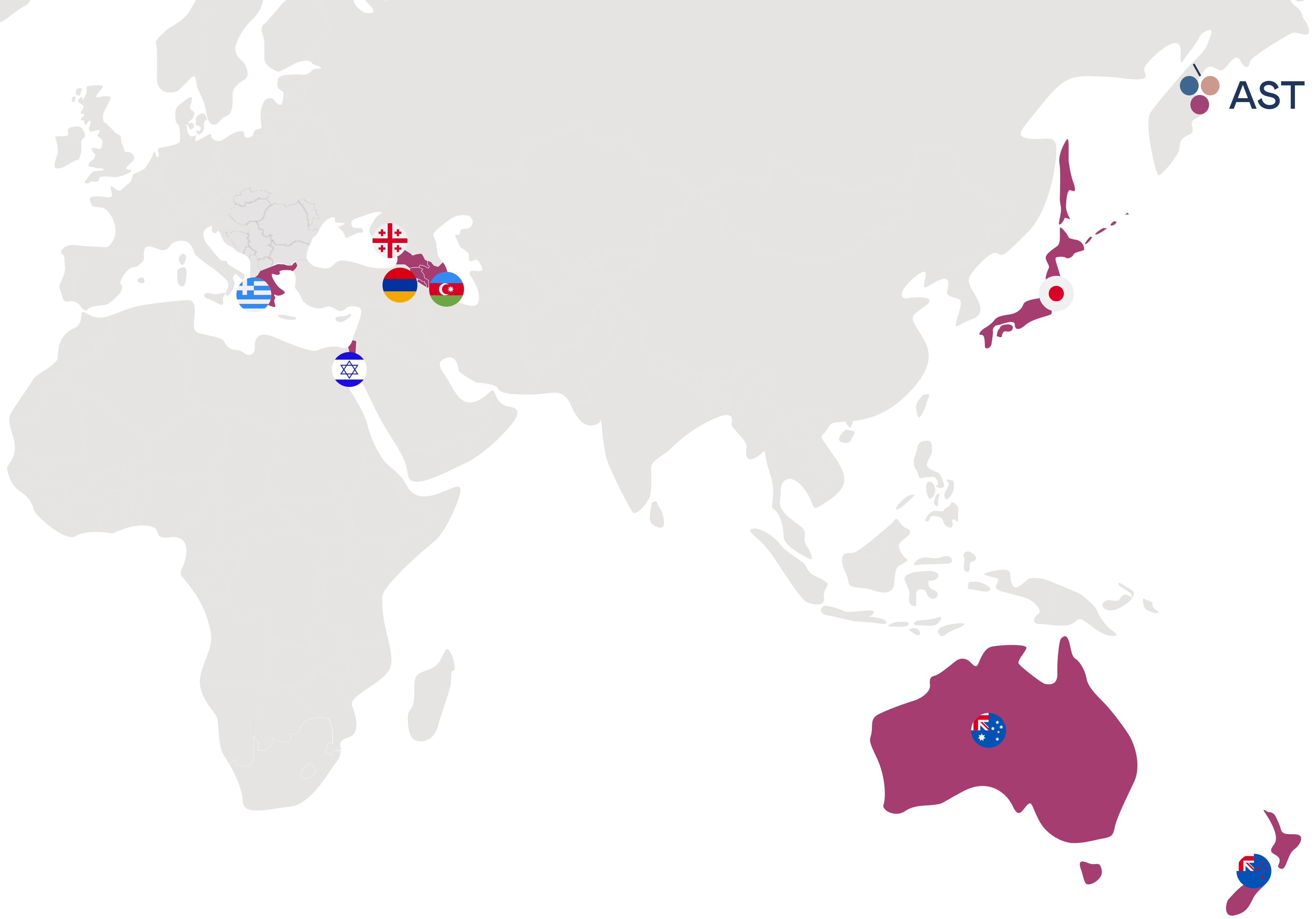
 **NEW ZEALAND**

Marisco

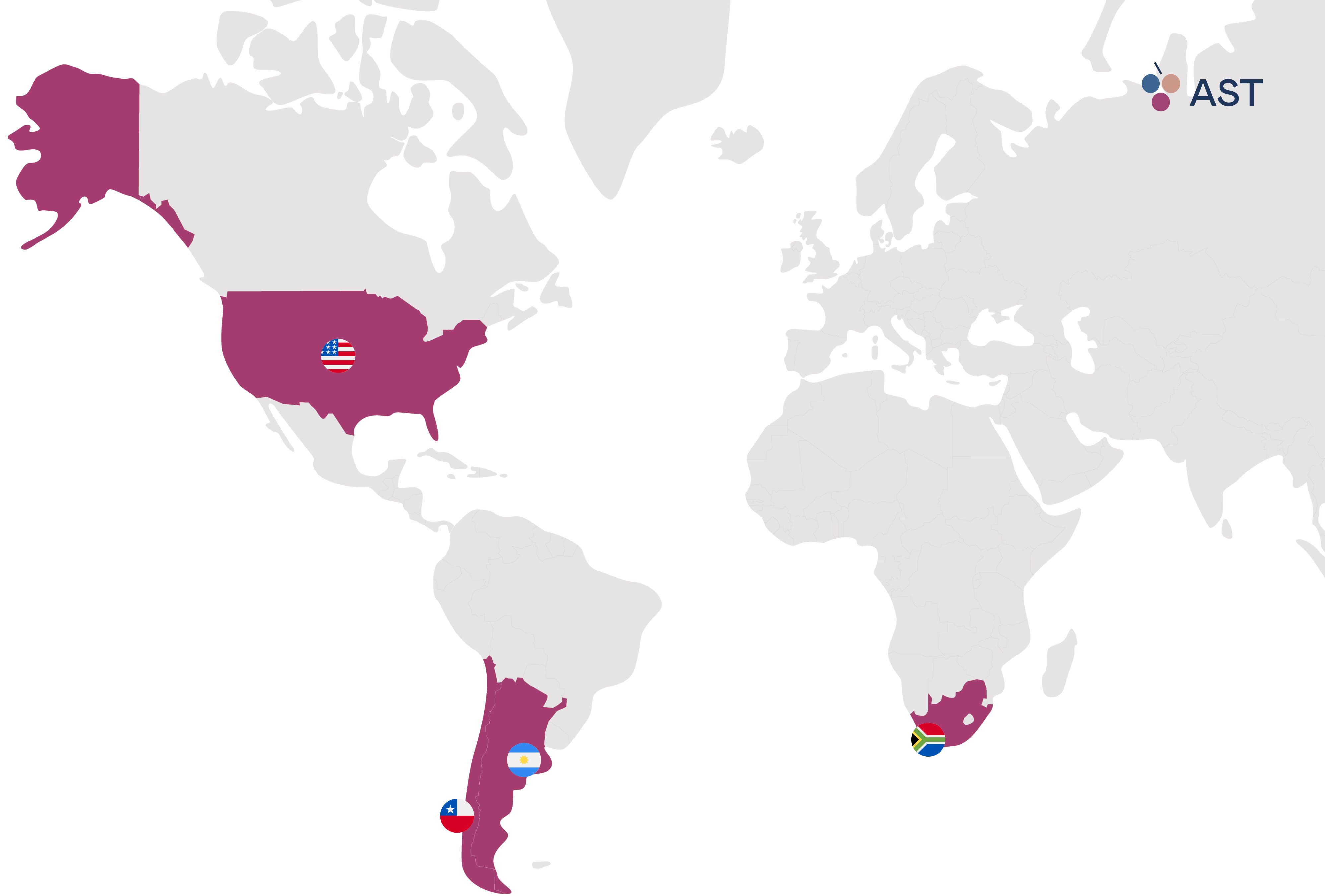
 **AUSTRALIA**

Chapoutier  
Cambridge Crossing

 **AST**







 **USA**

- Bronco Wine Company
- Buena Vista
- Belle Glos
- Paul Hobbs
- Raymond Vineyards

 **CHILE**

- Tarapaca
- Baettig

 **ARGENTINA**

- Tamari
- Vina Cobos

 **SOUTH AFRICA**

- KWV
- Rupert & Rothschild

# Our portfolio

Spirit



 **FRANCE**

**Chabot** Armagnac  
**Pere Laize** Calvados  
**Tesseron** Cognac  
**Coquerel** Cider  
**Normindia** Gin

 **ITALY**

**Fernet Branca** Bitter  
**Isolabella** Sambuca  
**Marcati** Sambuca  
**Bepi Tosolini** Grappa, gin  
**Carpano** Vermouth  
**Punt y Mes** Vermouth  
**Antica Formula** Vermouth

 **PORTUGAL**

**Dow's** Port wine  
**Martinez** Port wine  
**Cossart** Madeira  
**Gordon**

 **NETHERLANDS**

**Bols** Liquor

 **SOUTH AFRICA**

**Cruxland** Gin

 **GREAT BRITAIN**

**Proper Twelve** Irish whiskey  
**Bushmills** Irish whiskey  
**Loch Lomond** Scotch whiskey  
**Ben Lomond** Scotch gin  
**The Dalmore** Scotch whiskey

 **AUSTRIA**

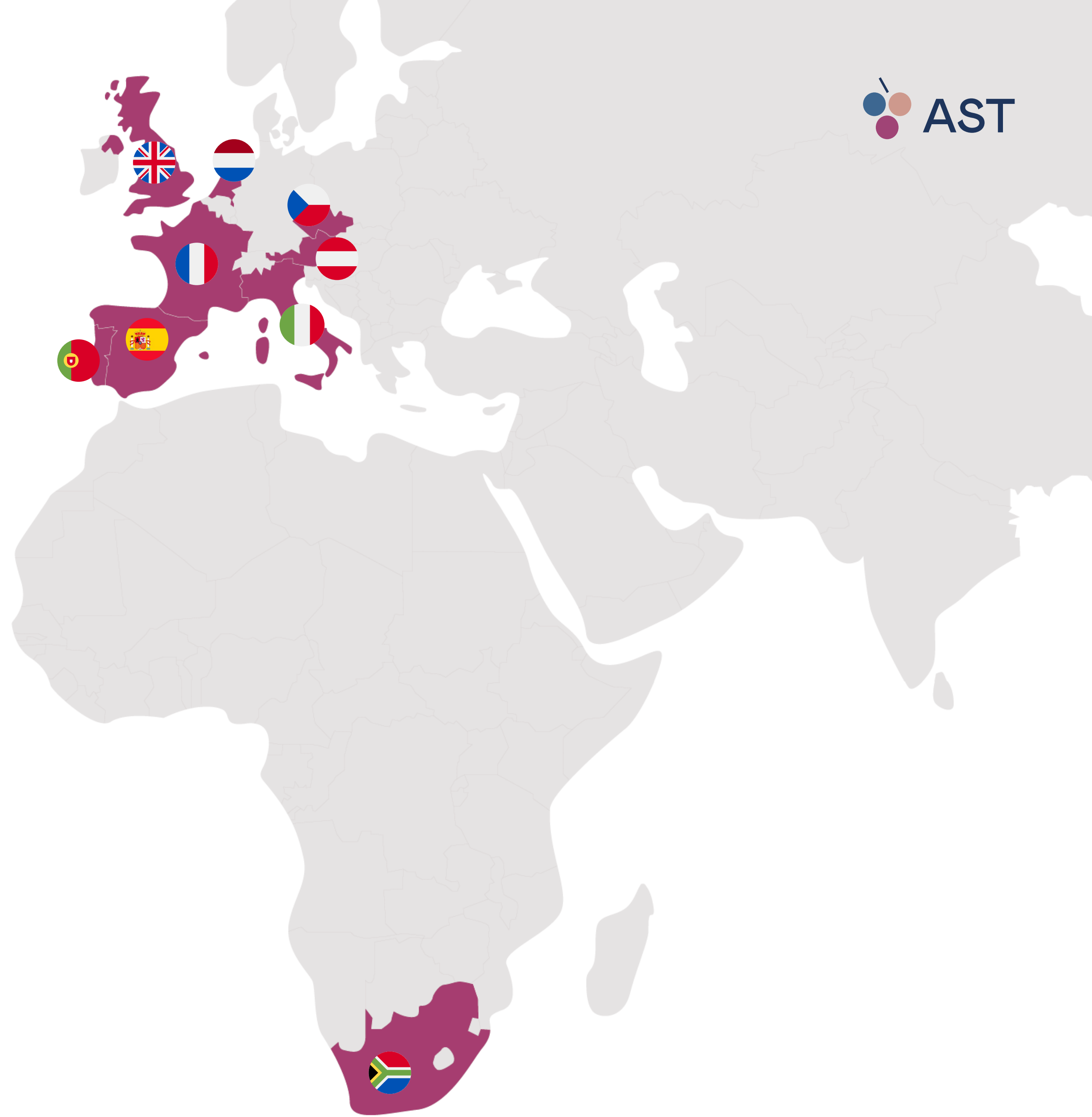
**Markus** Schnapps  
**Wieser**

 **CZECH REPUBLIC**

**Palirna** Absinthe

 **SPAIN**

**Barbadillo** Sherry,  
Sherry brandy





 **JAPAN**

**Ozeki** Sake  
**Etsu** Gin  
**Matsui** Whiskey

 **MEXICO**

**Campo Azul** Tequila, Mescal  
**Jose Cuervo** Tequila

 **CUBA**

**Santero** Rum

 **BRAZIL**

**Cachaca 51** Kashasa

 **VENEZUELA**

**Botucal** Rum

 **CHILE**

**Mistral** Pisco

# Office



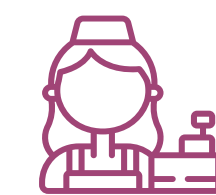
**1 800 m<sup>2</sup>**

multifunctional office area



More than **900**

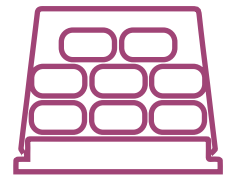
employees



More than **270**

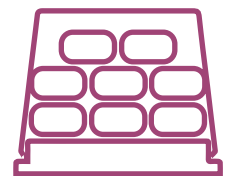
managers in five main sales departments

# Warehouse



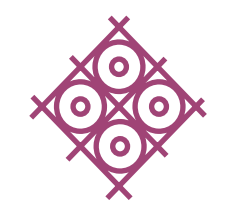
**10 000** pallet places

Class A warehouse in Moscow region



**900** pallet places

Warehouse within the third ring of Moscow



**1 500** cells for professional storage of wine

wine cellar



# Car park

 **70**

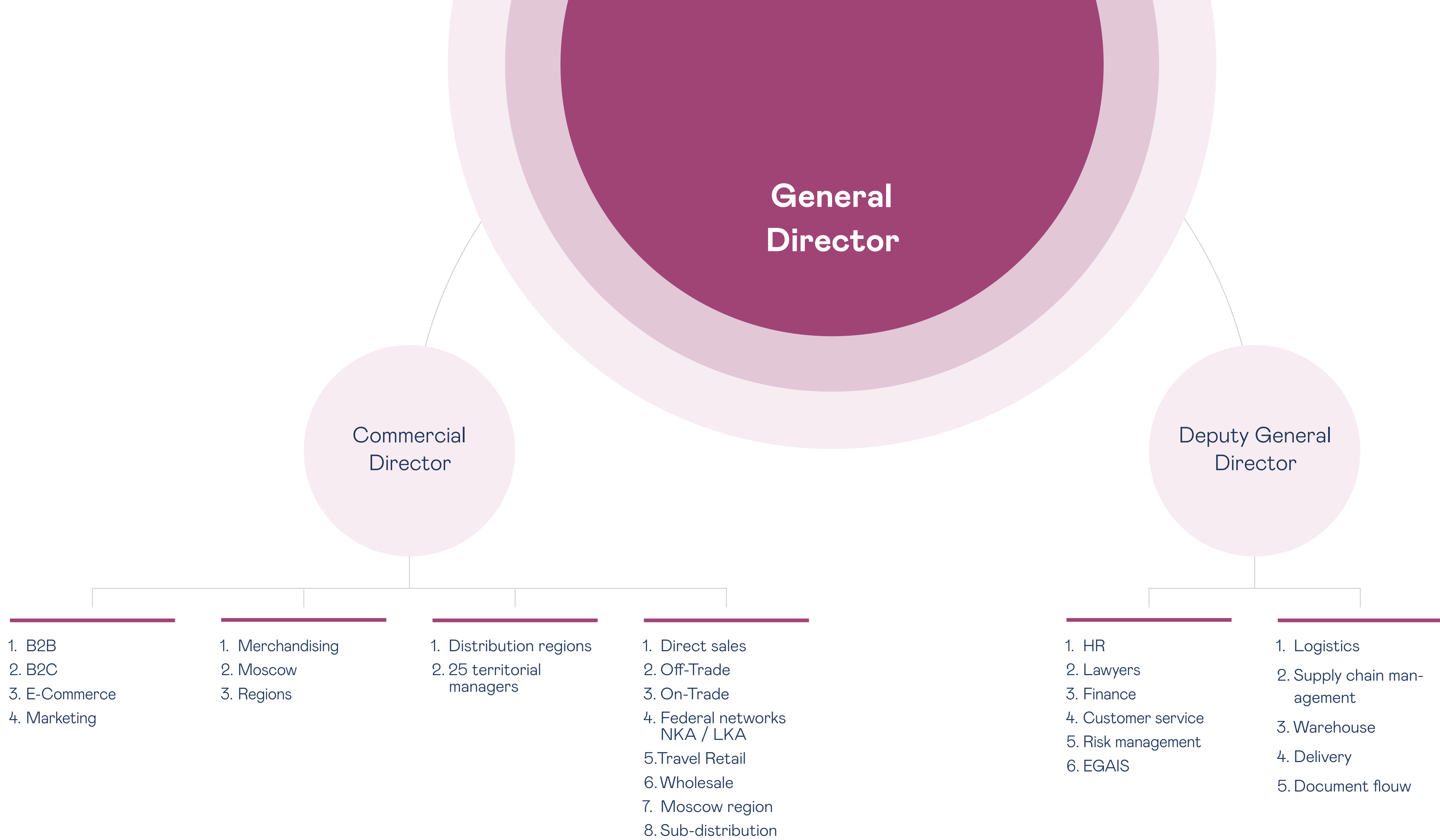
---

car

 Up to **150**

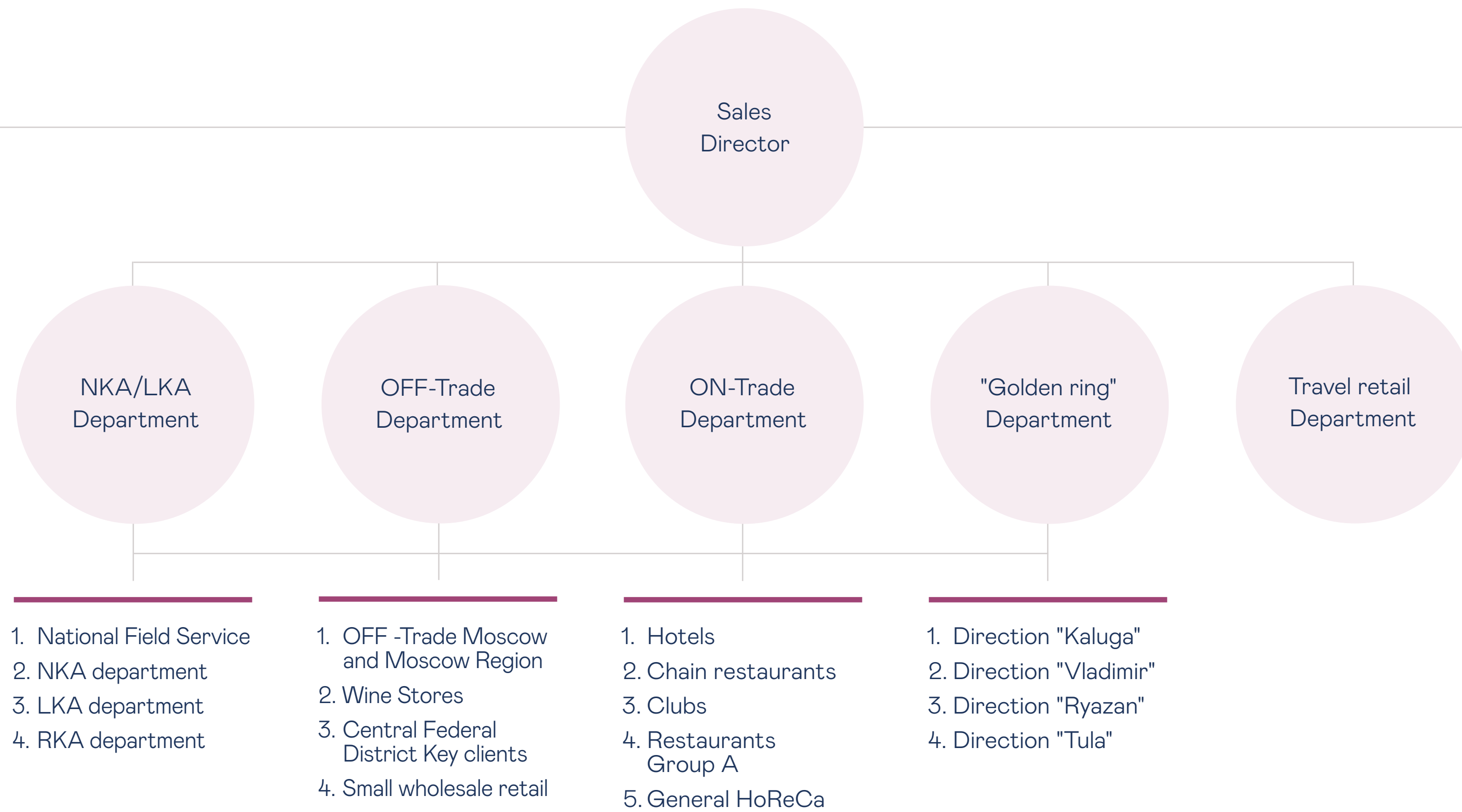
---

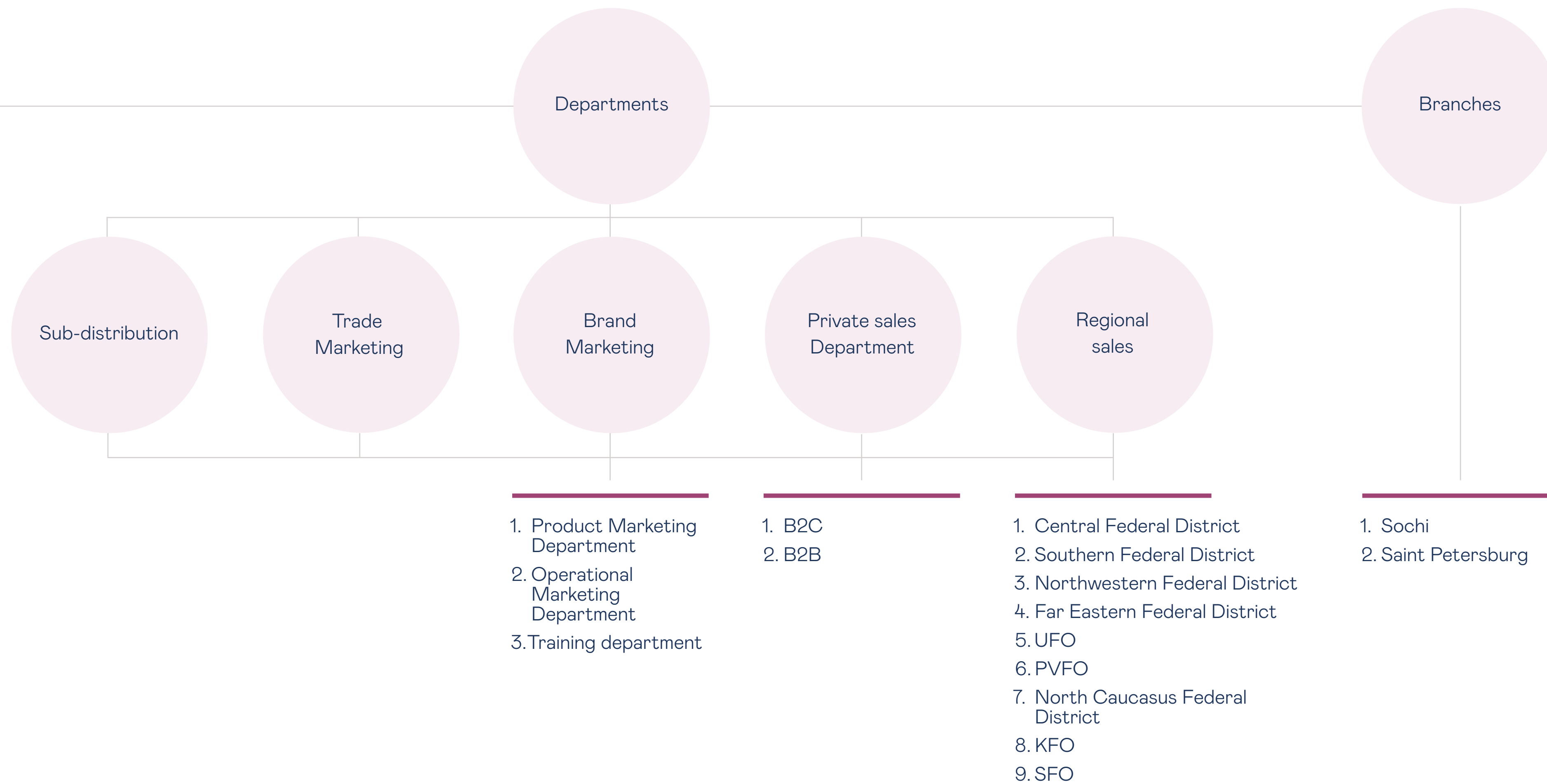
rented in high season





Commercial  
Director





# Our clients in Moscow region

4 900

MOSCOW ON-TRADE

407

MOSCOW-CHAINS

1 400

MOSCOW REGION

150

WINE SHOPS

1 450

MOSCOW OFF-TRADE

900

B2B, B2C

15

WHOLESALE CLIENTS

# Direct sales in St. Petersburg

Territorial representation

**45** NUMBER OF EMPLOYEES

 **1 000 m<sup>2</sup>**  
warehouse


**OFF-TRADE**

 **250**  
SR

 **5**  
local area networks

 **600** SR  
total

**ON-TRADE**

 **680**  
SR

 **7**  
managers

# Direct sales in Sochi

Territorial representation

**27** NUMBER OF EMPLOYEES

 **600 m<sup>2</sup>**  
warehouse

 **300**  
RO

 **4**  
car

## SALES DEPARTMENT

 **7 people**  
team

 **1**  
leader

 **5 SR**  
ON-TRADE

 **1 SR**  
LKA

# Commercial structure of AST direct sales in the Central Federal District



# Our clients in the Central Federal District

Number of clients



# Regional commercial structure of AST sales

## Regional Sales Department:

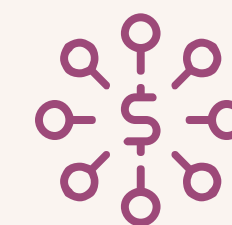
- Central Federal district
- Northwestern Federal district
- Ural region
- North Caucasian Federal district
- Northern Federal district
- Southern Federal district
- Oriental Federal district
- Volga Federal district
- Caucasian Federal district
- RLKA



25 territorial managers



More than 100 key regional distributors



Distributor sales control system (Stock control)



# Our regional partners

Secondary sales management system (Stock, Sell-In / Sel-Out).

BI System AST

**25** COMPANIES

CENTRAL RUSSIA

**1** DISTRICT

ST. PETERSBURG

**12** COMPANIES

NORTHWEST

**16** COMPANIES

SOUTH OF RUSSIA

**19** COMPANIES

POVOLZHE

**7** DISTRICT

URAL

**24** COMPANIES

SIBERIA

**17** COMPANIES

FAR EAST

**30** COMPANIES

DLKA-REGIONAL



# AST Merchandising



70 employees



Cloud Solution



Merchandising  
NCA and LCA



Price monitoring  
Audit



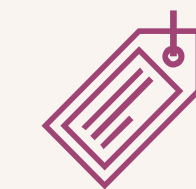
Technical merchandising



in 10 regions



with 15 main  
retail chains



in 1 200  
retail outlets

# Regional expansion of AST

## Our representatives:

- 
1. St. Petersburg
  2. Moscow
  3. Kaliningrad
  4. Murmansk
  5. Arkhangelsk
  6. Severodvinsk
  7. Petrozavodsk
  8. Novgorod
  9. Smolensk
  10. Eagle
  11. Kursk
  12. Nizhny Novgorod
  13. Voronezh
  14. Saratov
  15. Penza
  16. Samara
  17. Orenburg
  18. Chelyabinsk
  19. Tyumen
  20. Omsk
  21. Novosibirsk
  22. Barnaul
  23. Tomsk
  24. Krasnoyarsk
  25. Irkutsk
  26. Khabarovsk
  27. Vladivostok
  28. Ulan-Ude
  29. Chita
  30. Blagoveshchensk
  31. Yakutsk
  32. Norilsk
  33. Novy Urengoy
  34. Surgut
  35. Nizhnevartovsk
  36. Salekhard
  37. Izhevsk
  38. Perm
  39. Yekaterinburg
  40. Magnitogorsk
  41. Ufa
  42. Tolyatti
  43. Ulyanovsk
  44. Lipetsk
  45. Ryazan
  46. Obninsk
  47. Bryansk
  48. Krasnodar
  49. Kislovodsk
  50. Rostov-on-Don
  51. Stavropol
  52. Pyatigorsk
  53. Vladikavkaz
  54. Tver
  55. Yaroslavl

# AST portfolio

 own  
trade marks

 import  
range

 distribution  
range



**General sales:**

**30,1  
million**

---

bottles in 2020

# Sales channels

By category (value)



# Our brands portfolio



# Follow us



[astwine](#)



[ast\\_wine\\_etc](#)



[www.ast-inter.ru](http://www.ast-inter.ru)