



**GLOBAL BUSINESS BROCHURE**

 **ORION®**

Pie



Choco Boy  
& Safari



# CONTENTS

## **ABOUT ORION**

Manufacturing in Russia and globally

## **FOOD SAFETY**

Our factories in Russia and certification

## **BRANDS**

Choco Pie / Fresh Pie / Choco Boy / Safari / Goute / Mr. Bagetti / Crack IT / Jelly Boy / Chocochip Soft

## **LIST OF PRODUCTS**

### *Biscuit*



### *Jelly Boy*



# ORION WORLDWIDE



## GLOBAL MARKET EXPANSION

Since its inception in 1956, Orion has been a leader in the confectionery industry for almost 70 years, not only in South Korea but also internationally. The superior quality and unique taste of our products result from our credo "cooking with the utmost honesty and transparency". We are currently laying the groundwork to become a global company, producing not only confectionery but also other food products, while maintaining our commitment to sincerity and transparency. At Orion, the production and sale of high-quality products are based on our honest philosophy and time-tested traditions.



Revenue: **2.2 billion**



**12,000** employees



**15** factories in **5** countries



Over **60** brands



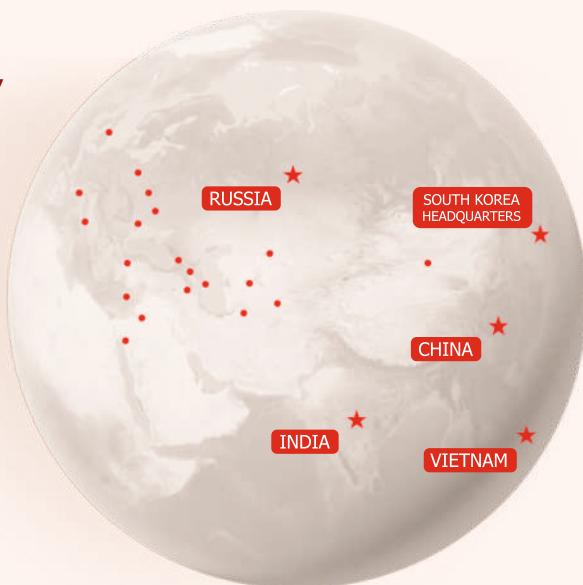
Exporting to over **70 countries**

*\* Based on the consolidated financial statements of Orion Holdings and Orion Corporation (post-sale)*

# PRODUCTION IN RUSSIA

The globally renowned **Choco Pie**, introduced by **Orion in South Korea in 1974**, has been a favorite among residents of Russia's Far East since 1993. In 1996, the company opened an office in Moscow, allowing residents of the capital and the entire western part of Russia to buy the popular cake for the first time. **In 2003**, the official representative office **Orion Russia was opened**. In **2007**, just a year after opening its first factory in Tver, the company began **exporting products to CIS countries and Europe**. Orion's sweets gained significant popularity among consumers, leading to the **opening of a factory in Novosibirsk in 2008** to supply not only the entire **eastern part of Russia but also Central Asia and the Middle East**.

**Orion Russia exports** products to Kazakhstan, Mongolia, Armenia, Azerbaijan, Uzbekistan, Georgia, Iraq, Belarus, England, Tajikistan, Kyrgyzstan, Moldova, etc.



★ - Orion offices

● - export destinations



**515** employees



**2** factories



Over **15** brands



Exporting to over **24 countries**

# PRODUCTION IN RUSSIA

## Orion's new factory in Tver

The new factory in Tver, established in April 2022, has allowed Orion to expand its presence in **Europe, Central Asia, and the Middle East.**



## Orion's factory in Novosibirsk

The factory's location enables the company to supply products to the entire Eastern part of Russia and Central Asian countries.



## Reputation for producing high-quality and safe food products

Our production meets safety and quality control requirements for food products, as confirmed by the international **ISO 22000:2005** standard certification.



# CERTIFICATION

High-quality products are a fundamental aspect of our company's existence. This is why we adhere to a Quality Management System (QMS) in our production process and rigorously ensure safety, as evidenced by our certifications.



The special "GMO-Free" label is part of a voluntary ecological certification system that guarantees the absence of genetically modified organisms. All our products are tested annually for GMOs, ensuring their high quality and safety for consumers.

**We guarantee the absence of trans fats** in our products, demonstrating our commitment to quality and safety. Our **beef gelatin** is **Halal** certified. We cater to our customers' needs by using beef gelatin in Choco Pie for Muslim countries.



# ORION® Choco·Pie



With its original unparalleled taste, **Choco Pie Original** has been people's delight for over 40 years! The classic combination of chocolate glaze, airy filling, and soft sponge cake creates a unique time-tested flavor.

- Soft sponge cake and chocolate glaze
- Fluffy soufflé

CP Original is available in packs of 12, 6, or even 4 cakes, to meet every consumer's needs. Whether it's a family gathering or a cozy evening for two, a fun outing with friends or a snack break for yourself — Choco Pie Original is perfect for any occasion!

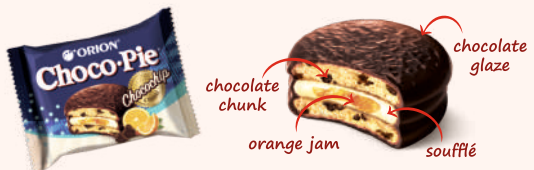


We pay special attention to every customer. This is why we use beef gelatin for Choco Pie in Muslim countries.



**Choco Pie Choco Chip** with an **orange flavor and natural chocolate chunk** is produced using a unique technology. Its unusual texture unfolds in a balanced combination of solid chocolate, airy sponge cake, delicate soufflé, and juicy orange.

- Natural chocolate chunk
- A rich jam made from oranges, syrups, and candied oranges.





# ORION® Choco·Pie

**Choco Pie Dark** contains **70% more cocoa** than the classic Choco Pie due to the addition of cocoa to the sponge cake, giving the product a richer chocolate flavor. The refined bitterness of cocoa blends with the sweetness of the chocolate-flavored soft soufflé.



- Contains 70% more cocoa



Premium **Choco Pie Dark Caramel** with **genuine chewy caramel filling** made from natural ingredients by Orion exclusively. Our Choco Pie Dark Caramel is as good as any top-class restaurant dessert.

- Natural caramel filling
- Contains 70% more cocoa



**Choco Pie Vienna Cake** is a chocolate sponge cake with a delicate soufflé and a finger-licking **apricot filling**. This delightful combo is made in the best traditions of the legendary Viennese dessert.



- Contains 70% more cocoa
- Juicy apricot filling

# ORION® Choco·Pie

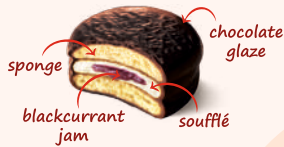
## JAM

A new delicious Choco Pie range, based on our unique technology — cakes filled with jam. The berry and fruit jam in the delicate soufflé layer adds a bit of sour to offset the soufflé sweetness. Taste the juicy berries and tropical fruits!



- Luscious black currant jam

**Choco Pie Blackcurrant** — exclusive filling of blackcurrant jam in a delicate soufflé. The blend of fluffy sponge, chocolate, soufflé, and the traditional blackcurrant jam makes this cake extremely appealing to any customer.



**Choco Pie Mango** — ultimate juiciness of summer! The addition of a new fruit jam brings an exotic twist to the traditional cake flavor. You cannot resist the combination of tropical fruit, soufflé, fluffy sponge, and chocolate.



- Tropical mango flavor

**Choco Pie Raspberry** — the perfect blend of ingredients: chocolate to energize the body, milk to provide calcium, and, finally, raspberry jam to bring back childhood memories.



- Raspberry jam



The unique texture of **Choco Pie Cherry** unfolds in the blend of solid chocolate, fluffy sponge, delicate soufflé, and luscious berry filling.



- Cherry jam

# ORION® Choco·Pie

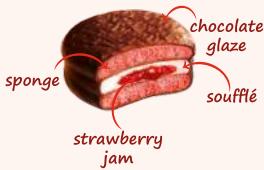


**Choco Pie** with a tropical **coconut** flavor is a balanced blend of chocolate, fluffy sponge, coconut flakes, soufflé, and an amazingly soft coconut filling, giving the product an unmistakably unique taste that is impossible to forget.



- Delicate coconut filling

**Choco Pie with strawberry jam** and biscuit will bring back memories of cheerful summer days in the sun. The one and only Choco Pie with the berry-flavored sponge. Combined with a delicate soufflé and jam, it is sure to impress everyone.



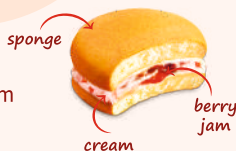
- Strawberry jam
- Berry-flavored sponge, exclusive in the Choco Pie range

# Fresh·Pie

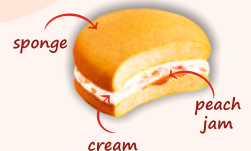
**Fresh Pie** — our brand new line of cakes featuring airy sponge, natural strawberry and raspberry jam, and smooth cream. The Fresh Pie sponge differs from the regular **Choco Pie** sponge in its recipe, resulting in a more airy, light, and delicate texture.



- Light sponge cake
- Strawberry and raspberry jam
- Delicate cream



- Light sponge cake
- Peach jam
- Delicate cream





**Choco Boy** — the renowned mushroom-shaped **biscuit**, adored worldwide by both children and adults. It is the undisputed best-seller in its category in many countries. The vibrant taste and appealing packaging featuring a playful character make Choco Boy the most sought-after treat for kids and create an atmosphere of joy and celebration.



- Handy to carry to work, school, or daycare;
- A fine snack to have during the day or while traveling;
- The perfect blend of glaze and biscuit.

The vibrant space-themed packaging of **Choco Boy Caramel** with a creamy **caramel flavor** captures the boundless imagination of a child.

- Natural caramel flavor.



**Choco Boy Mango**, with its ripe mango flavor, gives you the feel of a hot sunny day by the sea. Experience the ideal blend of **mango and crunchy biscuits!**

- Cap flavored with ripe mango.



The **crispy biscuit stem** perfectly complements the purple cap flavored with **black currant**, while its sourness takes you back to memories of carefree summer days in the country.

- Genuine black currant — with genuine sour



The incredibly delicious combination of **yogurt and strawberries** creates a smooth and fresh sensation, as the glaze simply melts in your mouth, forming a perfect duo with the **biscuit!**

- The taste of natural strawberry yogurt, complemented by crunchy biscuits





**Choco Boy Safari** is an original product, exclusively created for sale in **Russia and the export markets of the Russian branch**. Merry animals painted with caramel and glazed with syrup. Chocolate is inside the cake, facilitating transportation and sale in hot climate countries.

- Crispy biscuits on the outside
- Aromatic chocolate inside



**Choco Boy Safari Banana** — The adventure goes on! Crispy biscuits with banana filling specially cooked for a perfect satisfying snack. The fun animals are painted with caramel. They will hint to kids about the animals they can encounter on a safari.

- Crispy biscuits with soft banana filling



**Choco Boy Safari Coconut** — time to have a rest from the adventures! Crispy biscuit, now with a coconut filling that literally melts in your mouth.

- Crispy biscuits
- Coconut delight inside



**Choco Boy Safari Strawberry & Yogurt** — experience the scent of **strawberry** fields, enhanced by the light aroma of **yogurt**. The superb combination of biscuits and strawberry yogurt filling for everyone's pleasure!

- Crispy biscuits on the outside
- Strawberry yogurt delight inside.



- Handy to carry to work, school, or daycare
- The filling is inside the biscuit
- The perfect balance of biscuit and glaze

# Gouté



**Goute** (from French, gout, "exquisite, refined taste"). For about 20 years, **the delicate thin Goute cookies have been** loved worldwide.

- Distinctive flavor
- With sesame and coconut
- Melting texture

**Coffee cookies Goute "Coffee"** — any coffee lover's delight! It contains natural ingredients: ground coffee, cream, coconut flakes, and chia seeds.

- Natural ingredients



**Goute is a treasure trove of nutrients thanks to sesame and chia seeds: Omega-3, Fiber, Phosphorus, Zinc, Iron, Magnesium, Vitamins A, E, C, and B**

## Choco Chip

**Choco Chip Soft** — traditional aromatic **soft cookies with chunks of natural chocolate**. Perfect for serving with tea. Individual packaging makes it portable for a snack on the go!



**Choco Chip Orange Soft** combines the tangy sweetness of orange with the bitterness of dark chocolate. Orange slices add a bright tanginess to the classic chocolate chip cookie recipe.

Choco Chip is 25% natural chocolate **chunk**.

# Mr. Bagetti

**Mr. Bagetti — baked slices** shaped like **mini-baguettes** with a tender crispy crust and a rich flavor. Oven-baked, they have a simultaneously crunchy, melting, and airy texture.

**Baked, not fried.**  
Free from colorants  
and preservatives.



## CRACK IT



**Crack IT** — the ideal choice for breakfast or a small snack during the day at school.  
**Crack IT Creamy** — natural cream gives Crack IT a milky and gentle taste.

- Crispy on the outside — soft and crumbly on the inside.

**Crack IT Coconut** — A smooth creamy base combined with natural coconut flakes gives the cookies a wonderful aroma and a delightful coconut aftertaste.

- Natural coconut flakes

**Crispy on the outside — soft and crumbly on the inside.**

New

# JELLY BOY

Chewing  
marmalade



Experience the vibrant taste of **lychee** from the first bite thanks to the **natural fruit juice!** The filling mimics the **firm and juicy pulp** of lychee, while the outer layer is **thick and bubbly like a real rind!**

- ✓ The shell peels off like a rind
- ✓ With lychee juice
- ✓ It looks a real lychee



Beef gelatin is utilized in making the marmalade.





A firm shell and soft filling together create the appearance and texture of a **grape!** Crafted from **natural grape juice**, it bursts with rich flavor in your mouth.



- ✓ Dual texture — more compact on the outside and soft on the inside
- ✓ With grape juice
- ✓ Free from artificial colors



The exotic taste is created by **passion fruit juice**, while **chia seeds** provide a pleasing texture. This is the **very pulp of the exotic passion fruit!**





















with chia seeds




- ✓ Packed with vitamins and nutritious chia seeds
- ✓ With passion fruit juice
- ✓ Each piece of marmalade is a miniature replica of passion fruit

# LIST OF PRODUCTS

BRAND	FLAVOR	SKU	IMAGE	WEIGHT	ITEMS PER PACK	NUMBER OF PACKS IN CORRUGATED BOX	SHELF LIFE		MUSLIM EXCLUDED
							Month		
<b>PIE</b>									
<b>CHOCOPIE</b>	<b>Original</b>	CP_4		120	4	20	12		✓
		CP_6		180	6	16	12		✓
		CP_12		360	12	8	12		✓
	<b>Dark</b>	CPD_6		180	6	16	12		✓
		CPD_12		360	12	8	12		✓
	<b>Caramel</b>	CPDC_12		360	12	8	12		✓
	<b>Vienna Cake</b>	CPVC_12		360	12	8	12		✓
	<b>Chocochip</b>	CPC_6		180	6	16	12		✓
		CPC_12		360	12	8	12		✓
	<b>Black Currant</b>	CPB_6		180	6	16	12		✓
		CPB_12		360	12	8	12		✓
	<b>Mango</b>	CPM_6		180	6	16	12		✓
		CPM_12		360	12	8	12		✓
	<b>Coconut</b>	CPCo_12		360	12	8	12		✓
	<b>Strawberry</b>	CPS_12		360	12	8	12		
	<b>Cherry</b>	CPCh_6		180	6	16	12		
CPCh_12			360	12	8	12			
<b>Raspberry</b>	CPR_6		180	6	16	12			
	CPR_12		360	12	8	12			
<b>FRESH PIE</b>	<b>Strawberry &amp; Raspberry</b>	FP_6		150	6	16	12		
		FP_12		300	12	8	12		
	<b>Peach</b>	FPP_6		150	6	16	12		
		FPP_12		300	12	8	12		
<b>BISCUIT</b>									
<b>CHOCO BOY</b>	<b>Original</b>	CB_45		45		30	12		✓
		CB_90		90		15	12		✓
	<b>Caramel</b>	CBC_45		45		30	12		✓
	<b>Black Currant</b>	CBB_45		45		30	12		✓
	<b>Mango</b>	CBM_45		45		30	12		✓
		CBM_90		90		15	12		✓
	<b>Yogurt &amp; Strawberry</b>	CBYS_40		40		30	12		

# LIST OF PRODUCTS

BRAND	FLAVOR	SKU	IMAGE	WEIGHT	ITEMS PER PACK	NUMBER OF PACKS IN CORRUGATED BOX	SHELF LIFE		MUSLIM EXCLUDED
							Month		
<b>BISCUIT</b>									
<b>SAFARI</b>	Original	SF_1		42		30	12		✓
	Banana	SFBn_1		42		30	12		✓
	Coconut	SFCo_39		39		30	12		✓
	Strawberry & Yogurt	SFSY_39		39		30	12		
<b>GOUTÉ</b>	Gouté	GT_4		72	4	16	12		✓
	Gouté Coffee	GTC_4		72	4	16	12		✓
<b>CHOCO CHIP</b>	CHOCO CHIP	SCC_6		120	6	16	12		✓
	Choco Chip Orange	SCCO_6		120	6	16	12		✓
<b>MR. BAGETTI</b>	Mr. Bagetti Onion	MrBo_60		120		24	12		✓
	Mr. Bagetti Garlic & Basil	MrBg_60		120		24	12		✓
<b>CRACK IT</b>	Creamy	CRCr_4		80	4	16	12		✓
		CRCr_8		160	8	10	12		✓
	Coconut	CRCo_4		80	4	16	12		✓
		CRCo_8		160	8	10	12		✓
<b>JELLY</b>									
<b>JELLY</b>	Lychee	JDL_66		66		18	12		✓
		JDL_144		144		18	12		✓
	Red Grape	JDG_66		66		18	12		✓
		JDG_144		144		18	12		✓
	Passion Fruit	JDPF_66		66		18	12		✓
		JDPF_144		144		18	12		✓







### **Partnership in Russia**

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