



**WINE NEGOTIANT  
SINCE 1995**

# INTRODUCTION



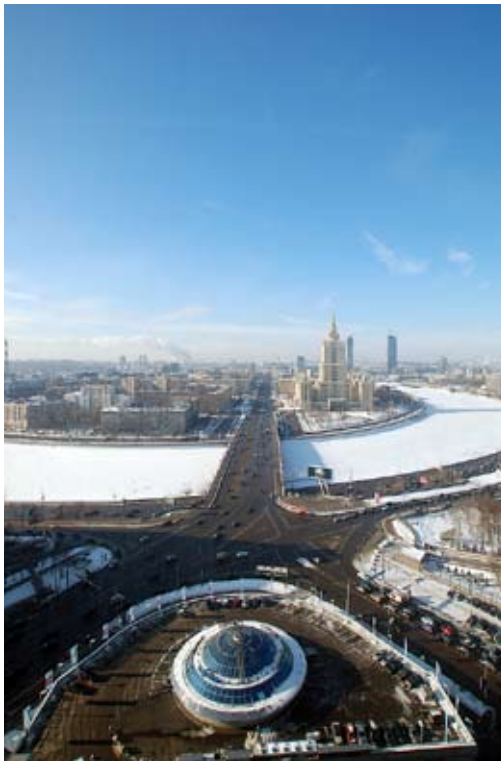
**Irina Fomina**  
President

It began in April 1995 when one of the first Russian wine Boutiques opened in downtown Moscow. It was created for the growing audience of fine wines and spirits connoisseurs and was named “L’Intendant”. Its collection included a wide range of wines from selected and rare Bordeaux to best value-for-money wines. The Russian market grew over time: new hot night clubs and restaurants opened and both off-trade and regional sales were growing too. We introduced new winemaking regions and wine producers to Russians.

Today we are one of the top five biggest wine importers in Russia. We have made our way from a small wine boutique to a large-scale company and only two things have never changed over the past 14 years: the careful wine

**We are MBG. Wine Negotiant since 1995.**

# THE FACTS



**View from MBG Office**

- MBG – wine negotiant since 1995
- Up to 80% of MBG total sales volume are wines
- More than 350 employees
- More than 6000 m<sup>2</sup> of warehouse area
- Moscow On-Trade market share – 35%
- More than 1100 outlets in the Moscow off trade market
- Regional distribution in more than 60 cities
- Separate Saint-Petersburg subsidiary
- 45 corporate cars in Moscow and 7 in Saint-Petersburg

# THE HISTORY



- 1995** First wine boutique in Moscow. Launch of on-trade distribution. Ruinart champagne; LEDA, De Ladoucette, Marchesi Antinori and Cordier Mestrezat et Domaines wines distribution launch. Started sales of Chateau de Laubade armagnac.
- 1997** Joseph Phelps, Cakebread Cellars, Benziger, St. Francis wines distribution launch.
- 1998** Vectra Impex Co company founded for off trade sales development. Chabasse cognac, Hugel, Fabiano and Bodegas Perez Pascuas wines distribution launch.
- 1999** Col D'Orcia, Michele Chiarlo, C.G.R., Joseph Janoueix, Marc Bredif, Louis Max and Fantinel wines distribution launch.
- 2000** The MBG portfolio grows and exceeds 700 items from 50 foreign producers. MBG is now one of the key players on the market. Rioja Alta wines, Distilleria Poli & Berta grappa distribution launch.
- 2001** Argiolas and Baron Edmond de Rothschild wines sales started.
- 2002** Regional sales launched in more than 40 cities around Russia. 2004 regional sales reach EUR 5 mln. Falesco and Clarendon Hills sales started.

# THE HISTORY



**2003** The on-line boutique - [www.alcocity.ru](http://www.alcocity.ru) – was launched. One of the first and best on-line wines & spirits boutiques in Russia (since 2008 on-line wines & spirits sales have been suspended by a new Russian law)

Super Tuscany wine sales started (Tua Rita, Castello del Terriccio, Le Macchiole, Livernano, Podere Poggio Scalette). Umberto Cesari, Millaman, Reserva de Caliboro wines, calvados Roger Groult sales started.

**2004** Cusumano, Tommasi, Livio Felluga, Casal de Gorchs sales started.

Opening of the Cantinetta Antinori restaurant in Moscow. It has quickly become one of the most popular places in the city.

Saint-Petersburg subsidiary launch.

**2005** Hofstatter, Gagliole & Tenuta Campo di Sasso wines sales started.

Gordon & MacPhail whiskies, M. Chapoutier, Domaine Tournon, Haras de Pirque wines sales started.

Belvedere vodka and Gancia sparkling wines sales started.

**2006** Grand Marnier liqueurs sales started, Gaudianello and Leggera water sales started.

**2007** Terredora wines, Cutty Sark and Glenrothes whisky sales started.

**2008** Patron ultra premium tequila distribution launch; Bucci, Pra, Garofoli, Bisceglia, Gini, Monte Tondo, Marques de Riscal, Stag's Leap Wine Cellars, St. Michelle wines sales started.

# THE PORTFOLIO



## FRANCE

### Champagne

Ruinart

### Bordeaux

Cordier Mestrezat et Domaines

Mahler-Besse

Baron Edmond de Rothschild

C.G.R

Joseph Janoueix

LEDA

### Val De Loire

De Ladoucette

Marc Bredif

### Buorgogne

Regnard

Albert Pic

Louis Max

### Vallee Du Rhone

M.Chapoutier

### Alsace

Hugel & Fils

## ITALY

### Toscana

Antinori

Col d'Orcia

Campo di Sasso

Castello del Terriccio

Livernano

Podere Poggio Scalette

Tua Rita

Le Macchiole

Tenuta Pian Delle Vigne

Gagliole

### Piemonte

Michele Chiarlo

Gancia

Prunotto

### Emilia-Romagna

Umberto Cesari

### Friuli

Livio Felluga

Fantinel

### Marche

Bucci

Garofoli

### Veneto

Fabiano

Tommasi

Monte Tondo

Pra

Gini

### Sardegna

Argiolas

### Sicily

Cusumano

### Puglia

Tormaresca

### Umbria

Castello della Sala

### Lazio

Falesco

### Campania

Terredora

### Trentino-Alto Adige

Hofstatter

### Basilicata

Azienda Bisceglia

# THE PORTFOLIO



## SPAIN

### Rioja

La Rioja Alta  
Marques de Riscal

### Ribera Del Duero

Bodegas Perez Pascuas

## USA

### California

Joseph Phelps  
Cakebread Cellars  
Stag's Leap Wine Cellars  
Benziger  
St. Francis

### Washington

Chateau Ste Michelle

## SOUTH AFRICA

Rupert & Rothschild

## AUSTRALIA

Clarendon Hills  
Domaine Tournon

## CHILE

Millaman  
Casal de Gorchs  
Haras de Pirque  
Reserva de Caliboro

## NEW ZELAND

Tenuta Campo di Sasso

## SPIRITS

### Armagnac

Chateau De Laubade

### Cognac

Chabasse

### Calvados

Roger Groult

### Whisky

Gordon & MacPhail  
Glenrothes  
Cutty Sark

### Tequila

Patron

### Grappa

Distilleria Poli  
Distilleria Berta

### Liqueur

Grand Marnier  
Argiolas  
Patron

### Vodka

Belvedere

### Schnapps

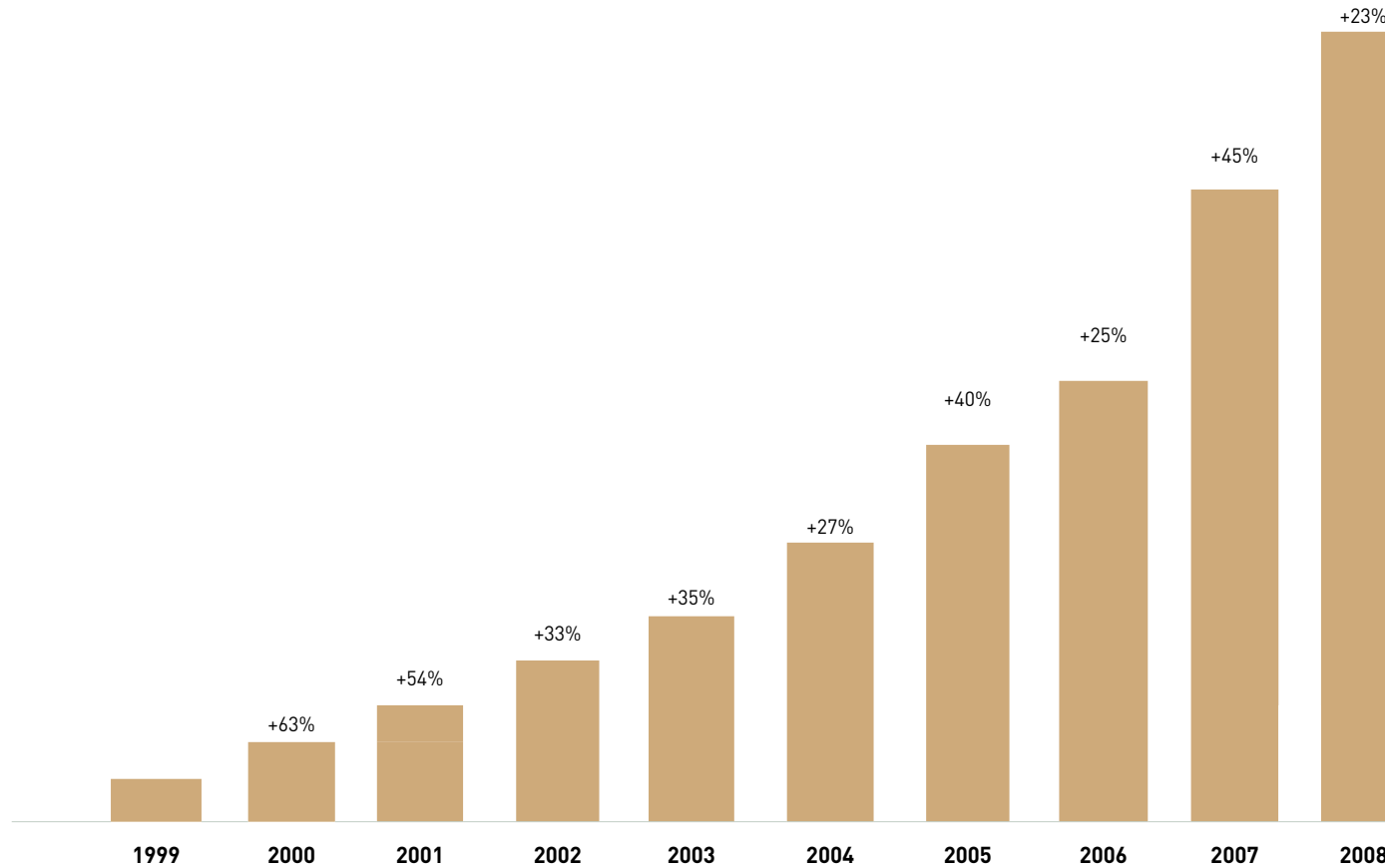
Brennerei Rochelt

# THE STATISTICS



Annual sales growth (see chart below).

We overcame the 2006 alcohol crisis and yet again increased our sales.



# DISTRIBUTION

Regional distribution in more than 60 cities.



Astrakhan  
Barnaul  
Vladivostok  
Volgograd  
Vologda  
Voronezh  
Yekaterinburg

Izhevsk  
Irkutsk  
Kazan  
Kaliningrad  
Kaluga  
Kemerovo  
Kostroma

Krasnodar  
Krasnoyarsk  
Lipetsk  
Magnitogorsk  
Naberezhnye Chelny  
Nizhneartovsk  
Nizhny Novgorod

Novokuznetsk  
Novy Urengoy  
Omsk  
Orel  
Orenburg  
Rostov-on-Don  
Ryazan

Samara  
Saratov  
Sarov  
Stavropol  
Surgut  
Tambov  
Tver

Tolyatti  
Tomsk  
Tula  
Tumen  
Ulyanovsk  
Ufa

Khabarovsk  
Cheboksary  
Cherepovets  
Chelyabinsk  
Yuzhno-Sahalinsk

# PROJECTS



Our story of success started with L'Intendant, which was one of the first wine boutiques in Moscow. Today it is a completely renewed L'Intendant with interiors of glowing onyx, steel and fine wood. The reopening of L'Intendant in 2007 was a remarkable event in the Moscow wine world.



# PROJECTS



“Cantinetta Antinori” is a splendid example of cooperation between a great Italian winemaker, a famous Moscow restaurateur and MBG. A traditional Italian restaurant with unrivalled cuisine and a unique interior, “Cantinetta Antinori” possesses an outstanding reputation in the Moscow business community. The guests are given an opportunity to taste virtually any wine produced by the Marchesi Antinori wineries.



# PROJECTS



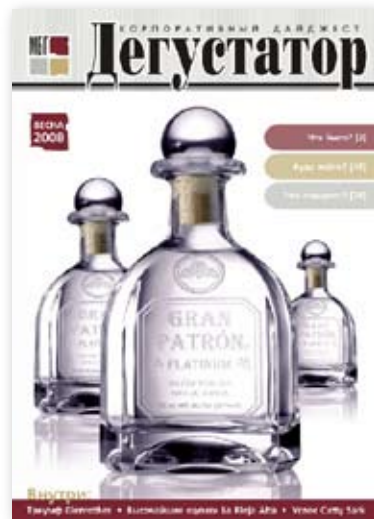
In 2008 there was an unprecedented launch of two grand portfolio tastings by MBG: French Wines Summit and Italian Wines Summit – where MBG partners, wines and spirits producers from Italy and France, presented their products to more than 3000 experts, clients, media and visitors. The tremendous success of the Summits provided an opportunity to hold the event twice a year on an annual basis.



# PROJECTS



In 2007 we launched our corporate review “Degustator” where corporate news, ratings and interesting information about wines and restaurants is published.



# EVENTS



## **We sponsor and participate in many events:**

**FORTDANCE:** annual dance festival in Saint-Petersburg, the biggest open air music event in Eastern Europe.

**WINTER BALL:** annual ball in the Baltchug Kempinsky hotel supporting the Romanov's Children Center.

**BEAUJOLAIS NOUVEAU & NOVELLO:** the annual event where new wines are presented.

**MILLIONAIRE FAIR:** annual luxury-style exhibition.

**TOP 10 SEXY:** annual award given to sport, TV, art, cinema and show business representatives.

**GRAND PRIX RADIO MONTE CARLO:** annual horse race grand-prix hosted by Radio Monte Carlo.



Winter Ball



PIR Exhibition



Novello Celebration

# EVENTS



Tequila Patron Party in Moscow



BMW X6 Launch in Rostov-on-Don



Mercedes Benz CLC Coupe & Patron Ultra Premium Tequila CoBranding Event



Scottish Party in Manon restaurant

# EVENTS



# PROFESSIONAL TASTINGS

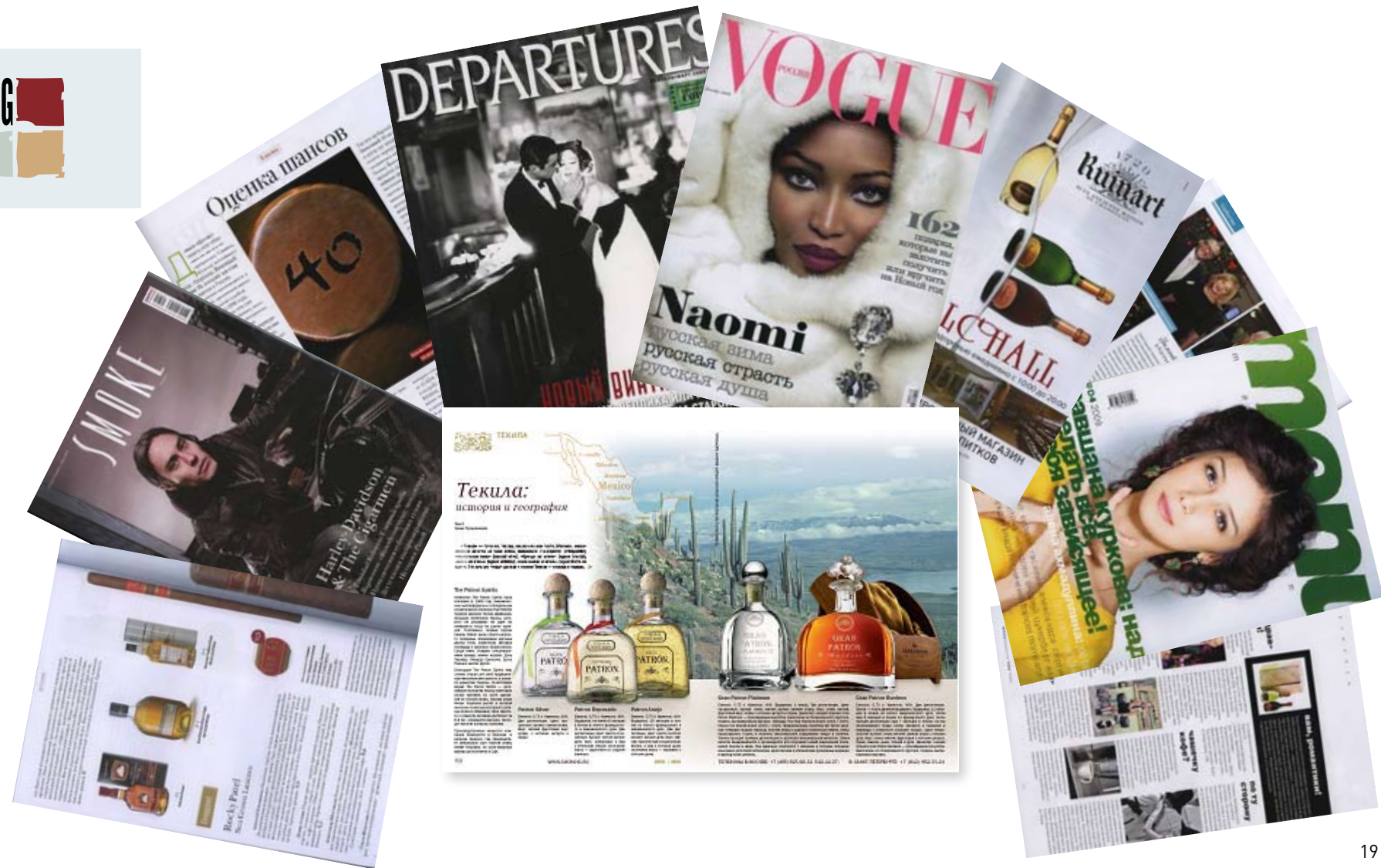


# PROMOTION

MBG uses both traditional and innovative ways of promotion.



# THE MEDIA



# THE AWARDS



Our story of success includes many awards. Our wines are at the top of the ratings all over the world and receive prizes at many Russian competitions and degustations. MBG's reputation as a company is proven by such awards, as "Best supplier for the hospitality industry" in the year 2006. Professional Russian magazines ("Vinomania", "Distillator", "Magnum"...), and associations (Russian Barmen association, Russian Sommelier Association, Independent Wine Club) constantly remark our wines and spirits for their top quality in the appropriate niches. The list of awards grows by an average of 10 to 20 throughout the year.

