

floriol

**S Floriolom
kuhanje postaje zadovoljstvo.**

FLORIOLOM, OKUS ŽIVOTA!

Market

Floriol, a leading brand in edible oils in Bosnia and Herzegovina, is owned by Bunge, the world's leading edible oil producer, active in four continents (North America, South America, Europe and Asia). Edible oil is a growing part of our diet. In the beginning of 1960s, researchers began to make clear connections between the intake of saturated fats and coronary heart disease. With the call for people to eat more unsaturated fats, consumers shifted toward edible oils, which are natural, convenient sources of such fats.

The size of the edible oil market in Bosnia and Herzegovina is 41,579.78 tonnes (Source: GFK, 2008).

The overwhelming majority of the market, in terms of volume, consists of sunflower oil with 95.4%, then vegetable oils with 3.1%, olive oil with 1.1% and soy oil holding 0.4%.

Even in value terms the same phenomenon is visible: sunflower oil holds 92.7% of the total market (Source: GFK, 2008).

Besides Floriol, key brands include Bimal (a locally produced brand owned



Zvijezda imported from Croatia), Sunce, Vital, Dijamant (imported from Serbia).

Achievements

Floriol now has 46.6 percent volume market share in Bosnia and Herzegovina (Source: GFK, 2008*). Floriol leads the market in each region except the Eastern part of the Republika Srpska.

Awareness of the brand is 99 percent in total (49 percent top-of-mind, Source: Usage and Attitude Study, 2005**) and Floriol has the highest level of loyalty in the Bosnian market (50 percent, Source: GFK, 2008). Consumers say that Floriol is a healthy and well-known brand of excellent quality (Source: Usage and Attitude Study, 2005). To reflect its high image among Bosnian consumers, Floriol was awarded "The Strongest Brand in Bosnia and Herzegovina" title in 2005. Now, it has been awarded the Superbrands title in Bosnia and Herzegovina the second time in a row, while it has been a Superbrand in Hungary since 2006.

History

The Floriol brand was created in 1993 in Hungary as healthy, premium oil in addition to the mainstream market leader, Vénusz. The second market for Floriol was Bosnia and Herzegovina, where it was launched as early as in 1993. Today, Floriol is present in the following countries: Poland, Estonia, Latvia, Lithuania, the Czech Republic, Slovenia, Croatia, Bosnia-Herzegovina, Kosovo, Romania, Macedonia, Montenegro and Albania.

Among all these markets, Floriol is strongest in Bosnia and Herzegovina (as a clear market leader) while it is a strong number 2 in Albania and it leads the premium segment in Hungary and Romania.



cardiovascular system. Floriol Frito Plus is sunflower oil dedicated to frying. Launched in 2008, Floriol Frito Plus contains an additive, which prevents oil from foaming during frying and thus makes frying easier and results in even more appetizing food.

In terms of sizes, Floriol is sold predominantly in 11 bottles, while Floriol sunflower oil is also available in 2 and 5 liter variants as well.

Recent Developments

Bunge operates its main research and development centre for edible oils in Budapest, Hungary, where 25 highly skilled scientists, engineers and technicians work on the continuous improvement of edible oils.

The Floriol product range is designed to cover most major consumer needs in the Bosnian market.

These needs include: deep, shallow and pan frying, cooking, canning (especially ajvar), preparation of various sauces (like mayonnaise) and salads.

As Floriol is committed to continuous innovation, more news can be expected later on.

Products

Today, Floriol in Bosnia and Herzegovina has the following variants: Floriol sunflower oil: this is by far the most important variant. Floriol sunflower oil naturally contains a high level of Vitamin E, which is a key fat-soluble vitamin. It is a natural antioxidant that prevents harmful oxidative effects such as the ageing of the cells. Also, Floriol sunflower oil is produced with an improved deodorization process designed to decrease the smell of the oil during frying.

Floriol Trio is a mix of sunflower, rapeseed and corn oil. On the market since 2005, Floriol Trio has a natural content of Omega-3 fatty acids, which help lower the cholesterol level of the blood and thus it is good for the heart.

Floriol Plus is a mix of rapeseed and sunflower oil, which has a naturally high content of Omega-3 fatty acids in good balance with Omega-6 fatty acids, which has a positive effect on the

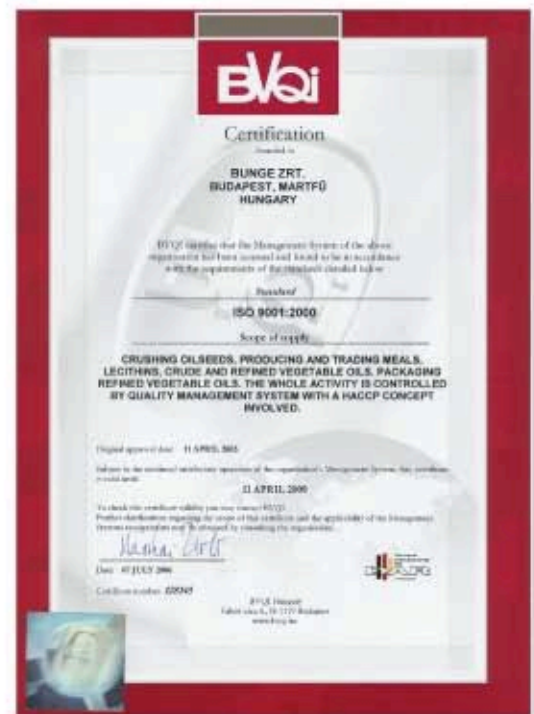
Promotion

Throughout its history in Bosnia and Herzegovina, Floriol has relied on both media presence and non-media tools. In terms of media, the preferred channels have been TV (major channels like FTV, Pink TV, BHT, Mreža Plus and OBN) and outdoor (mostly billboards located in busy locations across the country, but also locations close to major retail outlets).

Regarding non-media promotional tools, branded truck covers have been used extensively while in-store tools such as secondary placement and POS materials have been gaining importance recently.

Brand Values

Floriol is committed to offer Bosnian consumers healthy oil with excellent quality. Floriol is produced



in Hungary, at the Martfű plant, which is the biggest and most modern oil producing plant in Central Europe. The commitment to quality is evidenced by the ISO 9001:2000; ISO 14001, OHSAS 18001 and IFS (International Food Standard) certificates and continuous strict quality control.

www.floriol.hu

THINGS YOU DIDN'T KNOW ABOUT...

Floriol

- Bosnia and Herzegovina is recognized as one of the countries with the biggest consumption of edible oils: 37.49 kg volume per household (Source: Gfk, 2009). Out of this Floriol consumption is 19.78 kg volume per household (Source: Gfk, 2009).
- Floriol has a high repurchase rate: 83 percent (Source: Gfk, 2008).
- Floriol overtook brands like Vegeta, Nivea, Milka, Ariel and Coca-Cola on the list of strongest brands in Bosnia and Herzegovina in 2005.
- For Bosnian consumers, the ideal edible oil is healthy, has excellent quality and is a well-tried brand – and Floriol performs best on these attributes.
- Floriol is equally liked by all three nationalities in Bosnia and Herzegovina: Bosnians, Serbs and Croats (Source: U&A study 2005).