

RUD digest



ICE CREAM GUIDE

— ICE CREAM
PRODUCTION
LINES

RUD®

— PRODUCTION
PORTFOLIO

INTERNATIONAL
TRADE FAIR
ACTIVITIES

— APPROACHES
TO WORK WITH
SOCIAL NETWORKS

— PET ICE
CREAM

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WE ARE



04. **VEGETABLE FAT CONTENT**



03. **NO SUGAR ADDED**



02. **LACTOSE FREE**



01. **ICE CREAM BASED ON**

- fresh milk
- powdered milk
- sorbet
- with different fat levels



07. **LOW FAT CONTENT**



08. **PET ICE CREAM**



09. **VEGAN**

- Oatmeal
- Rice
- Buckwheat, etc



06. **MILK FAT CONTENT**



05. **HIGH FAT CONTENT**



13. **MULTIPACKS**



14. **MIXED MULTIPACK**



12. **PROTEIN**



11. **FROZEN YOGHURT**



10. **ENERGY**

Ice cream with adding of energy components:

- taurine
- caffeine
- vitamin mixture



RUD®



15. **VARIETY PACK**



NUMBER 1

ICE CREAM PRODUCER IN UKRAINE

Up to

200

tons ice cream

production capacity
per day

27%

local market
share

**HIGH-
QUALITY
MILK**

is used for
production



35

distributors
in Ukraine

1998

the Rud trade mark
was registered

40

countries

Export markets
in more than

EST. 1981

CERTIFICATIONS



PETRO RUD
is a Ukrainian
businessman, politician,
philanthropist,
and benefactor.
As the President
of the company “Rud”,
he has received
numerous national
and state awards
for his significant
contributions
to the development
of Ukraine.



Rud: The No.1 Ice Cream!

Mr. Rud, we heard an interesting fact from the history of the enterprise: in 1998, during a general meeting, the labor collective decided to manufacture products under the trademark “Rud” from among 60 proposed brand names.

I remember that meeting vividly, even though many years have passed. It was a very exciting moment for me. At that time, I realized not only the deep trust of the labor collective but also a tremendous responsibility to consumers, because since then my name has been put on every product package and should be the so-called “quality mark” of the product and the integrity of the business. This motivates me and my team to develop, improve, and achieve goals every day!

**TODAY, I CAN
CONFIDENTLY SAY
THAT THE PRODUCTS
UNDER THE “RUD”
TRADEMARK HAVE
EARNED
WELL-DESERVED
POPULARITY IN UKRAINE
AND ABROAD.**

In what direction is the company developing today? How have you managed to maintain leadership for so many years in a row in such a highly competitive business? Do you have your own secret/recipe for success?

To start with the last question – yes, there is a recipe and it is simple: never betray your principles, be a responsible employer and businessman, value your team, never rest on your laurels, and love your business wholeheartedly. The company “Rud”, JSC “Zhytomyr Butter Plant”, is the leader in the national market of frozen products. Today, we are the largest producer of ice cream in Ukraine and are recognized as a European-level company, known not only within Ukraine but internationally as well. Our enterprise is a production complex with the most modern equipment, equipped laboratories, and the best specialists. Special attention is paid to the parameters of the raw materials supplied for processing. Milk raw material of the highest grade comes to the enterprise exclusively from farms. Our total production capacity allows us to process more than 35,000 tons of milk annually.



“Rud” is the leader in the ice cream market, consistently working to strengthen its position and increase its market share, which is about 30%. The company’s team consists of thousands of permanent employees.



TODAY, THE PRODUCTS OF THE “RUD” TRADEMARK ARE REPRESENTED IN MORE THAN 75,000 RETAIL OUTLETS ACROSS UKRAINE.

The gained experience and modern production facilities, new technological and marketing developments allow us to offer a wide range of products and meet the tastes of every ice cream lover. For example, “Rud” was the first company to produce organic ice cream, not only in Ukraine but across the post-Soviet space. In addition to ice cream, the company’s business portfolio includes a wide range of frozen vegetables, berries, dough, and bakery products. The company also offers lines of semi-finished goods, chocolate-coated curd cheese bars, frozen grated berries and teas, butter, and fermented milk products.





By the way, the ice cream of the company “Rud” has also been to Antarctica. A supply of “Eskimos” ice cream, which is recognized as the favorite ice cream of Ukrainians, was sent to the Ukrainian “Akademik Vernadsky” station. This is the first “cold dessert” received by the polar explorers.



The company “Rud” is an active participant in international exhibitions: “World of Private Label” in Amsterdam (Netherlands), the most important exhibition of the Middle East region “Gulfood” in Dubai (UAE), ANUGA in Cologne (Germany), SIAL in Paris (France).





The official slogan of the company is: “Rud” is the No. 1 ice cream! Why did you choose this particular slogan?

Care about consumers and, accordingly, about the high quality of products is the basis of the reputation of the trademark “Rud”. The official slogan of the company is the goal and philosophy of our business. The high quality of our products is evidenced by the results of many sociological surveys, audits, and feedback from our partners. Realizing the role of a leader and trendsetter in its market segment, the company is constantly focused on the quality and originality of its products.

“Rud” was the first company to successfully pass the European Union’s quality standards inspection. Today, the company meets the requirements of the world standards of the Global Food Safety Initiative (GFSI).



JSC “Zhytomyr Butter Plant” was the first among ice cream producers and representatives of the dairy industry in Ukraine to be certified by SGS Ukraine and received the BRCGS certificate, which is an international food safety standard that guarantees product compliance with generally accepted safety, quality, and hygiene requirements. The company’s management system complies with international quality standards ISO 9001, ISO 14 000, ISO 22 000, and IFS. Additionally, it holds Halal and Organic certifications. “Rud” has received many international and national awards, diplomas, medals, and honors. I believe that the high quality of our products is the key to the expansion of our products in foreign markets, cooperation with major international retail chains, and strengthening of partnerships! Quality is always the No. 1 priority for every manufacturer!



Obviously, you do not intend to rest on your laurels. What plans do you have for yourself?

We have numerous plans for the future. We’re expanding production, planning to build a new warehouse complex, and developing new products in line with global trends. Our primary focus is on the customer. We constantly listen to feedback from our partners and consumers and are ready to adapt to their requests and needs. We are united and ready for new market challenges. We have developed ways to achieve our goals, prepared production facilities, and introduced new types of products, which, I hope, will earn the appreciation of our customers.

THE RECIPE FOR SUCCESS

IS SIMPLE:

NEVER BETRAY YOUR PRINCIPLES,

BE A RESPONSIBLE

EMPLOYER AND BUSINESSMAN,

VALUE YOUR TEAM,

NEVER REST ON YOUR LAURELS,

AND LOVE

YOUR BUSINESS

WHOLEHEARTEDLY.



ANNA SAVCHENKO

The Chief Technologist

Practice shows that almost all companies that successfully develop in the market owe their success to innovation. Regular introduction into production and market promotion of new products that provide a higher degree of customer satisfaction than traditional ones can ensure and maintain a constant, unquenchable interest in the goods producer-innovator.

INNOVATION: A TECHNOLOGIST'S PERSPECTIVE

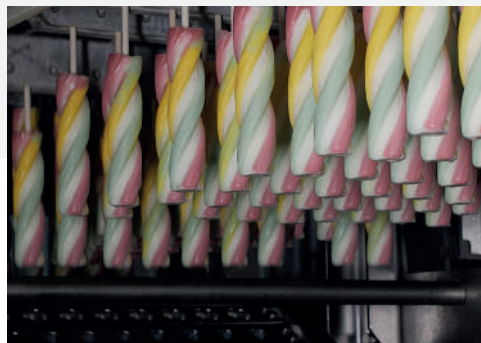
However, the facts prove that developing innovations is a very complicated business. About 100,000 new products are introduced to the world market every year, of which only 2% are real innovations, but no more than 25% achieve commercial success. According to statistical studies, about 75% of new product ideas are generated based on an analysis of market needs, while 75% of their market failures are mainly due to market factors. The main areas of innovation management include market research with a detailed study of trends, innovations, and new consumer demands; new product development; logistics, preparation of production processes and production of products.

TODAY IN UKRAINE, THE NEED TO INTENSIFY INNOVATION ACTIVITIES TO CREATE COMPETITIVE PRODUCTS FOR CONSUMERS IN DIFFERENT COUNTRIES REMAINS AN URGENT ISSUE. TRANSITIONING TO INNOVATIVE ECONOMIC GROWTH IS A PREREQUISITE FOR EXPANDING EXPORT GEOGRAPHY. THEREFORE, IT IS NECESSARY TO INVEST IN THE INNOVATIVE DEVELOPMENT OF ENTERPRISES, ESPECIALLY IN A COMPETITIVE ENVIRONMENT WHERE COMPANIES SEEK TO ATTRACT CONSUMERS BY OFFERING INNOVATIVE PRODUCTS.





Every year, the company “Rud” offers new types of ice cream to consumers of all age groups both by introducing fundamentally new technological and technical solutions and by developing recipes using new types of food raw materials for the industry, for example, sugar-free ice cream, kefir ice cream, ice cream for pets, alcoholic ice cream, ice cream made from sheep milk. Developing new types of ice cream is a continuous creative process in which it is necessary to be guided by new trends in the food industry, taking into account the current “fashion” for flavors, but also relying on one’s own taste and professional intuition. Whether consumers will like or dislike a new type of ice cream is never known, and there is always a certain amount of risk involved, especially given that the majority of consumers have conservative views on this dessert. For example, young people always want to experiment and try new flavors and shapes. That’s why we are looking for something to interest each consumer. Before we create a new product on the production line, we make a mini version of it in the experimental laboratory, where we can fantasize and combine any flavors and shapes. This is where new types of ice cream are born.



The company operates 14 lines to produce ice cream in various shapes. Thanks to this, we can combine incredible flavors with a variety of shapes. After all, the trend of brand collaborations and cross-innovations is gaining momentum in the world today, when ice cream embodies confectionery masterpieces, unusual desserts based on cocktails, floral flavors, etc. Every year the company “Rud” tries to surprise the consumers with some interesting products, so this year we purchased a line for the production of ice cream “Macaroons” and sandwich ice cream of different types. In addition, we are constantly improving our products, so together with Tetra Pak, we have improved the operation of the ice cream cone production line, which will ensure the quality of ice cream in a sweet crunchy cone during storage. We are constantly developing. So now we are developing original recipes for ice cream types that can be classified as elite, their extremely exquisite organoleptic properties will guarantee a high appreciation of true gourmets in conditions of tough competition on the market of frozen sweets.



THE CHIEF TECHNOLOGIST — ANNA SAVCHENKO
THE HEAD OF THE LABORATORY — SVITLANA LYSAK



PRODUCTION PORTFOLIO



CREATE YOUR ICE CREAM

WAFER CUP



STICK



SUGAR CONE



SANDWICH



CARTON CUP



PLASTIC BOX



FAMILY PACK



PAPER BAG



**MULTIPACK
(STICKS)**



**MULTIPACK
(WAFER CUPS)**



**MULTIPACK
(WAFER CONES)**



**MULTIPACK
(MIX)**



WAFFER CUP



60-90 g
130-150 ml



STICK



35-90 g
70-130 ml



STICK (ICE)

 20-100 g
20-100 ml



BOTTLE SHAPE

60 g
60 ml



SUGAR CONE



65-150 g
100-250 ml



MINI CONE



30-70 g
50-110 ml



SANDWICH

 50-100 g
70-220 ml



SANDWICH



40-90 g
70-130 ml



CARTON CUP



90-600 g
170-1000 ml



TRAY



400-1000 g
800-2000 ml




HORECA

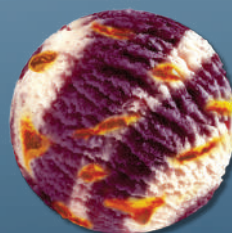


1.25–3 kg
2.5–5 l



FAMILY PACK

 250-1000 g
500-2000 ml



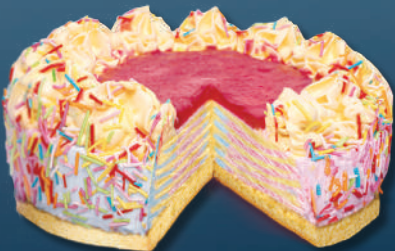
DESSERT



ROLL



CAKE





RUD®



IMPERIUM

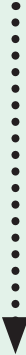




OUR PRODUCTION LINES

.....▶





WAFER CUP OVEN

we have 3 machines, each with a capacity of:

Portions per hour	kg per hour
1 machine - 8400	42
3 together - 25 200	126

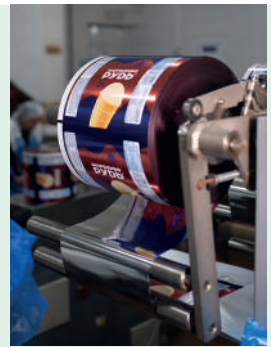


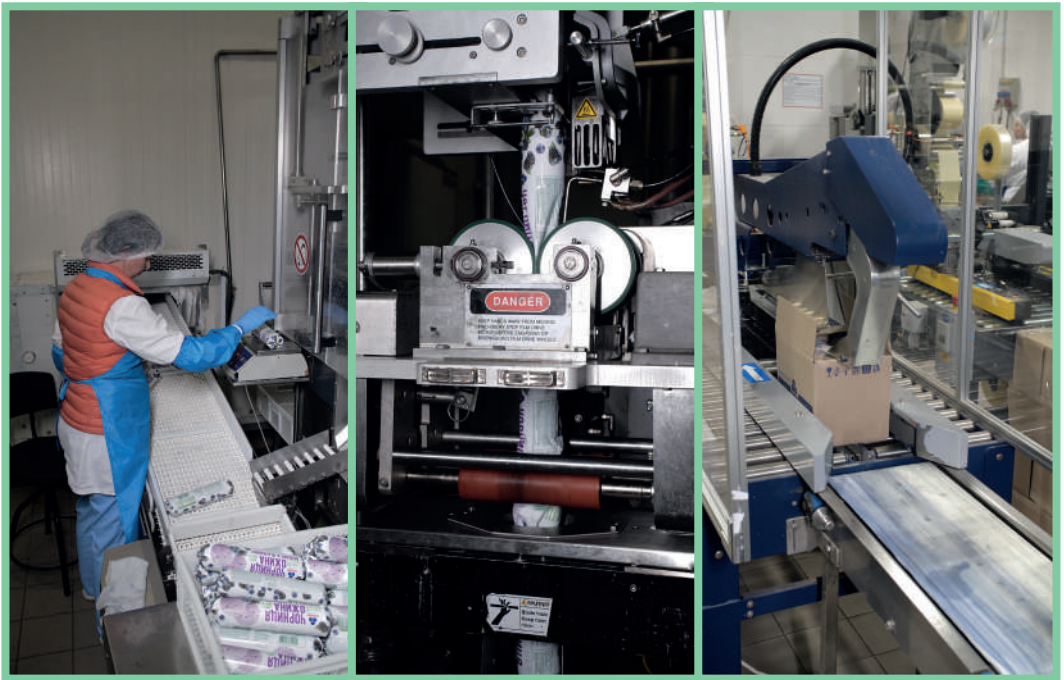




WAFER CUP PRODUCTION

Portions per hour	kg per hour
15000	1200





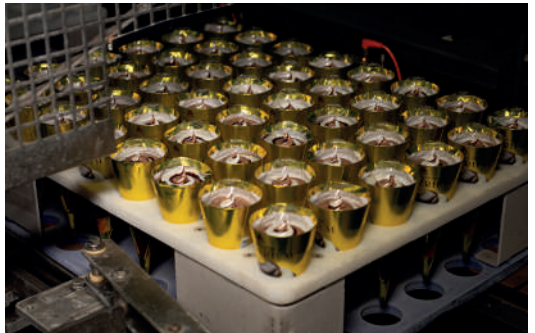


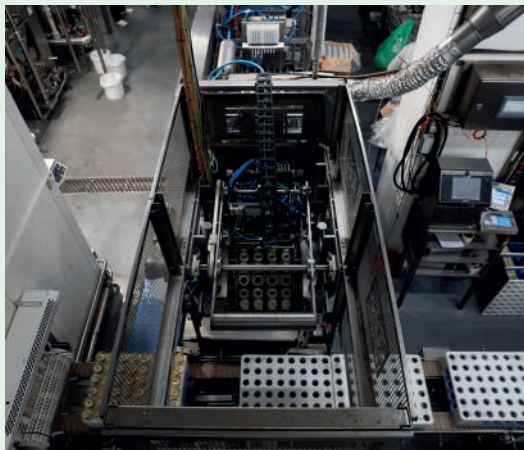
PLASTIC BAG PRODUCTION

we have 2, each with a capacity of:

Portions per hour	kg/hour
2000 (500g)	1000
1000 (1000g)	







CONE PRODUCTION

Portions per hour	kg per hour
9600	1300



INNOVATIVE LOGISTICS COMPLEX



JSC “Zhytomyr Butter Plant” is taking another step in improving efficiency and modernizing production processes by implementing a new automated logistics complex for storing finished products.

This is a modern infrastructural facility created under the latest global standards of product storage at low temperatures:

- 10,000 pallet spaces,
- capacity 8,000,000 kg,
- volume 61,000 m³,
- height 30 m (10-storey building),
- solar power plant with a capacity of 500 kW on the roof.



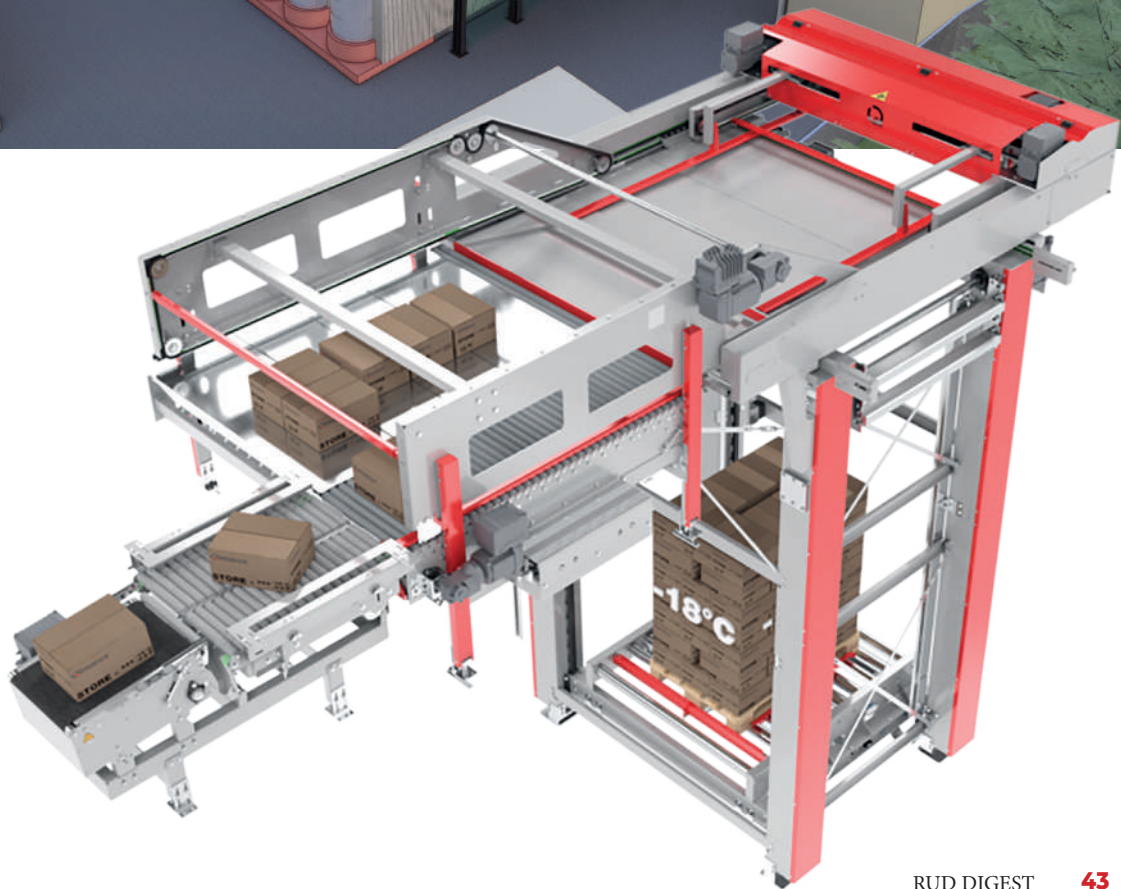


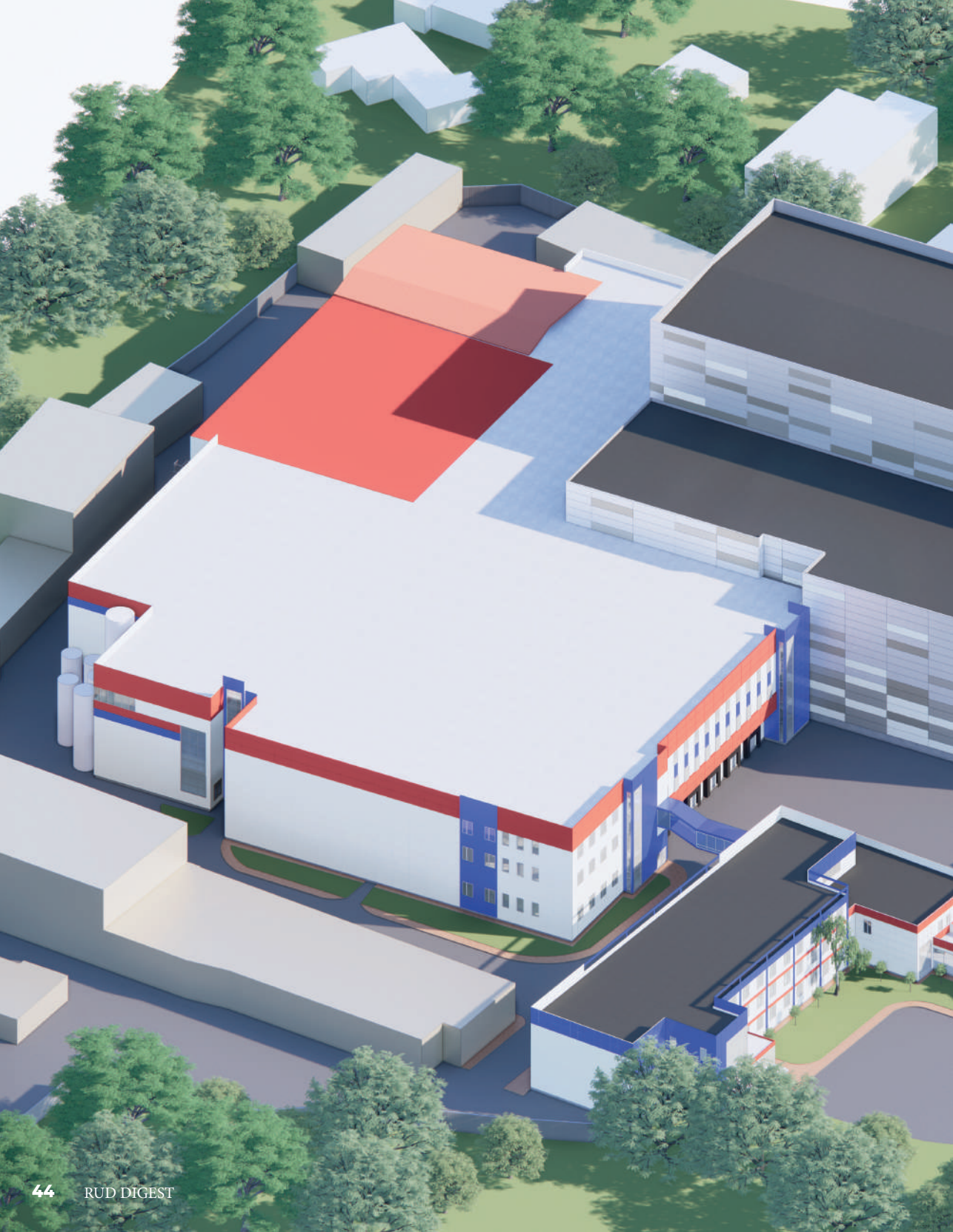
The innovative logistics complex combines advanced technologies in the field of food storage and supply chain management and provides the following services:

- **FULL AUTOMATION OF PROCESSES:**
the use of robotic systems and intelligent algorithms allows for uninterrupted and accurate management of the process of storing, loading, and unloading goods;
- **PRESERVATION OF PRODUCT QUALITY:**
storage temperature regimes are strictly controlled, which allows products to retain freshness and quality for a long time;
- **OPTIMIZATION OF SPACE:**
high efficiency of warehouse space utilization allows for a significant increase in the volume of products in storage;
- **ENVIRONMENTAL FRIENDLINESS AND ENERGY EFFICIENCY:**
due to the introduction of modern cooling systems, energy consumption is significantly reduced, which has a positive impact on the environment and reduces production costs;
- **ROBOTIC PALLETIZING SYSTEM:**
this system will provide fully automated palletizing of products, which, once assembled, will be automatically sent to a new warehouse. This solution reduces the processing time of goods and increases the productivity of logistics operations.



The company “Rud” implements the most advanced technological achievements in the production and storage of products and is ready to ensure a stable supply of ice cream and other goods of the highest quality to any part of the world.







NEW AUTOMATED LOGISTICS COMPLEX

- ▶ **10,000**
pallet spaces
- ▶ **capacity**
8,000,000 kg
- ▶ **volume 61,000 m³**
- ▶ **height 30 m**
(10-storey building)
- ▶ **solar power plant**
with a capacity
of 500 kW
on the roof

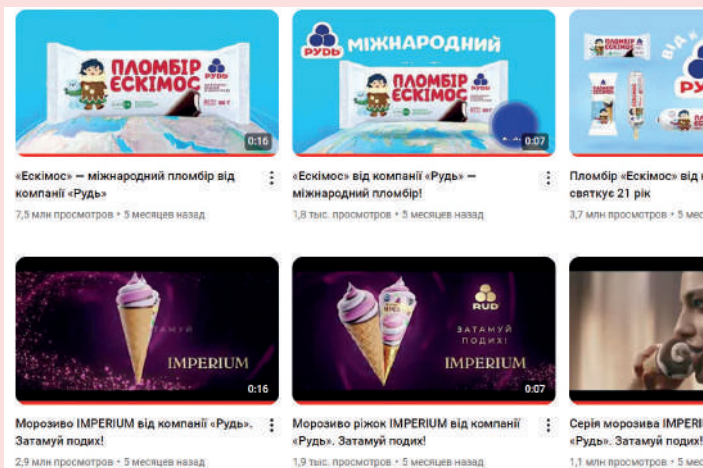
SOCIAL MEDIA

How Rud Company Gets Things Done



We invited **LIUDMYLA YURKIVSKA**, Head of the Marketing and Advertising Department at the company “Rud”, to tell us about the nuances of marketing in social networks.

Social media marketing is an integral part of modern business. That is why the company “Rud” actively uses this marketing trend. Nowadays, when almost every Internet user actively uses social platforms, brand promotion on social media has become essential for successful business development. Social media advertising has become an integral part of digital marketing strategies. With the huge user base of Facebook, Instagram, and TikTok, advertising on these platforms can help businesses reach a huge audience and increase engagement. SMM promotion helps to talk about your product or service to the target audience without limitations. It is a great way to promote products on social media that will help to increase brand awareness and attract new customers. They allow you to talk about products, demonstrate their quality and features, and get feedback from consumers.



How to start social media promotion? What do you need to study before you start developing a social media marketing plan?

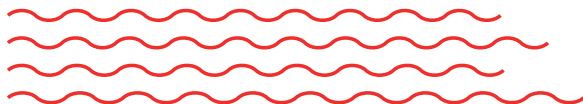
The first thing you need to do is to study your audience and choose the social platforms on which they are most active. Next, you need to set goals and develop a strategy for SMM promotion. Determine your budget and choose the tools that will be most effective in achieving your goals. This can include content creation, launching advertising campaigns, and collaboration with bloggers. You should also consider the possibility of free promotion on social networks, such as the use of hashtags, active interaction with the audience, and participation in challenges, and marathons.

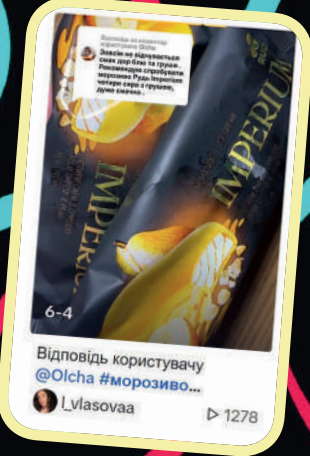


компанії «Рудь»
Пломбір «Ескімос» від компанії «Рудь». Смакові пригоди
4,4 млн. просмотрів • 5 місяців назад



Лінійка морозива IMPERIUM від компанії «Рудь». Затамуй подих!
2 тис. просмотрів • 5 місяців назад





What is an SMM strategy and why is it needed?

An SMM strategy is an action plan for promoting a brand on social media that will help you achieve your goals. It contains a description of the target audience, the choice of a platform for promotion, the definition of key success metrics, and the choice of promotion tools. The SMM strategy includes a content plan, which is a schedule of publications that will help keep the audience engaged and attracted. It is very important to periodically analyze and adjust the SMM strategy so that it meets the goals and objectives of the business and leads to the desired results.

Can you name 10 effective approaches for promoting your business on social media? How can you effectively promote your business using SMM?

Properly developed promotion strategies can help you succeed and make a name for yourself in the market. Here are 10 effective strategies to help you stand out on social media and attract your target audience:



Creating quality content: publish interesting and useful material that will interest users and make them want to subscribe to your page. This is very important for promoting an Instagram store or any other business account.

Interaction with subscribers: respond to comments, conduct polls, and ask questions to engage the audience.

Use of hashtags: properly chosen hashtags will increase the reach of your content, they allow new users to find your profile, which will positively affect the promotion of your business on the Internet.

Advertising campaigns: targeted advertising on social media will help attract more target audiences and customers.

Collaboration with bloggers: working with popular bloggers and opinion leaders will help to expand your audience and increase brand awareness.

Organizing contests and promotions: a great way to stimulate audience engagement and attract new subscribers.

Regular updates: plan and constantly publish new content to keep your audience engaged and interested.

Video content: using video on social media helps to share information not only with your followers but also to organically attract new audiences.

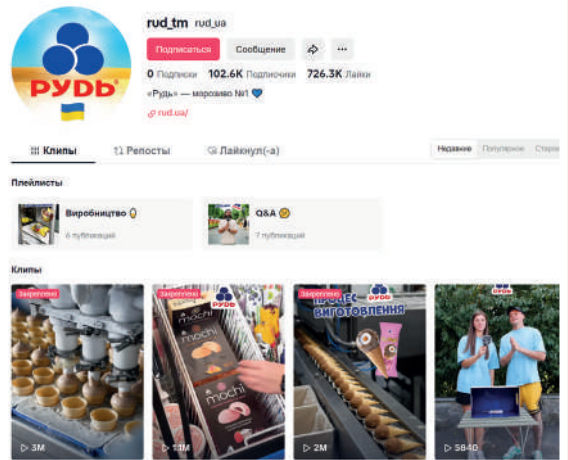
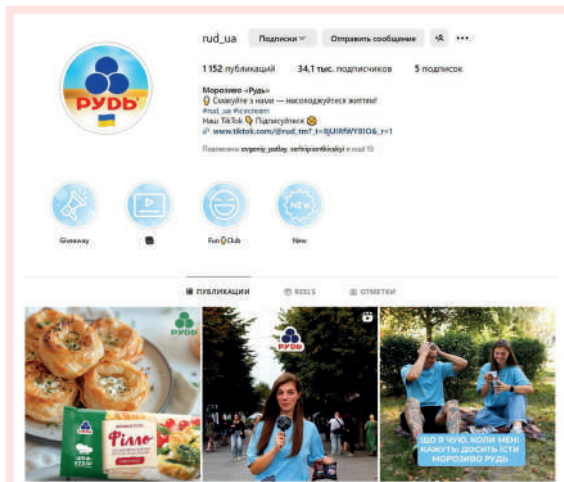
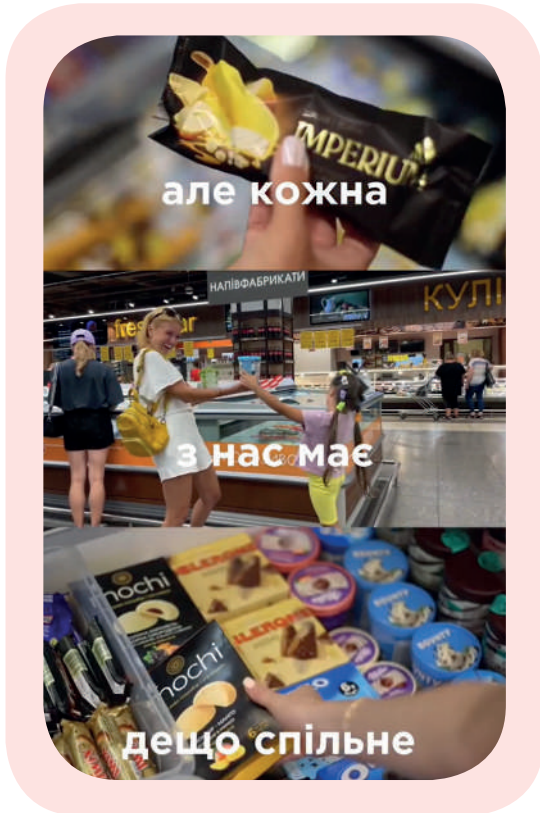
Analyze results: regularly monitor key performance indicators to make necessary adjustments.

Collaboration with other companies: partnerships with other brands can help you attract new subscribers and allow you to expand your audience.



APPLYING THESE APPROACHES HELPS IN:

- Better engagement of the target audience. When ads are targeted to a specific audience, they are more likely to be relevant and interesting to the viewer, which will lead to a much higher level of interaction.
- Cost reduction. With the help of targeted advertising, we avoid overspending the advertising budget on an audience that is unlikely to be interested in a particular product. This allows us to allocate funds more efficiently.
- Increasing brand loyalty. This is facilitated by displaying targeted advertising that is relevant to consumers.
- Better understanding of the potential audience, which allows you to adapt your marketing efforts.
- Better tracking of the effectiveness of advertisements. Using analytics, you can see your weaknesses and optimize your PPC to achieve maximum effectiveness.



The company “Rud” applies the above approaches in its marketing activities, which allowed it to obtain the following results in 2024 across platforms like **Facebook, Instagram, and TikTok:**



Facebook

audience:
more than

6,000,000

users;



Instagram

audience:
over

4,000,000

users;



TikTok

audience:
more than

16,000,000

users.



RUD COMPANY AND FC POLISSIA: Empowering Sports through Partnership

Rud Company is a premium partner of Football Club Polissia. This strategic partnership aims to support both regional and national football while also encouraging youth participation in sports, particularly football. Ukraine is traditionally seen as a football nation, and statistics confirm this: over 2 million Ukrainians are passionate fans of this sport.





**СИЛА
В ЗГРАЇ**



On

August 15, 2023, a significant milestone was reached when the management, players, and coaches of FC Polissia visited JSC “Zhytomyr Butter Plant”. During this event, an official partnership agreement was signed between the Club and Rud Company. As part of this cooperation, both parties discussed future action plans aimed at expanding football infrastructure, attracting young athletes, and promoting a healthy lifestyle.





**СИЛА
В ЗГРАЇ**





Rud strives to use its platform for socially important initiatives. Supporting sports is one such initiative, as it is not only a way to promote the brand recognition, but also a contribution to the health and development of young people. FC Polissia, as one of the leading clubs in Ukraine, also sets ambitious goals, not only on the field but also in terms of social responsibility.

The cooperation between Rud Company and FC Polissia is an important step in strengthening the bond between business and sports. Supporting young people and developing sports is an investment in the future of the country, and this partnership is a vivid example of how corporate social responsibility can influence society. Both parties are looking forward to new projects and initiatives that will contribute to the growth of Ukrainian football and inspire the next generations.



PET ICE CREAM

The company “Rud” launched Ukraine’s first ice cream for animals: a unique trend in the market for pets

The company “Rud” has always kept pace with the times by introducing innovations in its products. Today, we are proud to announce the release of the first ice cream for animals in Ukraine. This is a unique product, which became possible thanks to our team of experts and veterinarians.

MARKET FOR PETS: TRENDS AND ANALYSIS

Pets in the world

The number of pets is increasing every year. According to research, more than 67% of households in the United States have at least one pet. In Europe, this figure is about 38%, and it is steadily rising in Asia as well.

Expenses for pets

Pet care costs are steadily increasing. In the US, according to the American Pet Products Association (APPA), spending reached \$103.6 billion in 2020. In Europe, the pet products market is estimated at over 25 billion euros, while in Asia it exceeds 15 billion dollars.





PECULIARITIES OF THE DIET FOR PETS

Special rations and vitamins

Veterinarians recommend providing pets with a special diet enriched with essential vitamins and minerals. A balanced diet is the key to a healthy and long life for pets.

ICE CREAM FOR ANIMALS FROM THE COMPANY "RUD"

Features of the recipe

Ice cream for animals from the company "Rud" is made using only natural ingredients, with no added sugar, artificial colors and preservatives. Our main features include:

- Natural apple puree and blueberries.
- High content of vitamins and minerals.
- Optimal dosage for different weight categories of animals.





Optimal dosage

The recommended dosage of ice cream depends on the weight of the animal.

For small breeds, 50-100 grams per day is enough, for medium breeds 100-150 grams, and for large breeds up to 200 grams.

Differences from regular ice cream

Regular ice cream is not recommended for animals due to its high content of sugar, lactose, and other ingredients that can be harmful to animals. Ice cream from the company "Rud" is specially designed for safe and healthy consumption by dogs.

Ice cream for dogs differs from regular ice cream not only in flavor but also in its ingredients. The main purpose of this product is to provide animals with a delicious, yet safe and healthy dessert. Its uniqueness lies in several key aspects:

1

SPECIALY SELECTED INGREDIENTS.

Ice cream for animals is made from natural products that meet the needs of the animals. It contains no sugar, chocolate, or dairy products that can be harmful to dogs. Instead, yogurt, fruits, vegetables, and special additives are used to improve the condition of the coat and support joint health.

2

ABSENCE OF HARMFUL INGREDIENTS.

Unlike human ice cream, this dessert contains no preservatives, artificial colors, or flavors. This reduces the risk of allergic reactions and digestive problems.



CHOICE OF FLAVORS: APPLE AND BLUEBERRY

We conducted numerous tastings under the supervision of veterinarians to select the most optimal flavors for dogs. Apple and blueberry were chosen for a reason: they are natural, healthy, and easily digestible ingredients that most animals enjoy.

Benefits of ice cream for animals

In addition to being a delicious dessert, ice cream for dogs has many health benefits:

1

COOLING IN THE HEAT.

In the summer heat, animals, like humans, can suffer from overheating. Ice cream is an excellent way to help your pet cool down and feel relieved.

2

ENRICHMENT OF THE RATIONS.

Natural ingredients in ice cream provide your dog with important vitamins and minerals. For example, yogurt is rich in calcium, and fruits and vegetables are rich in antioxidants and fiber.



THE COMPANY "RUD" CONTINUES TO EXPAND ITS HORIZONS by offering unique products for pets. Ice cream for pets is a new step in the development of the pet food market, which takes into account the needs of our pets and cares about their health.

Welcome to



GULFOOD
MANUFACTURING

Unveiling
The Next Era
of Food
Manufacturing



Leading
The Future
Of Food
Production

International trade fair activities

Today, JSC “Zhytomyr Butter Plant” successfully exports its products to 40 countries of the world and is the largest exporter of ice cream in Ukraine. Exports to Poland, the Czech Republic, Slovakia, Denmark, the United Arab Emirates, Estonia, Bosnia and Herzegovina, Spain, the United Kingdom, Ireland, France, the Netherlands, Lithuania, China, Greece, and Germany are growing dynamically, as well as to Senegal, Côte d’Ivoire, Gabon, Italy, Latvia, Kazakhstan, Kyrgyzstan, Azerbaijan, Armenia, Papua New Guinea, Israel, Moldova, Bulgaria, Iraq, Georgia, Romania, Saudi Arabia, the United States, Australia, Bahrain, Switzerland and other countries. Now, the world is showing a growing interest in Ukrainian products, so we have an opportunity to present “Rud” ice cream on the international market with dignity.



COMPANY "RUD" AT THE INTERNATIONAL EXHIBITION ANUGA

ON OCTOBER 7 - 11, 2023, IN COLOGNE (GERMANY), THE COMPANY "RUD" WAS A PARTICIPANT IN THE LARGEST INTERNATIONAL FOOD EXHIBITION, WHICH EVERY 2 YEARS BECOME AN EFFECTIVE PLATFORM FOR THE MEETING OF WORLD MANUFACTURERS AND PROFESSIONAL BUYERS.



This year, there was an increase in the number of visitors and exhibitors from all over the world, namely, 7850 companies from 118 countries were presented in the exhibition area of 300,000 m². Ukraine was represented by 71 individual and group exhibitors. Among the participants of this exhibition are specialists from the largest companies whose business portfolio includes food products: Amazon, Aeon Co, Aldi, Auchan, Carrefour, Coop, Costco Wholesale, Colruyt Group, Lidl & Kaufland, Metro, Mercadona, Migros, Rewe, Spar and Walmart. Most visitors came from the UK, Italy, the Netherlands, Spain, Turkey, Brazil, China, Japan, South Korea and the USA. The stand of the company "Rud" was visited by representatives of such countries as Poland, Germany, Denmark, Romania, Moldova, France, America, Portugal, Spain, UAE, etc. Participation in the exhibition resulted in meeting new potential partners, including representatives of Brazil, Romania, Slovenia, Saudi Arabia, Germany, Tajikistan, Maldives, Caribbean islands, China, Iraq, Republic of Suriname, Poland, Croatia, Sweden, Cape Verde, etc.

“RUD” ICE CREAM AT THE GULFOOD EXHIBITION IN DUBAI

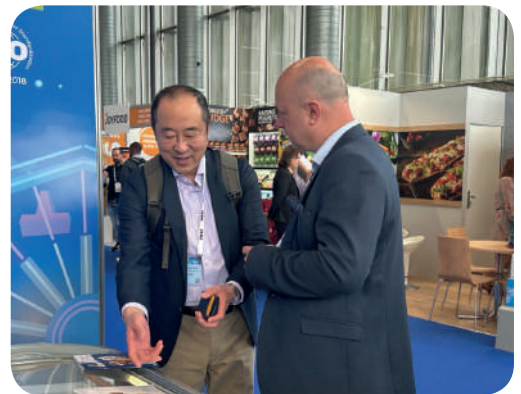
TOGETHER WITH THE GLOBAL FOOD INDUSTRY GIANTS, THE COMPANY “RUD” PRESENTED ITS PRODUCTS AT GULFOOD, THE LARGEST EXHIBITION EVENT IN THE MIDDLE EAST AND AFRICAN REGION, WHICH TOOK PLACE ON FEBRUARY 19-23, 2024 (UNITED ARAB EMIRATES).

Gulfood

Gulfood is the premier meeting place for the global food industry and one of the most influential international food exhibitions in the world, which has been held for a quarter of a century in Dubai, the main trade hub for exports to the Arab markets. This exhibition annually gathers more than 100 thousand visitors from 182 countries, more than 5000 exhibitors, and the total exhibition area is 92 thousand square meters. The participants of the exhibition showed great interest in the products of JSC “Zhytomyr Butter Plant”. The Eastern partners appreciated the novelties, quality, and original flavors of the products made in Ukraine at one of the most modern ice cream production facilities. The company’s experience, adherence to quality standards, modern equipment, and approaches to product development allow us to achieve good results not only in the national but also in foreign markets.







COMPANY “RUD” AT THE INTERNATIONAL EXHIBITION IN AMSTERDAM

ON MAY 28-29, 2024, THE RAI EXHIBITION CENTER IN AMSTERDAM (THE NETHERLANDS) HOSTED THE PLMA WORLD OF PRIVATE LABEL EXHIBITION, WHICH BECAME THE WORLD’S LARGEST EVENT FOR PRIVATE LABELS.



This year, the exhibition was attended by representatives from 115 countries and featured more than 4,000 manufacturers of fresh and frozen food, dry food, and beverages, as well as non-food category products.

The participants of this international event take part in it to hold negotiations, exchange contacts, taste novelties, promote goods in foreign markets, popularize their own brand, etc. The company “Rud” has been a participant in this international event for several years in a row. The stand of the company was visited by many guests and each guest was given due attention. The visitors were pleasantly surprised by the wide range of products that combined different forms, types, and flavors, as well as by the number of our international certificates.

As in the previous year, the visitors paid special attention to ice cream in the form of a briquette, as this type of ice cream is still somewhat unusual for them. Sorbets, fruit ice, sheep’s milk ice cream, classic plombières, and other products were also highly appreciated.



OUR PARTNERS



PARTNERS







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