



DISTRIBUTOR OF A GOOD LIFE

Delivering happiness to Belarus since 2001





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ABOUT US

WELCOME TO THE FAMILY!



LLC Alterini has a long and reputable history built on creating long-term, reliable, comfortable, and mutually beneficial partnerships with both clients and our own employees.

DMITRY BELSKY

Founder

24 years
OF DISTRIBUTING

on the FMCG market in
the Republic of Belarus

87%
OF EMPLOYEES

have been with us for over 3
years; eNPS above +55

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BRANCHES

we provide nationwide
coverage through our
sales office network

150+

EMPLOYEES

ensure uninterrupted
supply-chain management
24/7/365

7800

STORES

in our sales base, ensuring
high product turnover

>600

SKU

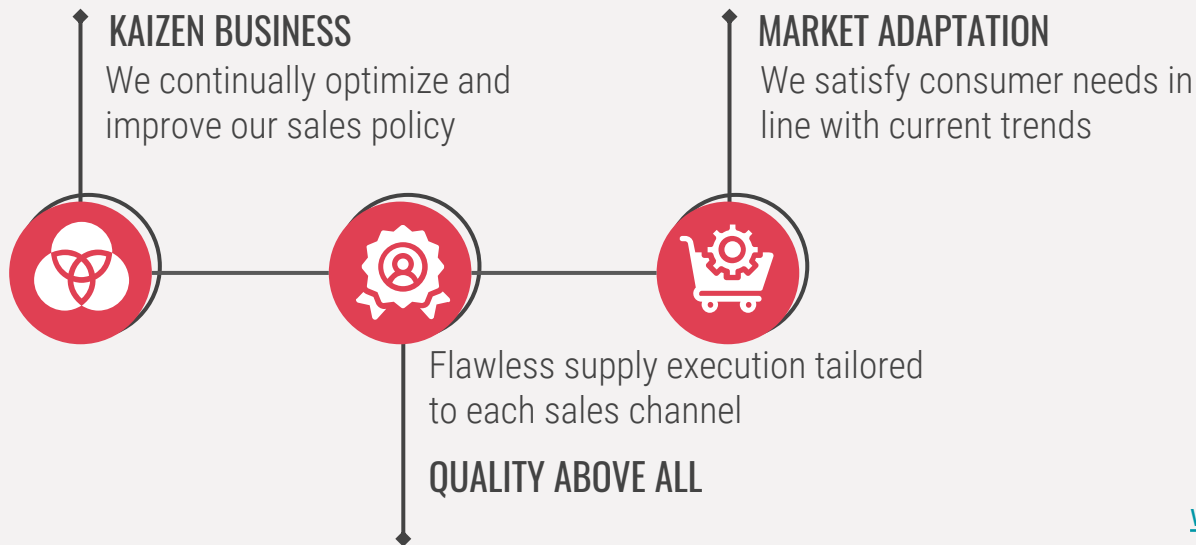
and the number of product
items in our price list
continues to grow steadily

OUR MISSION

To satisfy consumers by delivering high-quality, affordable goods to the market—ensuring success for ourselves, our partners, and our clients



OUR PRINCIPLES



OUR VALUES

MUTUAL BENEFIT

We earn ourselves and ensure profitability for suppliers and retail



PARTNERSHIP

We think long-term and choose partners for enduring cooperation

INNOVATION

We constantly seek and implement new ideas for the categories we work in



ASSORTMENT

Build a balanced, competitive range and search for new brands that match market trends

BRAND PORTFOLIO

Development and Promotion of Our Partners' Brands in the Belarusian Market

PRIVATE LABEL

Creation and Promotion of Our Own Brand

IMPORT

Direct contracts with foreign manufacturers and launching new products in Belarus

EXPANSION

Accelerating market share growth for our products

TRAININGS

Develop and educate our staff

CLIENTS

Continuous development of our client base

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02

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OUR OBJECTIVES

EXPERTISE

We are **leaders** and **experts** in the categories we operate in

RELIABILITY & QUALITY

Clients value our **quality service**, stable supplies, and swift issue resolution



OUR ADVANTAGES

WIDE PRESENCE

Our products are recognizable and **well** represented in every corner of the country

FAVORABLE TERMS

Long-term relations with our partners let us offer clients fast-moving goods on advantageous terms

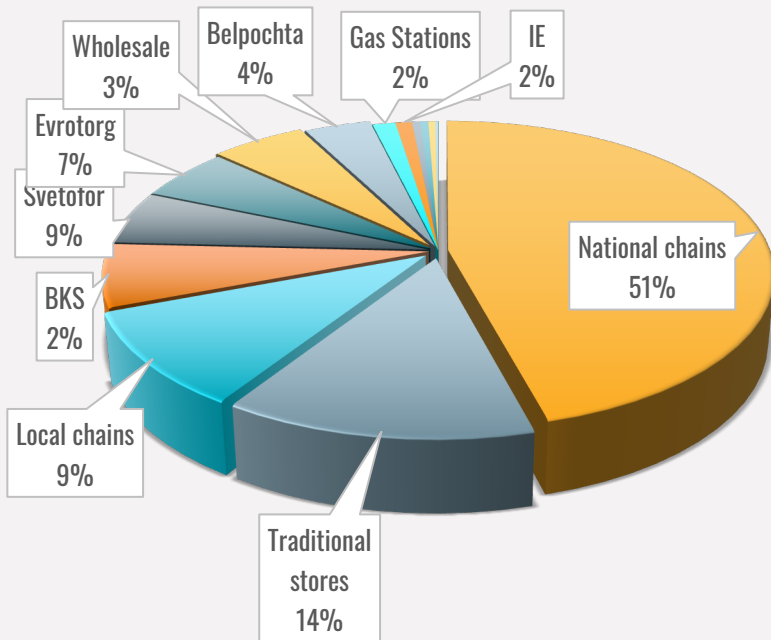


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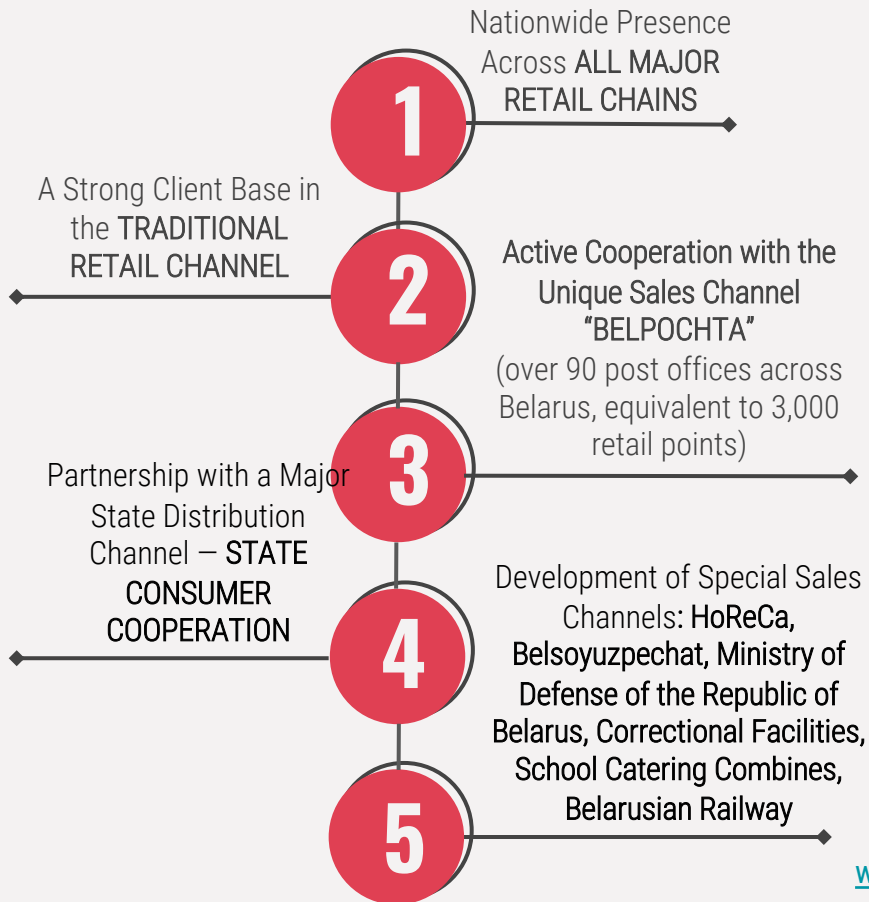
DISTRIBUTION

7800

stores in our sales base



OUR SALES CHANNELS



FOOD PRODUCTS

CorinCorn™
Premium Quality Crunchy Popcorn



nut master



PRIVATE LABELS



PYROTECHNICS



Reckitt Benckiser



HOME GOODS

MARKETING SUPPORT

The entire assortment is backed by accompanying advertising and information support.



ADVERTISING

- Outdoor (billboards, vehicle branding)
- In-store (posters, leaflets, video ads, branded lockers/security booths)
- Social media
- Digital promotion
- Promotional games

EVENTS

- Sponsorships
- Partnerships

INFORMATION SUPPORT

Catalogs and samples for the sales team

SALES STIMULATION

For customers

- Tastings
- Participation in retail chain promotions
- Branded display equipment for secondary placements

For partners

- Trade-marketing activities

For staff

- Motivation programs for the sales team
- Staff training

LOGISTICS & TRANSPORT



2500 pallets

Our stock across all
products categories



400+

Invoices delivered daily
across all categories



24/48ч

Nationwide delivery
(Republic of Belarus)

We ensure flexibility and
rapid turnaround in product
shipments

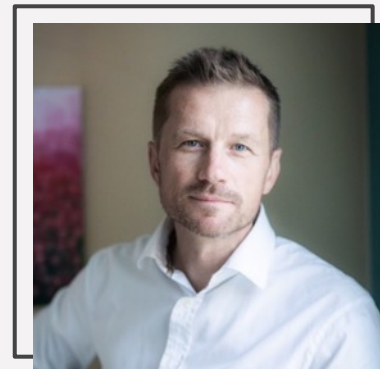




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CONTACTS

CONTACT WITH US



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BUSINESS PARTNERSHIP PROPOSAL



**Business development
director**

NIKOLAY MATSYNA



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Alterini LLC is a rapidly growing FMCG distributor focused on product supply and brand promotion.

At present, we are interested in partnering on new trademarks and brands.

Our established client network, effective sales experience, and high-quality distribution processes allow us to incorporate new products into our assortment portfolio without friction and to allocate them efficiently throughout the Belarusian market.

Should you be a food manufacturer, brand owner, or exclusive distributor, we propose considering our company as the principal driver of your sales in the Republic of Belarus. We look forward to your feedback.



**BECOME A
PARTNER OF A
STRONG
COMPANY**