

**«Kuban-Vino»
Winery**



KUBAN-VINO

2025



Our mission is simple but important things that contribute to the creation of a new, civilized enogastronomic culture in the Russian market based on the most current trends and experience of leading world companies.



Create

product that exceeds expectations



Form

the new level of consumer quality of life



Develop,

keeping the environment clean



Multiply

profit wisely, consciously, cleanly, respecting personal and outside interests and boundaries



The «Kuban-Vino» winery is a full-cycle production: from the seedling to the bottle. The company's three winemaking centers: Chateau Tamagne Oenology center, Center of classical winemaking and Center of industrial winemaking, 99 million. bottles of still and sparkling wines a year, 12,800 hectares of land located on the Taman Peninsula and in the Anapa region. The company's vineyards - the largest in both Krasnodar Region and Russia - today cover 9,453 hectares.

1956



The construction of the wine-making facility in Starotitarovskaya village began on May 25, 1956. The facility mainly received and processed grapes (primary production). In 1962, on its basis was founded Starotitarovskaya wine factory, later reorganized into «Starotitarovskaya» agribusiness

1998

SP Ltd «Kuban-Vino» - the enterprise created on the basis of winery of agribusiness «Starotitarovskaya» and SP «Larga Vin LTD», Republic of Moldova. The new company combines the best traditions of wine-makers of Moldova and Kuban.

2003

Kuban-Vino LLC is part of the largest Russian production and trading holding «Ariant». The enterprise is undergoing extensive reconstruction and modernization of equipment. Winemakers from the French Institut Oenologique de Champagne under the guidance of the renowned oenologist Jerome Barret were invited.

2017

The largest high-tech Russian Nursery of Vine Plants has been opened. «Kuban-Vino» has obtained licenses for the production of wine products with protected geographical indication (PGI) and protected designation of origin (PDO). On November 16, 2017 in the Anapa district, the first stone of the Center for Enological Tourism was laid at the site of the Order-bearing Lenin Agricultural Production Cooperative.

2020



The significant event of the year for wine group «Ariant» was its restructuring into a Group of companies. The structure of GC included: winery «Kuban-Vino», agrofirma «Yuzhnaya», Food Industry Center «Ariant» and agrofirma «Ariant». In the summer of 2020, the company completed the construction of the Chateau Tamagne Oenology Centre - one of the most modern and equipped winemaking centers in Russia



2021

The Kuban-Vino winery celebrated its 65th anniversary, during which it remains a leader in the industry by area of vineyards 9,146 hectares and production volume, which amounted to 64,265 million bottles of wine as a result of the year.

The year was a record crop. The gross harvest of grapes was 83,428 tons, significantly exceeding the regional and national average.

The company exported 550 thousand bottles of wine and opened 9 new foreign markets

2023

The winery has initiated the construction of the Chateau Tamagne student campus in Taman as part of its educational program.

The Agrofirma "Yuzhnaya" emerged as the frontrunner of the Krasnodar Territory's harvest campaign, gathering more than 100,000 tons of grapes.

The company retains leadership in the wine industry, planning expansion in new directions including viticulture, tourism and social education programs.



Applying an integrated approach to production – from our own vineyards and nurseries to modern wineries – allows us to create high-quality wines in large quantities at a reasonable price.



Nursery



Vineyards



Harvesting
and processing



Bottling
and packing



Product on the shelf /
on the menu

The concept of «Kuban-Vino»



Development of own vineyards.



Contribution to each employee of the company: both in the young specialist, and in the one who goes hand in hand with us for many years.



Creating a quality, affordable wine that fits any occasion and taste.



Synergy of modern equipment and skills of experienced winemakers.



Creation and development of Centers of enogastronomic tourism.



Introducing of the company's brands to the world and promoting a culture of wine consumption in Russia.

FACILITIES OF THE KUBAN-VINO

Vineyards	Area, ha	Vineyards	Area, ha
1. GOLUBAYA BUKHTA	906	7. YUZHNYAYA	878
2. ZALIV	841	9. ANAPSKOYE	1 598
3. KUBAN	834	10. PRIMORSKOYE	859
4. PROGRESS	792	11. FONTAL	696
5. CHERNOMORETS	1 234		
6. YANTAR	815		

TOTAL AREA: 9 453 ha



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THE WINERY VITICULTURE



VITIFICATION CENTER

Science-intensive complex for the development of grape genotyping



GRAPE NURSERY

Production capacity of

3 million seedlings

5 million grafts per year



TECHNOPARK

Maintenance more than

450 un. agricultural machinery



PLANT PROTECTION CENTER

Storage and creation of plant protection products. Maintenance of

10 thousand hectares of land



Château TAMAGNE



People, innovation and the spirit of the region

Chateau Tamagne is the cornerstone brand of Kuban-Vino, established in 2005. It offers a wide range of wines, which reflects the brand philosophy – the symbiosis of modern technologies and the spirit of the region. Chateau Tamagne wines can be light and stylish, rich and complex, bold and original.

ВЫСОКИЙ БЕРЕГ



Authenticity of nature and the embodiment of nobility

Vysokiy Bereg (Tall Sea Cliff) was created in the summer of 2017 and named after the location of the vineyards. It's a brand about harmony with the southern heat, about time, about people and belonging, about terroir and creativity. Its range includes wines made from European grape varieties

ARISTOV



Truth is not in wine, truth is in life

The ARISTOV brand was founded in 2016. People who like Aristov are active, energetic, interested in wine and its diversity, eager to experiment and enjoy each day to the fullest. Wine is more than a drink and Aristov is more than wine. The art of enjoying life expressed in healthy hedonism is the basis of its philosophy.

KUBAN-VINO



Modern history meets Russian winemaking traditions

Kuban-Vino brand was established in 1956, making it the first brand of the winery. These wines need no introduction, for they are a frequent guest at every celebration. Their wide range, rich flavour and aroma, as well as their affordable prices, encapsulate the great bond between generations..



Using an integrated approach allows creating a wide variety of products:



KUBAN-VINO WINERY IN RUSSIAN AND INTERNATIONAL COMPETITIONS



NUMEROUS AWARDS

998 awards in the company's treasury for 2025 confirm the winery's recognition and potential for growth



PRESTIGIOUS STATUS

Affirmation of Kuban-Vino's status at domestic and international exhibitions



ACKNOWLEDGEMENT BY EXPERTS

High international ratings underscore the winery's success and the quality of its products



MAGNITUDE AND QUALITY

Regardless of its size, all Kuban-Vino wines are high-quality, intriguing, unique, and have been appraised by independent global experts



"Vinnaya Karta Open"



AWC
VIENNA
INTERNATIONAL WINE CHALLENGE



Decanter



MUNDUS vini®
DER GROSSE INTERNATIONALE WEINPREIS





GEOGRAPHY OF SALES RUSSIAN FEDERATION AND INTERNATIONAL MARKETS

Distribution channels



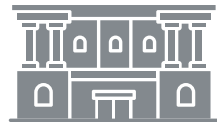
Retail chains and shops



Hospitality industry
(hotels, restaurants, cafés)



Wine shops and specialised stores



Cultural, entertainment
and leisure facilities



Airports, railway stations
and seaports



On-board catering and restaurant train cars



Private and corporate clients



«Kuban-Vino» actively develops a chain of branded wineries in modern formats.

BRANDED STORES

14 stores located in the Krasnodar Territory:

- Chateau Tamagne Wine Club
- Wine cellar
- GastroMall Shopping Centre (Villa Aristov)

GLOBAL MISSION of the retail chain - development of enogastronomic culture in the country and transformation of the image of Russian wine into a cultural brand.

The «Kuban-Vino» wine shop is a completely new format for interaction with customers - a unique space combining shopping, tasting and presentation rooms.





99 908 304
bottles of wine

Produced in 2024. Still wine capacity – 104.8 million bottles per year. Sparkling wine capacity - 65 million bottles per year.

110 870 451
bottles of wine

sold by checks in 2024:
Retail 102 022 594 pcs.
HoReCa 8,847,857 pcs.

421 bottles of wine
produced by
«Kuban-Vino» winery

are sold in Russia every minute

SKU

SKU 467

177 SKU in the main product range of the company + 290 SKU produced for partners to order

72% market share
by number
distribution

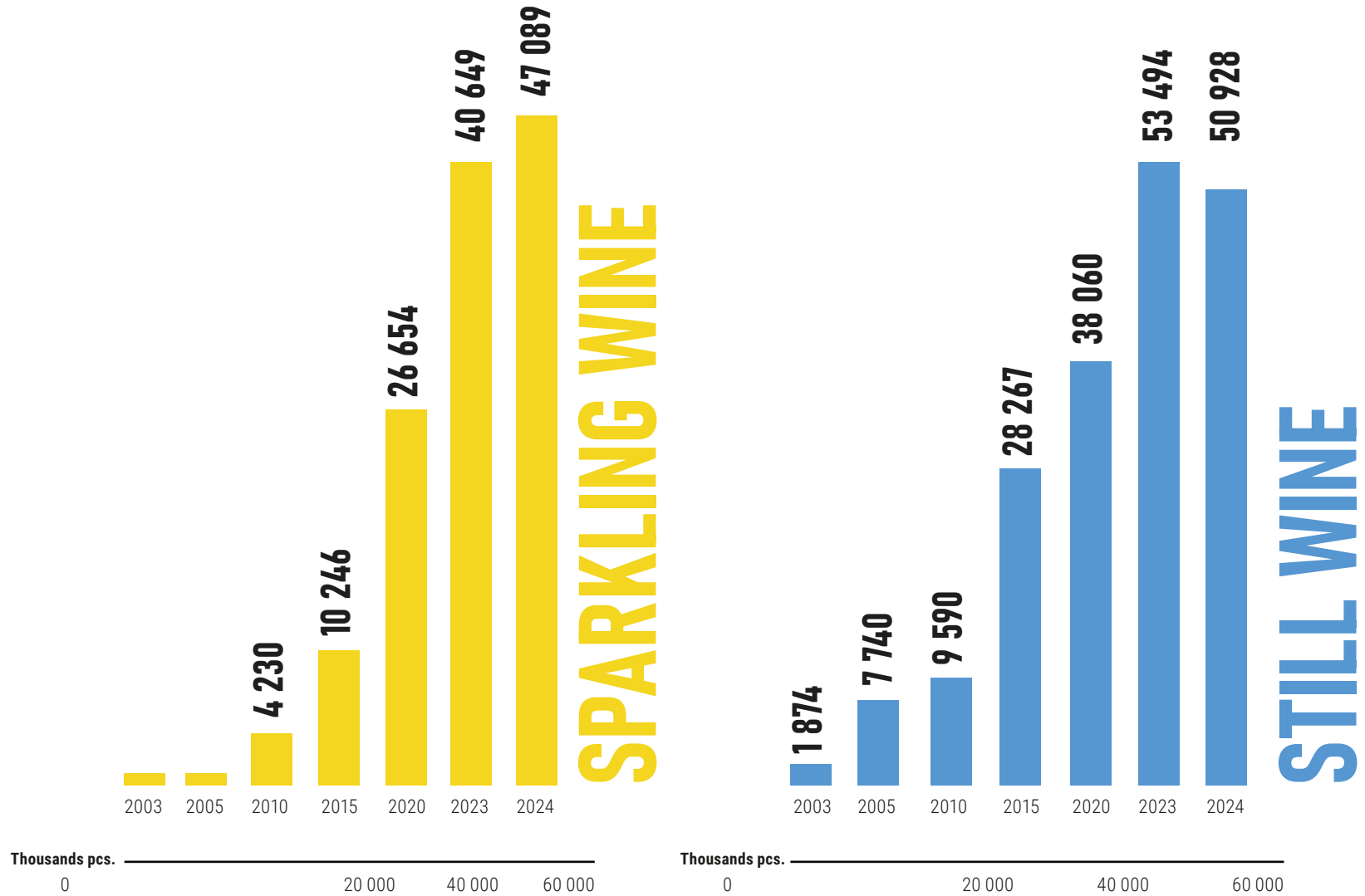
Active customer base –
199,426 stores: Retail 73%,
HoReCa 58%

9,3% Share of sales
in Russia

Retail 8,9%
HoReCa 18,4%



SALES DEVELOPMENT DYNAMICS BY PRODUCT TYPE





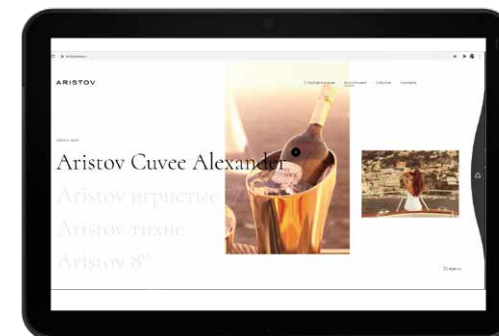
Sales volume by brand, thousand bottles / share, %

	2003	2005	2010	2015	2020	2023	2024
							
CHATEAU TAMAGNE	0%	0%	1 565 11%	9 104 24%	22 488 35%	47 065 50%	57 227 58%
ARISTOV	0%	0%	0%	0%	2 591 4%	3 188 3%	3 636 4%
ВЫСОКИЙ БЕРЕГ	0%	0%	0%	0%	752 1%	1 767 2%	2 611 3%
 КУБАНЬ-ВИНО	1 874 100%	7 740 100%	10 327 75%	26 284 68%	29 629 46%	38 295 41%	31 525 32%
PRIVATE LABEL	0%	0%	1 928 14%	3 125 8%	9 254 14%	3 828 4%	3 018 3%
TOTAL:	1 874 100%	7 740 100%	13 820 100%	38 513 100%	64 714 100%	94 143 100%	98 017 100%



To promote the company and its image as well as to stimulate sales, "Kuban-Vino" uses various marketing tools:

- ◇ PR
- ◇ Brand-management
- ◇ Trade-marketing
- ◇ Event-marketing
- ◇ Digital-promotion
- ◇ Outdoor-advertisement
- ◇ Influence-marketing



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PR AND PROMOTION



IN 2024 YEAR

5000 +

Mentions of the company in media

100 +

Comments from the company representatives

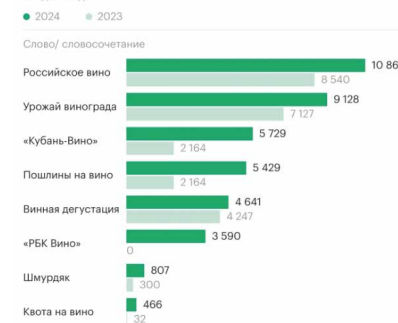
50 +

Official press-releases



Топ-8 винных слов 2024 года в СМИ по версии системы «Медиагология»

Количество сообщений в российских СМИ с 1 января по 9 декабря каждого года



Источник: данные системы «Медиагология»

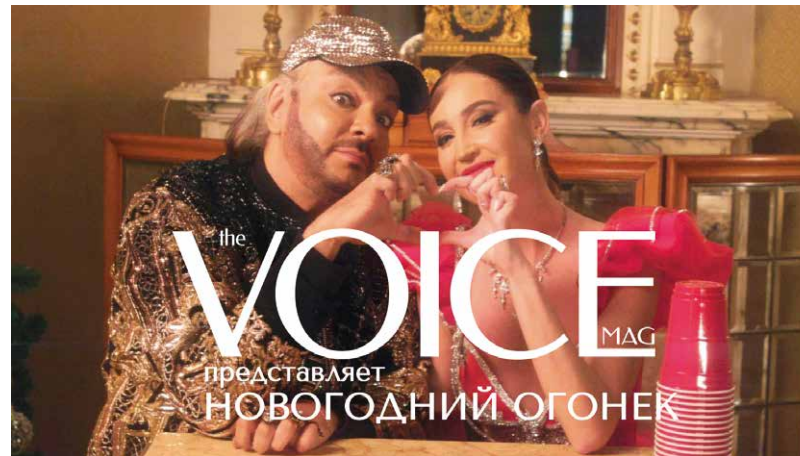
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SPECIAL FEATURE OF THE YEAR - ANTI-CRISIS PR



The best collaborations of 2024

- ◇ Aristov & Tabris
- ◇ Concept store AKIN TO LOVE
- ◇ Young wine with bloggers: Minogarova Maria (1.1 million followers), Ovechkin Nikolay (93 thousands followers), Sukhov Sergei (699 thousands followers)
- ◇ Integration into the new year's film VOICE
- ◇ Online-competitions with retail chains: Degrees, Aura of Bohemia, Ladoga and many others





Throughout the year, “Kuban-Vino” and Agrofirma “Yuzhnaya” hosted educational tours and internship programs for students from various institutions as part of career guidance.

In 2024, the number of interns was about 150 people from 19 educational institutions in the country. All activities were accompanied by PR exposure.

In 2024, a project was implemented to build a student campus on the territory of the Oenology Centre “Chateau Tamagne”.

2025

23 – number of educational institutions

193 – number of interns in «Kuban-Vino»

138 – number of interns in «Yuzhnaya»



Discover how
the internship went





Thanks to the scope of operations, successful projects, and trust from wine experts, a special project offering various services for individual and corporate clients was established. We are confident that a personalised approach and a wide range of solutions will be an effective tool for meeting the demand of any client.

- ◇ Tailor-made wine design and packaging
- ◇ Wine selection services for business and corporate events, as well as special occasions
- ◇ Organisation of events and wine tours
- ◇ Organisation of roadshows and events
- ◇ Partnerships at events



Learn more

DEVELOPMENT OF ENOTOURISM ENOLOGY CENTER CHATEAU TAMAGNE



ESTABLISHING CULTURE

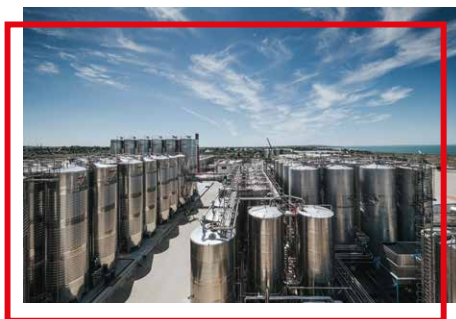
of wine consumption, highlighting its capacity to deliver enjoyment and balance

CHATEAU TAMAGNE

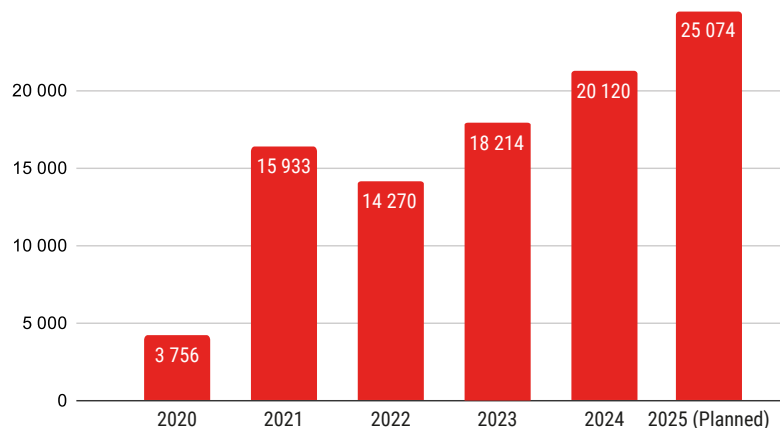
captures the spiritual strength of a genuine location in harmony with advanced winemaking methods

DIVERSE INFRASTRUCTURE

facilitates a variety of events: tours, tastings, business meetings, culinary evenings, and workshops



Quantity of visitors: 2020—2025



Immersion
in the wine art



Modern
infrastructure



Innovative
technologies



Authentic area



Promotion of wine
drinking culture



Go on tour

DEVELOPMENT OF OENOTOURISM TASTING COMPLEX



The Enology Center's new area is a spot to relish new wine offerings and cherished classics in the ambiance of contemporary enogastronomy culture.



2 modern tasting rooms with a total capacity of 120 people



Well-equipped children's room



Special inclusive equipment

◇ Format diversity

- Development of new unique educational and entertaining tasting programs

Scaling

- ◇ • Up to 20 groups per month (up to 500 people)
- One-time accommodation for groups from 2 to more than 50 people

New capabilities

- ◇ • Conducting large scale industry and image events

Corporate direction

- ◇ • Expansion of corporate services and package offers for business





- ◇ The Enological Tourism Center is a new expansive renovation project
- ◇ Founded in 2020 in the Vinogradny settlement, Krasnodar Territory
- ◇ Goal: to foster tourism and development of the Anapa region
- ◇ Key focus areas: viticulture, enology, brewing, gastronomy, tourism

Infrastructure facilities:

- ◇ **WINE SHOP**
More than 160 SKU of own production alcoholic products
- ◇ **RESTOBAR**
Functional zoning and authorial fastfood from chef
- ◇ **BREWERY**
Craft beer according to the author's recipes. Capacity - 220 thousand liters per year
- ◇ **OLYMPUS SPORTS STADIUM**
Multifunctional sports complex for municipal, regional and national competitions





1

- Retooling of agricultural machinery.
- Increase of the area of vineyards to 10,500 ha.
- Active development of own scientific projects in the fields of viticulture and viticulture.

2

- Increase of fermentation and storage capacity to 100,000 tons of grapes per year at the Chateau Tamagne Wine Oenology Center.
- Increase of production capacity of sparkling wines to 65 million. Bottles of sparkling wine per year at the Center for Industrial Winemaking: renewal of the acratophores and modernization of the fast isobar line.

3

- Production of 100 million bottles of wine a year from its own grapes.

4

- Strengthening leadership positions in the Russian market across all sales channels.
- Expansion of export geography to 20 countries.

5

- Promotion of the development of the oenotourist sector in Russia.





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