



Kada je vrijeme za Kornet?



## Market

Ledo d.o.o. Čitluk is the largest manufacturer of industrial ice cream and distributor of frozen foods in Bosnia and Herzegovina. A regional leader in most markets it operates in, the company assumes over 50 percent of market share in practically all categories, with a tendency to increase this share yearly, which is an exceptional business success. In 2008, the year when Ledo celebrated its 50th anniversary, the company continued with numerous business achievements, so by using high-quality production, marketing, sales and distribution support it maintained and additionally strengthened its existing market positions.

In 2008 Ledo sold a total of 10,465 tonnes of products, which resulted in financial turnover of 60 million BAM.

The distributive power of Ledo group in the region contains over 20,000 refrigerating units in some of the most attractive locations across the region. Around 160 trucks – refrigerators and delivery vehicles equipped with IT equipment and integrated into a computer system, distribute Ledo products to retail stores, catering establishments, own



retailers, public institutions, as well as to export markets.

Direct distribution channel ensures safe product delivery to the purchasers, in requested quantities and within agreed timelines, so despite the distance and change of locations our products are always deep frozen, preserved in identical condition from the initial manufacturing phase until they are finally distributed to refrigerators at sales locations.

## Achievements

From its early beginnings to date, Ledo d.o.o. evolved into a modern company recognisable for its tradition and quality of products, which are developed as a result of investments and acknowledgement of consumer demands.

Purchasers perceive Ledo as a large and strong, dynamic company offering excellent, healthy and above all delicious products. Furthermore, Ledo is reputed as the most innovative company implementing the best and highest-quality advertising campaigns, competing with the largest food companies, and producing the best products for young people (Source: Valicon, 2008).

Ledo group is aware of high market high

demands and constant need for new tastes, so special attention is focused on innovations and development of new products. Analysing attentively and inquiring about consumer needs, dozens of products are launched onto the market every year, from ice creams to other frozen foods. In that context it is important to note professional recognition: award for best ice cream innovation in 2006 for ice cream Jaffa Ice, and 2008 award for ice cream Auto, rendered by the International Ice Cream Consortium –IICC.

Furthermore, with its activities and results in the field of quality control systems, Ledo has continually demonstrated its ability to fulfil the demands of BiH, regional and EU markets.

In early 2009, the process of implementation of another certificate in accordance with international standards was successfully finalised. Along with the existing certificates of ISO 9001:2000 quality management system and HACCP food safety management system, for which the renowned international certification agency Bureau Veritas conducted a review on this occasion, for the first time company Ledo Čitluk obtained the certificate of ISO 1401:2004 environmental management system.

## History

The history of Ledo company dates back to 1958, when the first batch of ice cream was produced in a dairy factory in Zagreb, while the first ice cream manufacturing plant was built somewhat later, in September 1965, whereby Ledo became the number one manufacturer of industrial ice cream in Croatia. During 50 years of its existence, the company evolved



into a modern, reliable, and leading company on the Croatian market, aiming to fulfil all consumers' needs based on its past experiences and future development.

Since 1994 Ledo company has been operating as part of Agrokor Group, and with its assistance it was equipped with the state-of-the-art machines and technology for manufacturing cones, sticks and ice creams of more demanding forms as well as a great variety of aromas.

Substantial investments into company operations and development also resulted in establishment of the most modern warehouses for raw materials and frozen goods, packaging machines, as well as new energy and IT equipment. Implementing its business strategy of developing into a regional company, in addition to its subsidiaries in Sarajevo and Ljubljana, in 2000 it launched its own ice cream manufacturing facility in Čitluk (BiH). This was followed by an acquisition of a Daruvar company for processing and transport of fish and seafood, called Irida d.o.o., in 2002. Frikom company, the leading company in ice cream and frozen foods manufacturing on the Serbian market, became a part of Agrokor Group SUPERBRANDS in 2004. During the same year, Ledo also bought the Hungarian ice cream company Baldauf, thus extending its manufacturing capacities to the European Union territory, and in 2006 it took over the Sun brand – leader in ice cream category in Montenegro. In 2008 Ledo started exporting to Romania, where it also established its own company called Ledo Romania.

## Products

Ledo freezers offer a rich selection of ice creams daily enjoyed both by older and younger fans of this favourite delicacy.

Ledo's oldest and most famous ice cream called "Snow White" is celebrating its 50th birthday, so it appeared on the market in a new package, but still with the same irresistible flavour arising from the

combination of vanilla and a crunchy chocolate coating. In addition to Snow White, Ledo offers a wide variety of stick ice creams, the most famous among them being Macho and King. Macho sticks were launched in 1996, and to present day it is most enjoyed by younger and urban persons who recognise quality. Premium King bars appeared at the market in 1995, and at present these rich creamy ice creams are available in numerous luxurious tastes. From our rich selection of Ledo cones, we should highlight Chocolate and Vanilla Cones, as well as Maximo premium cones.

Apart from ice cream sticks and cones, Ledo freezer also offers an abundance of irresistible delights for the entire family; favoured family-pack ice creams Grandissimo, Quattro, Queens and Twice.

Superior family desserts by Ledo are available in various packages and the finest combinations of flavours.

In addition to a respectable number of ice creams for all tastes, Ledo freezers also contain numerous other deep-frozen products, like fish, various types of vegetables, pastry, bakery products and ready-cooked meals. Following trends at world markets, Ledo marked the year 2008 by developing numerous products, thus establishing new trends in manufacturing ice cream and frozen foods on local and regional markets. A total of 70 new products were launched in 2008, in ice cream and frozen foods categories.

All deep-frozen products are characterised by strictly controlled manufacturing and distribution conditions, which enable the preservation of all vitamins and nutrients!

Also available among Ledo products is a rich assortment of products for catering establishments, which meet the demands for best quality.

## Recent Developments

The most important investments in manufacturing pertain to development of new products and introduction of modern technologies. Since 2007, Ledo has been fully implementing the system of pre-sales, which enabled the introduction of new mobile IT systems for sales staff. By doing so we created prerequisites for full and faster satisfaction of market demands, and ensured conditions that enable purchasers to buy their favourite products at any time. A state-of-the-art manufacturing line for processing and packaging frozen fish was introduced in 2007, and its monthly capacities for processing and packaging amount to 150 tonnes of fish. Ledo continuously invests in new technologies that ensure the increase of manufacturing capacities, so new lines for ice cream production are being installed in manufacturing plants. In addition, Ledo expanded its capacities for vegetable production, so a new plant was opened in Bjelovar for vegetable packaging. Various investments in 2008 enabled the expansion of manufacturing and warehousing capacities in order to satisfy market demands to the optimum level.

Investments were also made into the line for extruding stick ice creams, one of the most modern ones in the world. Furthermore, an investment into a new line for packaging family and catering ice cream enabled a substantial increase of manufacturing capacities. Dry warehouse for raw materials was built,

and warehouse capacities for final products were also extended. New packaging machines in Irida and Daruvar enabled the company to broaden its assortments and introduce highly attractive products on the market.

## Promotion

Each year Ledo launches several advertising campaigns with a view to strengthening its trademarks and promoting new products.

Ledo winter campaign should also be noted, and its objective is to accustom consumers to consume ice cream during winter; and thus extend the ice cream season across the entire calendar year.

In addition to ice cream promotion, Ledo marketing strategy also encompasses promotion of other groups of company's products. Ledo also launched an educational campaign entitled "Frozen is Healthy", the purpose of which is to highlight the quality and advantages of frozen vegetables, fish and ready-cooked meals from Ledo assortments, produced with superior technology, of excellent quality, and containing all the vitamins and nutrients.

The marketing strategy also includes sponsorships, so Ledo is a sponsor of various children's performances, sport events and sport clubs. Since Ledo celebrated its 50th birthday in 2008, it prepared a special prize game for this occasion entitled: "50 points for 50 years".

## Brand Values

Today, Ledo is the greatest manufacturer of industrial ice cream and the greatest distributor of frozen foods in the entire region. During the 50 years of its existence Ledo developed a strong, positive and recognisable image. Appropriately selecting its assortment strategy and carefully following the trends worldwide, Ledo monitors market demands and with its innovative solutions, wide range of supreme-quality products and systematic development of its brands it enters the homes of satisfied consumers every day.

By developing its brands in all segments, all the way to premium products such as King and Grandissimo ice creams, Ledo is becoming a brand easily identifiable among consumers for its quality and tradition. "Ledo's size is not in numbers, but in hearts of its consumers!"

[www.ledo.ba](http://www.ledo.ba)



## THINGS YOU DIDN'T KNOW ABOUT...

### Ledo

- The first ice cream Snjeguljica (Snow White) was produced in 1958. Its recipe and appearance have remained unchanged to date.
- In BH, approximately 1.9 litres of ice cream per capita are consumed annually; in Scandinavian countries this average is 10 litres, and in America it is 15.5 litres.
- Freezing is a natural way to preserve all high-quality features and ingredients of food products.
- Back in 1971, Ledo organised a prize game, collecting clipart images about space conquests.

**Smrznuto je zdravo!**

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