



SEBERO
TOBACCO COMPANY

SEBERO TOBACCO COMPANY

Founded on November 21, 2018

4 brands in the portfolio:

SEBERO



izzi
bro

Ka Rai

200+ people in the team

2 production facilities (in Russia and Moldova)

29 countries of presence

100+ partners worldwide



Winner of "Best Light Tobacco 2021" and "Best Light Tobacco 2024" by JohnCalliano Awards

ABOUT US

The idea of creating the company came in 2016, when the development of the first trial samples began. It took 2.5 years to create the perfect product, complete all stages of certification, and launch sales — a crucial milestone in the company's formation.

Since 2018, we have grown from a small regional company into an international manufacturer and one of the **Top 5** market leaders. We produce products both under our own brands and through outsourcing projects, which highlights our reputation as a reliable and professional manufacturer.

Having our own production facility and laboratory allows us to remain unique in the market and guarantee high product quality. We closely monitor every stage of production, ensuring consistency and building trust with our clients.

We actively participate in the hookah community. Our portfolio includes multiple appearances at **Hookah Club Show**, **JohnCalliano Fest**, and many other regional events. We also take part in international exhibitions such as **World Shisha Dubai** and **ShishaMesse**.

Constant communication with hookah masters and end consumers is an essential part of our work — it allows us to gather feedback and identify new market needs.

OUR ADVANTAGES:

- Proprietary unique developments and innovative technologies
- Modern production facilities
- High quality and diverse product range

OUR PRESENCE MAP



- ARMENIA
- AZERBAIJAN
- BELARUS
- BULGARIA
- CYPRUS
- CZECH REPUBLIC
- ESTONIA
- GEORGIA
- GERMANY
- INDONE SIA
- IRAQ
- ISRAEL
- JAPAN
- KAZAKHSTAN
- KYRGYZSTAN
- LATVIA
- LITHUANIA
- MOLDOVA
- POLAND
- ROMANIA
- RUSSIA
- SLOVENIA
- SPAIN
- TAJIKISTAN
- UAE
- USA
- UZBEKISTAN
- CHINA
- SERBIA

SEBERO BRAND PHILOSOPHY

SEBERO Brand Philosophy

SEBERO products embody the timeless traditions of tobacco smoking, carefully recreated using modern technologies.

Our philosophy is inspired by **Polynesian motifs**, which is no coincidence, as **Polynesia is the birthplace of tobacco smoking**. We pay tribute to these ancient traditions, drawing inspiration from their depth and cultural heritage.

We don't just create high-quality tobacco — we enhance the experience of enjoying time alone or in the company of like-minded people.

That's why our products appeal to everyone, from curious beginners to discerning professionals.

Three Core Values of SEBERO:

1

Harmony with Oneself

2

Harmony with Others

3

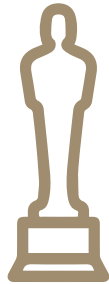
Harmony with the World Around Us

SEBERO CLASSIC

SEBERO Classic is a light product line, primarily composed of mono-flavors and premixes. Introduced in 2018, it was the first product featuring Boiled Burley technology. Thanks to its ease of use and vibrant flavor delivery, it quickly gained popularity in the market.

SEBERO Classic serves as a foundational product for most lounges and is also a comfortable and straightforward choice for home users. In 2021 and 2024, SEBERO Classic was awarded **“Best Light Tobacco”** by JohnCalliano Awards.

Today, SEBERO Classic is a versatile light tobacco. Our flavor palette is regularly updated to reflect market trends and consumer preferences.



**BEST LIGHT
TOBACCO
2021 / 2024**



SEBERO ARCTIC MIX

SEBERO Arctic Mix is a light product line built on the foundation of Sebero Classic. It embodies the art of mixology from our technologists, offering unique and complex flavor combinations. Each flavor in the line contains a cooling agent, which is why the collection is named Arctic.

Line Features:

- **Multidimensional Flavors:** A unique combination of three or more flavorings that unfold gradually, creating an exceptional smoking experience.
- **Ease of Use:** Products in this line require no special skills, making them accessible to both beginners and seasoned enthusiasts.

Who is Arctic Mix for?

This line is designed for those who appreciate bold mixed flavors, unusual combinations, and are seeking new experiences. **SEBERO Arctic Mix** is the perfect choice for anyone looking to go beyond the ordinary and enjoy a unique flavor journey.

SEBERO Arctic Mix is not just tobacco — it's the art of flavor in every puff.



SEBERO BLACK

SEBERO Black represents the strong tobacco segment. In late 2021, we noticed a growing trend toward stronger tobacco products, which inspired the creation of SEBERO Black. This product combines smooth nicotine satisfaction with pronounced strength, catering even to the most discerning enthusiasts. It was first presented at Hookah Club Show 2022.

Features:

SEBERO Black offers a multidimensional flavor palette with spicy cigar leaf notes — from single flavors to complex premixes. This allows us to satisfy a wide range of consumer taste preferences.

Who is SEBERO Black for?

This product is designed for those who appreciate richness, strength, and depth of flavor. SEBERO Black is the choice for anyone seeking a new level of tobacco experience and ready to explore a wealth of aromas and sensations.

SEBERO Black is the embodiment of strength, tradition, and refined taste.



JENT

It is a unique and innovative product in the medium-strength segment, with no analogues on the market. Its exclusivity is achieved through a special tobacco flavoring and aging technology, as well as the aromatization of the tobacco blend using in-house extracts combined with high-quality European food-grade flavorings.

BRAND PHILOSOPHY

Our philosophy is the harmony of richness, balanced strength, tradition, and innovation.

JENT BRAND VALUES::



**Unique, Innovative
Technology**



**Comfort and
Ease of Use**



**Distinctive Flavor
Combinations**

In 2022, the Jent brand became part of our product portfolio, ensuring that SEBERO products are now represented across all strength segments.

Advantages of JENT:

Long-Lasting Flavor: The use of extracts combined with food-grade flavorings preserves a rich and multidimensional taste throughout the entire smoking session.

Intensity and Depth: The flavor unfolds gradually, making each puff unique and memorable.

Extended Enjoyment: Prolonged smoking sessions and more vivid experiences.

Jent is a family of flavors across the Classic, Herbal, Alcohol, and premium Jent Cigar lines. Each line has its own unique character and is designed for those who value variety and quality.

Jent Classic. Classic yet unique flavors, often composed of more than two extracts that act as enhancers for food-grade flavorings. The line includes both single flavors and premixes, offering straightforward yet sophisticated combinations for true connoisseurs.

Jent Alcohol. A line built on a flavoring technology that uses alcoholic concentrates and food-grade flavorings to create a unique aroma. Thanks to this technology, JENT Alcohol products feel stronger during smoking, making them an ideal base for cocktail-style mixes.

Jent Herbal. Our pride, unlocking endless possibilities for mixology. At the core of every flavor in this line is the complete absence of artificial flavorings — only natural ingredients: tobacco leaf and herbal extracts, creating a unique taste and aroma.

JENT — It's not just tobacco — it's the art of flavor, embodied in every line.



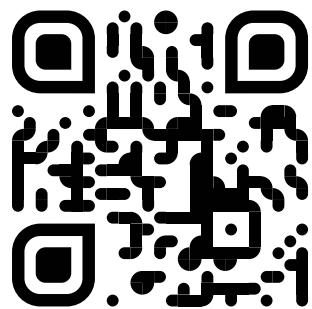
Keep it IZZI

IZZI BRO is a tea-leaf-based hookah mix designed for maximum simplicity and rich flavor. Launched in 2022, the brand focuses on effortless preparation: any bowl, any packing style, any mix — it always works.

Expert-crafted blends and premium European flavors mean you don't need to overthink the process. Just open, pack, heat, and enjoy consistently great results.

CONTACT US

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