

**PICKKAR<sup>TM</sup>**

CONFECTIONARY & SNACKS COMPANY:  
LLC INVERT

**Presentation**

## International events with Ukrkondprom:

1

Trade mission "Sweet Trade Ukraine-Middle East 2" in Dubai as part of the Gulfood 2020 exhibition (the trade mission was organized with funding from the FAO and the EU under the EU4Business initiative and with the support of the European Bank for Reconstruction and Development (EBRD))

2

GlZ project in cooperation with Sequa gGmbH. Collective stand at the ISM trade fair in Cologne (January 28-31, 2024)

## Export countries:



USA



BULGARIA



ISRAEL



LITHUANIA



POLAND



LATVIA



ROMANIA



ESTONIA



IRAQ

# LLC INVERT

Invert LLC is a Ukrainian confectionery company that produces a variety of biscuits under the Pichkar brand. Today, the company has 2 plants equipped with 7 production lines on a total area of 13,000 m<sup>2</sup> located in Poltava and Dykanka. It also employs more than 250 people.

**25 years of  
experience.  
Today:**

**2** FACTORIES    **7** PRODUCTION LINES

**13000** **250** EMPLOYEES  
M<sup>2</sup> TOTAL AREA

**Poltava, Ukraine**



1999

## Founding the company

It was in 1999 that the Invert company, founded by Larysa Pichkar, started its operations in the village of Dykanka. It was the director's dream to create delicious confectionery products that would bring aesthetic and taste pleasure. Her family supported her dream and helped her develop.

# Stages of history

TM Pichkar is a new breath of the company, a new modern format with preserved traditions of quality and taste.

# PICHKAR

2001

## Growth & exports

Our company is primarily a family business, so we are ready to take responsibility for quality with our own name. Previously, we used the Liro brand for export trade, and the Dykanske brand, which appeared in 2001, for trade in Ukraine.

ДІКАНСЬКЕ™



2019

## New factory

In 2019, a new modern factory was opened in Poltava, which includes the company's headquarters, production lines for crackers and long biscuits, as well as a logistics hub.

2019

## New brand

We began to consider a single TM for the whole world to be known and understood everywhere. That's how we came up with the idea to create the Pichkar TM. That's why Pichkar is not only an association with a baker in Ukraine (because a "baker" is a person who bakes products in an oven, including confectionery), but also the name of our director. The desire to tell about the quality of the products and popularize them under one brand led to the need for rebranding and the creation of a new TM "Pichkar" in 2019, which will associate the products with the name of the company's CEO and founder, Pichkar Larysa Ivanivna.

# 63 Confectionery Products 115 SKU

Today, the company produces about 70 products with more than 130 SKU. We divide our products into 7 categories:

## Sugar biscuits

## Marshmallow

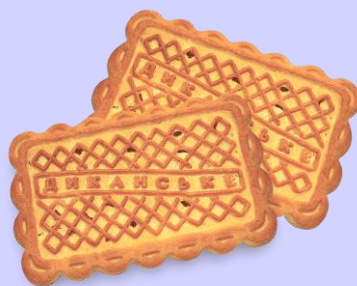
COMBINED COOKIES DECORATED WITH MARSHMALLOWS OR CONFECTIONERY MASS.

## Marmalade

COMBINED COOKIES DECORATED WITH MARMALADE, TOFFEE OR OTHER CONFECTIONERY MASS.

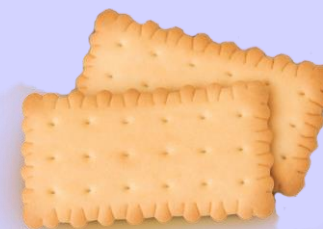
## Packaged

A TYPE OF BISCUIT IN COLORED PACKAGING.



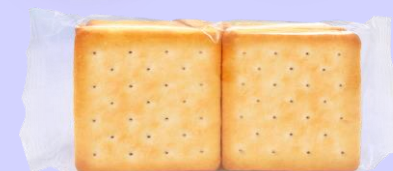
# 7 Snacks Products 15 SKU

## Long-lasting biscuits



## Cracker

A SALTY OR SWEET CRACKER.



## Glazed and sandwich cookies

COOKIES DECORATED WITH CONFECTIONERY GLAZE AND COOKIES IN THE FORM OF A SANDWICH.



Sugar biscuits are the most common and popular type of biscuits in Ukraine. Its low price and decent consumer qualities (taste, appearance) make it extremely attractive. The marshmallow and marmalade group is the hallmark of our company, which not only has high taste but also looks very attractive and atypical of ordinary biscuits. The opening of the new factory has expanded our capabilities in the production of healthier long-lasting biscuits, and we, in turn, try to combine them in an interesting way, creating "long-lasting sandwiches".





## Palm oil free

REPLACED IT WITH HIGH-OLEIC SUNFLOWER OIL, WHICH IS SIMILAR IN COMPOSITION TO OLIVE OIL.



## Vegan\*

MADE WITHOUT ANIMAL FATS, MILK AND EGGS.



## Sugar free

MADE ON STEVIA  
MADE ON FRUCTOSE.



## Pectine agar-agar

MANY OF OUR COOKIES CONTAIN UNIQUE INGREDIENTS SUCH AS PECTIN, AGAR-AGAR, NATURAL EGG WHITES AND APPLE SAUCE.

Our wide range of products allows us to meet a variety of needs and offer unique solutions to satisfy both consumers and our partners.

We follow modern trends, take into account changes and strive to provide healthy products to consumers. The company has sugar-free, vegan, palm oil-free, pectin-based, and agar-agar products.

We prefer natural ingredients and do not use preservatives to extend the shelf life of our biscuits. The needs and requirements of consumers, high and stable quality are the priority basis of all Invert's activities.

To achieve this goal, our company has implemented an integrated quality and food safety management system in accordance with the requirements of ISO 9001 and ISO 22000 standards.



# Packaging options:

## Weight products in a box



WITHOUT ADDITIONAL  
PACKAGING



ROLL X-FLOW



FLOWPACK



CORRUGATED BOX

**FINAL BOX  
CONTAINER:**

OR



EURO BOX

## Colored packaged



PACKAGE



FLOWPACK



X-FLOW



COREX

Invert has a variety of packaging solutions. We divide packaging into two types: colored packaged products and weight products in a box. For the latter, we pack the products in flow packs and simply in bulk in corrugated boxes or euro boxes, at the choice of the partners. Other solutions include pouch, corrugated, x-flow, flowpack and rolls, which allows you to choose the best solution for your business.

# Advantages to cooperate with us:

## Unique combinations and products

Collaborate with a progressive company that is constantly evolving, creating unique and sought-after products. Always in search of special shapes and combinations that create unique products. Marshmallow with cookies or marmalade - who else but us?

## Quality and Standards

High quality standards of our products guarantee reliability and compliance with international requirements. Control at all stages of production ensures stability and trust from partners.

## Flexible and wide possibilities

Our broad product portfolio, flexible terms of cooperation, and diverse packaging options guarantee an individual approach to the needs of each partner. Thanks to this, we help businesses quickly adapt to market changes and implement effective solutions.




On the company's official website, you can familiarize yourself with the full range of products and study their appearance. And for communication and answers to all your questions, contact information is provided.

## Contact information:

### HEADQUARTERS AND PRODUCTION FACILITIES:

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**Thank you for  
your attention!**

**PICKKAR™**