



**FOODTECH
SHELF**

WEBSITE

ucare.foodtechshelf.com

Commercial offer

OVERVIEW:

Ukraine is one of the strongest brands today.

People all over the world admire the courage of Ukrainians. They want to know more about Ukraine and want to help Ukraine as much as they can.

UCARE is the first Ukrainian private initiative, created to connect Ukrainian food producers with major retailers around the world. This program is part of the transformation and integration of Ukraine into the global economy.

PROJECT OBJECTIVES:

- ➔ Assist Ukrainian producers in replacing losses in the domestic market through the organization of exports
- ➔ Support Ukraine's economy
- ➔ Form a Ukraine FOODTECH ecosystem that contributes to the emergence and scaling of innovative food products and technologies in the field of food production
- ➔ Provide assistance to those in need by supporting a number of social and humanitarian projects - 50% of the project's profits go to proven charitable foundations, such as TABLETOCHKI, UANIMALS, etc.
- ➔ Introduce high-quality, delicious Ukrainian products to the consumers of partner's stores and provide the opportunity to "TASTE THE REAL UKRAINE"
- ➔ Give the consumer of the partner retailer a simple and profitable way to support Ukraine, through the purchase of Ukrainian products, in return receiving the best that is in Ukraine

ADVANTAGES FOR THE RETAILER:

Being a part of the UCARE initiative, you receive a number of benefits:

- ➔ Marketing
- ➔ Social and charitable
- ➔ Commercial
- ➔ Innovative

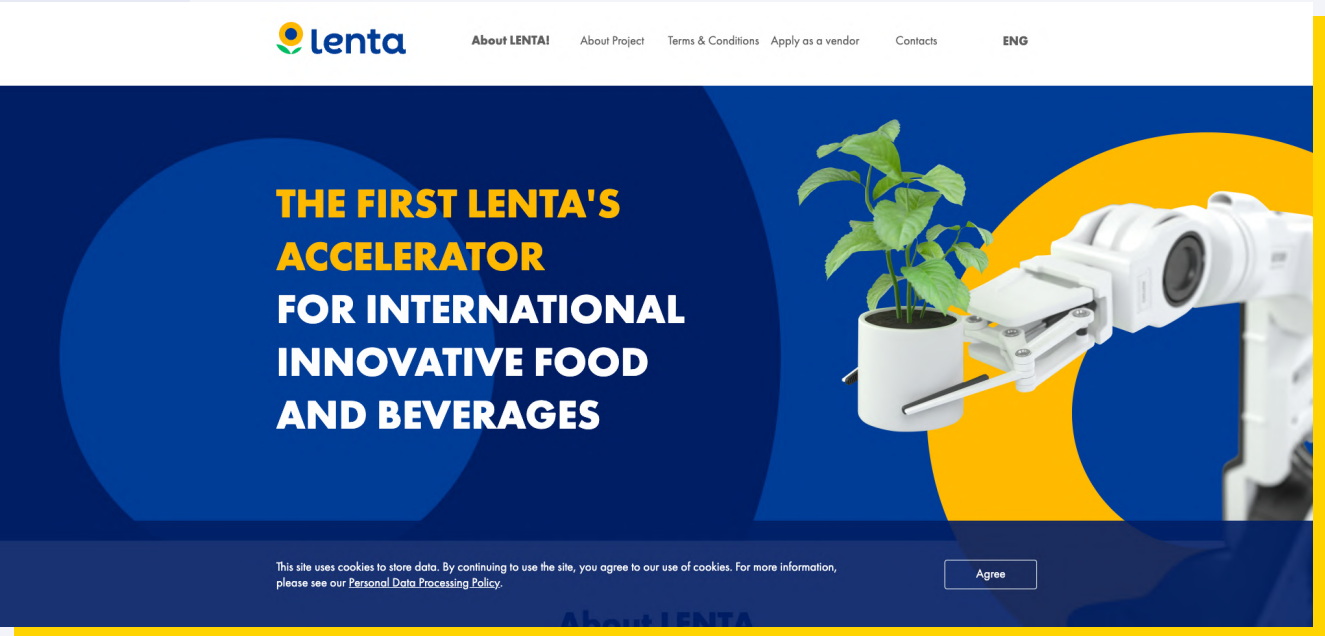
Together, it`s possible to:

- ➔ Increase consumer loyalty to the brand of the partner retailer by creating a "Ukrainian shelf" and participating in impact project Ucare
- ➔ Ensure the advantage of the partner retailer in relation to competitors due to the emergence of a new range of products at attractive prices
- ➔ Provide a powerful information occasion for PR and marketing of partner retailer promotion in the media space
- ➔ Be mentioned as a partner in the news, on social media and on our own resources, placing links to a relevant sites and branding of visual content
- ➔ Build long-term relationships where our company is a reliable operator for the partner retailer, aggregating food supplies from the best Ukrainian producers
- ➔ Increase revenue and profits of the partner`s retail chain

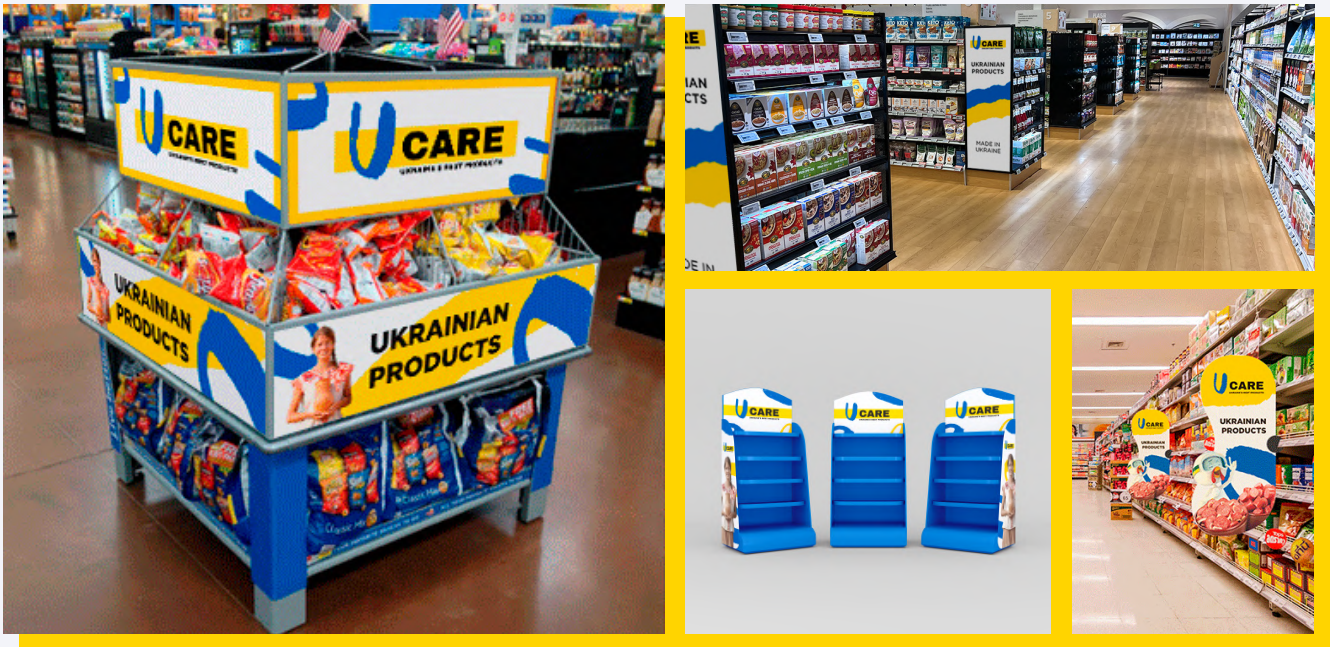
WHAT DO WE DO?

- ➔ Create a permanent channel for working with Ukrainian manufacturers for the partner`s retail chain: we place custom landing with your requests on the project platform, provide targeted traffic, conduct one-time scouting among more than 2000 Ukrainian manufacturers and provide information on all targeted and verified manufacturers and their products
- ➔ Perform the functions of primary negotiations, collecting and structuring the necessary data and preparing information that allows the partner retailer to quickly make effective decisions about the purchase of new goods
- ➔ Work with a logistics service provider, monitoring shipments and implementing a full range of logistics of goods, money and documents
- ➔ Provide a set of ready-made marketing and communication texts and designs for promotion of the "Ukrainian shelf" in the partner`s stores and help to adapt them, taking into account the specifics of the retail chain
- ➔ Report on the funds allocated to charitable projects, provide press releases about the participation of the partner and its consumers in the assistance provided

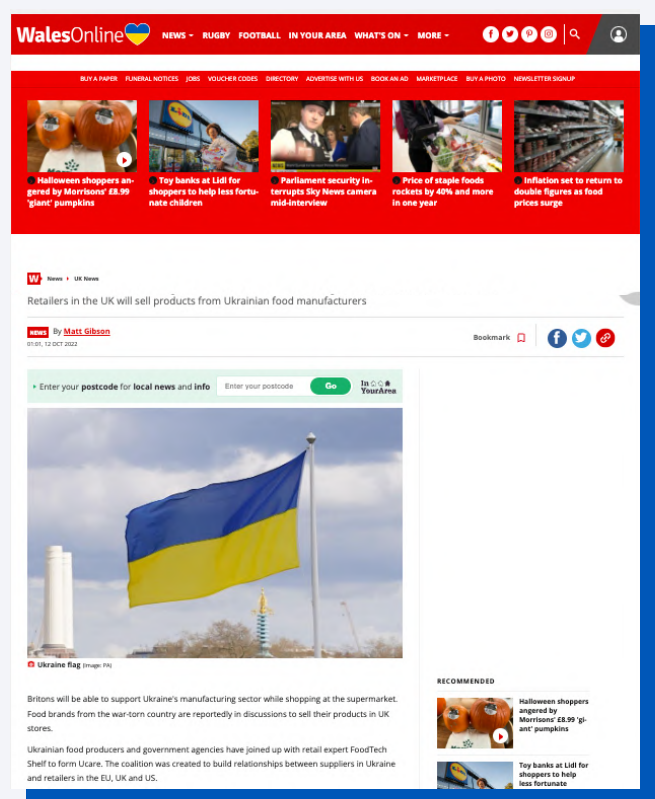
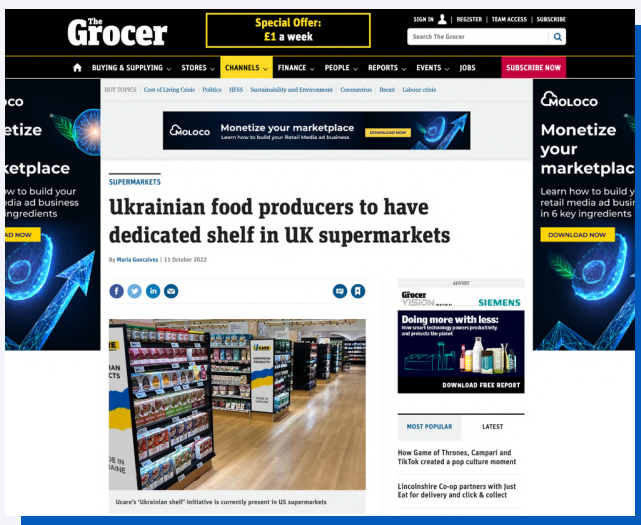
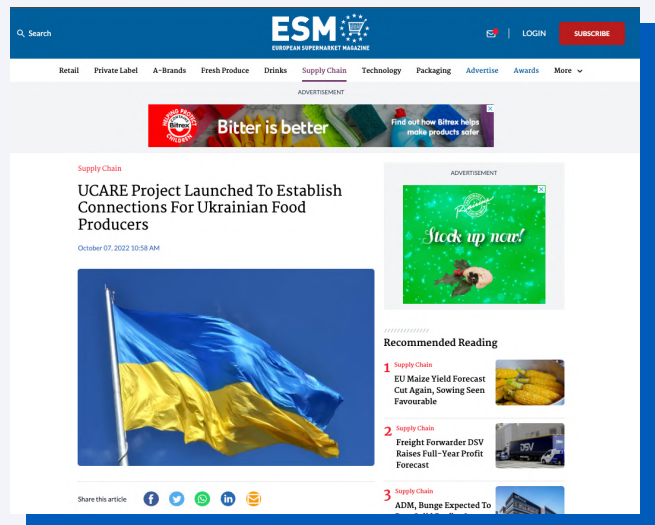
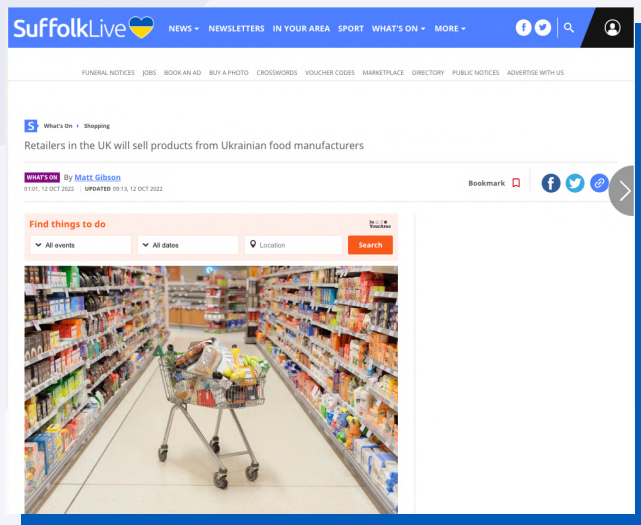
EXAMPLES OF SCOUTING TOOLS:



EXAMPLES OF TRADE-MARKETING:



EXAMPLES OF MEDIA COVERAGE:



EXAMPLES OF PRODUCTS FOR “UKRAINIAN SHELF”

MEAT



CANNED PRODUCTS



Rice

Flour

Buckwheat

GROCERY



SEASONING



COOKIES & SWEETS



SNACKS



TEA/COFFEE



Cider



Vodka



STRONG AND LOW-ALCOHOL DRINKS

Beer



Wine

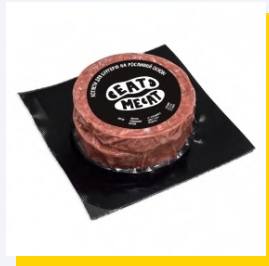


NUTRITION FOR CATS AND DOGS

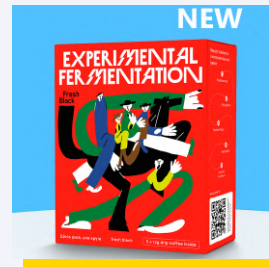


INNOVATIVE

Plant meat



Drip Coffee



Plant tea



NON-FOOD MERCH



U CARE ABOUT UKRAINE UKRAINE CARES ABOUT U

For any questions, please contact us

retail@ucare.foodtechshelf.com