



1870

ABRAU DURSO

• RUSSIAN WINE HOUSE •

150

YEARS
of SPARKLING HISTORY

150 YEAR STORY OF ABRAU-DURSO

1870 1905 1920 2006 2020

Abrau-Durso was founded in the Autumn of 1870 by the decree of Russian Emperor Alexander II.

In 1905, Frenchman Victor Dravigny was given the position of chief winemaker. It was his experiments and hard work that led to the recognition of the winehouse "Abrau-Durso" first in Russia, and later all over the world.

Since 1920, Anton Mikhailovich Frolov-Bagreev, an outstanding wine-maker and founder of the production of Soviet Champagne, has become the head of the wine house.

In 2006, the new era of Abrau-Durso began — the plant was acquired by the SVL group, headed by Boris Titov. He decides to keep production and increase the greatness of the legendary brand.

Modern «Abrau-Durso» is a well-known trade mark, a sign of high quality, loyalty to traditions and a new view of the future.

ABRAU-DURSO TODAY

Tourism and
Gastronomy



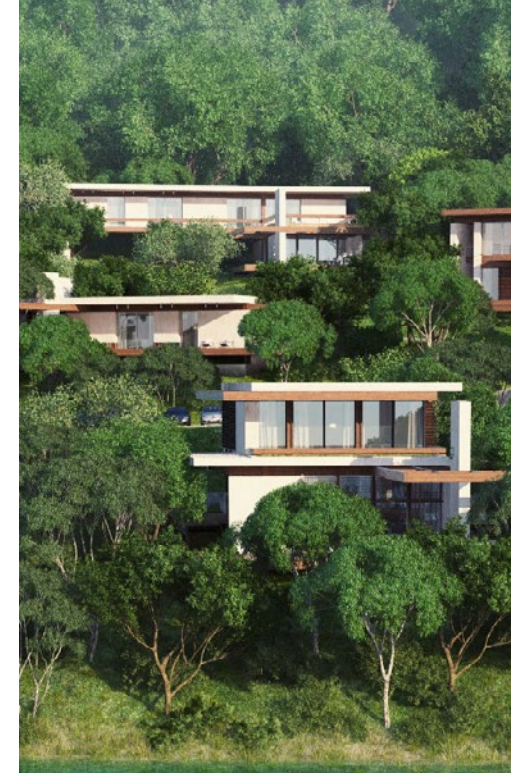
Viticulture and
Winemaking



Logistics and
Distribution

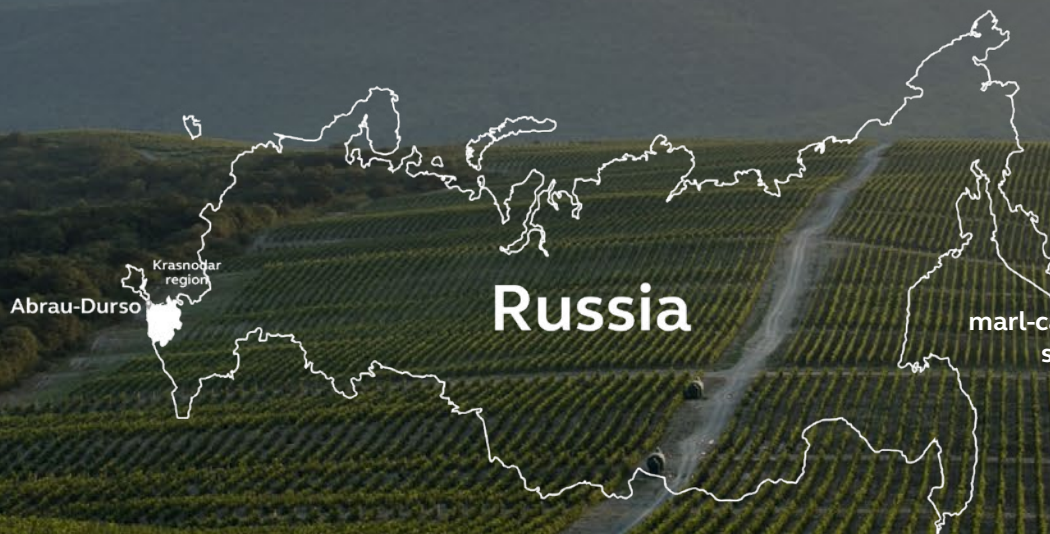


Territory
Development



VITICULTURE

TERROIR



Russia

IDEAL TERROIR FOR SPARKLING WINE:
local conditions make the region unique

marl-calcareous
soils

mild climate and
320 sunny days

special wind and
closeness to the
Black Sea

VINEYARDS

3300 ha

Area of existing
vineyards

6500 ha

Total area of land suitable
for viticulture

ASSORTMENT

Includes a collection of sparkling, still wines and soft drinks

CLASSIC CHAMPAGNE
METHOD

METHOD
CHARMAT

SPARKLING
WINE DRINK

PREMIUM
STILL WINES

ALCOHOL-FREE
DRINKS

STRONGEST
ALCOHOLIC DRINKS



Imperial

6 SKU



Brut d'Or

1 SKU



Victor
Dravigny

9 SKU



Imperial
Domain

3 SKU



Russian
Champagne

7 SKU



Abrau
Light

4 SKU



Abrau-Durso

4 SKU



Flavored water

6 SKU



Dur-So

6 SKU



Abrau Junior

2 SKU



Cognac
Abrau-Durso 1870

1 SKU



Tincture

1 SKU

TRADE HOUSE ABRAU-DURSO

SOLD IN ALL REGIONS OF RUSSIA

**MORE THAN
200 CONTACTS**

with regional
distributors

**DIRECT
CONTACTS**

with national
retail chains

**OWN
NETWORK**

8 retail stores
"Wine atelier"

LOGISTICS CENTERS:

CHEKHOV (MO)

12 million bottles
in the warehouse
(12 thousand sq. M)

KRASNODAR

2 million bottles
in stock
(2.35 thousand sq. M)

DISTRIBUTOR PORTFOLIO



Усадьба
Перовских



УСАДЬБА
ДИВНОМОРСКОЕ



ВИНОДЕЛЬНЯ
ВЕДЕРНИКОВЪ



НОВЫЙ СВЕТ
ДОМ ШАМПАНСКИХ ВИН
1878



МЫСХАКО
ВИНОДЕЛАНЬЯ

БЮРНЬЕ
BURNIER

MIONETTO

SUCCESS

Nº1

Sales of sparkling wine
in Russia

85 %

Weighted distribution

22

Export countries

92 %

Brand awareness

BRAND
HEALTH
INDICATORS

45 %

Brand loyalty

23

Awards

Decanter
WORLD WINE
AWARDS

16

Awards

MUNDUS vini®
THE GRAND INTERNATIONAL WINE AWARD

10

Awards



33

Awards



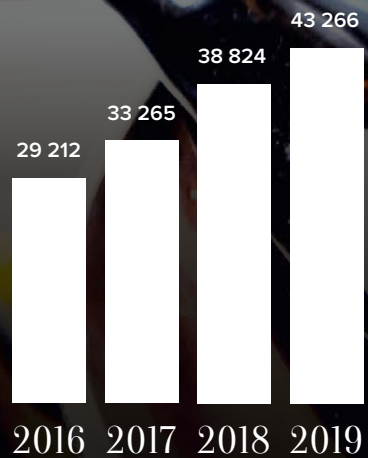
10

Awards



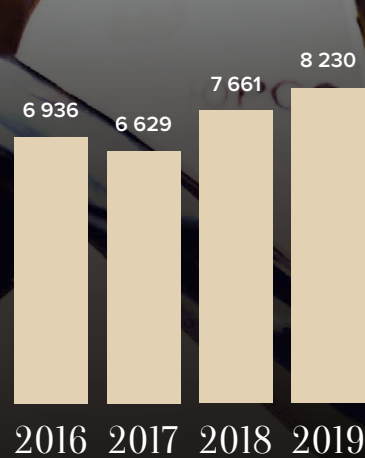
FINANCIAL

indicators



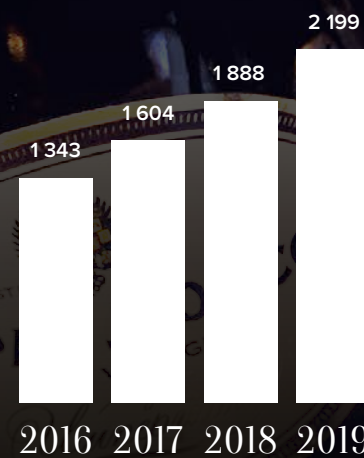
Sales

'000 bottles



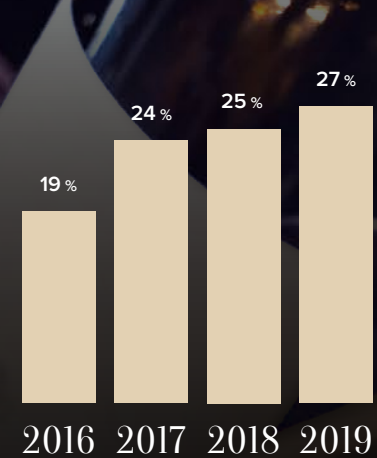
Income

mln \$



EBITDA

mln \$

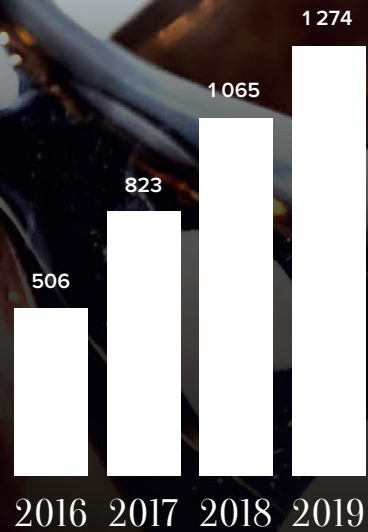


EBITDA margin

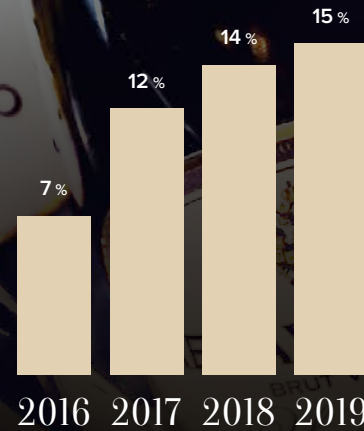
%

FINANCIAL

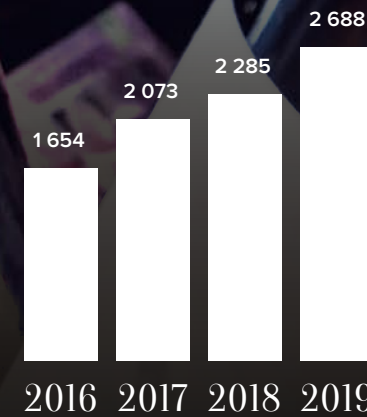
indicators



Net profit
mln \$



Profitability
%



**Contributions
to budgets
and extra-budgetary funds**



RESTAURANTS
and CAFE

TOURISM AND GASTRONOMY IN ABRAU-DURSO

TOURIST ROUTES



ABRAU
Light

HOTELS



ИМПЕРИАЛ
HOTEL & CHAMPAGNE SPA
★★★★



TUNNELS TOURS AND TASTINGS

There are more than 5km of underground tunnels for aging sparkling wine in Abrau-Durso. Guests of the resort have the opportunity to visit the tunnels and taste the best wines from the Russian wine house. Every year more than 250 thousand tourists come here.

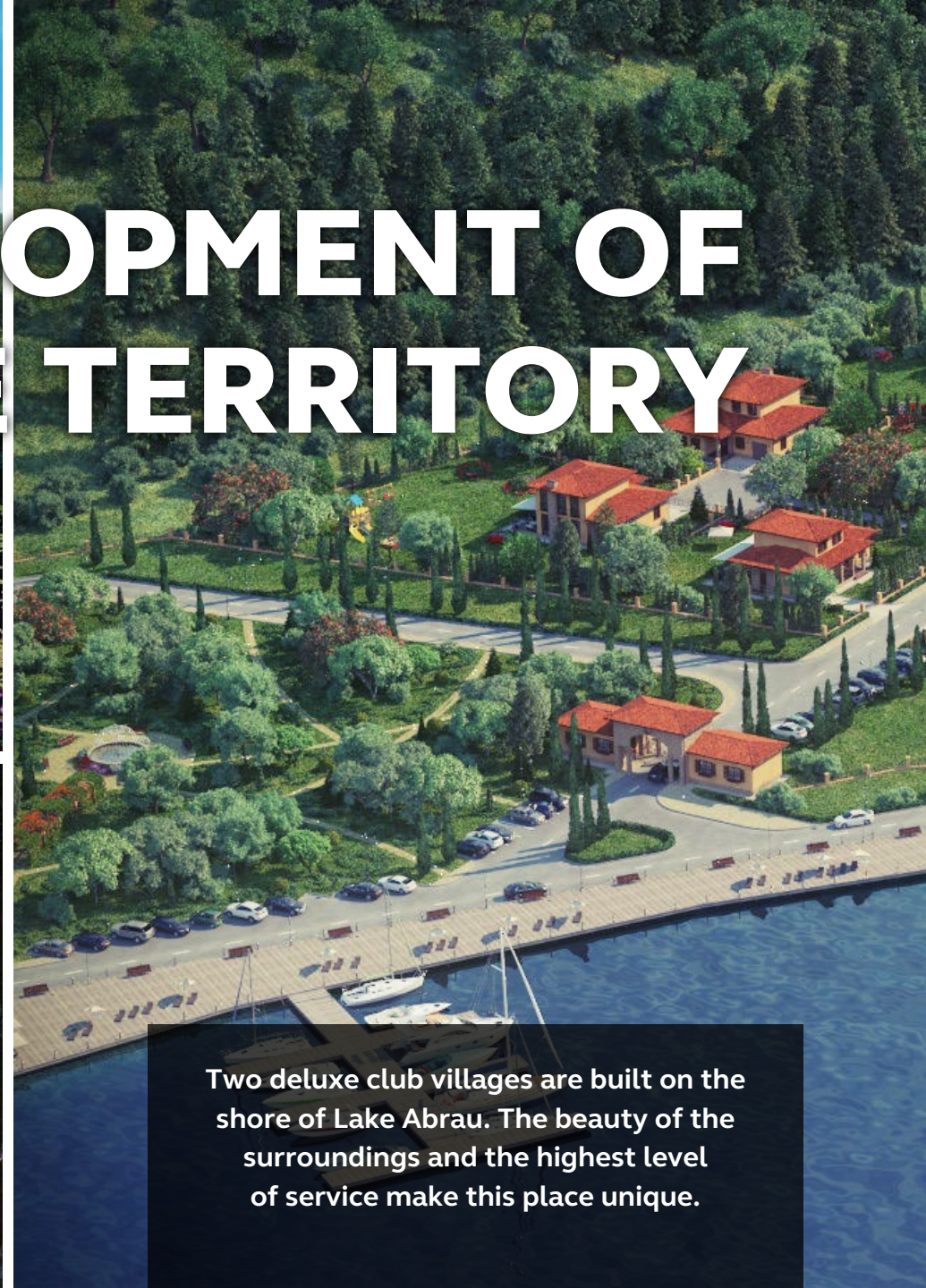


ABRAU DELUXE



FOREST HILL

DEVELOPMENT OF THE TERRITORY



Two deluxe club villages are built on the shore of Lake Abrau. The beauty of the surroundings and the highest level of service make this place unique.

THANK YOU!



КАССА