

# Sarajevski kiseljak

PRIRODNA MINERALNA VODA



## Market

Sarajevski kiseljak d.d. is the leader in the production and sale of mineral water with a bottling tradition of 118 years.

It has affirmed its long-term position as leader primarily thanks to the high and recognizable quality of the mineral water; constant modernisation, development of production processes, management, adaptation of business approach towards market conditions and the needs of consumers. With the quality of its products, strength of the product brand, a large distribution network and strong marketing support, Sarajevski kiseljak continues to grow and develop, strengthening its leading position on the Bosnia and Herzegovina market. Sarajevski kiseljak has besides mineral water in its assortment fizzy drinks: "Sky" in flavours of Cola, Orange and Lemon which have seen a growth in sales on the markets of Bosnia and Herzegovina and Croatia. In 2009, it launched a new line of fizzy, non-alcoholic beverages under the SKI brand in the Tonic, Mango-Orange and Apple-Mirabelle flavours.

The natural mineral water Sarajevski kiseljak is according to its quality one of the best natural mineral waters in the world. The export results are therefore also good. Presently some 15 percent of total production is exported onto international markets in Croatia, Sweden, United States of America,



Canada, Denmark, The Netherlands, Australia, Serbia and others. These export results are primarily achieved due to its highly recognizable quality and excellent taste.

## Achievements

### ISO 22000

In 2007 Sarajevski kiseljak d.d. received and implemented the standard ISO 22000:2005 and became one of the first companies in the region to implement this new standard that relates to the management safety of comestible products. The certification was done by a well-known French organization: Bureau Veritas Certification.

Due to the presence of recent problems with the safety of food across the world and with the necessity to protect the consumers, Sarajevski kiseljak recognized the need for managing the safety of comestibles (throughout the food chain); therefore it implemented it in order to provide their customers with trustworthiness in their products. In this manner, Sarajevski kiseljak once again accepted the challenge and

established new standards proving that only the best keep up with world trends and this certificate is another confirmation of the continuous care about the quality of the product, business processes and the satisfaction of their customers.

### Bosnia and Herzegovina's number one brand

In 2007 Sarajevski kiseljak, according to the independent Agency by the choice of the best manager from Zenica, was named the best mineral water brand in Bosnia and Herzegovina. Sarajevski kiseljak d.d. in 2007 received the title of best company in Bosnia and Herzegovina on the basis of its business results, total trade and positive image.

### Superior Taste Award

The company also became

the proud recipient of the prestige international award "Superior Taste Award". The international institute for quality and taste (ITQI) from Brussels, in a stringent competition, awarded the natural mineral water Sarajevski kiseljak with the Superior Taste Award for its excellent taste and superior quality. In today's world where due to a large number of products it is more difficult to attract customers and their trust, this proves that the products carrying this label truly is according to quality and taste unique on the market.

### Superbrands

Sarajevski kiseljak natural spring water also received the great acknowledgment of the Superbrands international organisation, which is an independent and global authority in the area of branding.

Among 12,000 brands present on the Bosnia and Herzegovina market, Sarajevski kiseljak in 2008 and 2009 was placed among the leading domestic and foreign brands in Bosnia and Herzegovina, once again confirming its high and recognisable quality.

## History

The first surviving information about kiseljak dates from the 16<sup>th</sup> century, from 1530 to be exact, when kiseljak "Sauer Brunnen" is mentioned by a Slovenian, Benedikt Kuripešić in his travels with the imperial delegation to Istanbul in the German language.

During the Ottoman period in 1659, about kiseljak which then carried the name "Ekšič su" which translated means; Sour Water, was written about by the Turkish travel writer Evlija Čelebija. He writes that this water has medicinal qualities and that merchants are carrying it away in bottles from "house to house".

On his way through Bosnia an Englishman James Creagh spent the night in one of the inns and in his work "On the borders of Europe and Islam" compares the mineral water from the well at kiseljak to the water at the French health resort Vichy. Creagh writes: "The mineral water produced by this waterfall with its taste reminds me a lot of the water with which the French health resort at Vichy boasts but the refreshing and revitalising strength of the Bosnian spring overtakes the strength of the French medicinal water. When elderly people drink this, full of life strength Bosnian water for twenty days, they leave kiseljak with the thoroughly established power that one can according to the beliefs of the Eastern civilizations only find in paradise if one can get there. Diseases of the digestive organs, the bad mood this creates, and reduction of appetite all this evaporates under the influence of this pleasant tasting water. The patients go back home refreshed and happy people without premature ageing".

The first expert analysis of the mineral water was done in 1886 by Prof. E Ludwig who was the court advisor from Vienna. He proved that this water belongs to the group of water "to those mineral waters that in its content has mostly carbon dioxide, glauber salt and a lot of iron and due to its content it is a speciality among the European mineral waters".

The tradition and beginning of the bottling







processes of Sarajevski kiseljak is linked with the year 1891 when it was distributed to various regions for Dalmatia and Austria to Bombay in India.

In 1947 the "World health resort Banja kiseljak" was opened whose services included spa treatments, accommodation and diet of patients as well as exploitation and selling of mineral water. When the importance and potential of the exploitation and bottling of the mineral water was established in 1961 the company "Sarajevski kiseljak" was founded which at first was trading independently and later in 1965 as part of "Banja kiseljak" as an independent business unit.

In 1963 the first automated production line was installed.

During the war the production stops. With the end of the war the production starts again and in 1996 a new production line for bottling mineral water in PET bottles of 1.5l and 0.5l.

In the period from its establishment in 1961 to date, along with constant investments into the modernisation of its plants, the development of distribution, the professional training of employees and marketing, Sarajevski kiseljak has built a recognisable image which has, along with its tradition and proven quality, become synonymous for natural mineral water of excellent quality, especially after 2001 when, after a successful privatisation, it became a member of the Agrokor Group.

## Product

The natural mineral water Sarajevski kiseljak springs from a depth of 150 to 300 meters, enriching itself with minerals in its natural flow through old eruptive rock. So natural and crystal clear, with a naturally balanced ratio of minerals, it is bottled by the most modern technology without external influences.

The Sarajevski kiseljak natural mineral water contains minerals that are essential for the body's normal functioning. In the modern way of life, when stress in an everyday occurrence, minerals become essential.

Scientific research confirms more and more that natural minerals are the best for a person's body. This is why Sarajevski kiseljak is the best solution for health and refreshment.

With its physic-chemical attributes, Sarajevski kiseljak is a sodium-calcium-magnesium-hydrogen carbonated-sulphate mineral water and as such belongs to the best mineral waters in the world. Due to this composition and medicinal quality it is beneficial in regulating the digestive system and healing of digestive organs, metabolism diseases (diabetics and gout) liver, gall, gall routes and stones, kidney diseases and bladder function. It mixes excellently with juices and quality wines and is suitable as refreshment in everyday consumption, for the whole family. This mineral water is bottled in refundable glass bottles of 1l and 0.25l and in PET packaging of 1.5l and 0.5l.

## Recent Developments

A new symbolic period began for Sarajevski kiseljak in December 2000 when the company Agrokor by way of Jamnica becomes the majority owner and begins investing in development.

With this investment programs are created for the protection of the environment following which the company, besides being the largest and oldest, also becomes the most modern mineral water bottling plant as well as one of the leaders in business strategies and production in Bosnia and Herzegovina.

During 2001 and 2002 new production halls are built, two new bottling lines are bought, which resulted in modernization and growth in production capacity to an enviable 170 million litres

annually, and Mercedes eco trucks were purchased for deliveries. Modern production lines and equipment has enabled natural mineral water as a unique gift from nature to be bottled without external influences. With planned development and growth the company in 2002 expands into new markets with new range of gas cold drinks under the brand name SKY (flavours of Cola, Orange and Lemon) which characterise an original merge of water from kiseljak as a basis, a modern design and practical PET packaging. In 2005 a hospitality package of 0.25l was launched in a refundable glass bottle for the mineral water and the SKY cool drinks 1.5l PET package was replaced by a 2l PET package which recorded larger sales.

Today Sarajevski kiseljak is 118 years old, always remaining the same, a product that does not age and with time enhances its value and market position.

## Promotion

Besides long term investment into the maintenance of quality and modernisation the company builds the strength of the brand with continuous care about its consumers and communication with the market. Integrated marketing communication, continuous interaction with the consumers and a wide range of marketing projects represent the strength of Sarajevski kiseljak.

On the market at points of sale during the year, a range of activities/projects are performed as well as TV, radio, printed media advertisements, Internet and billboards. Sarajevski kiseljak receives strong support through creative and functional POS and POP materials.

Sarajevski kiseljak regularly sponsors sport competitions, cultural and artistic happenings of public importance.

## Brand Values

Sarajevski kiseljak is a traditional quality product brand that offers refreshment at any occasion. During over a century of its existence, the Sarajevski kiseljak brand has developed a recognisable and powerful image. Unique taste, confirmed quality and long-term tradition are the values of Sarajevski kiseljak.

[www.sarajevski-kiseljak.com](http://www.sarajevski-kiseljak.com)

THINGS YOU DIDN'T KNOW ABOUT...

## Sarajevski kiseljak

> The well-known poet Tin Ujević wrote about the mineral water Sarajevski kiseljak in 1934:

He who has been a jolly fellow  
And drank wine  
Let him drink kiseljak  
He will heal fine.

That which burns from wine  
kiseljak extinguishes  
He who is thirsty  
With it his throat can quench,

