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### **A new corporate identity of the "Meridian": Healthy food for healthy living!**

*The leader of Moscow fish and seafood preserves market "Meridian" Co. in February begins company's rebranding and introduces its new corporate style and renewed philosophy of company development.*

*According to the chairman of board of directors of Public Corporation of Commercial manufacturing enterprise "Meridian", Victor Malakhov: new brand life cycle is determined by the need for innovation in manufacturing, company management and in the presence of end products in the consumer market.*

On Thursday, 3<sup>d</sup> of February 2011, on the press conference a new modern style of the long familiar to customers brand was introduced to journalists.

The chairman of board of directors of Public Corporation of Commercial manufacturing enterprise "Meridian" (hereinafter referred to as "Meridian"), Victor Malahov, and marketing director, Olga Ivanova, spoke about the new concept of the brand and explained the reasons, goals and mission of rebranding.

The developer of the new Meridian Company style is the studio of Direct Design Visual Branding. The studio's creative director, Leonid Feygin, told the audience about the choice of style decision that was created. According to Mr. Feygin, created stylistic decision reflects not only the product itself, but also the renewed philosophy of development of the whole company. "Moreover the new style corresponds to world's main branding trends" – the designer pointed.

A variety of an assortment, a cocktail of tastes and thorough quality control – all these moments are reflected in the vivid colors and harmonious design of visual solutions of renewed brand "Meridian". "If earlier the locomotive of our successful sales was our well-established reputation as market leader, now the competition in this market segment increases and in connection with this we cannot take a passive position. Today we intend to establish an emotional connection with your customer at the stage of the selection of goods on the counter, – noted the marketing director, Olga Ivanova. – That's why designers have developed a brand that combines our entire multi-faceted proposal".

Certainly, the concept of visual communication with customers – is only one visible face of the changes and innovations that are being introduced today at the company. "The most active lines of development for this year are - quality control, personnel training and complete automation of production processes, - said Victor Malakhov.

For end customers, it means guaranteed quality of our product line and as long as possible freshness of favorite preserves and delicacies, which the "Meridian" has always been famous for.

One of the principal values of renewed brand is - healthy food for people with active lifestyles. In "Meridian" Company we intend to continue attending those who cares not only about pleasure but also about their health and quality of life.

At the press conference also were announced forecasts for year's sales growth. In 2010 turnover of "Meridian" goods production line approached to 4 billion rubles. But the company has a wholesale direction, which sells raw materials. Experts expect further growth with the 10-12 billion rubles of the company's total turnover in 2011.

The increase in sales is connected to targeted modernization and the raising of production capacity. From 2006 up to 2010 the "Meridian" company had invested about 1 billion rubles in the renovation and refurbishment of their businesses' production lines. In 2011, we plan to allocate 180 million rubles for the conversion of plants, about 150 million rubles for the modernization of the economic complex of fish processing enterprises.