

ab kultura

Za taj osjećaj lakoće!

Kalcij
OPTI
Kultura
ab
Vitamini
ljepote

**ab
kultura**
Prirodno lijepa.

**ab
kultura**

AB KULTURA JE
NATURALNI JOGURT NA TRŠASTU
I SAŠA NARUČKA STROK
ZA VITKOST I ZDRAVLJE.

OPTI COMPLEX
- opći kompleks
- 12 vrsta probiotičkih
bakterija
- 12 vrsta vitamina
- 12 vrsta minerala
- 12 vrsta proteina
- 12 vrsta masti
- 12 vrsta ugljikohidrata
- 12 vrsta vlakana
- 12 vrsta šećera
- 12 vrsta soli
- 12 vrsta vode

Za vašu potpunu ravnotežu

**ab
kultura**

Ljepota je stvar okusa.

Kalcij, vitamini B skupine i enterokoki kulture - sve se to nalazi u jednoj porcijici jogurta ab kultura. Svega nekoliko grama i osjetite se ljepše, lakše, kao i uvijek. Proizvedeno u skladu sa svim zahtjevima za kvalitetu.

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Market

On an exceptional competitive and dynamic market of fermented and functional dairy products, *ab kultura* has always had the status of one of the more popular products. Thanks to its irresistible taste, richness of nutrients and low level of calories *ab kultura* is one of lightest yogurts on the market being that it contains only 0.1 percent of dairy fat, while one hundred grams of yogurts contains only 37 calories. The development of the market of functional products where *ab kultura* was first launched as a product of that kind, and growth of awareness of the consumer about the importance of healthy and balanced diet daily contributions of popularity to *ab kultura*, which, on the Bosnian-Herzegovinian market, have a constant growth of dividend.

Achievements

Ingredients, design and ergonomic importance are just some of the criteria which the products must satisfy so that it would in the Croatian chamber of commerce excel to the brand of Croatian quality. This brand is awarded to products which, gratefully are above average quality, they satisfy the high world criteria and with that represent alone the top of world offers in our class. Those are only some of the reasons why the Croatian chamber of commerce in 1998 excelled *ab kultura* achieving the mark "Croatian quality" as the first type of product in the category of fermented dairy products.

The innovation and intensive development of the product are the main advantages which are coming from Dukat. Conforming to that, *ab kultura* is continually developing, according to the needs of the consumer and trends of the market. In the year 2001 *ab kultura* implemented OPTI COMPLEX, a special ingredient which gives the organism a special, remarkable combination of high-valued proteins, calcium, B group vitamins – "the vitamins of beauty" and useful bacteria's such as *Lactobacillus acidophilus* and *Bifidobacterium longum*.

History

ab kultura was launched in 1992 as the first functional dairy product on the Croatian market. It received its

name from the two basic ingredients, respectively two probiotic dairy bacteria's – from the combination first two letters (*Acidophilus* and *Bifidobacterium*).

After the launching of the first *ab kultura* with natural, unflavoured taste, started the developing of entire array of flavours: peach, strawberry, banana, lemon-vanilla, orange and wild berries.

The first *ab kultura* contained 1.5% dairy fat, and later was launched an even "super light" version with wild berries and only 0.1% dairy fat. In the year 2001 the entire line of products switched to have only 0.1% dairy fat and was packaged in bottles from 330 and 500 grams.

New accomplishments and investments in research and developments allowed that in 2001 in *ab kultura* was



incorporated the original ingredient – OPTI COMPLEX.

Product

ab kultura is one of the lightest yogurts on the regional market, with only 0.1% dairy fat. It contains the original ingredient OPTI COMPLEX, a special combination of high-valued proteins, calcium originated from milk, B group vitamins and of good bacteria: *Lactobacillus acidophilus* and *Bifidobacterium longum*. As a perfect balanced dairy drink, *ab kultura* is the ideal partner in keeping healthy, a slender look and vitality in all ages of life.

ab kultura was created conforming to the most modern nutritional recommendations that two bottles a day of this healthy liquid satisfies the needs for calcium and B group vitamins. The efficiency of the light dairy products in achieving and keeping desired physical fats is valid in numerous scientific studies, hence it is recommended to daily have 3 servings of light dairy products. The entire array of nutrients, which are represented in dairy products, and particularly calcium and proteins, help the organism to free itself from superfluous fat tissue.

The B group vitamins are known as the "beauty vitamins" and are essential for keeping healthy skin, hair and nails. With the proteins as a support, help the skin hold a longer shine and elasticity, nails stronger and softer silkier hair. By avoiding deficiencies of B group vitamins delays the weak growth and brittle hair; dryness, redness and irritation of skin, chapped lips and appear as wounds on the edge of the mouth and around the nose and broken nails.

Calcium originated from milk, for the organism is the highest quality calcium, being that it can best be used by the body and the easiest to strengthen the bones. Calcium is an extremely important mineral for every woman, and is essential in an every day diet so that osteoporosis can be prevented.

Culture a and b – *Lactobacillus Acidophilus* and *Bifidobacterium Longum*, are dairy cultures which *ab kultura* give recognizable smooth and comfortable taste.

The usable bacteria, which are fed by fermented dairy products, are pressing growth of harmful bacteria into the intestines and that accelerates the health of the digestive system. Good digestibility is important for eliminating toxins from the organism, not only with the positive

Pronađite svoj okus...



...među okusima zdravlja.

odabrimo *ab kultura* s OPTI COMPLEXOM već ste povukli pravi polje: Sada se još samo trebate odlučiti za jedan od pet neodoljivih okusa. A to je barem tako: Svaka *ab kultura* mogućim djeluje na zdravlje i prirodno lijepo, a pritom oduševljava nepce. Odoberite svoj i napravite se sami.



ab kultura
Prirodno lijepa.

solutions for consumers needs, and by that separated itself from competition, the product took the powerful and stable place on the market.

To the numerous researches, light fat dairy products effectively achieved and preserved the desired weight because of the many nutrients from dairy products, especially calcium and proteins, help the organism free the excess fat tissue.

Promotion

ab kultura is unique because its generic name became its own – brand name. The line of products, throughout the year, successfully exists on the market, especially through the medical communication. Above all thanks to its exceptional characteristics and comfortable smooth taste, came to the measure of acceptability and popularity that consumers when asked which yogurts do they know, almost always the first mentioned is *ab kultura*.

Communication of the product through the message "Healthy and slender" and emphasizing how it is a "light product", from the beginning the focus, was placed on the merit of the product which made it unique on the market. Through various communication channels, and transmitting the message with the values of the product, the consumers additionally were educated about the importance of a healthy diet and regular physical activity for achieving a healthy and beautiful look.

Brand Values

ab kultura is a legend of the Dukat assortments of fermented products. It is the favourite for already 12 years during which it has become the synonym for light dairy drinks. It is intended for all who want a balance low calorie diet, without renouncing quality, nutritional valuable victual. Because of its smooth taste *ab kultura* is exceptionally popular as refreshment during the summer months, but also as a high value victual recommendation through the entire year.

www.dukat.hr

THINGS YOU DIDN'T KNOW ABOUT...

ab kultura

- *ab kultura* is the first functional yogurt drink on the market.
- *ab kultura* contains only 0.1% dairy fat.
- *ab kultura* is the first fermented dairy product for diabetics.
- *ab kultura* is a product low in energetic values – it contains only 37 calories in 100 grams.
- *ab kultura* contains the original ingredient OPTI COMPLEX, a special combination of high value proteins, calcium originated from milk, B group vitamins and positive bacteria *Lactobacillus acidophilus* and *Bifidobacterium longum*.



U trendu.

Novo sezona vladajućih silica grada. Nove teme, novi trendovi i nove Duge. *ab kultura* ostaje i ove sezone. I to s bakterijama *ab kultura* i još 16 drugih i laganih okusa za ljepotu i vitalnost u svakoj godišnjoj dobi.

100% mlijeko od najboljih proizvođača
60% mlijeka od najboljih proizvođača
50% mlijeka od najboljih proizvođača
20% mlijeka od najboljih proizvođača

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contributions of beauty and healthy skin, but the entire organism.

Except for *ab kultura* natur in 330 and 500 gram bottles, there are two more fruit tastes found on the market – strawberry and wild berries in 330 gram bottles.

The amount of sugar in the fruit variations is replaced with artificial sweeteners, hence it is appropriate for people that do not want to or are not allowed to consume sugar. One bottle of 330 grams ensures about 60 percent the daily-recommended value of calcium and about 50 percent of "beauty vitamins".

Because of the rich fruit taste of *ab kultura* with OPTI COMPLEX, it is exceptionally popular as light refreshment during the summer months, but as a high value drink recommended through the entire year. At the same time low caloric, rich with valuable nutrients and irresistible flavour, *ab kultura* among consumers is already enjoyed for years as one of the most popular dairy drinks.

The popular saying "beauty comes from within" brilliantly indicates the importance of a proper diet and careful choice of victual for preserving natural beauty and vitality of the soul and body. Balancing a diet, which includes victual high nutritional values, preserving the desired body weight, and regular physical fitness are wise decisions which will undoubtedly bring long-term results on the healthy but aesthetic plan.

ab kultura is a utilized part of the decision of those consumers which want to be "healthy and slender".

Recent Developments

The brand, as much as the desire to preserve its position on the market, demands constant care for development and innovation. The care for a product is one of the factors which affect the improvement and market status of a brand. With a product and results, *ab kultura* is the right representative of that type of business, with a stabilized and successful status on the market. The constant work on the product is necessary to be improved. Constantly offering better