



BONE BROTH

PRO Health BULION

HEALTHY FOOD PRODUCTION

WHO WE ARE

ProBulion is an innovative and ambitious company with its own craft production located in Moscow, Russia.

OUR MISSION

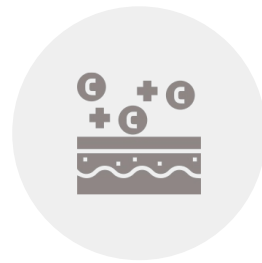
Our mission is to integrate old-fashioned healthy habits into the modern lifestyle of metropolitans.

OUR PRODUCT

Bone broth is a unique superfood that we have created based on deep consumer values and modern trends analysis.

PROBULION – 100% NATURAL BONE BROTH

By simmering our broth for 24 hours, we ensure that it is packed with collagen, microelements, and amino acids, providing numerous health benefits. It can be enjoyed as a healthy snack on its own or used as a flavorful base for your favorite dishes.



Collagen

15g



Ferrum

210mg



Amino acids

+5g

Including 8
indispensable



Calcium

80mg



Magnesium

10mg

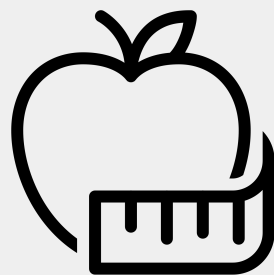


WHY BONE BROTH?



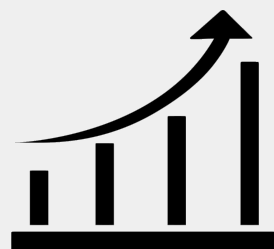
Development of the soups and broths category around the world

- For centuries, cultures around the world have boiled bones for broth, especially in Asia and Middle East.
- The growth in the number of expats in the Middle East who are familiar with products from the Russian, American and European markets is creating additional demand and increasing the number of potential consumers.



The healthy nutrition trend is gaining momentum worldwide

- 54% of global consumers express their love for following and trying new health and wellness trends.*
- Diet and nutrition play a critical role in helping consumers achieve various long-term health goals.*
- In the United States, products that support special diets such as KETO and high protein have experienced a significant growth of 15% in dollar over two years, amounting to a sales increase of \$53 billion.*



Growth in ready-to-eat food category

- Major retailers are consistently increasing the share of ready-to-eat food in their product range each year.
- The modern pace of life has had a profound impact on food culture, with consumers cooking less at home and preferring fast and convenient ready meals.

* [How innovations are changing the face of global consumer health and wellness, NielsenIQ](#)

PROBULION IS AN IMPORTANT COMPONENT OF A HEALTHY LIFESTYLE

Dietary supplement alternative



Child nutrition

Coffee substitute



Key components of beloved dishes

Healthy snack



Help to lose weight

Post-workout boost



Digestive health



On-the-go



Healthy snack

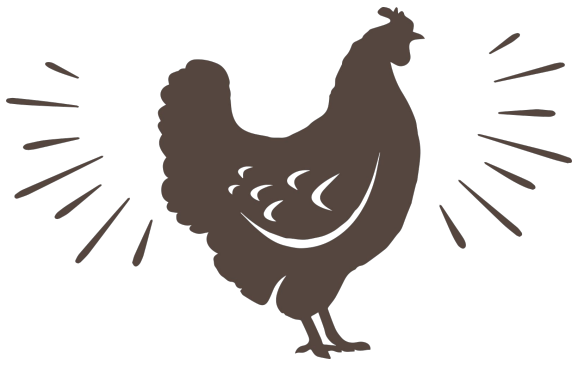


Can be heated in microwave



Delicious to eat chilled

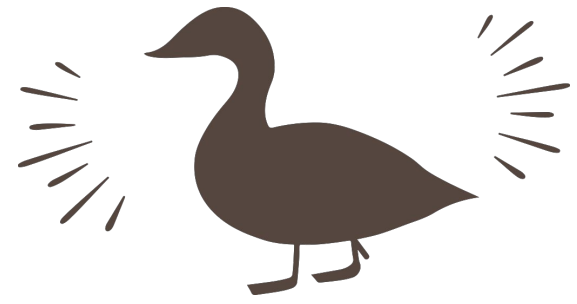
WIDE SELECTION OF FLAVORS



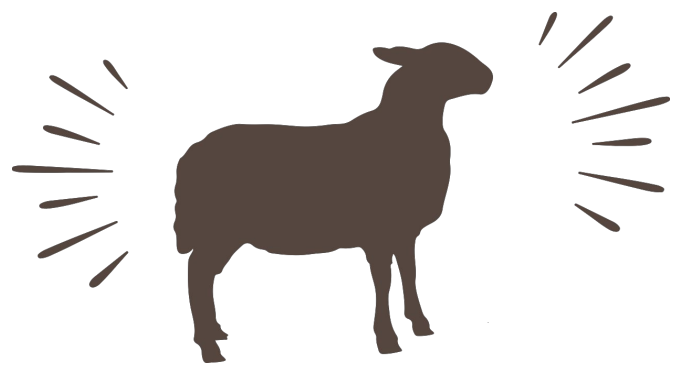
Chicken



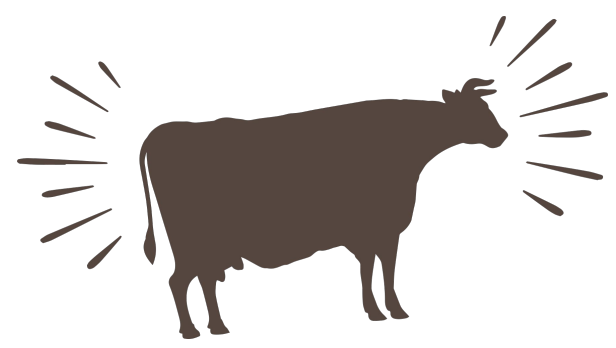
Fish



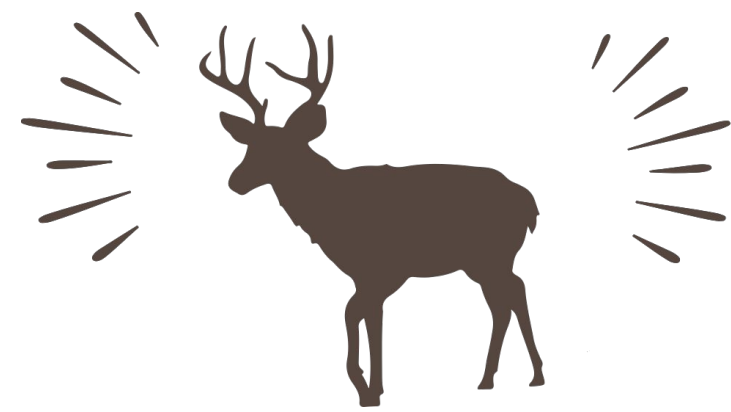
Duck



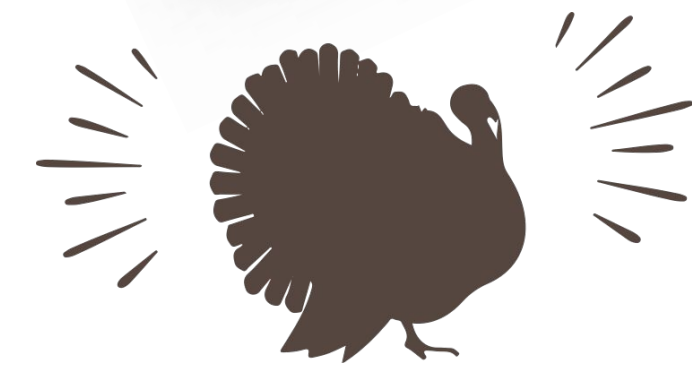
Lamb



Beef



Hunting



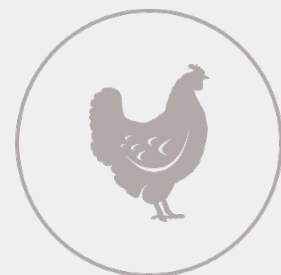
Turkey



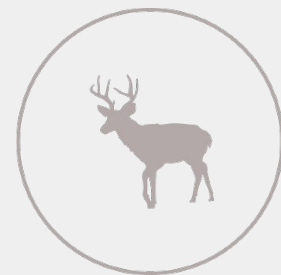
THE HIGHEST QUALITY IS OUR KEY VALUE

We use **Organic** and **Halal** certified ingredients.

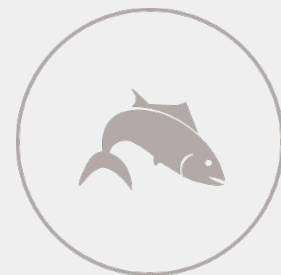
We select bones of animals that live their lives in their natural habitat:



Organically raised **grass-fed** and **free-range** cattle, lamb and poultry.



Ecologically clean **wild animals** such as elk, deer and roe deer from a friendly hunting society.



Bones, heads and fins of **wild fish** from the northern reservoirs of Russia.

**KETO, Paleo,
LCHF Friendly**

**No Hormones
No Antibiotics**

**Gluten Free
Diary Free**



UNIQUE BONE BROTH MAKING TECHNOLOGY



Ingredient Selection

Our chefs evaluate the quality of each individual ingredient before incorporating it into the process.



Roasting

We roast the bones before simmering the broth. This process enhances the flavor and imparts a delightful aroma to the broth.



24 Hour Simmer

To achieve clear broth, we prevent boiling and use professional equipment.



Hand Packaging

We manually filter and pour each broth into jars, ensuring meticulous attention to detail throughout the process.



Quality Control

We carry out regular laboratory research and tests to ensure the quality and sterility of our product.



Business with Passion

For us this is a business where the execution of our idea surpasses all other aspects.

PROBULION IS A MARKET LEADER IN RUSSIA

10k+ customers

More than 10,000 people get healthier every day with ProBulion.

2+ purchases

More than 90% of customers order broths more than 2 times.

4k+ reviews

More than 4,000 positive reviews were left by buyers on main russian marketplaces.

#1 bone broth

#1 bone broth on the biggest online marketplace – Ozon.

Available in the best grocery chains



ВКУСВИЛЛ



OZON
fresh



ECO
MARKET

Вкусно есть

PROBULION IS RECOGNIZED BY THE KEY HEALTH AND WELLNESS AWARDS



A tub of PRO BULION and a Green Awards 2022 trophy. The tub is labeled "PRO Duck BULION" and "24". The trophy is a bronze cup on a black base with a plaque that reads "Green Awards 2022 Победитель" and "лучшей национальной премии в сфере ЗОЖ и осознанного потребления".

 **Green Awards 2022**
The best functional food product



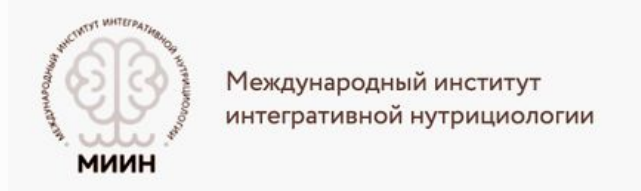
A man and a woman standing next to a Live Organic Awards 2021 trophy. The man is giving a thumbs up. The trophy is a black plaque with a screen that reads "Live Organic AWARDS 2021" and "ПОБЕДИТЕЛЬ". The plaque also lists "ЛУЧШАЯ ЛОКАЛЬНАЯ БРЕНДА НАТУРАЛЬНЫХ ПРОДУКТОВ ПИТАНИЯ" and "PROBULION".

 **Live Organic Awards 2021**
The best local brand of natural food products

SUPPORTED BY EXPERTS

Nutritionists
Gastroenterologists
Cosmetologist

Dermatologists
Chefs
Health coaches



Ассоциация Нутрициологов и Коучей по здоровью

AND MEDIA



РОССИЯ 24



с Сергеем Малозёмовым

TATLER

GLAMOUR

Forbes



organic woman
Счастье — это естественно



CONTACT US



www.probulion.ru/en



+7 (985) 124-32-22



info@probulion.ru

@probulion:

