



1870

ABRAU DURSO

• RUSSIAN WINE HOUSE •



150

YEARS
of SPARKLING HISTORY

150 YEAR STORY OF ABRAU-DURSO

1870 1905 1920 2006 2021

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**



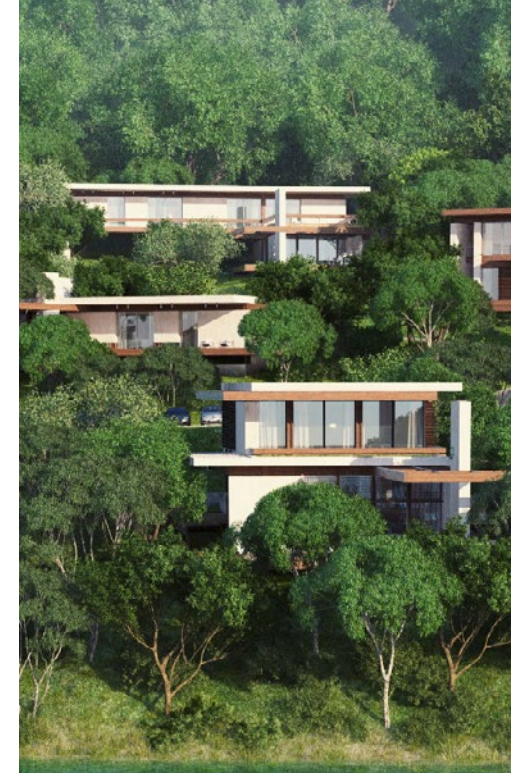
**Viticulture and
Winemaking**



**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



3364 ha

Area of existing
vineyards

6807 ha

Total area of land suitable
for viticulture

BLEND ED WINES



Abrau kupazh

STILL WINES



Abrau Estate



aged
in oak barrels



Vedernikov Winery
Gubernatorsky
Rezerv



aged
sparkling

ASSORTMENT

includes collections of sparkling and still wines,
as well as strong and nonalcoholic beverages

CLASSIC METHOD



Imperial

6 SKU



Brut d'Or
Blanc de Blancs
Blanc de Noirs

2 SKU



Victor
Dravigny

9 SKU



Udelnoe
Vedomstvo

3 SKU



Russkoe
igristoe

7 SKU



Abrau
Light

4 SKU

CHARMAT

SPARKLING wine beverage

PREMIUM STILL WINES



Abrau-Durso

4 SKU

ALCOHOL-FREE DRINKS



Flavored water

6 SKU

Dur-So

6 SKU

Abrau Junior

2 SKU



Cognac
Abrau-Durso 1870

1 SKU



7 Vegetables

1 SKU

STRONG BEVERAGES

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

МЫСХАКО
ВИНОДЕЛАНЬЯ



TÖRLEY
PEZSGÓPINCESZET

Freixenet

MIONETTO

HENKELL



SUCCESS

Nº1

Sales of sparkling wine
in Russia

85 %

Weighted distribution

22

Export countries

92 %

Brand awareness

BRAND
HEALTH
INDICATORS

45 %

Brand loyalty

33

Awards

Decanter
WORLD WINE
AWARDS

24

Awards

MUNDUS vini®
THE GRAND INTERNATIONAL WINE AWARD

27

Awards



41

Awards



10

Awards



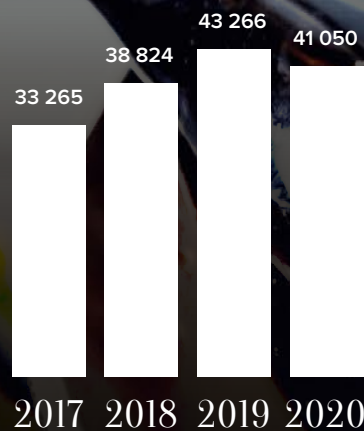
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Awards



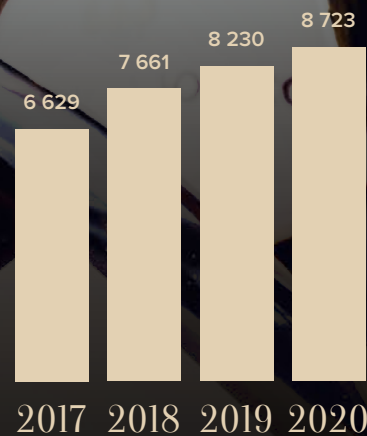
FINANCIAL

indicators



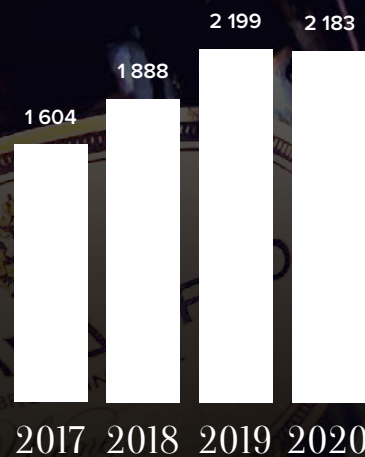
Sales

'000 bottles



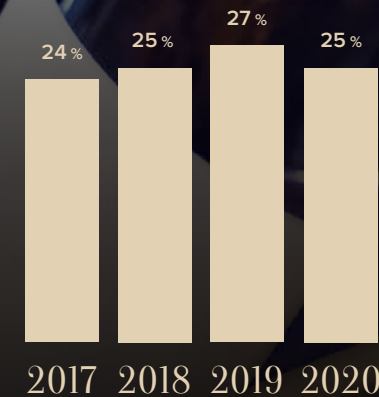
Income

mln \$



EBITDA

mln \$

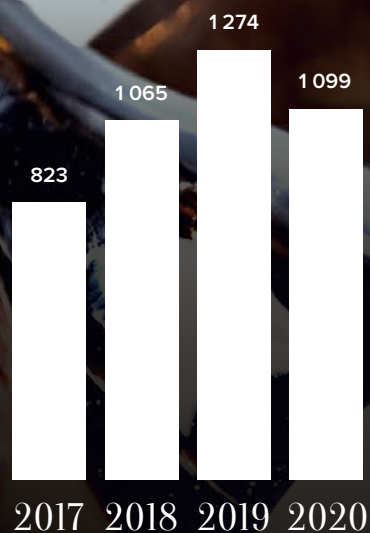


EBITDA margin

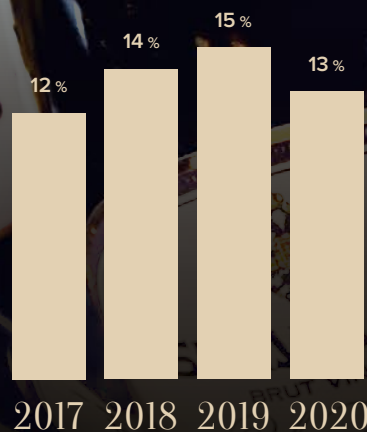
%

FINANCIAL

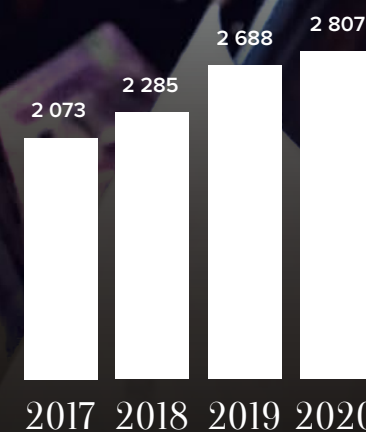
indicators



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-DURSO

**150th anniversary
of the establishment**
of the imperial appanage estate

The most visited
winery in Europe

**All-the-year-around
resort**

**Legendary
Lake Abrau**

500 000 guests
annually

of them **200 000** take tours of
Abrau-Durso Russian Wine House

**50 destinations and
points of interest**
in the structure of the resort

**Abrau-Durso
outlet stores**



ACCOMMODATION

ROOM CAPACITY 92

**IMPERIAL &
CHAMPAGNE
SPA (4*)**

Boutique Hotel

KRUGLOE OZERO

Estate

ECOLOGIA

Yoga Camping

KRUGLOE OZERO

Autocamping



RESTAURANTS

VILLA ROZ

caucasian cuisine restaurant

ABRAU-DURSO

grand cafe

IMPERIAL

restaurant

PETIT CAFE

cafe

AQUA

barbecue bar

ABRAU-DURSO

food court

FOOD TRUCK

ABRAU-DURSO

cafeteria

1870

wine & food bar

ABRAU JUNIOR

family cafe

ABRAU-DURSO

cooking school

ABRAU-DURSO

sweetshop

ABRAU-DURSO

bakery

TOURS



- ❖ TOURS OF ABRAU-DURSO
RUSSIAN WINE HOUSE
- ❖ TOURS OF ABRAU-DURSO
VINEYARDS
- ❖ ABRAU LIGHT GALLERY
- ❖ VOICE OF THE CITY
- ❖ LIGHT & SOUND FOUNTAIN SHOW
ON LAKE ABRAU
- ❖ KUBAN'S WINE PATHS

ACTIVITIES



- ❖ ABRAU YOGA RETREAT CENTER
- ❖ ABRAU-DURSO WALKING ROUTES
- ❖ WATER RECREATION
- ❖ CAR RENTAL
- ❖ HORSE RIDING CLUB
- ❖ MINI ZOO
- ❖ ABRAU BEACH

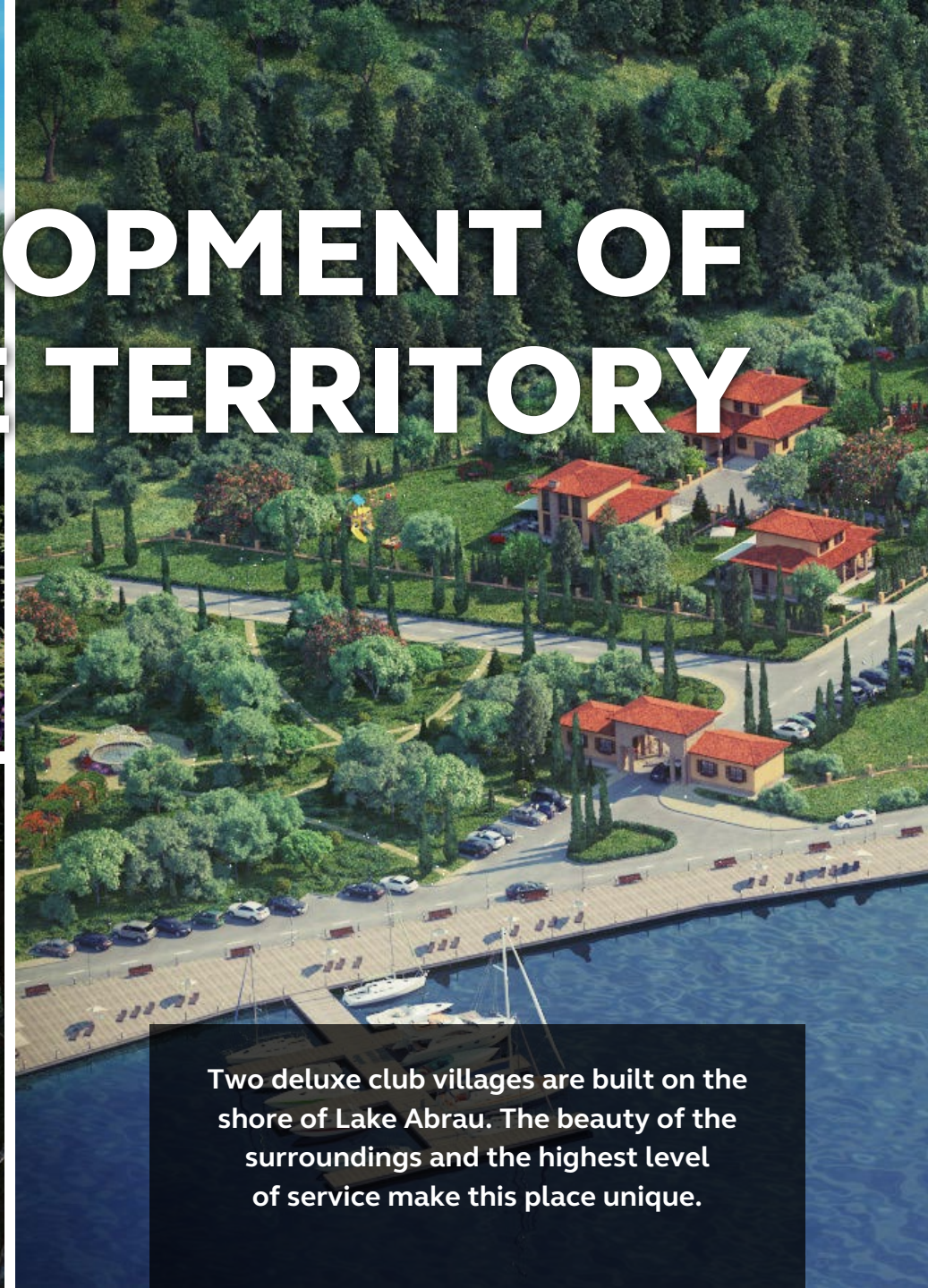


ABRAU DELUXE



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!

