



Loyalty to tradition!

TASTE high standards ★★★★★
QUALITY of confectionery ★★★★★



favorite confectionery factory
★ ★ ★ ★ ★ 1870

COMPANY HISTORY

«We are the Leaders!»



The history of the oldest company of the confectionery industry of the Republic of Belarus dates back to 1870. Today, our company employs more than 1000 people.

We hold a leading position in the production of pastille and marmalade products in Belarus, production capacities allow us to produce more than 20 thousand tons of confectionery products per year.

In 2020, we celebrate our **150th** anniversary.

OUR PRODUCTION



ZEPHYR



MARMALADE



HALVA



DRAGEE



TOFFY



SWEETS



IN PRODUCTION WE USE NATURAL CHOCOLATE

BENEFICIAL PROPERTIES OF CHOCOLATE:

The composition of chocolate contains magnesium, which has a beneficial effect on brain activity;

Gives energy;

Tones up an organism;

It contains theobromine hormone, which is directly involved in the production of hormones of happiness;

It contains a large amount of antioxidants;

It has in its composition many trace elements, such as magnesium, calcium, iron, fluorine, phosphorus and so on;

It reduces the level of cholesterol in the blood;

Useful for the heart and blood vessels;

Dark chocolate is a dietary product;

It is an anticariotic agent;

Normalizes pressure;

Beneficial effect on the skin;

Strengthens bone tissue.



We make zephyr both according to the classical technology using fruit and berry purees, and according to modern technologies. The main components for making zephyr, which are used at the company, are apple puree, pectin, molasses, sugar, egg white.

*For true
connoisseurs!*

THE SECRET OF CLASSIC ZEPHYR LIES IN THE FACT THAT IT MUST «BREATHE», SO IT IS DRIED ON WOODEN TRAYS MADE OF PINE.

Until now, no modern material can repeat the structure and natural energy of a tree, no innovative know-how can replace the traditional, time-tested technology for the preparation of classic zephyr.





«Master zephyrnyh del»



HANDMADE ZEPHYR



We carefully preserve the tradition of producing zephyr manually. In the talented hands of our masters, a real sweet masterpiece is born, unique and inimitable, created especially for you.

All the familiar and favorite sets of zephyr «Dandelion», «Fantasy», «Zephyr mashrooms», «Bobruisky» is now united by a common brand «Master zephyrnyh del». Only at the «Krasny pischevik» the most exquisite confectionery products are made by real professionals of their craft. Refined and thorough packaging, made in a simple design, meets modern aesthetic requirements and premium product category hand-made.

Gift sets of zephyr «Fantasy», «Zephyr Mushrooms», «Bobruisky» have been glazed manually for over 50 years!

Chocolate glaze is collected in heated pots, which are also dosed, in accordance with the recipe for a specific type of zephyr, roasted crushed peanuts. In the manufacture of Dandelion zephyr, sprinkled with wafer crumbs, the center is dipped in chocolate glaze, then rolled in crumbs.

HANDMADE ZEPHYR



Exclusive handmade gift set of zephyr «Rosa» weighing 1.800 grams is a symbol of the best traditions of confectionery production, a standard of impeccable taste and one hundred percent quality. The set consists of four names of zephyr: «Bobruisky», «Fantasy», «Zephyr mushrooms», «White-pink». The masterpiece is made by classical technology and glazed exclusively with natural chocolate.

A set of zephyr «Rose» was included in the souvenir set for the Kremlin along with «Kiev Cake» and other products of leading manufacturers of that time. A sweet compliment from the Krasny Pischevik will be an original souvenir from the city on Berezina and the best addition to a cozy tea party.

We have been manufacturing for over 50 years.

ZEPHYR

SET OF ZEPHYR «ROSE»

1800 g

SET COMPOSITION:

Zephyr «Bobruisky» glazed with chocolate glaze, mixed with crushed roasted peanut kernels 800 g;

Zephyr «Fantasy» partially glazed with chocolate glaze 600 g;

Zephyr «Zephyr Mushrooms» 300 g partially glazed with chocolate glaze;

White-pink Zephyr 100 g.



GIFT ZEPHYR
«Bobruisky»
330 g

GIFT ZEPHYR
«Dandelion»



GIFT ZEPHYR
«Fantasy»



GIFT ZEPHYR
«Zephyr Mushrooms»



SET OF ZEPHYR
«Blagodaryu»
365 g



The composition of the set:
zephyr «Bobruisky», glazed with
chocolate glaze, mixed with
crushed roasted peanut kernels
140 g; zephyr «In chocolate»
with coconut, glazed with
chocolate, sprinkled with
coconut 120 g; zephyr
«Dandelion» glazed with
chocolate glaze, sprinkled with
wafer chips 105 g.

SET OF ZEPHYR
«Pryvitanne z Belarusi»
365 g



This gift set of zephyr will be in
special demand among foreign
guests. Leaving our country, foreign
guests will be able to take with them
" Pryvitanne z Belarusi ". The
souvenir set of Bobruisk zephyr as a
"sweet letter" is decorated in a
postal style, depicting the main
historical and architectural sights of
Belarus.



ZEPHYR



ZEPHYR «Vanilla in chocolate» «In white coating»

230 g

Zephyr is one of the most beloved Belarusian products. Packaging with a national Belarusian ornament emphasizes Belarusian traditions and classic technologies for the production of zephyr. This package distinguishes the product from others and attracts the attention of not only Belarusian, but also foreign consumers. Sets of zephyr «Vanilla» in chocolate and zephyr «In white coating» under the general brand Zefir.by demonstrate the symbolism of the Belarusian ornament. The patterns on the packaging confirm «Made in Belarus», and the leaflet in each box tells about the significance of the most popular elements of the ornament, reflecting the main values of the Belarusian people.



Belarusian history in our traditions...



ZEPHYR



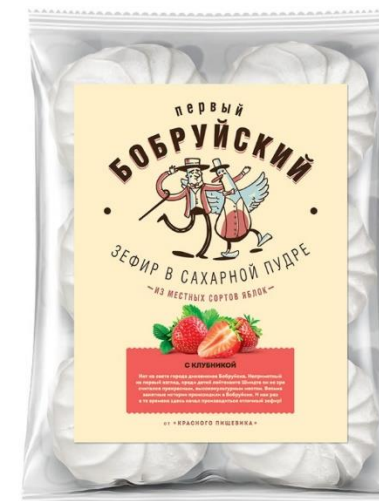
with creamy taste
new



«Guriya»
with the taste
of coffee *new*



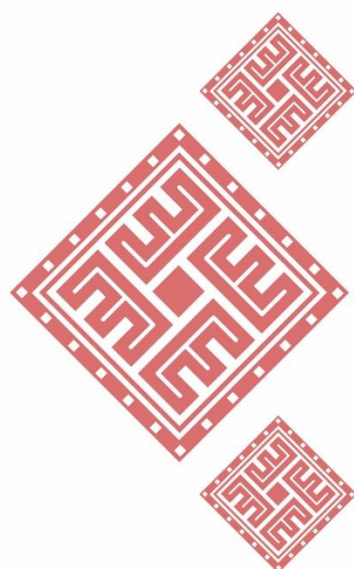
with raspberries
and vitamins



with
strawberries



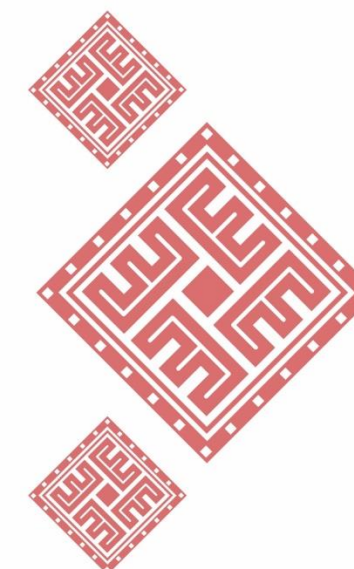
with cream-
brulee flavor



white and pink
new
250 g



125 g



SET of ZEPHYR «Bobruisk souvenir»

650 g

The composition of the set: zephyr "Bobruisky", glazed with chocolate glaze, mixed with crushed roasted peanut kernels 265 g; zephyr "In chocolate" with coconut, glazed with chocolate, sprinkled with coconut 130 g; zephyr "Dandelion" glazed with chocolate glaze, sprinkled with wafer chips 125 g; zephyr "Zephyr Mushrooms", partially glazed with chocolate glaze 70 g; zephyr "Fantasy", partially glazed with chocolate glaze 60 g.



*Handmade zephyr are prepared
with the warmth of care!*



ZEPHYR



By weight



**«Revenge»
with the taste
of strawberries**



**«Revenge»
with the taste
of Duchessco**



Delicate white coating, weightless zephyr and a bright accent of fruit jelly – all this is a new dessert called «Revenge»! With every bite you make a whole tasty discovery. The more juicy and natural ingredients – the more fun!



ZEPHYR



LEFIRELLE



white and pink



230 g

Lightness lines!



vanilla



with the aroma
of cream



with the taste
of ice cream

Today the favorite sweetness **Lefirelle** zephyr from the confectionery factory Krasny Pischevik is prepared according to the classic French recipe and is distinguished by its unconventional tastes and aromas. In addition to traditional tastes, you can buy zephyr under the brand name **Lefirelle** with the aroma of cream, with the taste of cappuccino, with the taste of amaretto, with the taste of a nut cream and with the taste of ice cream. The composition of zephyr includes proteins, apple puree and other components, the taste of which we evaluate by eating the finished product in the form of **Lefirelle** zephyr.



ZEFIR LEFIRELLE CONTAINS SIMPLE CARBOHYDRATES,
SO THE CALORIES OF 1 ZEPHIR IS ABSOLUTELY INSIGNIFICANT.





ZEPHYR



with blackcurrant



banana
new



apple
new



cranberry



vanilla
new

125 g



PERVY BOBRUISKY



PERVY BOBRUISKY is a classic zephyr made from local apple varieties, the production technology of which is strictly adhered to today. The Pervy Bobruisky brand includes traditional flavors: white and pink, with a creamy taste, cream-brulee flavor, vanilla, with strawberries, raspberries and vitamins, blackcurrants and cranberries. It is noteworthy that mashed berries are added for berry zephyr – natural supplies that give color and taste.

The packaging design concept was based on the cult work of Ilf and Petrov «The Golden Calf», whose famous hero, Shura Balaganov, and the traditional Bobruisk marshmallow, prepared according to classical technologies, are symbols of the city of Bobruisk.

250 g



pomegranate
new



JELLY

MARMALADE



cherry

MIX
strawberry
orange
lemon



lemon

strawberry

multifruit

Marmalades include natural concentrated fruit juice. In terms of natural - from 2 to 3 percent of fruit juice.

The product recipe contains pectin - an effective product to increase the body's resistance to adverse environmental factors. It also removes toxic substances, heavy metal ions and radionuclides.



300 g

Jelly-formed marmalade with the aroma of red grapes and with the addition of concentrated grape juice.

Made on citrus pectin with concentrated grape juice.



300 g

Jelly-formed marmalade with two flavors.

White marmalade -
with toffee caramel flavor
Black marmalade -
with prune flavor

**MARMELADE WITH JUICE FROM THE «KRASNY PISCHEVIK»
IS NOT ONLY A SWEET PLEASURE, BUT AND A CHARGE OF VITAMINS FOR EVERY DAY!**

Apples contain potassium, sodium, calcium, magnesium, phosphorus, iodine, prevent the destruction of brain cells, leading to memory loss. Pectins cleanse the body, normalize microflora, and remove cholesterol. The presence of iron makes the product useful for anemia; vitamins support the functioning of the nervous system. The beneficial properties of apple puree have a restorative, encouraging, refreshing effect on the body. The pronounced fruity taste and delicate texture of paste will not leave indifferent even the most ardent opponents of sweets.



with blueberries



classic



with raspberries

HANDMADE



APPLE PUREE IN THE COMPOSITION
LEAVES NO ROOM TO DOUBT—
THE PRODUCT IS NATURAL

In the manufacture of used freeze-dried berries:

- ◆ freeze-dried raspberries;
- ◆ freeze-dried blueberries.

JELLY

MARMALADE

IN DELICIOUS SLICES WITH THE TASTE OF LEMON AND ORANGE, GRAPEFRUIT AND LIME,
EVERYTHING TASTY AND HEALTHY IS COMBINED!



pear



lime



grapefruit



orange and lemon

210 g

Ingredients: sugar, molasses, egg white, acidity regulators, citric acid; gelling agents: pectin, agar; concentrated juice; flavors, dyes: lutein, curcumin, carmine. May contain milk.

The product formulations include pectin, which is an effective tool to increase the body's resistance to adverse environmental factors, removes toxic substances, heavy metal ions and radionuclides.

THE DELICACY IS MADE ACCORDING TO A UNIQUE RECIPE USING
ONLY NATURAL INGREDIENTS.

Home is where
the heart is

CHEWING

MARMALADE



blackberry mood

• raspberry • blackberry

mi-mix

• cherry • raspberry
• lemon • orange

75 g



mint bear

ice mint



lots of fruit

• lemon • apple
• strawberry



sweet likes

• apple • cranberry
• blackcurrant • lemon



fruit party

• banana • blackberry • lemon
• strawberry



HAS NO ANALOGUES

tequila lemon

✓ WITHOUT CHOLESTEROL
✓ ON GELATIN



without
artificial colors



75 g



white wine



brandy cherry



whiskey cola

 NATURAL COMPOSITION

Molasses, sugar, gelatin, acidity regulator citric acid, glazing, concentrated juices, flavors, banana fruit powder; dyes: vegetable coal, lutein, carmine, curcumin. May contain milk, egg white.

New product in the category of marmalade.
Marmalade with the taste of alcoholic beverages.

ALCOHOL 0%

CHEWING

MARMALADE

VEGETABLE «POLZA» MARMALADE

Gelatin is a source of protein and collagen, strengthens bones, improves skin condition, and promotes rapid recovery of the body.

It contains oligofructose – a prebiotic that promotes the growth of lacto- and bifidoflora of the intestine.

PREBIOTIC

WITHOUT
ARTIFICIAL COLORS

on gelatin
WITHOUT GMOS

HAS NO ANALOGUES

75 g

✓ *Healthful
choice!*

CONTAINS CARROT PUREE

CONTAINS PUMPKIN PUREE

CONTAINS TOMATO PASTE





KOZINAKI



«SWEETLO»



SUNFLOWER
IN SOFT CARAMEL



SUNFLOWER AND FLAX
IN SOFT CARAMEL



PEANUTS
IN SOFT CARAMEL



PEANUTS AND PUMPKIN
SEEDS IN SOFT CARAMEL



Box capacity: 2 kg



NATURAL COMPOSITION



Refined sunflower kernels, peeled peanut kernels, flax seeds, rice balls, buckwheat grains, pumpkin seeds, chia seeds, orange zest, molasses, sugar.

«WattSON» 40 g



Kozinaki is an oriental sweet, which due to its special unique taste is considered one of the most beloved delicacies in our country.



peanut



50 g

sunflower



with hazelnuts,
almonds and dried apricots



sunflower with hazelnuts
and raisins



HONEY



270 g

NATURAL FLOWER HONEY



Our Sweet assortment was supplemented with a not quite typical product – **natural «Flower» honey**, carefully collected from the nectar of Belarusian meadow flowers.

To ensure quality and safety indicators in the natural honey produced, the production laboratory expanded the scope of certification and was able to evaluate the main quality indicators: the content of furfural hydromethyl, diastase activity, organoleptic indicators, physico-chemical indicators.

«Confemillio» with the taste of banana and strawberry 160 g



with the taste
of coconut and pineapple



with the taste
of mango and ice cream



with the taste
of banana and kiwi



with the taste
of kiwi and strawberry



with the taste
of orange and ice cream

Sweets «Confemillio» from «Krasny Pischevik» is a firework of pleasure, comparable only to a sample of fresh exotic fruits in Asia, South America and Africa. This is a gentle souffle in natural chocolate with 6 double flavors.

«Belorusochka»



blackcurrant



gooseberry



cranberry



blueberry



strawberry

290 g

Only healthy foods:

- 25% apple puree;
- Natural mashed berries and pectin;
- Vitamins of group B, vitamin PP, K and E;
- Minerals (iron, calcium, copper, magnesium, phosphorus, potassium, sodium);
- Natural chocolate;
- Without GMO.



box capacity:
3 kg

apple ♦ blackcurrant

Sweets with a long history!



TOFFEE



the taste of hot coffee

the taste is soft and creamy



60 g



The circulated toffee «Iriso» from the factory «Krasny Pischevik» with the taste of delicate peanuts, soft cream and the taste of hot coffee is made from natural raw materials of the highest quality, has an original look, an unforgettable taste and aroma.

This product has several advantages over competitors:

- individual packaging of 60 g, which ensures maximum preservation of all tastes;
- original composition, which includes butter and condensed milk;
- quality control throughout the entire production cycle.

the taste of delicate peanuts



**Toffee «IRISO» from «Krasny Pischevik»
will give you unforgettable minutes of joy and pleasure!**





HALVA



The high content of vegetable fats makes halva produced by OJSC Krasny Pischevik nutritious and, at the same time, not heavy food. Halva includes a large list of vegetable proteins, fats, dietary fiber and fatty acids. This product has a beneficial effect on digestion and blood circulation, and also has a positive effect on the nervous system. Vitamin D contained in it helps the body absorb calcium and strengthen bones, while vitamin E prevents the body from aging.



«Peanut»

60 g/ 240 g/ weigh



«Vanilla flavor»

60 g/ 240 g/ weigh



77 g

«Sunflower glazed»



60 g/ 240 g/ weigh

«With sugar»



«With Coconut»

60 g



Mini-halva «With sugar»

30 g



We produce more than 50 types!



DRAGEE



«Vot3tti»

Bright sweets! Dragee «Vot3tti» from the factory «Krasny Pischevik». Taste of childhood!



«TINY PEBBLES»



«MINT»



«NUTS»



75 g

«SUGAR»

-THESE TO ME.
-AND TO ME ... THESE!
-WHAT ABOUT YOU?
-THESE ONES!

Russian-English snack and snack mix. In this natural line there are dragees «Mint», «Multi-colored nuts», «Color peas», «Tiny pebbles».



DRAGEE
«CASHEW IN CHOCOLATE»

weigh



DRAGEE «HAZELNUT IN
CHOCOLATE
WITH VANILLA»



DRAGEE «ALMOND
IN CHOCOLATE
WITH VANILLA»

«sweet&fit»



«PEANUT»



«RAISINS IN CHOCOLATE»

75 г



«PEANUT IN SUGAR»

OJSC Krasny Pischevik produces dragees that have already become classics, and modern dragees with cases of dried berries, fruits, nuts, caramel knurled chocolate glaze, white chocolate, cocoa powder, icing sugar, waffle chips.

KUMQUAT in chocolate

A new exotic treat has appeared on our shelves – dried kumquat in natural chocolate!

What kind of fruit is it? His second name is Japanese orange: this unusual citrus ripens under the sun of South Asia and collects all the eastern secrets of taste. And at the same time a huge benefit: vitamins and essential oils in the composition will not only charge you with solar energy, but also hide them from colds.

What is still great is its naturalness. Kumquat does not contain nitrates: they are incompatible with citric acid. Piquant sourness, unusual sweetness – and nothing more! Only a layer of natural glaze and a ton of pleasure for each tea party.



weight, 3.5 kg



CRANBERRIES

in chocolate

Cranberries, chocolate coating (sugar, cocoa liquor, cocoa butter; emulsifiers, vanillin flavor). May contain: peanuts, gluten from wheat flour, nuts, milk.

weight, 3.0 kg





Consumer interests – our guiding line!

Based on the experience of generations of confectioners, we are looking for decent answers to the challenges of the time, the only right and necessary solutions.



All products and ingredients have a lot of useful properties and qualities, which, combined with the high palatability of our products, makes it unique not only in the market of the Republic of Belarus, but also abroad.





OUR PRODUCTION CAPABILITIES ON A NEW LINE





*Thank You
for attention!*