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JSC Caucasus AgroDevelopment Launches Pakizo Dairy Product Line

JSC Caucasus AgroDevelopment (CAD) announces that UniFarm, its dairy farm venture in Senaki, West Georgia, has launched the sale of its dairy products under its new brand Pakizo. The product line will include Matsoni (Georgian yogurt), sour cream and cottage cheese, produced from the company's own supply of milk.

Pakizo dairy products are available for sale in West Georgia, where UniFarm's dairy farm is located. From next year, the company plans to expand its production capacity and capture a reasonable market share in Tbilisi as well. The company also intends to add more products to its assortment, such as different types of cheese.

Pakizo is a name of a cow in the Georgian popular culture and Pakizo dairy products are recognizable by a distinctive logo on the packaging (see picture 1,2,3). The logo will reinforce the brand's main marketing message that the company is the only producer of dairy products in Georgia with its own supply of natural milk.

Picture 1,2,3.



“We are delighted to have introduced dairy products to the market under the Pakizo brand. Our products are processed under the strictest sanitary conditions - all the processes and equipment at the processing factory and the farm are designed to maintain high quality of milk and final products”, commented **Rati Mekvabishvili**, the Chief Executive Officer of CAD.

About Caucasus AgroDevelopment

Caucasus AgroDevelopment (“CAD”) is a joint stock company organized under the laws of Georgia. CAD invests in the agricultural sector in the Caucasus region, with the primary focus on Georgia. CAD has identified the following sectors as key focus areas for its investment activities: dairy production, cattle-breeding, poultry production, fish breeding, greenhouses and agricultural storage facility development.

About Abbey Asset Management

Abbey Asset Management (Abbey) was formed through a management buyout of Galt & Taggart Asset Management from JSC Bank of Georgia in September 2009. Abbey acts as an investment advisor to an energy fund Caucasus Energy and Infrastructure, an agricultural fund Caucasus AgroDevelopment and the largest pension fund in Georgia Aldagi BCI Pension Fund. Abbey is the largest independent asset management company in Georgia with the AUM of USD 45 million.

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