

*Last food*

**УНИЯ**

**UNIA**

6-th floor, Profsojuznaja str. 84\32, M.V.Keldish Applied Mathematics Institute,  
Russian Academy of Sciences, Moscow 117810, Russia

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## Fax Cover Sheet

DATE: 15th December 1994

TO: RUIS FOOD B.V., NEDERLAND  
FAX No 31 3435 76994

FROM: Mrs.A.Poletaeva  
UNIA, Moscow

RE: Proposal for co-operation

Dear Sirs,

As this proposal is the first business contact with your firm we would like to characterise our venture:

Name: "UNIA", joint-stock company

Year of foundation: 1993

Place of registration: Moscow, Russia

Direction of activities: frozen food selling

Equipment: lowtemperature warehouse of 800 square meters, 20 car loading from 1 to 6 tons with refrigeration units for products delivery to our clients

Total number of clients: near 1200, mostly retail-dealers in and out Moscow

Also we have the network of dealers in Russia

Address of office: "UNIA", 6th floor, Profsojuznaja str., 84\32, M.V.Keldish Applied Mathematics Institute, Russian Academy of Sciences, Moscow, 117810, Russia

Firm "UNIA" sells frozen products and ice-cream. Our assortment includes ice-cream, frozen vegetables, fruits and berries, pizza, "fast food", fish. We also are looking for possibilities for the expansion of our assortment.

We are interested in co-operation with suppliers of this production and would be glad, if you will send us your prices and assortment. We are interested in terms of delivery and payment, and also what help could you give us in developing firm's retail network on your ice-cream and frozen production sale (Firm's freezing equipment, advertising materials).

We will be thankful if you will send us catalogues of your frozen food by express mail.

For further questions you can contact directly under following tel./fax numbers:

Tel. 095 333 74 01

095 333 74 56

095 333 65 45

Fax 095 333 82 88

Yours faithfully,  
UNIA



A.Poletaeva  
import manager

84/32 Profsoyuznaya Str., 6th floor, 117810 Moscow Russia  
Tel.: (095) 333-7401/7456/6545 Fax: (095) 333-8288

## Fax Message

Date: 14 February, 1996

Time: 21:55

To:

From: A. Poletaeva, Mrs.  
Purchasing Manager

Fax:

Dear Sirs:

We are a major Russia's distributor of ice-creams and frozen products, and we are seeking new products and long-term partners. Your company seems to be quite a promising candidate. **Will you please send us by fax/mail the following information:**

- \* price-lists and catalogs for your frozen food product line;
- \* terms and conditions of delivery and payment;
- \* your possible advertising support (brochures, outdoor, point-of-sale, etc.);
- \* other relevant information.

**A glimpse of UNIA.** We are a young and aggressive private Russian company specializing in distribution of a wide range of European ice creams and frozen vegetables, fruits & berries, pizza, dairy products, and "fast food." We have around 1200 clients within and without Moscow, some of them as far afield as the Caucasus and the Volga river.

In the difficult Russian business landscape we have gained a wealth of experience in marketing, promotion, advertising, rouble & hard currency transactions. We analyze a stream of feedbacks from the field and adjust our merchandising practices accordingly.

We plow back most of our earnings. At the moment we have low-temperature warehouses and a fleet of 20 freezer vans. We are setting up a chain of stores in Moscow and Russia. We take pride in having the only door-to-door deliveries of frozen products in Russia. We have an efficient dealer support program and continue to improve on it.

Looking forward to doing business with you.

Yours faithfully,

A. Poletaeva  
Purchasing Manager

*With Compliments*