



+



WEBSITE:

<https://ucare.foodtechshelf.com/>

U CARE ABOUT UKRAINE. UKRAINE CARES ABOUT U

INTRO:

**Ukraine today is the №1 brand on the world's stage.
Our country has riveted the world media' gaze, not just ordinary people.**

People from all over the world are amazed with the resilience, fearlessness and Ukrainian courage. They admire us, they want to know more and willing to help, since we are David fighting against Goliath. We are those defending the democratic values of the civilised world.

Due to this fact to convey our message to be heard, to show the world what Ukraine really is.

UCARE is a unique, private, national-level Ukrainian initiative founded to connect Ukrainian food producers with major retailers around the world. This project is an important part of the Ukraine's transformation and integration into the global economy.

UCARE OBJECTIVES :

FOR PRODUCER

- To help Ukrainian producers make up for the domestic market losses and increase sales by products export to developed Western markets.
- A reliable partner, a safe 'bridge' when building communication with a foreign retailer, as well as all issues related to the products export and the terms of the supply contract fulfillment.

FOR RETAIL PARTNER

- Partner stores' consumers acquainting with high-quality, tasty Ukrainian products and giving the opportunity to 'TASTE THE REAL UKRAINE'.
- Retailer's consumer receives a simple, transparent and profitable way to support Ukraine by purchasing Ukrainian products, receiving in return the best from Ukraine (GIVING AND NOT ONLY TAKING philosophy, expressed in the slogan: U CARE ABOUT UKRAINE. UKRAINE CARES ABOUT U).
- Providing the retail partner with a unique tools platform solving several tasks at once (marketing, commercial, social/charitable, innovative). Retailers compete for the attention and visitors' loyalty. UCARE integration allows to gain a competitive advantage, as well as building long-term relationships with the best Ukrainian producers.

FOR COUNTRY

- Ukrainian economy support as an important component of our resistance.
- To form a Ukrainian FOODTECH ecosystem that promotes the emergence and scaling of innovative food products and food production technologies.
- To help those in need by supporting a number of social and humanitarian projects - 50% of our profit go to trusted charitable foundations such as TABLETOCHKI, UANIMALS, LIFELOVER and FUTURE for UKRAINE.
- Ukraine and its culture popularisation

UCARE BENEFITS FOR RETAIL:

NUMBERS+CUSTOMERS LOYALTY IS THE #1 TASK ON THE PRIORITIES LIST FOR ANY BUSINESS

Retail is no exception. And we are the solution.
The issue: WHY CLIENT WANTS TO BUY OUR PRODUCT... WHY DOES HE NEED UKRAINIAN?

There are strong motivations behind this as described below:

MARKETING

UCARE's dedicated shelves together with advertising + our own PR and promotional activities will increase the interest and loyalty of new and existing customers.

Retailers can also use the UCARE name for their own PR campaigns, showing solidarity and support for the defense of European freedom.

SOCIAL SIGNIFICANCE AND CHARITY

*People often ask:
'How can we help Ukraine?'*

Saying:
'We don't want to send money or provisions to someone we don't know...'

As already mentioned, UCARE is not only engaged in trade. We are responsible for those who suffered from this war. This is our duty.

50% of our profit will always be transferred to help children, the elderly, animals and the rehabilitation of our soldiers who were seriously injured).

UCARE BENEFITS FOR RETAIL:

CORPORATE RESPONSIBILITY

According to official statistics, 5 million citizens of Ukraine went abroad. In fact, this number is much higher. 8-10 million people.

Some of them will return when the war is over, some will stay abroad. They are already groceries' consumers.

Integration with UCARE fits perfectly with the corporate responsibility policy of the retail partner.

CULTURE AND MACROECONOMICS

UCARE provides the 'Real Taste of Ukraine' by sharing the best products with people who have helped us and continue helping.

U CARE ABOUT UKRAINE. UKRAINE CARES ABOUT U is a strong philosophy of thanks-giving.

We would like to thank all those people who helped us in difficult times. We remember all the good done and want to response sharing the best we have.

Strengthening connections between countries will have a positive impact on cultural exchange and effective partnerships between governments.

UCARE BENEFITS FOR RETAIL:

RELIABLE PARTNER AND EFFICIENT SOLUTION

Working with us you will increase the trading activity efficiency.

Our database includes more than 2000 manufacturers.
Data can be aggregated and segmented into desired categories.

We conduct scouting, communicate and act as a full-fledged trading partner,
covering logistics and financial issues among other things,

COMMERCE

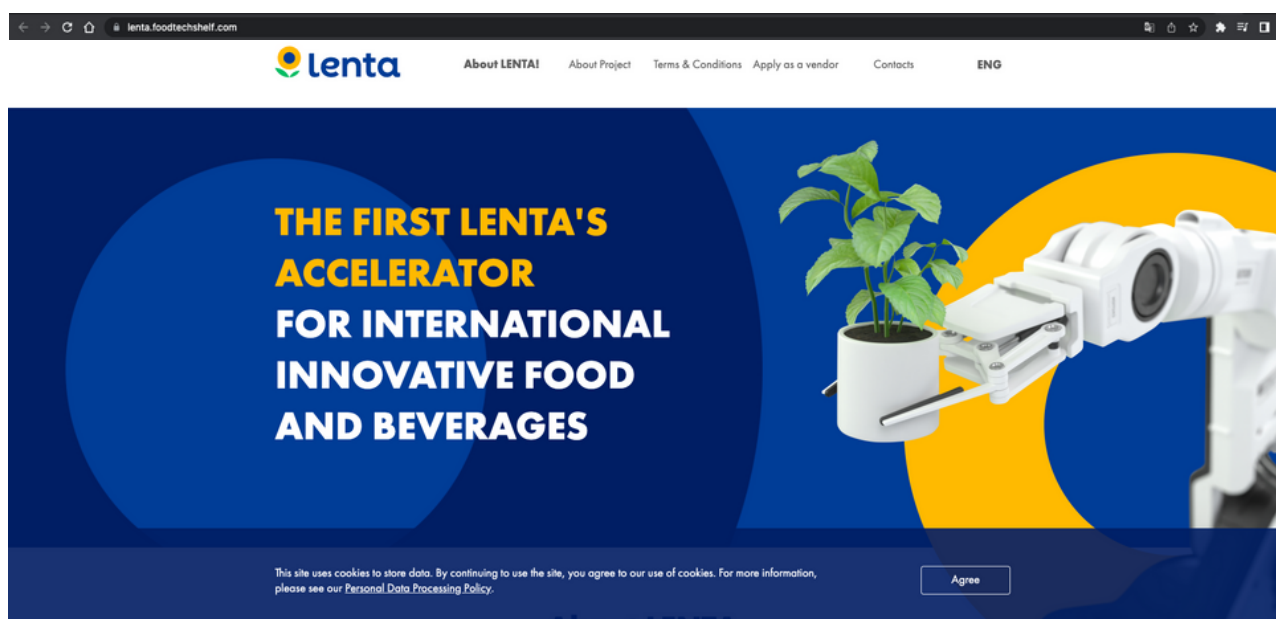
As a result, we attract the attention of new customers and increase the loyalty of existing ones. All this leads to sales increase which is an important KPI.

WHAT UCARE DOES

WE CREATE A PERMANENT CHANNEL TO WORK WITH UKRAINIAN PRODUCERS FOR THE PARTNERING CHAIN STORE

- We place a custom landing page with applications on our platform, providing targeted traffic, conduct one-time scouting among 2,000+ Ukrainian producers, provide information on all targeted and verified producers, as well as products.
- Being a professional and motivated partner, we perform initial negotiations functions, collecting all the necessary data, structuring it, preparing information that allows our partner to quickly make effective decisions on the purchase or introduction of new products.
- Working with logistics providers, deliveries. Performing a full range of services for the goods logistics, financial and paper issues.
- We provide ready-made marketing communication and design sets to promote the Ukrainian Shelf in stores and help to adapt them to the retailer needs.
- We provide reports on charitable projects funds allocated, press releases on the partner's participation in the assistance granted.

RETAILER PAGE SAMPLE:



POSM AND TRADE MARKETING SAMPLES:



U CARE
SUPPORTED BY MHP
UKRAINE'S BEST PRODUCTS

ЧУМАК
PESTO
\$5.20

ЧУМАК
PESTO
\$25.40

СЕКРЕТИ
READY TO EAT
\$36.50

Бургер
\$40.50

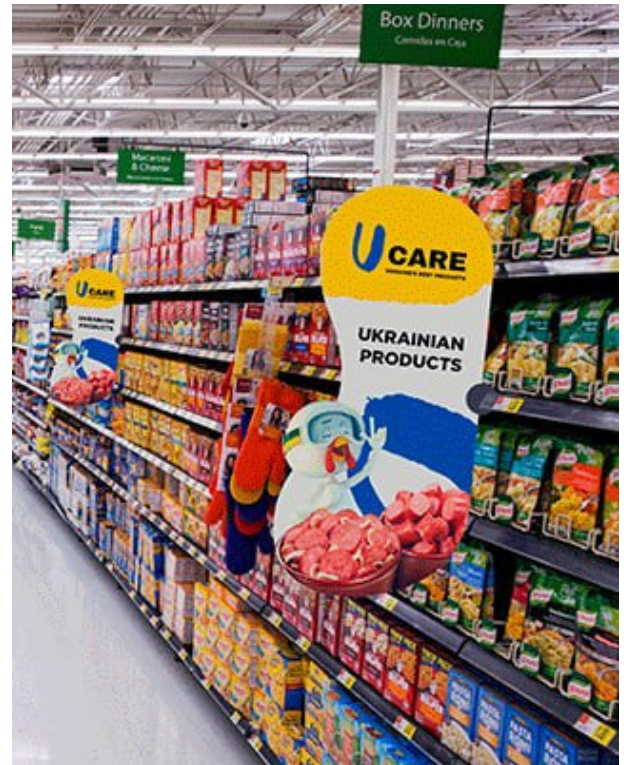
**У CARE ABOUT UKRAINE
UKRAINE CARES ABOUT U**



**U CARE
ABOUT UKRAINE
UKRAINE
CARES ABOUT U**



POSM AND TRADE MARKETING SAMPLES:



Our goal is dedicated branded Ukrainian UCARE shelves with a number of our best different categories quality products on the European and American retailers shelves.

A retail partner can choose any format of the Ukrainian shelf (an 'island' or branding of existing shelves).

It all depends on the product category and retailer preferences.

PRODUCT CATEGORIES:

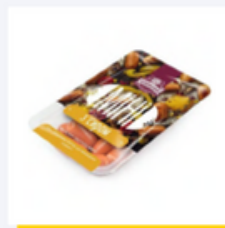
EXAMPLES OF PRODUCTS FOR “UKRAINIAN SHELF”

MEAT

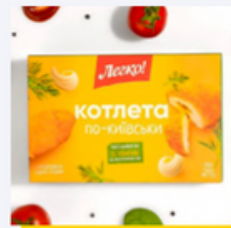
Frozen meat



Sausages



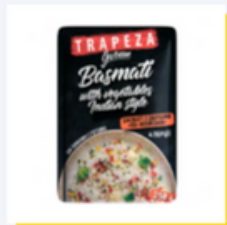
Half-finished meat



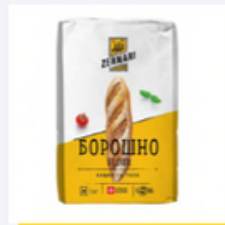
CANNED PRODUCTS



Rice



Flour



Buckwheat

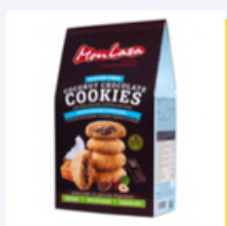


GROCERY

SEASONING



COOKIES & SWEETS



PRODUCT CATEGORIES:

SNACKS



TEA/COFFEE



Cider



Vodka



STRONG AND LOW-ALCOHOL DRINKS

Beer



Wine



NUTRITION FOR CATS AND DOGS



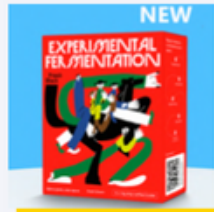
PRODUCT CATEGORIES:

INNOVATIVE

Plant meat



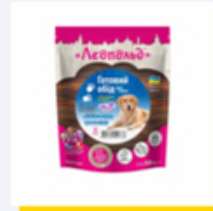
Drip Coffee



Plant tea



NUTRITION
FOR CATS
AND DOGS



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THE UPPER CRUST

British Lion egg products are sold in accordance with a comprehensive and rigorous Code of Practice to ensure the safest egg products.

BE COOL TO BE GOOD. LEARN MORE

THE UPPER CRUST

British Lion egg product produced in accordance with comprehensive and rigorous Code of Practice to ensure the safest egg product

Ukrainian food producers to have dedicated shelf in UK supermarkets

By Maria Gonzalez | 11 October 2022

Ucare is also in talks with German discounter Aldi and US wholesaler Costco to roll out the scheme in their UK stores in the near future

British Lion

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ESM EUROPEAN SUPERMARKET MAGAZINE

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Supply Chain

UCARE Project Launched To Establish Connections For Ukrainian Food Producers

October 07, 2022 10:58 AM

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Recommended Reading

1 Supply Chain Ukraine's Sparse Wheat Plantings Sow Further Trouble For Global Food

Mirror

Asda has introduced a new aisle (Image: Bloomberg via Getty Images)

NEWS POLITICS FOOTBALL CELEBS TV MONEY ROYALS

Asda shoppers praise new supermarket aisle – and call on Tesco to follow suit

A number of Asda stores now feature a Ukraine aisle with a variety of products from the country. It is hoped the initiative will help boost Ukraine's manufacturing industry

By Rachel Pugh & Sara Odeen-Isbister 13:24, 20 Oct 2022

Shoppers have applauded **Asda** for introducing a **Ukrainian** aisle in its stores to support

MyLondon NEWS FOOTBALL WHAT'S ON IN YOUR AREA SHOWBIZ MORE

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AD FEATURE

Why losing a loved one suddenly can leave so many unanswered questions

Aldi releases 'gorgeous' £10 candle that's a dupe of E4 Christmas must-have

Ocado giving 25% off first shop with free delivery using special code

Lidl shopper finds 'delicious' dupe for Whispering Angel rose for half the price

Aldi makes big announcement for Christmas Click and Collect slots availability

Asda shoppers impressed as supermarket launches new 'Ukrainian shelf' and call for Lidl, Tesco and Waitrose to do the same

What's On Shopping Supermarkets

CymruOnline NEWS RUGBY FOOTBALL IN YOUR AREA WHAT'S ON SWANSEA

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Tesco, Sainsbury's, Lidl, Aldi and Asda call for change in free school meals

Amazon founder Jeff Bezos is to give away his £105 billion fortune

Asda makes UK first change to all its toilet paper

Morrisons cuts price of 52 key Christmas items including batteries and tin foil

Brits don't realise almost all electricity in UK is generated on our shores

Asda to debut 'Ukrainian shelf' with Aldi in talks

Retailers in the UK will sell products from Ukrainian food manufacturers

By Matt Gibson 01:01, 12 OCT 2022

LancsLive NEWS IN YOUR AREA CLARETS ROVERS PNE SEASIDERS WHAT'S ON MORE

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AD FEATURE

Why losing a loved one suddenly can leave so many unanswered questions

Asda makes huge toilet roll change as it cuts out harmful by-product

Tesco to follow Asda and Lidl with egg sales limit after supply issues

Asda shoppers left reeling as price of butter soars

Urgent recalls issued on Coca Cola, chocolate, spaghetti and chicken

Tesco, Waitrose and Lidl urged to follow Asda's lead after new Ukrainian aisle introduced

"Cracking ideal Can Tesco and Waitrose do the same please?"

UKRAINIAN MEDIA ABOUT US

київ

The Village УКРАЇНА

УВІЙТИ

НОВИНИ МІСТО БІЗНЕС ІЖА СТИЛЬ КУЛЬТУРА ЗНАННЯ ДІТИ ПОДКАСТИ ENG DONATE Q


НОВИНИ ОЛЕКСІЯ МОРОЗОВ, 26 ВЕРЕСНЯ В 16:28 2973

Закордонні мережі супермаркетів створюватимуть полиці з українськими продуктами

Like 178 Поділитися Твітнути

Закордонні мережі супермаркетів створюватимуть полиці з українськими продуктами для просування вітчизняних виробників на міжнародному ринку.


Ця ініціатива Ucare, яку спільно створили українські підприємці й міжнародний проєкт Food Tech Shelf.



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26.09.2022



FACEBOOK INSTAGRAM


***Bazilik**

Slow news Зсередини Історії Кейси Конспект

Українські підприємці створюють полиці з вітчизняними продуктами в усьому світі

Проект сприяє співпраці українських виробників і закордонних ритейлерів

Мачука Ангеліна, 26.09.2022



Sostav.ua

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БІЗНЕС / РІТЕЙЛ 29 ВЕРЕС

У супермаркетах Європи і США з'являться спеціальні «українські полиці»

В Україні запустили проєкт Ucare by FoodTech Shelf, який допомагає налагодити зв'язки українських виробників продуктів харчування з ритейлерами в Європі та США.

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Ужгород 1008



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У супермаркетах Європи і США з'являться спеціальні «українські полиці»

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В супермаркетах Европы и США появятся специальные "украинские полки"



Сільпо

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OUR PARTNERS



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«ГЕНЕРАЛЬНА ДИРЕКЦІЯ
З ОБСЛУГОВУВАННЯ
ІНОЗЕМНИХ ПРЕДСТАВНИЦТВ»



+ STRATEGIC COOPERATION

THE EXCLUSIVE RIGHT TO JOINTLY CREATE A UKRAINIAN FOOD COURT IN THE TOP EUROPEAN AND AMERICAN CITIES ALIKE THE 'EATALY' PROJECT

