SMAK FOODS

Shaanxi Smak Foods

Shaanxi Smak Foods is a company with foreign capital registered in China. It was created with the support of the Ukrainian Chamber of Commerce as a part of China's Silk Road program aimed at exporting to China products produced in Ukraine and other European countries.

Currently, we offer 3 products which are specifically developed for the Chinese market and have a strong selling potential in China. More products are currently under development.

SMAK FOODS

Quality and taste of our products correspond to best European standards.

About us

We are a team of professionals with more than 15 years of successful food industry experience.

- Our team has a strong track record of new product launches and sales of existing products in a variety of food segments including: confectionery, cereals, bread, ice cream, dairy, meat products, cheese, and others.
- At SMAK Foods we aim to deliver the best quality confectionery products from Europe to China. The products we offer are currently produced in leading production sites in Poland and Ukraine.
- We only work with products which are already European best sellers and which also have high selling potential in the Chinese market.
- We are focused on sales to the Chinese market.
- Our company, Shaanxi Smak Foods, is officially registered in China and is operating in accordance with Chinese laws and regulations. The company was created within the Silk Road program by the government of China which aims to improve trade between Europe and China.
- We are a fast growing company, managed by its owners. We offer our clients the best service, convenience, and flexibility.

About us

ROMAN BARANOV | MANAGING PARTNER

Over 15 years experience in food industry product development, marketing and sales. Co-founder and manager of a leading Ukrainian digital marketing agency. Senior manager in a leading strategy advisory company in Ukraine. Successful experience in a number of new product development and launches, rebranding, sales function improvement projects in confectionery, dairy, meat processing, ice cream, and other food segments.

ANDRIY BOYECHKO | MANAGING PARTNER

Over 20 years of business experience in various industries, including food production and distribution. Founder and managing partner of a leading strategy advisory company in Ukraine. Founder of a number of start-ups in IT, technology and professional services in Europe and USA.

MINGHAO ZHUO | BUSINESS DEVELOPMENT MANAGER

An experienced commercial manager, based in China. Has a track record of a number of international trade and investment projects.

OLEG SYTNIK | PARTNER

Founder and President of the Society of Ukraine-China Friendship, a leading organization in Ukraine to develop economic and cultural relationships between China and Ukraine. Member of the Ukrainian Chamber of Commerce. Experienced top-manager and entrepreneur.

RODION KHVOROSTIANYI | PARTNER

A professional in managing various business processes, market research, financial analysis.

SMAK FOODS

1 HAPPY HEARTS
CHOCOLATE CANDIES

SMAK FOODS

BEST SELLER

Heart shaped Milk chocolates with a creamy praline center.

Praline cream is a mouth-watering, European candy filling and dear to the hearts of candy lovers everywhere. An elegant dessert invented in France in 1671, praline is in a class by itself in European sales, and is gaining in sales strength in China. Happy Hearts candy makes a perfect gift for friends and family!

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NEW

Happy Hearts
208 g

PRODUCT ADVANTAGES

- High quality milk chocolate (33% cocoa).
- No preservatives.
- Traditional French recipe of nut praline cream filling that dates back to 1671.
- A best seller in Europe. In recent years, more SKUs were added to the product line because of its popularity.
- A similar product, under a different brand, was successfully exported to China and sold very well in the Chinese market in pre-COVID days.
- Premium quality and taste, but at a middle-segment price.
- The heart-shaped candies with specialty red and rose styled packaging has scored very positively with Chinese consumers in our marketing study. Many consumers responded that they'd buy this product as an everyday or special occasion gift for friends or family.

Happy Hearts
MILK CHOCOLATES
WITH TENDER NUT PRALINE
ORIGINAL FRENCH RECIPE
Making people happy
With Love

Happy Heart
will bring joy to you
and your loved ones
Happy Hearts

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BEAR HUGS
BUTTER COOKIES

Crispy and creamy, a traditional European taste in two rich flavours. Smooth chocolate or subtle vanilla.

Both children and adults will embrace these Bear Hugs, and love them so much, they won't be able to stop!

Crispy butter cookies in two flavours:

Chocolate chip butter cookies, 110 g
Vanilla flavour butter cookies, 110 g

PRODUCT ADVANTAGES

- A European Best Seller
- Only healthy, high-quality ingredients
- Crispy buttery dough with the rich taste of chocolate chips or smooth vanilla
- High-quality chocolate ingredients: 41% cocoa in our chocolate chips!
- Natural vanilla flavour
- The perfect balance of sugar
- Low in cholesterol
- No preservatives
- High quality fats only
- Positive responses to the packaging design when market tested among Chinese consumers.

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BEAR HUGS
NATURAL VANILLA FLAVOR BUTTER COOKIES
BEAR HUGS
CHOCOLATE CHIPS BUTTER COOKIES
BEST SELLER IN EUROPE
NATURAL VANILLA FLAVOR

3

ZOOKIES

WHEAT FLOUR
SEMI-SWEET COOKIES

Semi-sweet wheat flour cookies with a subtle vanilla flavour.

Classical taste. Not too sweet! Exactly why Zookies are the best choice for children or those who like a balanced taste, or want to control their sugar intake.

Eating Zookies is like a visit to the zoo! Owls, turtles, elephants, lions, squirrels, birds, and even rhinos. Treat your kids to the entire animal kingdom with Zookies!

SMAK FOODS

PRODUCT ADVANTAGES

- Highest quality wheat
- No preservatives
- Trans-fats free by European standards
- Cholesterol-free
- Traditional European recipe and quality
- European Best seller
- Excellent sugar balance — not too sweet
- Convenient packaging, easily placed into a bag. Makes the perfect snack for kids at home or at school.
- A similar product, under a different brand, has been exported to China for several years through one distributor with exclusivity rights, and sells extremely well
- Can be used in dessert preparation (crumbled fine or coarse) and is delicious mixed with ice cream.

SMAK FOODS

ZOOKIES
wheat flavour semi-sweet cookies
rich cacao flavour
Delightful balanced taste and crunchy texture.
Not too sweet.
180 gr
ZOOKIES
wheat flavour semi-sweet cookies
soft vanilla flavour
Delightful balanced taste and crunchy texture.
Not too sweet.
180 gr

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Yummy Monsters

SPONGE CAKE
SANDWICH

DESCRIPTION

Who doesn't want a Yummy Monster in their pocket? This tasty treat sandwich is made up of 2 soft sponge cakes gently cradling a layer of filling in between. Monster good at home or on the go!

Yummy Monsters is a **unique product: it is a NATURAL sponge cake with a long shelf life**, which means the product stays fresh and mouth watering for 8 months without added preservatives. The innovative production technology and refrigerated delivery and storage system ensure long term goodness.

Available with 3 types of rich fillings:

- banana,
- chocolate,
- vanilla.

Not too sweet!

Yummy Monsters come in several different packaging styles, each with a unique character printed on the package. Kids love these colorful treats!

The design has been tested in the Chinese market. These treats come in beautifully designed display boxes, ensuring an eye-catching product placement on store shelves.

DESCRIPTION

Little Yummy Monster tracks are all over this delicious sponge cake treat. These tiny paw prints make the product more appealing and attractive to children.

The sponge cake is a soft dough, and the filling has a creamy mild, perfectly balanced taste.

PRODUCT ADVANTAGES

- High quality wheat
- No preservatives
- High quality fats only
- Cholesterol-free
- Excellent sugar balance — not too sweet
- Filling prepared using coconut milk — natural and tasty
- European Best seller
- Convenient packaging, easy to carry in a pocket or bag. Makes the perfect snack for kids at home or at school.

SMAK FOODS

BISCUIT MONSTER
BANANA
BISCUIT MONSTER
BANANA
BISCUIT MONSTER
BISCUIT MONSTER

5 GARIBALDI

Fruit Biscuits with Raisins

KNOWN AROUND THE WORLD AS “SULTANA” OR “GARIBALDI”

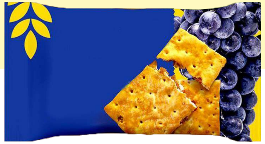
DESCRIPTION

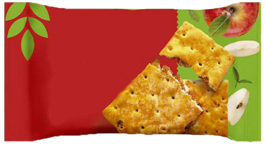
A traditional 1861 English recipe popular around the world. Known as Garibaldi or Sultana, a well-known treat for more than 150 years!

These raisin cookies taste home baked, with a smooth delicious flavour that is not too sweet. The perfect choice for people with a healthy lifestyle.

For tea time or any time, with your nearest and dearest, or as an on-the-go snack.

Not too sweet! Fruity!
Popular since 1861.





AVAILABLE IN 4 FLAVOURS:

Fruity Raisins — a classic taste with premium dark Sultana raisins.

Apple with Cinnamon & Raisins — that sumptuous European Christmas flavour anytime of the year.

Chocolate drops & Raisins — especially for chocolate lovers, a traditional biscuits just for you.

Bran Biscuits — a tasty digestive biscuit treat, good and good for you.

ADVANTAGES

- Convenient packaging, slips easily in a bag or a pocket. With four cookies per package, they make the perfect snack for kids at home or at school.
- Similar products, but with smaller assortments, are successfully sold in China and Eastern Asia by European, Korean and Japanese producers.
- An additional no sugar added option (Stevia based) is available as a completely healthy alternative.

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PRODUCT ADVANTAGES

- Highest quality wheat
- No preservatives
- Trans-fats free by European standards
- Cholesterol-free
- Traditional European recipe and quality
- A Global Best seller
- Excellent sugar balance — not too sweet
- **Assortment pack features 4 types:**

  1 classical world-renown flavor: Raisins,

  2 alternative unique recipes: Apple-Cinnamon-Raisins, Chocolate chip-Raisins,

  1 healthy option — Bran Biscuit.

SMAK FOODS

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FIZI

Europe’s most healthy bars!

- NATURAL CHOCOLATE COVERED BARS
- PROTEIN BARS
- KETO BARS

FIZI — vegan, gluten-free and sugar-free bars. These bars taste like the world’s richest desserts, but are actually the healthiest superfood.

A unique product that truly is the most healthy and nutritious snack bar in Europe.

Our product range consists of three lines:

Guilty Pleasure

Chocolate covered bars that offer a healthy alternative to your favorite desserts.

Protein

With more than 28% of plant-based protein in every bar, this energy boosting treat is ideal for anyone into fitness and sports.

Keto

Unique, low-carb, high protein bars deliver a continual energy high all day long.

OUR PRODUCT ADVANTAGES
(all product lines)

100% Natural product
No trans fats, no refined sugar, gluten or any other harmful additives. **Only natural plant ingredients:** apple syrup, nuts, natural prebiotics, and many other nutrients.

Gluten-Free
Our products meet the international AOECS standard, and are safe for people with gluten intolerance or allergy, as confirmed by the **Gluten-Free certificate**.

Lactose free. Dairy free

No palm oil

Vegan
We use only high-quality, plant-based ingredients rich in vitamins and minerals. Our products have an international **Vegan Society certificate**, which confirms compliance with the requirements of a vegan designation.

No refined sugar
All our **sweeteners are natural**, full of nutrients, and have a low glycemic index.

No preservatives, no stabilizers

SMAK FOODS

GUILTY PLEASURE

Chocolate covered bars that are a healthy alternative to your favorite dessert.

When you don't want to choose between sweet and healthy but want that mouth-watering satisfaction from the first bite.

Nuts, caramel, and also in chocolate glaze. Real Sugar free!

Tastes just like the richest dessert, but without lactose, gluten or refined sugar!

BARS WITH CHOCOLATE GLAZE

- **HAZELNUT + CARAMEL**
- **PEANUT + CARAMEL**
- **COCONUT COOKIE + ALMOND**
- **HAZELNUT + HIMALAYAN SALT**
- **DOUBLE COCO**

PROTEIN BARS

Contains more than 28% of plant-based protein in every bar, assuring an energy boost in every bite.

A unique product! **Our Protein Bars are the only 100% Vegan protein based snack.**

Perfect match for any situation: after training, during a break, or when you need that energy for a night out with friends.

Pea protein is a safe alternative, plant-based protein source. The main advantages are an absorption rate of up to 98%, **contains 85% protein**, numerous beneficial amino acids, and lowers cholesterol.

PROTEIN BARS WITH CHOCOLATE GLAZE

- CHOCO + ALMOND
- HAZELNUT + CHOCO

PROTEIN BARS

- PEANUT + CACAO
- HAZELNUT
- MATCHA + RASPBERRY

KETO BARS

Unique low-carb, high protein bars. A smart option for maintaining that energy high all day long.

— Near zero carbs
— Near zero sugar
— Glycemic index close to 0
— Recommended for people who monitor their blood sugar levels

One bar is ≈160 kcal and only 1g of natural sugar (not refined sugar, but a high quality sugar substitute — Erythritol).

And Keto bars provide a high protein content — the best of the best for those who want to recharge and yet stay within a daily caloric intake!

KETO PROTEIN BARS

- STRAWBERRY + ALMOND
- BANANA + PEANUT
- VANILLA + SALT

SHAANXI SMAK FOODS | **FIZI HEALTHY BARS**

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Galicia

FRESHLY SQUEEZED
PACKAGED JUICE

SMAK FOODS

Official importer in China

Galicia®

100% NATURAL PRODUCT

- The highest quality level in Europe
- Natural juices made from ecologically clean fruits and berries
- No additives in the juice. **No added sugar, water, or preservatives!**
- Own high-quality raw materials and processing
- Minimal processing and maximum preservation of natural microelements
- Safe for use by pregnant women and diabetics

SMAK FOODS

Galicia®

100% NATURAL PRODUCT

- 9 years in the market
- Export of products to 10 countries: Poland, Denmark, the USA, Netherlands, the United Arab Emirates, France, Israel, and others.
- No preservatives
- No added water
- Only natural juice. No sugar, no sweeteners

SMAK FOODS

Juice production technology

1. Harvesting and preparation
Fruits and vegetables for juice production are grown in our own orchards. Harvested fruits undergo careful inspection and washing. Only ripe and healthy fruits are allowed for processing.

2. Extraction
The fruits are crushed using specialized equipment. Afterwards, the raw material is pressed using high-tech "Bucher" presses. The result is freshly squeezed juice.

3. Bottling
The ready and heated juice is poured into glass bottles, sealed, and instantly cooled. For Tetra Pak packaging, the chilled juice is poured under aseptic conditions.

SMAK FOODS

Our juices are freshly squeezed. This represents the highest possible quality of packaged juices.

SMAK FOODS

Galicia
100% NATURAL PRODUCT
СІК
ЯБЛУЧНО-
ГРУШЕВИЙ
НЕ З КОНЦЕНТРАТУ
ПРЯМИЙ ВІДЖИМ
Galicia
100% NATURAL PRODUCT
СІК
ЯБЛУЧНО-
ЧОРНИЧНИЙ
Galicia
СІК
ЯБЛУЧНО-
ВИШНЕВИЙ
НЕ З КОНЦЕНТРАТУ

SMAK FOODS

Galicia
100% NATURAL PRODUCT
СІК ЯБЛУЧНИЙ
ПРЯМИЙ ВІДЖИМ
БЕЗ ДОДАВАННЯ ЦУКРУ, ВОДИ ТА КОНСЕРВАНТІВ

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Dobry Ranok

PACKAGED JUICES AND NECTARS

SMAK FOODS

Official importer in China

A juice producer that has already been successfully distributed in China

One of the largest producers of natural juices in Ukraine.

Before the COVID-19 pandemic, we had a successful experience selling “Dobry Ranok” juices.

The quality and variety were well-received by Chinese consumers.

We manufacture a wide range of juices and nectars, with a focus on the types that are selling well in the Chinese market.

SMAK FOODS

“Dobry Ranok” juices ! Bestsellers in China

Berry juice
(1 l)

The biggest bestseller in China!

Apple-Grape
(1 l)

The biggest bestseller in China!

Peach-Strawberry
(1 l)

Multifruit
(1 l)

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“Dobry Ranok” juices

Other flavors sold in China

Apricot
(1 l)

Banana-strawberry
(1 l)

Apple-pear
(1 l)

Peach
(1 l)

Other flavors can also be supplied upon your request.

SMAK FOODS

Contact information

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