



ДМИТРУК

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Press release

Meeting-session at "Dmytruk" company

On May 29, at 15:00, office will be visited by representatives of the local press as part of the launch of the new product.

The purpose of the event: in connection with the restoration of production and the launch of a new product company under the brand "Dmytruk", the PR-service initiates a meeting-session with media representatives. Taking into account the fact that the foreign advertising campaign was launched on May 1, a personal meeting with the head of the marketing department and the press secretary of the company will allow us to obtain complete and reliable information regarding the work of the company, advantages and features of the new product that will be devoted to outdoor activity in the Western region.

Participants will be presented with a presentation about the product, we will try to outline the motives for change and the prospects we are looking forward to explain the concept of an advertising campaign. Let's outline the main periods of the introduction of changes that have taken place in the company, tell us what was the impetus for this decision, which we were forced to refuse, and what we plan to achieve with the help of a new project company.

All participants will be provided with post-release meetings in electronic and print format.

Date, time, venue:

- May 29, 2018
- 15:00 - 16:00
- office of the "Dmytruk" company, Lesya Ukrainka str., 16 a

Reference: In the fall of 2018, the managers of the "Dmytruk" company announced a stop of production. This decision was explained by the fact that the company changes the development vector and stops in order to re-equip the enterprise for the release of a new product. Because after this step, the company received a powerful fanbacks from partners and consumers worried about the disappearance of the product from shelves, it was decided not to abandon the traditional product, but to resume the production of meat and sausage products in parallel with the launch of the new



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product. Thus, the "reboot" of the company has become a launch of two separate lines, which caused the delay in the launch of the release of a new product on the market. However, everything was successful.

At the end of April, the first batches of the new product were shipped at retail outlets. From now on, the "Dmytruk" company is a producer of traditional meat and sausage products, which are represented by the trade mark "Myasnyj hutir", as well as a new product that will now come under the brand "Dmytruk".

Hopefully, you will be invited to visit us at the company, which will allow you to get information from the original source and make an informed opinion.

More information on new items, plans for the future, details and answers to questions at a meeting. We are waiting!