



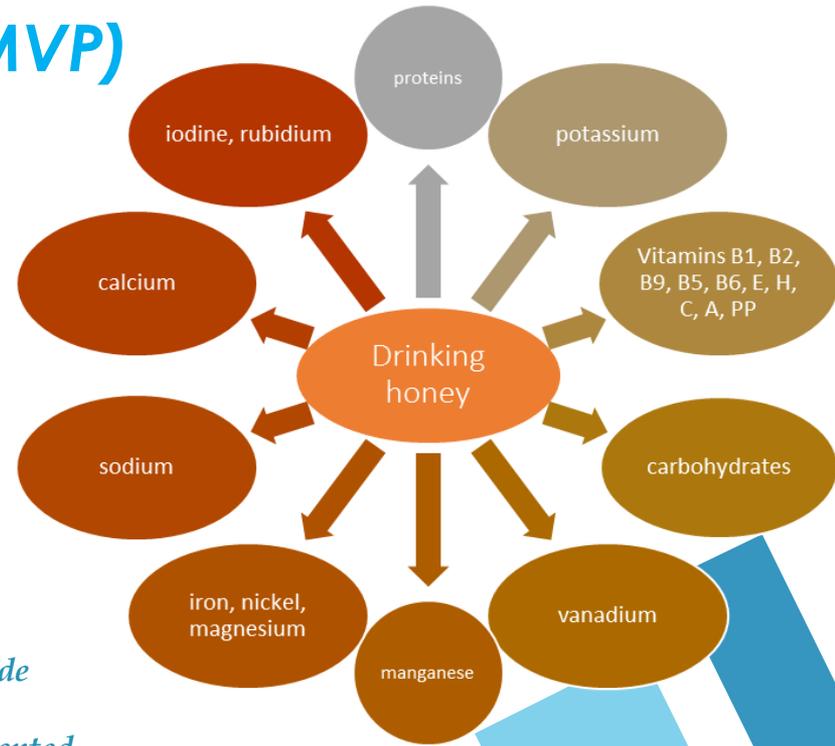
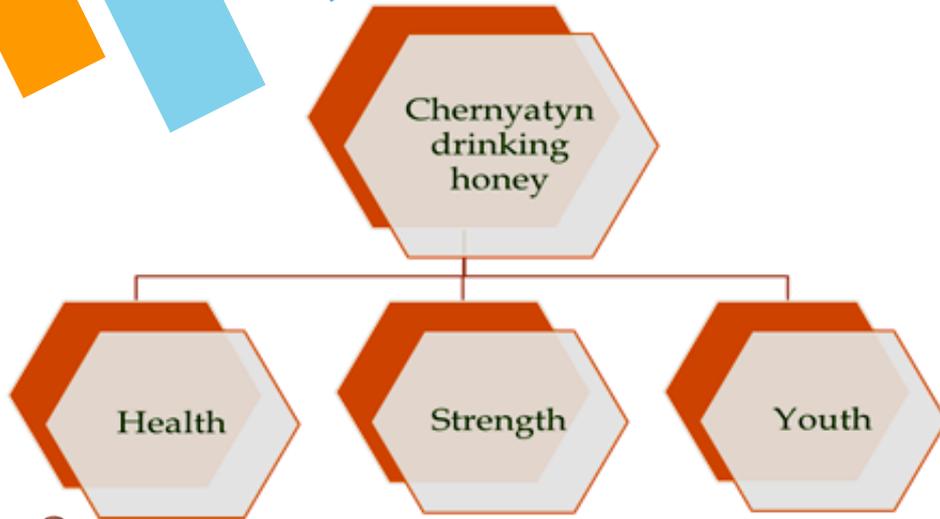
Separate Structural Subdivision
«Chernyatyn Professional College
of Vinnytsia National Agrarian University»



*Drinking honey is
a drink of longevity*



Product (MVP)



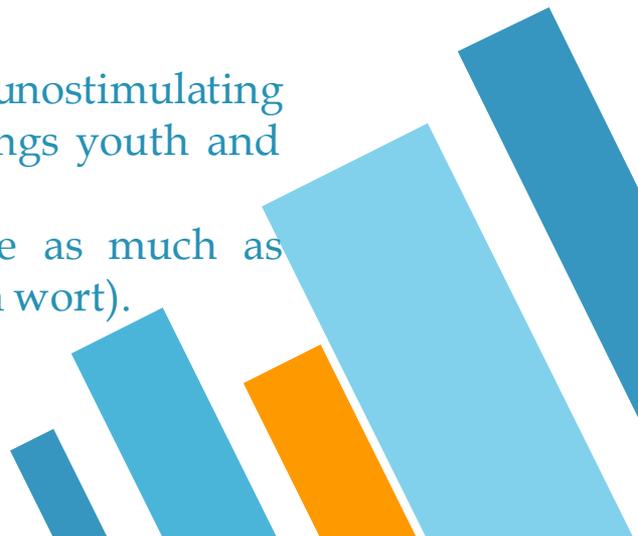
- *It is a low-alcohol drink made by fermentation of bee honey.*
- *Its rich composition is supplemented fiber, ash compounds.*
 - *If we talk about calorie content of this drink, then it is low.*
- *100 grams of drinking honey can contain 65-100 kilocalories.*
 - *It all depends on additional ingredients, spices and seasonings.*



Mission - we work to ensure that you enjoy a natural, ecologically clean low-alcohol drink with unique healing properties.

The vision is to create a high-quality alcoholic beverage with care for people.

Product values:

- production of drinks of a high standard of quality and safety; coordinated team work;
 - responsibility for people's health;
 - medicinal properties (tonifies, relieves fatigue, immunostimulating product, reduces the risk of brain vascular diseases, prolongs youth and counteracts aging);
 - unique production technology (which allows to preserve as much as possible the beneficial properties of honey, which is the main wort).
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PRODUCTION TECHNOLOGY

Technological processes

Fermentation of honey wort

Filtering

The longest advocacy process
(minimum 6 months)

Packing and consumption



Honey wort includes the following components:

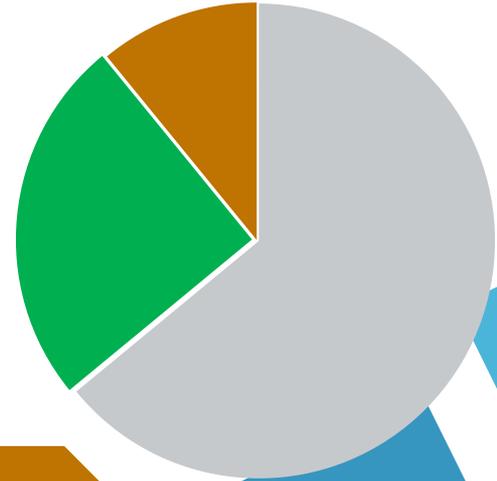
- Natural's honey
- Pollen
- Water
- Wine yeast
- Various berries and fruit juices



Exit plan and market analysis



Target audience



Household
consumer

Public catering
establishments

Sanatorium and
resort facilities

Chernyatin's drinking honey

POTENTIAL PARTNERS

Potential partners	Aadvantages	Disadvantages
Travel agencies	Predictability Increasing the client base	Seasonality
Food establishments	Wholesale sales Permanent sales	The need for the necessary documentation Transportation costs
Specialized stores	Wholesale sales	Transportation costs A large assortment The need for the necessary documentation
Thematic events ("Malyna-fest") Specialized exhibitions	Bulk parties Predictability	Transportation costs Cost of services High frequency
Online stores	Gradual growth of customers The proximity of the location of transport companies	Increasing labor costs for an individual approach to the client

PROJECT IDEA

Improving people's health through consumption
drinking honey,
made from beekeeping products



The uniqueness of our drink



“And I was there,
honey-beer drinking...”

A unique
manufacturing
technology that
has been passed
down from
generation to
generation since
ancient times



PROBLEMS

SOLUTION!



- ✓ IMPROVEMENT OF PEOPLE'S HEALTH
- ✓ STRENGTHENING IMMUNITY
- ✓ ALTERNATIVE TO ALCOHOL BEVERAGES
- ✓ CONSUMER CULTURE

- ✓ DISEASES
- ✓ ENVIRONMENTAL POLLUTION
- ✓ CONSUMPTION OF POOR-QUALITY ALCOHOL BEVERAGES



COMPETITORS



Drinking honey
«Medunka
Karpāt»



Drinking honey
«Dykyi med»



Drinking honey
«Medy pytni Sokyrynski»



**Chernyatin's
drinking honey**

OUR ADVANTAGES

- Unique manufacturing technology
- Preservation of health-promoting properties in the final product
- Scientific potential of the team



TEAM



**SERHII SKRIPNYK -
Ph.D. of production and
processing of livestock
products, founder**



**SOFIA STASIUK -
lecturer of philological
sciences,
project manager**



**VALENTINE BILOUS -
moderator**



**MARIA SHULGAN -
moderator**

INVESTMENT PLAN



No	Investment purpose	Justification of the production need	Amount, UAH
1	Purchase of containers (barrels)	Fermentation and protection of drinking honey	13 000
2	Filter installation	Filtering	10 000
3	Packaging (bottles, labels, caps)	Packaging for sale	22 000
4	Containers for the purchase of raw materials	Purchase of honey	2500
5	Hoses for filtration	Filtering	1000
6	Cans	Infusion of medicinal herbs	1500
7	Purchase of raw materials	Production	15 000
	Total amount		65 000 (2500\$)

PERSPECTIVE

- ✓ *Product patenting and certification*
 - ✓ *Increase in assortment*
- ✓ *Increase in production volumes, taking into account environmental protection measures*
- ✓ *Entering the all-Ukrainian market (increasing the sales market)*



Thank you for your attention

