



New Latvian brand: MANA ĢIMENE (My family)

Latvijas

Zaļie griķi

Green buckwheat

A BIO PRODUCT

## DATA AND TRENDS IN THE WORLD

# The demand for green buckwheat is constantly increasing



In the European Union consumers buy green buckwheat more often than traditional.

Latvia and Riga traditionally follow popular trends: more and more people with high and middle income think about a healthy lifestyle and a natural diet.

# NEW BRAND: MY FAMILY



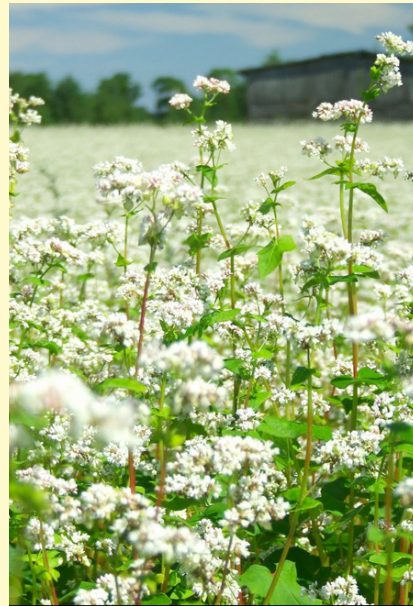
MARKET INSIGHT: New trend,  
Stylish packaging.

TARGET GROUP: Women who  
care about healthy lifestyle and food  
for the family.

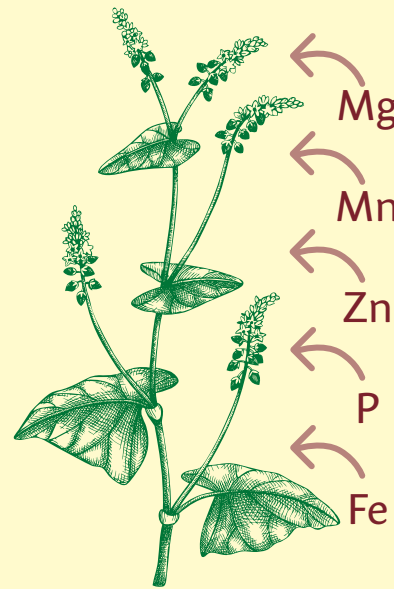
THE AIM: We invite buyers and  
sellers to choose healthy products;  
To get market share in BIO segment.

# ADVANTAGES OF GREEN BUCKWHEAT

- Not treated at high temperature;
- Becomes increasingly popular in healthy eating environment;
- The nutritional and nourishing product (proteins, vitamin B6, lots of minerals and 18 amino acids);
- Acknowledged to be the safest and the most ecological product;



- Without GMO (green buckwheat is not genetically modified);
- Does not contain gluten;
- Does not contain toxic pesticides (buckwheat practically has no diseases);
- Has the same properties as the brown buckwheat but much more, by ~30%;



# PRODUCT DATA

- 100% biologically certified product (LV-BIO-01)
  - Source of natural energy
  - More minerals
- Fresh and natural product
  - Restaurants' choice
- Awarded with the label LATVIJAS LABUMS (The best of Latvia)
  - Choose the best!  
Cultivated in Latvia (EU)

- Stylish interactive ECO kraft package;
- The package contains a QR-code that takes you to a recipe from the restaurant chef and the photo of the served dish.



# PRODUCT DATA



- Implementation: July 2019
- MARKET INSIGHT: The green buckwheat segment is rapidly becoming popular, and this product will become a top priority among consumers;
- BIO Product 1 SKU: BIO Green buckwheat 250 gr;

- Recommended purchase list price: EUR 1.39;

In secondary packaging: 24 pcs.

## MARKETING SUPPORT:

- Advertising in social media, magazines and television under the title — Look for the best stores (you can add your logo)
- Advertising materials in shops, degustation + recipes;
- Periodic promotions and offers for consumers.

# OFFER AND CONTACTS

- The first batch at a favourable (getting familiar) price;
  - Fast delivery, favourable payment terms;
  - Periodic promotions and offers for consumers.
- Additional information (see appendix “7 Reasons”, why, you benefit from cooperating with us.



Contact us by writing to  
[info@biogaudi.lv](mailto:info@biogaudi.lv)

We are open to collaborative offers and new ideas!