



AST

COMPANY PROFILE

HISTORY

AST has been one of the leaders in the wine and spirits market for the last 30 years

We are proud of our professional team, unique experience and trustworthy approach to the market that we maintain with the partners

We follow trends and innovations and flexibly adjust to all market changes, taking into account the development of the omni channel, with an agile, strategic approach

MISSION

Company mission is to improve and develop wine & spirit culture, to be a drink advisor in all moments of people's lives and to provide the best service.

BRAND ESSENCE

To build a strong image of our company brand for consumers by providing product advocacy & creating unique house of brands supported by highly involved team and reliable partners.

HISTORY

RELIABILITY

STABILITY

INTEGRITY

HONESTY

VALUES

WE ARE PASSIONATE
ABOUT BUILDING BRANDS

AST is comprised of a dynamic sales and marketing team with extensive experience and knowledge

We are focused on prioritizing, segmenting and targeting in the current situation and new launches, distribution and brand activation across all channels of trade.

ACHIEVEMENTS

1992

Company
foundation

2005

The Company wins the
title of «Best Distributor
of the Year»

2012

The Company's
turnover exceeds
300 million USD

2023

General sales +24%
vs previous year

DETAILS

4 600 m²
multifunctional
office area

> 900
employees



HEAD OFFICE



WAREHOUSES

35 000
pallet places

1 500
cells

> 70
cars

> 150
rented in high
season



AUTOPARK

RETAIL CHAINS

HORECA

REGIONS

>20k

>10k

>150

OUTLETS

CLIENTS

PARTNERS

SALES TEAM

MARKETING
TEAM

270+

40+

EMPLOYEES
IN 5 SALES
DEPARTMENT

BRAND &
CATEGORY
MANAGEMENT

OMNI
CHANNEL
&
AGILE
APPROACH

We share balance between trade and brand activations
that ensures brands penetration and market share growth

ECOSYSTEM



SALES



PROMOTION



EDUCATION

SALES SPLIT



AST portfolio allows us to fulfil the demands of professionals and consumers on the market



MOSCOW

Brand new own office A-class opened in 2022 with branded wine shop 'WINEROOM'



ST. PETERSBURG

45+
employees

1000 m²
warehouse

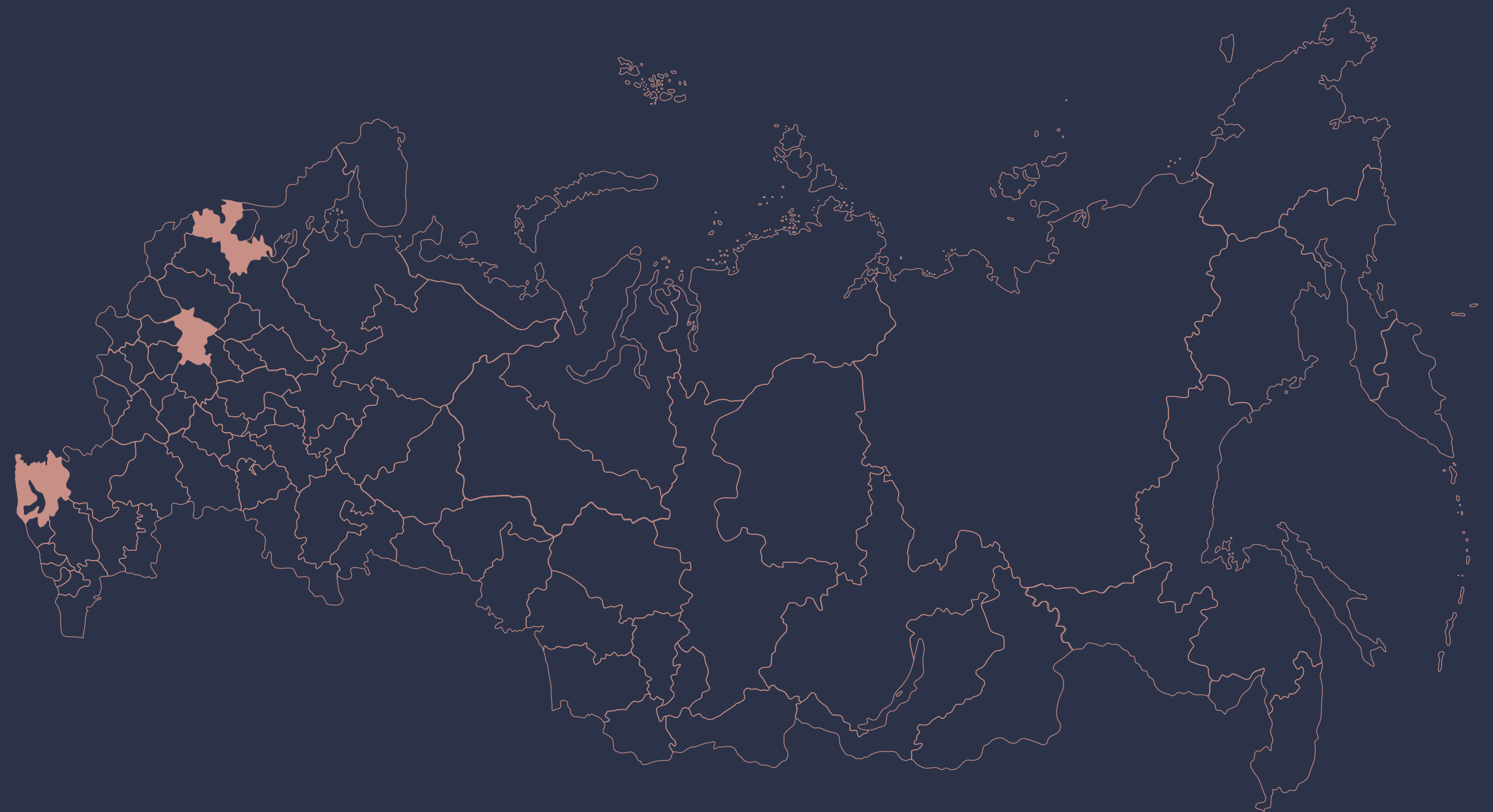


SOCHI

27+
employees

600 m²
warehouse

3 KEY BRANCHES

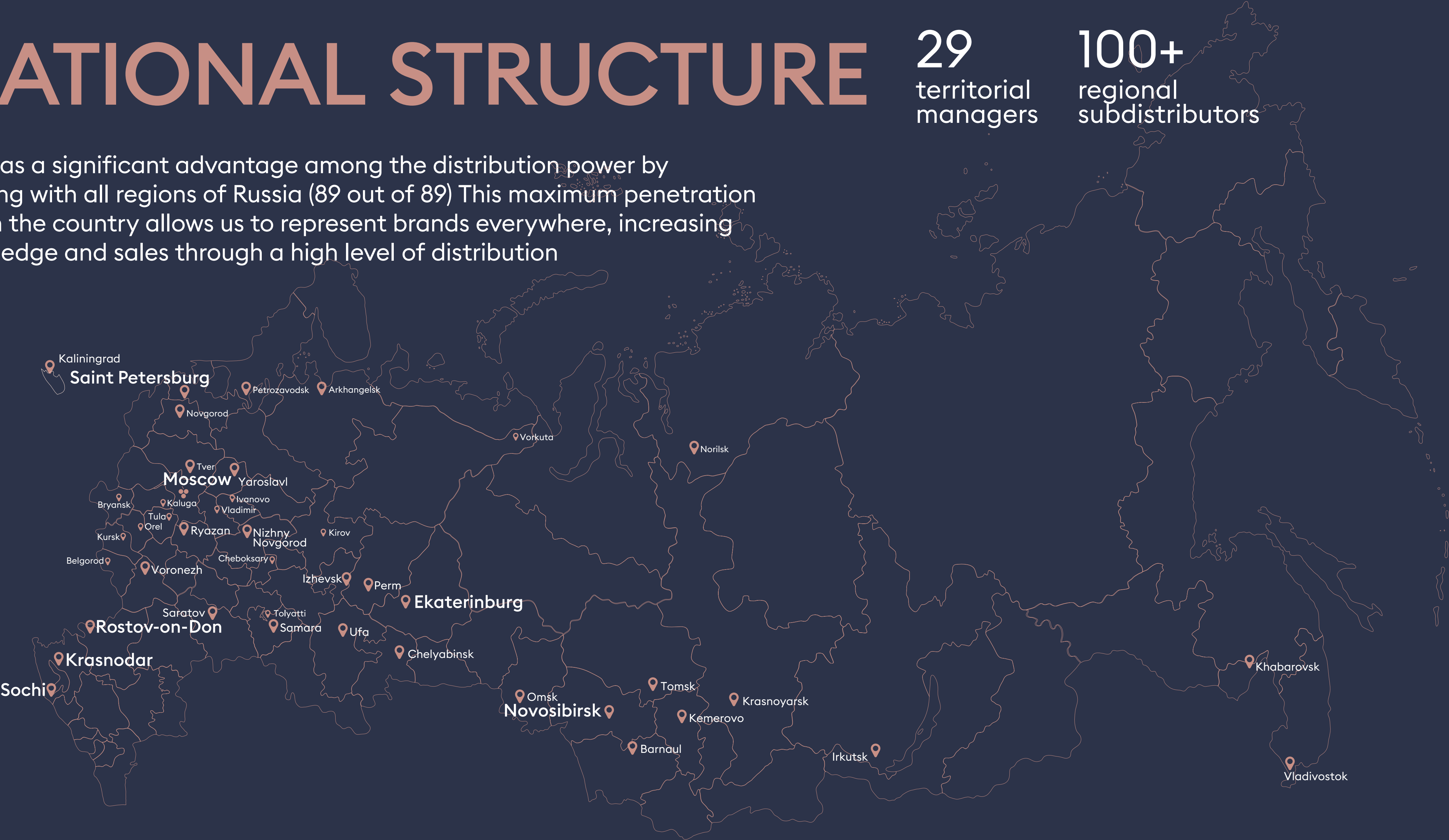


NATIONAL STRUCTURE

29 territorial managers

100+ regional subdistributors

AST has a significant advantage among the distribution power by working with all regions of Russia (89 out of 89) This maximum penetration within the country allows us to represent brands everywhere, increasing knowledge and sales through a high level of distribution



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ast-inter.ru
@ast.wine.russia