



Le Pontet, January 22th, 2021

## **PINK LADY®: Reconquering the Russian market**

STAR FRUITS, exclusive licensee of the brand for the European Union and its border territories, intends to strengthen development plan for the leading brand PINK LADY®, well known worldwide, on the Russian market.

Since 2019, STAR FRUITS has expanded its long-established cooperation with DELTA AGRAR to the Moscow-based commercial subsidiary DELTA FRUKT. With a committed marketing strategy, DELTA FRUKT intends to become an essential player in the development of the PINK LADY® brand on the Russian market.

STAR FRUITS has also entered into a partnership agreement last December with the Russian company KRYMSKAYA FRUKTOVAYA KOMPANIYA (KFK). KFK company will start selling its first volumes of PINK LADY® on the Russian market this season.

Both companies have committed themselves to the process and rely on their technical expertise and product quality and off-season import programs to quickly supply the Russian market with apples under the PINK LADY® and PINKIDS® brands and ensure a regular and quality supply of the market 12 months a year.

After reaching about 2,500 tons in the early 2010's, in 2014 due to the embargo, imports of PINK LADY® apples from Western Europe to Russia were stopped and the presence of PINK LADY® apples has been limited only to imports from the Southern Hemisphere countries.

Since the establishment of a partnership with the Serbian company DELTA AGRAR and the redeployment of a strategy to encourage producers in the Southern Hemisphere to structure this market, nearly 1.000 tons were marketed last season, and this season these volumes should increase more than twice.

These are all steps in right direction in strong positioning of PINK LADY® brand once again on the Russian market.

DELTA AGRAR's and KFK's ambitious planting program has been validated by STAR FRUITS with the aim of exceeding 400 ha within 3 years and reaching a PINK LADY® potential supply of around 14,000 tons within 5 to 6 years.



Also, coordinated marketing approach will allow the stakeholders to increase the visibility of the brand. Communication will be carried out to make these apples known to the wide target group and to the delight of consumers who will be able to discover the unequalled taste quality of PINK LADY® apples.

Support of the commercial players, importers, wholesalers and retailers, will be carried out to promote the brand all year long, to develop the penetration and distribution in the country, and to create opportunities for the licensed exporters located in the Southern Hemisphere.

This future collaboration between all the operators will be undertaken in a voluntary and perennial dynamic, and in a spirit of strengthened cooperation, with the hope of making PINK LADY® a brand recognized and appreciated as well by Russian consumers.

**For any information, please contact us by email: [olivier@star-fruits.com](mailto:olivier@star-fruits.com)**



**STAR FRUITS Diffusion**

145, Avenue de Fontvert - 84130 Le Pontet - France  
Tel : +33 (0)4.90.16.46.00 - Fax : +33 (0)4.90.16.46.19

**Contact of PINK LADY® Licensees on the Russian market:**

**DELTA  
FRUKT**

DELTA FRUKT LLC  
Igor Milenković  
[igor.milenkovic@deltagrar.rs](mailto:igor.milenkovic@deltagrar.rs)



KRYMSKAYA FRUKTOVAYA KOMPANIYA  
Bruno Marmet  
[b.marmet@agro-optima.ru](mailto:b.marmet@agro-optima.ru)