

Manifesto

of the Russian Independent Brewing Business

High degree of freedom

We are independent entrepreneurs and free from bonds and ties of the concerns.

High degree of freedom

Taking into account the market characterized by concentration and globalization, we keep our independence and can do everything as we deem appropriate and important. We are not under obligations to both transnational companies and exchanges, so we are able to comply with our long term cooperation partners' demand through hard times. Maintaining of stable partnership links is more important than prompt earnings and short-term profitable deals.

As independent brewers, we bear up principles of personal and responsible style of business dealing, focused on long-term perspective. We can afford it.

Inimitable diversity

We offer inimitable range of choices typical for certain regions.

Inimitable diversity

We support traditional art of brewing and great variety of regional beer brands. Over 300 our beer brands of high quality make our beer market interesting and inimitable. We focus on independent consumers, appreciating original products.

Russian and foreign experts and beer "lovers" are admiring the quality of our regional beer brands with its unique taste. So we live and protect beer culture of our small motherland and will continue to do it.

Personal responsibility

As employers and companies training and creating conditions for young personnel development, we bear long-term responsibility.

Personal responsibility

As regional companies, we are responsible for our motherland and take care of our citizens. We communicate with our colleagues, partners, suppliers and clients on equal terms. Direct personal relations, sincere and respectable communication is pretty much a given. We count on formed congeniality towards our clients and partners and take advantages of a short cut. So, we contribute to keeping the regional economy afloat.

The highest quality

We use the best raw materials for brewing.

The highest quality

We think that beer market doesn't stand in need of common and replaced mass products. We focus on various brands with its peculiarities. We are authentic brewers and can be identified by our beer.

Day after day we make everything to meet the requirements that we place on ourselves: to brew regional beer of the highest quality.

Quality environment

We make every effort for environmental friendliness.

Мы делаем все для рачительного обращения с нашими естественными ресурсами.

Ecologically balanced environment

Raw materials for our beer are of natural origin. We can use only high quality raw materials and pure water for brewing. So, we place a high priority on taking good care of our environment.

True traditions

We devote ourselves to our craft with all the fervor.

True traditions

With great enthusiasm, transferring from generation to generation, we are competing for saving of traditional brewing art and diversity of brands, peculiar for certain regions. Besides, we defer to new ideas and move with the times. We need modern beer brands on a traditional base. So, we are able to keep a true regional brewing art and a genuine pattern of life.

Real touch with small motherland

We provide employment opportunities and promote a good regional structure of economics.

Real touch with small motherland

We know our origins and take the responsibility for our motherland. We identify our interests with viewpoints of our citizens, companies, partners, associations.

Having strong market power, we contribute to functioning of the regional structure of economics with high profitability and well-established enterprises.

