
BLOGGERS
STRECHES FOREVER

History of company

LLC Confectionery Factory «Letozh» is the first manufacturer of extruded chewing marmalade in the CIS. Chewing marmalade of various tastes and forms is not inferior in taste and quality to expensive imported analogues.

The factory produces products that meet the highest requirements of the modern confectionery market. Due to the use of natural ingredients, the taste qualities are fundamentally different compared to ordinary jelly candies and marmalade.



To introduce extrusion technology at the enterprise, a line that has no analogues in the CIS was developed and assembled. The production process is certified for compliance with the ISO 22000:2005 quality standard and meets the requirements of SanPiN of the Republic of Belarus and the EAEU.



BLOGGERS

The target audience

Preschool age (up to 12 years). Initiate the purchase of a product but the purchase is most often made for them by adults.

Children of secondary school age, teenagers (12-16 years). Active consumers of the category. Prefer small packages and often make purchases with pocket money.



Young people aged 20-35 years (chiledfree). Buy marmalade as a snack, for meetings with friends, for parties, etc.

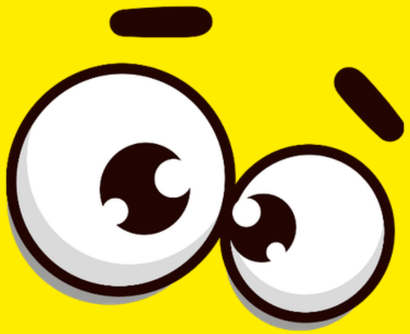
Families of 3-5 people. Purchased for consumption at home, as a snack or as an addition to tea and coffee. Can give snacks to children for school or in trip.

Aged 50+. As a rule have a large family with children and grandchildren. The purchase is made primarily for treating children.

BLOGGERS

Sour belts





Crazy cola 75 gm.

Crazy watermelon 75 gm.

Crazy mango 75 gm.

Crazy blue raspberry 75 gm.

BLOGGERS

Sour sticks





Crazy berries 75 gm.

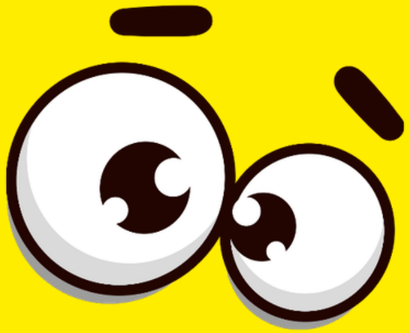
Crazy apple 75 gm.

Crazy cherry 75 gm.

BLOGGERS

Sweet sticks





Crazy berries 75 gm.

Crazy apple 75 gm.

Crazy cherry 75 gm.

BLOGGERS

Sour mini-sticks





Crazy berries 75 gm.

Crazy apple 75 gm.

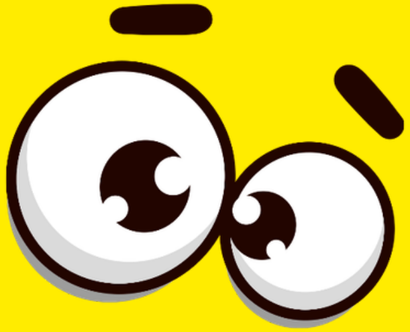
Crazy cherry 75 gm.

BLOGGERS

Sour belts 200 gm./1 kg.

200 gm. 1 kg.





Crazy cola

Crazy watermelon

Crazy mango

Crazy blue raspberry

BLOGGERS

Sour pencils 200 gm./1 kg.

200 gm. 1 kg.





Crazy berries

Crazy apple

Crazy cherry

BLOGGERS

Sweet pencils 200 gm./1 kg.

200 gm. 1 kg



Crazy berries

Crazy apple

Crazy cherry

BLOGGERS

Competitive advantages

Compliance with trends and customer needs interest and desire to interact with a new, trendy, high-quality and exciting brand

A variety of types, shapes and flavors of marmalade. Optimally soft consistency of the product with a pleasant viscous taste

Eco-friendly and safe high quality ingredients. Creates confidence in the positive impact of products on health

Attractive price due to the use of high-quality domestic ingredients

Feeling of comfort from the clarity and ergonomics of packaging and ease of use of products

Modern production of chewing marmalade using the extrusion method (the first factory in the CIS with such technology)

Products do not contain animal ingredients (meets vegan standards)

Products do not contain preservatives, artificial colors and lactose

Attractive, modern design of the brand and its products

BLOGGERS



BLOGGERS

STRECHES FOREVER

Mikita Bychkov

manager

+375 44 55 305 25

bloggers@caravan.by


BLOGGERS
STRECHES FOREVER