



# Sarina Ltd

Business Presentation

*NATURAL*

*DESSERT*

*Life is sweet!*

# How did we start

- Founded in 1992, producing and supplying around 100 tonnes of potatoes chips per month to the Bulgarian market
- In 1998, began growing carrots, potatoes, onions and tomatoes among others while establishing and constructing 8 different warehousing and market spots in Sofia.
- The company started imports of raisins from the Middle East to Bulgaria in 2005 and has been supplying almost all wine and liquor producing factories ever since.

# How did we start

- In 2005, began successfully producing desserts and confectionery including Turkish delight, Turkish delight and caramel bars, tahini and sesame halva. Our marketing approach proved to be a success.
- Our experience with natural ingredients brought us to developing reduced fat and sugar, and sugar-free products suitable for the health conscious and diabetics.
- Since 2018, Sarina has become a market leader in healthy food production and distribution around Bulgaria.
- Currently supplying to more than 3000 stores.



**... ARE GLUTEN-FREE!!!**

**...ARE SUITABLE FOR VEGETARIANS AND VEGANS!**

...Are a perfect snack for every person who is active and interested in healthy life - the bars provide a quick energy boost and support muscle activity;

... Are a fantastic in taste due to the unique combination of dates, dried fruits and nuts;

...Make whoever tries them eager to try them again and again... and enjoy the natural taste and high quality!

# A product to be proud of



The Simpler the Better!

Our natural bars contain only raw nuts & dry fruit on a delicious base of high quality Persian dates.

# Dried Fruits

Dried fruits are a treasure of the food world, though often overlooked and forgotten. They are flavoursome and healthy, rich in sugars (mainly fructose and glucose) so are highly caloric and boost energy.

By reducing the quantity of water in the fresh fruit, the concentration of minerals and vitamins is 5 times higher than any other drying method. When dried properly, the vitamins and microelements in fruits (such as calcium, potassium, sodium and magnesium) are uniquely balanced. Dried fruits are rich in easily digested fructose, which satisfies the sugar cravings without the side effects related to processed sugar.

# Goji berry



- Protects the eyes.
- Provides immune system support.
- Protects against cancer.



- Promotes healthy skin.
- Stabilizes blood sugar.
- Improves depression, anxiety, and sleep.
- Prevents liver damage.

# Berries



- Loaded with **antioxidants**.
- May help improve blood sugar and insulin response.
- High in **fiber**.
- Help fight inflammation.
- Help lower **cholesterol** levels.

# Aronia



- ❑ Rich in fiber & vitamin C.
- ❑ A powerful antioxidant that may have heart-healthy, immune-boosting, and anticancer properties.



# Cranberry



- Support digestive health.
- Prevent **infections**.
- Support post-menopausal health

- Fight age-related damage.
- Improving heart health.
- Treating or preventing urinary tract infection.



# Dates

*An indispensable part of the production of our company are the dates imported from Iran.*

The dates in dried condition have a high nutritional value with approximately 250kcal per 100gr, filled not only with sugars (fructose and glucose) but also with valuable minerals (potassium, calcium, magnesium, phosphorus, iron) and also vitamins A and B.



# Almonds and Hazelnuts



For superior taste of our desserts contribute added almonds and hazelnuts. Their qualities are well known and have a beneficial effect on our body.



# No matter which one you try, you'll love it!



# Why us

- ❑ We don't compromise on quality in order to meet the highest expectations
- ❑ We know our business
- ❑ We are honest and transparent
- ❑ Our product's price to quality relationship is unbeatable
- ❑ We are flexible and tolerant
- ❑ We care

# Our goal ...



- ...is to meet the need for healthy, sweet, tasty, and unique products for all ages that meet European quality and safety standards.
- ...is to create a lifestyle brand helping to strengthen the health of our community.

# Our vision...

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- ...to establish long-term relationship with our partners and clients
- ...to meet the highest expectations, without compromise
- ...to develop and nurture a team of expert professionals

# Strategic aims

## Partners

- Willing and eager for long term business relationship
- Possibility for effective communication and support
- Mutual alignment on the implementation of agreed terms

## Products

- Products with potential high profit
- Distinct from products commonly found on the Bulgarian and European market
- Accuracy and propriety in delivering the products from the manufacturer or the exporter

We are happy to answer any  
question you may have

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Thank you