

Steiner & Kovarik

PRAGUE CHOCOLATE

SALES PRESENTATION

WHO ARE WE

Welcome to Steiner & Kovarik chocolate company. Brand which was born when its founders Silvie Steinerová and Petr Kovařík met back in 2011. The two lovebirds were able to blend their new found love and passion with some unique ideas and visions. With a strong foundation built on love and commitment, this duo was able to create philosophies revolving around the art of honesty, originality, mutual respect and love. With this, the brand was born. Since then the company has embarked on manufacturing wonderful chocolate products while also offering a wide array of chocolate based products. Up to date the company's invested energy forms not only the appearance and luscious taste of their products, but also their energetic effect.

Ours is a pure blend of expertise and commitment a fervour, which has enabled us to produce award-winning top-notch chocolate products. With a keen eye on packaging and ingredients we are a proud, 'Great Taste Producer'.

Factory stores and partnerships

Currently, we are operating six factory stores located within the city of Prague and also at the Prague airport and a store in Muscat, Oman, where we are the only foreign chocolate supplier of Omani Sultan.

We have partnered with the legendary company Lagardère, which operates the Prague airport duty-free. and lot of five stars hotels.

We are also proud partner of brands as Havel & Partners, Mercedes, Volvo, Google, Dell, Unicorn systems, Metrostav, Microsoft, Roberto Coin and many others.

We have our distributors in Germany, Japan, Oman, Russia, Spain etc.



Lichtenstein



Mercedes-Benz

 UNICORN

HAVEL & PARTNERS
ÚSPĚCH SPOJUJE



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PRAGUE CHOCOLATE



OUR STORY

Steiner & Kovarik chocolate brand was born out of love and passion, when its founders Silvie Steinerová and Petr Kovařík met back in 2011. The true union of loving hearts, unique visions and energies become a foundation not only for the family company Prazska cokolada, which shields the brand itself but also to its philosophy and overall activities.

Silvie Steinerová (Founder and Designer)

Our chocolate story is my passion and everyday life with all it takes and gives. It is giving me a truly unique opportunity for self-realization. I can fulfill my dreams and create a design only by myself. The main goal of designing products and its packaging with true love and care, is to bring as much pleasure and joy as possible

I am the soul of this company

Petr Kovařík

Brand Co-Founder and General Director

Ever since I joined Pražská čokoláda as Silvia's partner, my job became my hobby. I used to work as a zone manager in the company Mazda Czech Republic, where I learned that customer care and high quality products and services are indispensable pillars of a successful society.

On top of these pillars Silvia and I have added another one - love for everything we do. In the spirit of this philosophy, we can enjoy our business partners not only with positive news about the growth and profits of the company, but especially the joy with which we are engaged in the chocolate business.

I am the „engine“ and driving force of this company.



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PRAGUE CHOCOLATE

BRAND VALUES

Authentic taste and design

Steiner & Kovarik brand remains dedicated to a tradition of making the finest quality chocolate carefully chosen from natural ingredients and also made from our uniquely formulated recipes. This has been made possible by our team of chocolatiers who have perfected the art of combining delicious flavors thus ensuring that you get to enjoy some world-class trendy chocolate. We have also developed several recipes from traditional signature ingredients, which together make a unique and delicate harmony of tastes.

Keep making things better

Our outstanding quality of work and attention to detail when creating that marvelous chocolate experience haven't gone unnoticed. Our products have been regularly awarded in international competitions such as Great Taste Awards, where we have even won the very prestigious „Great Taste Producer“ label, intended only for manufacturers whose products have been awarded for several years in a row.

One of the most recognized competitions on the international level is the International Chocolate Awards, focused on bean to bar chocolate, where we managed to succeed with our unique Aluna even on a global scale, making us one of the highest awarded brands in the Czech Republic in this competition. This is due to our emotionally unique designs created to soothe and rejuvenate you any time.



OUR PRODUCTION

Independence matters

We fully benefit from having our own production. Our chocolate manufacturing factory is located in Prague, the capital of the Czech Republic. Constant growth of our company and demand of Steiner & Kovarik products encouraged us to acquire a new upgraded production plant early this year. Hence, every step of the production process is under our direct manufacturing management and quality control.

Steiner & Kovarik strongly believe in independence as the only way through which we can be bolder while challenging ourselves to take more chances with what we do. For this reason, we have established our own production units which are located in the heart of Czech in the beautiful city of Prague. Through this, we are able to overlook and effectively manage the production process while also ensuring quality control. To ensure a flawless bean to bar process we have to ensure careful selection of the best quality chocolate beans, upon doing this we can now exert our original recipes while taking all competent measures this finally results to that unique masterpiece chocolate bar. In addition, we also help you unlock your true value and grow your business by offering our production capacity and creative skills to potential Buyer to buyer (B2B) business partners. Among others, our major clients in Czechia include F.E Mazda, Ferrari, Porsche, Dell and Microsoft, in Germany our major clients comprises of E.O.N or Orangerie while in Oman our major client is His Majesty Sultan Qaboos for whom we deliver unique dates pralines.

Our production in numbers

- 700–1000 kg of almonds in chocolate per day
- 700–1000 pcs of chocolate bars per day
- 2000 pcs of pralines per day
- 80 tons of final product per year
- 1st ton of processed single origin cocoa beans in 2018
- 12 employees in direct production
- 2 specialized technologists



OUR PRODUCTS

Exquisite chocolate at its best

Steiner and Kovarik offer a wide range of exquisite chocolate products which are customized to fit every application. This has been made possible by some careful selection of top-notch quality natural ingredients which are then mixed with some ultimate precision and perfection sourced from our bespoke recipes thus producing a unique delicate taste bars. Come and discover a full range of luxury confectionary perfectly customized for you.

Mandalas – come and enjoy this heavenly variety, with its rare concept of unique designs and delicate savory taste this is the ultimate variety that will open your mind to new experiences.

Sacred geometry coat – a bold excellent variety designed with a wide range of dragées (chocolate coated fruits and nuts) coupled with different savory flavors. Grab a bite and let the sacred geometry melt into your body to inspire and open your mind to feel the power and the beauty of the universe.

Aluna bean to bar – expand your consciousness levels with our unique and original taste of cocoa and coconut sugar formulated to take your gastronomy to an astounding level. The low glycaemic index of coconut sugar results to a bar of very healthy chocolate, in addition to that we ensure that all our ingredients have a reliable certificate of origin.

Prague motives – a customized blend of elegance souvenir and savory taste perfectly designed to fit the ever-growing chocolate enthusiasts' needs. How we have mastered the production of this touristic oriented product is via having some staunch understanding of our consumer's expectations and going ahead to make that happen.

Freeze-dried berries in chocolate – crunchy berries hidden in fine and dainty chocolate crust is the perfect treat not only chocolate enthusiasts but also for berried fruit lovers. Creamy on the top and sensually engaging inside, this light and healthy sweet are going to melt in your mouth preparing your taste buds for refreshing and delightful berry enchantment. Discover healthy eating sweets and devote fully to a perfect harmony of tastes with our awesome treats.



OUR AMBITION AND ASPIRATION

Our Ambition

Czech Republic used to be a chocolate world power in the beginning of 20th century. There was manufactured the third biggest volume of cocoa worldwide.

Our main ambition is to reclaim the title of the Czech Republic as the ultimate chocolate production haven. We are slowly realizing this dream since Czech is slowly becoming a major manufacturer of chocolate. This renewed heritage is something we are totally proud off and one which is slowly gaining momentum.

Our Mission

Our main mission is to ensure that Prague's world-class chocolate spread all over the world, to achieve this we aim to open operations in international airports of close to 30 most profitable countries. We also insist on superb organic ingredients thus to validate our whole process our bean to bar process will be ISO certified. Every ingredient in our products is there for a health-oriented purpose this is why we plan to have higher control of the ingredients origin by increasing the percentage of bean to bar chocolate until it takes 50 % of our chocolate production.



BUSINESS POTENTIAL

Chocolate business worldwide

- ◆ Over \$98.2 billion in chocolate sales occur worldwide each year, with roughly one-third of them originating in Europe.
- ◆ Over 7.3 million metric tons of confectionery chocolate are consumed at the retail level each year around the world. (Statista)
- ◆ 75% of the world's chocolate is produced in Africa today. The Ivory Coast is the primary producer of products for the industry today, followed by Ghana and Indonesia.
- ◆ The citizens of Switzerland are the largest consumers of chocolate in the world, with each person eating about 8.8 kg of it per year. (Statista)
- ◆ The United States is responsible for an 18% share of the consumption of chocolate in the world today. (Statista)
- ◆ With a value of over \$100 million in 2017, chocolate confectionery is the most significant snack category in the world today. It counts for 20% of all snack sales. (Euromonitor)
- ◆ 66% of the chocolate products that people eat every day are consumed between meals. It is also the most favorite flavor in North America, with 52% of people saying that they like it the best when compared to fruit flavors or vanilla. (World Atlas of Chocolate)
- ◆ The United States is the top importer of chocolate products in the world today, totaling \$2 billion worth of items. German imports roughly the same amount, as does France. The 10 top importers for the industry represent 53% of the total market. (FAO)
- ◆ Although Germany does not produce any cocoa beans, they export roughly \$4 billion worth of chocolate products each year. Belgium exports an average of \$2.5 billion annually. France, the Netherlands, and Italy export about \$1.5 billion in chocolate products as well. (FAO)
- ◆ 16 of the 20 countries which consume the most chocolate in the world today are found in Europe. 85% of these products are imported from Africa. (World Atlas of Chocolate)
- ◆ There has been a surge in e-commerce interest for chocolate sales in recent years, with Internet retailers experiencing a 30% growth in revenues since 2012 thanks the dynamic nature of this product. (Euromonitor)

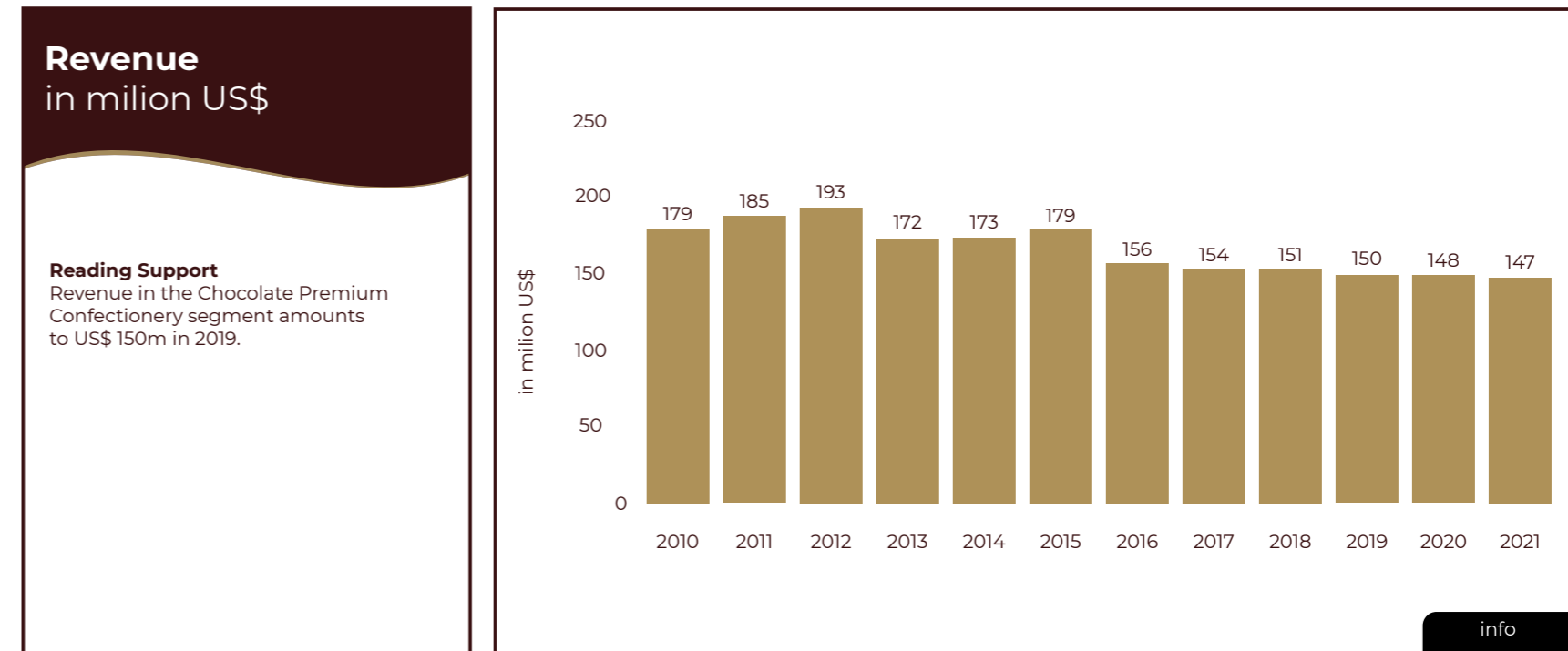
OUR EXPERIENCE IN CZECH REPUBLIC

Our experience in the Czech Republic In 2017, retail sales of chocolate* products in the Czech Republic amounted to approximately 435 thousand U.S. dollars. The big four (Mars, Nestlé, Mondelez, Ferrero) shares 80% of the Czech chocolate market. Our part takes 1% of the pie chart. Premium chocolate market is slowly developing in Czech. Our share is 3% of this premium** market.

Steiner & Kovarik belongs to leaders in truly luxury chocolate manufacturing.

*excluded white chocolate

**As premium is considered also Lindt, some chocolate product from Nestlé etc.



GO-TO-MARKET STRATEGY

Sales channels

- ◆ Quality shops – Great Taste awards products
- ◆ Premium department stores – VIP sections or shop in shop
- ◆ Airports – customized design
- ◆ Retail – own stores or franchise
- ◆ Telemarketing – strong B2C channel
- ◆ B2B
 - Custom production (presents for companies, partners etc.)
 - Distribution channel FMCG

Our Promise

- ◆ High quality products (Produced in Czech Republic)
- ◆ B2C sampling for the 1st order, subsequently sampling support
- ◆ Marketing support - Developed marketing (strategy, POS materials etc.)
- ◆ Business support (15 years of experience)
- ◆ New product development (5-6 new products / Year)
- ◆ Customised premium production for B2B (according to the local market needs)
- ◆ Franchise system
- ◆ Sophisticated sales technique



WE ARE LOOKING FOR

Our major interest is cooperating with some staunch partners, some of the attractive traits we are looking for include:

- ◆ Some functional business channels
- ◆ Background experience with local markets
- ◆ Willing to create an effective team for the local market
- ◆ One ready to invest in
 - **Distribution**
 - A team of four people
 - Marketing
 - Product purchase
 - **Retail (franchise)**
 - Building a shop or shop in shop
 - Marketing
 - Product launching
 - An accurate team

Ours is a product unparalleled, come and be part of the team.



STILL NOT SURE

Czech family company with wide variety of premium chocolate products

- Hand-made
- High quality ingredients
- Great Taste Producer
- Exclusive customised production regarding to local market needs
- Tailored flavours for local tastes
- Dedicated business support
- Honesty and care

We are looking for

- Business oriented partner with experience in local market retail
- A person in harmony with our philosophy
- Chocolate lover



We love what we do. We do what we love.

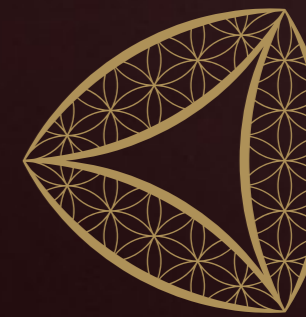
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