



**Made in Russia**



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# Semushka

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In its production the company uses exclusively selected raw materials imported under direct contracts from the largest manufacturers and suppliers from Latin and North America, Europe, Asia, Africa and Australia. Besides production of products under its own trademark Semushka, the company is also one of the largest wholesale suppliers of nuts and dried fruits in Russia.

## History of the

Initially, the company was engaged in the production of seeds exclusively packaged in pellets. Subsequently, the range was expanded with pumpkin, white and striped seeds.

In 2012, there were changes in the management and composition of the owners. The company was headed by one of the founders of Semushka - Grigoryan Narek Felixovich, who rebranded the brand and



## company

reoriented the produced assortment from seeds to nuts and dried fruits. The emphasis was placed on high quality products, novelty and convenience of packaging. As a result, in the same year, the first line of nuts and dried fruits was released in Kraft paper milking-pack packaging.

Today, Semushka products are available in almost all federal and major regional food chains.

## Finance

Over the year, Semushka turnover grew 1.3 times - from 1.8 billion rubles in 2018 to 2.3 billion rubles in 2019. At the same time, the company's export turnover more than doubled over the same period - from 4.53 million rubles to 9.84 million rubles, respectively.



According to forecasts, the growth of Semushka turnover in 2020 will amount to 10%, to 3 billion rubles.

## Products

At the moment the produced assortment has about one hundred commodity items and includes almost all kinds of nuts and dried fruits from all over the world:



## Production

In 2017, in order to expand production and warehouse space, as well as optimize logistics processes, the production of Semushka moved to a new site, located in the village of Novoseltsevo Mytishchi district of Moscow region.



The total area of the new production facility was about

**6 000 square  
meters**



of which the direct production facilities - 2500 square meters, warehouses - about 2500 square meters, refrigerators - about 1000 square meters

The production equipment includes: modern automated packing lines, producing various sizes of milking-pack and equipped with multiheads for precise dosing of the product; semi- automatic stream type machines; air roasting ovens; photo separator and metal detector; blanching machines, etc.

Dried fruits are mostly selected and packaged by hand. At salting of nuts and seeds both own technology of salting in salt solution (peanuts, almonds, cashew) and traditional deboning in salt in a drum (pistachios and seeds) is used.

All received raw materials undergo a thorough entrance control, undergo organoleptic and laboratory tests. After entering the production process, the raw materials are further processed manually on inspection conveyors to avoid defective or damaged kernels and fruits, and then enters the production workshops for frying, salting and packaging.

In 2020, the production facilities successfully passed the audit for compliance of the food safety management system with the international standard ISO FSSC 22000, the auditor - international certification body TÜV NORD CERT GmbH.



## 4 facts:

1. The Semushka trademark is one of the leading brands of nuts and dried fruits in the Russian market.
2. The assortment consists of about one hundred commodity items.
3. The company has its own production for blanching and crushing of nuts and seeds.
4. Semushka opened a branded store in Moscow.



# Contacts



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Brand page

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