

Company Briefing: State Concern National Production Agricultural Association Massandra

By Jordan Shapiro

Overview

Based in the historical wine growing region in Crimea, the State Concern National Production Agricultural Association Massandra is a Russian Federal State Unitary Enterprise (FSUE PJSC Massandra). Known by other names throughout its history, it is a winery originally founded in 1894, located at Massandra, str. Vinodela Egorova 9, Yalta, 298650, Crimea.¹² FSUE PJSC Massandra is known by at least four additional aliases: MASSANDRA NATIONAL INDUSTRIAL AGRARIAN ASSOCIATION OF WINE INDUSTRY; MASSANDRA STATE CONCERN, NATIONAL PRODUCTION AND AGRARIAN UNION, OJSC; NACIONALNOYE PROIZ-VODSTVENNO AGRARNOYE OBYEDINENYE MASSANDRA; STATE CONCERN NATIONAL ASSOCIATION OF PRODUCERS MASSANDRA.³

FSUE PSJC's Chief Executive Officer (CEO), Yanina Petrovna Pavlenko assumed the role in 2015 when the Russian government launched a criminal investigation into then CEO, Nikolai Boyko, who had been the CEO of Massandra Winery from 1987-2015.⁴⁵⁶⁷ The organization is currently worth \$10 billion USD and is the recipient of sanctions by the United States, European Union, Canada, and Australia for operating in the disputed territory of Crimea.⁸⁹¹⁰

¹ <https://casebook.ru/demo/company/yalta/fgup-pao-massandra-inn-9103002616-ogrn-1149102026985>

² <https://sbis.ru/contragents/9103002616/910301001>

³ <https://www.treasury.gov/resource-center/sanctions/OFAC-Enforcement/Pages/20151222.aspx>

⁴ <http://massandra.su/our-staff/personalii/54-boyko-nikolay-konstantinovich.html>

⁵ <https://www.businessinsider.com/crimeas-new-russian-overlords-are-seizing-thousands-of-businesses-2014-12>

⁶ <http://www.e-inform.info/news/id/44555>

⁷ <https://meduza.io/feature/2017/04/25/heres-dlya-putina>

⁸ <https://www.list-org.com/company/8124111>

⁹ <https://sbis.ru/contragents/9103002616/910301001>

¹⁰ <http://www.stewartlaw.com/Content/documents/Ukraine-Related%20Sanctions%20Comparison%20Table.pdf>

Company Briefing: State Concern National Production Agricultural Association Massandra

Ownership and Executives

After annexation of Crimea by Russia in 2014, FSUE PJSC Massandra winery was transferred to the Russian Government. As a Federal State Unitary Enterprise, FSUE PJSC Massandra is owned and operated by the municipality of Crimea.¹¹¹²¹³¹⁴ The municipality hired Yanina Pavlenko as CEO to execute winery operations. The company's other directors include: Vladimir Anatolevich Burak, Deputy Technology Director; Svetlana Vladimirovna Nikonenko, Deputy Director; Margarita Sergeevna Glebova, Deputy Director of Work Branches; Timothy Ivanovich Mesenyashin, Deputy Director of Agriculture; Elena Urevna Miroshnik, Deputy Director of Quality.

After acquiring the land, the Russian government, specifically the Ministry of Property and Land Relations of the Republic of Crimea, auctioned the Massandra wineries land, which was purchased by LLC Elias in 2016.¹⁵¹⁶ Information about Elias, LLC is limited, but it, along with the two additional bidders at the Massandra auction (Nizhnevolzhskstroyservice, MKL Plus), has been reported to be a subsidiary and contractor of Lukoil, the second largest oil producer in Russia.¹⁷ The land parcel, although the property of Elias, LLC, was sold specifically for the production of grapes and wine by FSUE PSJC Massandra.¹⁸¹⁹²⁰²¹ While Lukoil is the recipient of United States' sanctions, it's CEO, Vagit Alekperov, was previously, but is not currently on the United States' sanction list.

¹¹ <http://pravo.gov.ru/proxy/ips/?docbody=&nd=102078835>

¹² <https://www.rt.com/business/347718-massandra-wine-crimea-export/>

¹³ <https://www.kyivpost.com/business/ukraine-imposes-sanctions-massandra-novy-svet-crimean-state-agricultural-companies.html>

¹⁴ <https://www.kommersant.ru/doc/2949091>

¹⁵ <https://www.rbc.ru/business/25/03/2016/56f426579a79475b922cbaf2>

¹⁶ <https://www.kommersant.ru/doc/2949091>

¹⁷ <https://www.investopedia.com/articles/markets/100515/5-biggest-russian-oil-companies.asp>

¹⁸ <https://uawire.org/news/the-massandra-vineyard-in-crimea-is-being-sold-off-by-russia#>

¹⁹ <https://www.rbc.ru/business/25/03/2016/56f426579a79475b922cbaf2>

²⁰ <http://www.politrus.com/2016/05/13/alekperov-massandra/>

²¹ <http://www.forbes.ru/news/316485-svyazannaya-s-alekperovym-firma-kupila-byvshie-vinogradniki-massandy>

Company Briefing: State Concern National Production Agricultural Association Massandra

Commercial Ties

Despite sanctions from the aforementioned governments, FSUE PSJC Massandra successfully exports its wines to Belarusian partners.²² Additionally, the company exports wines to China and Southeast Asia.²³ FSUE PSJC Massandra's CEO is the president of the Crimea Bureau of Wine and Grapes.²⁴ The company has large contracts with: Rosspirtprom, a Russian government owned stock and distillery distribution company with ties to Sberbank; Spetsagro, a metal cutting equipment firm; and Region Agro Service, an agricultural technology corporation.²⁵²⁶²⁷ Finally, the organization partners with various shops and bars throughout Crimea.²⁸²⁹

Contact information

FSUE PJSC Massandra's website provides contact information for the executives listed above: CEO, Yanina Petrovna Pavlenko, office@massandra.su, +7 978 914 0707; Deputy Technical Director, Vladimir Anatolevich Burak, tehdire@massandra.su, +7 (3654) 378205, +7 978 972 6619; Deputy Director of Quality, Elena Urevna Miroshnik, zdp@massandra.su, + 7 3654 379502, +7978 917 29 88; and Deputy Agricultural Director, Timothy Ivanovich Mesenyashin, agro@massandra.su, +7 978 0780022. Their website offers additional contact information for sales, tastings, and additional expertise.

²² <http://massandra.su/news/462-rossiyskaya-massandra-nachala-prodazhu-vina-na-eksport.html>

²³ <http://massandra.su/news/466-yanina-pavlenko-my-gotovim-produkciyu-uzhe-dlya-kitava-dengi-postupili-nesmotrya-na-zaprety-i-sankcii.html>

²⁴ <http://massandra.su/our-staff/guide/482-pavlenko-yanina-petrovna.html>

²⁵ <https://www.kommersant.ru/doc/1379597>

²⁶ <https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=11017466>

²⁷ <https://clearspending.ru/customer/05751000002/?sort=-price#contracts>

²⁸ <http://massandra.su/buy-wine/810-bary.html>

²⁹ <http://massandra.su/buy-wine/684-shop.html>