

Gavrilović®

PRVA HRVATSKA TVORNIKA SALAME, SUŠENA MESA I MASTI, MATE GAVRILoviČA POTOMCI, d.o.o.

Market

There are only a few companies that can pride themselves on a tradition that is over 300 years old. Generations of the Gavrilović family developed the business that initially started as a small enterprise. In 1821 the first Croatian meat processing industry was established. Given its size, product quality, and business results, it is currently the leading Croatian meat processing company.

Some of the most famous and favourite Croatian products, such as the Gavrilović Winter Salami, the Liver Pate or the Luncheon Meat are untouchable market leaders. Generations have grown up with excellent Gavrilović products that hold a strong presence on all the markets in the region, and as of recently, Gavrilović products can even be purchased in the United States of America and Australia.

Achievements

Gavrilović has been producing top quality salamis, sausages and other delicious meat products for centuries. Those products used to be served for Austrian emperors, Napoleon's generals, and for many of today's dignitaries and politicians. So it comes as no surprise that all independent market research shows that Gavrilović is the most well-known brand with the best reputation: as many as 98.7% of consumers in Croatia recognize Gavrilović (source: Puls Agency). Gavrilović salami and Liver Pate are in fierce competition among 20 domestic and international top brands (source: Prizma). Such high results derive from its tradition, heritage, and quality. Buyers and consumers, children and grown-ups, young and elderly, all trust Gavrilović products.

The Gavrilović Salami and the Gavrilović Kulen salami have both received the prestigious label "Croatian Creation" from the Croatian Chamber of Economy. The title is presented for above average quality which combines Croatian traditions, research and development, innovation and invention. The Luncheon Meat and the Liver Pate were recognized as products of excellent and permanent quality, so the Croatian Chamber of Economy awarded them with the



"Croatian Quality" label.

The Chamber of Economy of the Sisak-Moslavina County awarded Gavrilović for five years in a row with the Golden Kuna award and then with the Crystal Kuna for business continuity, whilst the National Centre for Consumer Education and Information awarded Gavrilović with Recognition for a wide range and excellent quality of products.

History

In the small town of Petrinja, on the border between the Ottoman and Austrian Empires, the first ancestors of the Gavrilović family started a small meat processing business as early as 1690. Tradition and talent were passed down from one generation to another; the business developed, pig farms were built, the first hide shop was opened and the serial production of quality meat processed products started. The small family business developed into the "First Croatian Factory of Salami, Cured Meats and Fat" by the year 1883 and it employed 50 workers and master butchers.

At the beginning of the 20th century, new industrial facilities were built, a veterinary sanitation laboratory

was opened and the pig farms were expanded to hold 10,000 pigs annually. Between the two World Wars, Gavrilović products were present on all the major European markets. They exported to France, Switzerland, Austria, Czechoslovakia and Italy.

Like anywhere else in the world, the end of World War II brought significant changes. The factory, as well as all privately owned factories, became nationalised property in 1945. It continued to successfully develop, and in the 60s started the creation of a new, modern factory as well as the creation of a chain of stores.

Despite the success, both nationally and internationally, the company fell into financial trouble in the late 80s and it was acquired by Gjuro Gavrilović, the son of its pre-war owner. Just a few days after the purchase, the city of Petrinja and the factory were occupied and made inaccessible to the new owner. During five years of being refugees, production was carried on in rented facilities in Zagreb and reduced to only a few staple products.

Today, ten years later, the Gavrilović Meat Industry Ltd. is equipped with the most modern industrial machinery and new technologies are introduced on an almost daily basis. From 1997 up to today, over 50 million Euro have been invested in the development of production and in accompanying facilities. Today's production processes meet the strictest European and American standards for ready-to-serve products and fresh meat quality.

Product

The word salami comes from the Latin word salumen which was used to describe a mixture of salted meat. However, the preparation of salamis and sausages dates back thousands of years, to the time of ancient Greece, and salamis and sausages were also a regular meal for ancient Romans. Through the centuries, different ways to prepare sausages have been developed all over the world and many regional types of salamis were made. The salami production tradition in Gavrilović is as old as the company itself. During the second half of the 19th century, Italian masons from Furlania, a north Italian region famous for its rich gastronomic tradition, came to Petrinja during the winter. One of them, a man named Casio, was a true artist when it came to preparing





salamis so he combined his knowledge with the local masters and created a new, unique kind of salami, the Gavrilović salami. The secrets of that recipe were passed on from one generation to the next, so Casio was followed by Giovanni Domenico Cimbarro and Cimbarro's son Luigi. The Gavrilović salami rapidly won over consumers all over Europe and in the early 20th century the most modern salami manufacture facility with its own chilling chambers started production.

According to the figures for 1931, Gavrilović produced 600 tons of first class salami and prior to World War II a record 850 tons of salami were produced and delivered to national and European markets. Up to the present the Gavrilović Winter Salami has been an integral part of the Croatian gastronomic tradition. The secret of its great taste lies in the quality of the ingredients and in allowing the right amount of time for it to mature and develop a noble mould. It is the pride of the Gavrilović company.

The Liver Pate is yet another unique Gavrilović product containing centuries of knowledge and experience. It is also a product of unquestionable quality and of familiar taste and design. The Gavrilović Liver Pate is a must have for everyday snacks, appetizer preparation and an absolute necessity for spicy sandwiches.

Besides salami and liver pate, Gavrilović offers a wide range of cured meats, medium life cured meat and sausages, wieners and ready-to-serve meals, whose common denominator is the special attention that is paid to maintaining traditional quality with the use of the most modern technologies.

Recent Developments

Over the last few years, the Gavrilović assortment has been expanded with new products that have found their place onto the market and won over new

consumers.

The youngest daughter in the family of hams became famous under the name of the town where it was made. It is the Petrinja ham, known for its specific characteristics, especially its unique smell and taste. It is made from the highest quality ham muscle and accompanied by a thin layer of bacon, and the production process is similar to the production of prosciutto ham. It tastes lightly salted with a touch of smoke.

A special treat for those who prefer lighter meals is the Frankfurter wiener, an excellent product made using traditional methods and their own rich experience in the wiener production. A controlled and moderate curing process forms an exceptional taste, colour, and noble aromas which add to the identity of a home made product.

An absolute innovation on the Croatian market is the packaging of the old lady Liver Pate in an easy-to-use and functional tube. The tube can easily be closed and put back in the refrigerator; thus preserving the pate's original flavour and its nutritional values. The Liver Pate was always a favourite among children and the new packing makes it easy and safe to use even for the youngest ones.

Promotion

A young, healthy girl called Jelica holding salami in her hand is the trademark of Gavrilović. She was designed in 1926 by Andrija Maurović, one of the greatest Croatian comic book artists. Through the decades, Jelica's character was interpreted in many ways, and in one of her first major promotional campaigns after the year 1991, she was redesigned by three respected Croatian artists, the designer and comic book artist Mirko Ilić and painters Miroslav Šutej and Dimitrije Popović.

In a 2006 Christmas TV spot, skilled animators turned Jelica into a good fairy who, with a single touch of her magic wand, turns any meal into festive feast. The TV spot for Winter Salami reached the final selection for best TV ad at the 21st London International Awards competition.

Brand Values

There are two strong and undeniable pieces of evidence for the century long Gavrilović brand strength. After World War II, the new owners wanted to revolutionize the company's name into a new, more aggressive name of Red Star. That adventure turned out to be very dangerous because the market simply



refused products under this name, so the old name had to be quickly restored. That made Gavrilović the only company in socialism that was not named after a war hero, but instead after its original owners.

During the Homeland War, facilities in Petrinja were off limits and there were no Gavrilović products available for purchase. However, the reputation and the name of Gavrilović did not disappear so in record time, mainly because of the brand name strength, the company came back to its old leadership position.

Today, when the question about the top three meat processing companies is asked, consumers' most frequent answer ranks Gavrilović as the best one (73.3%). These percentages that pertain to the perception of quality are almost identical to the consumption percentages, which means that the producer that is considered to be the best is also the top selling one (source: Puls Agency).

www.gavrilovic.hr



THINGS YOU DIDN'T KNOW ABOUT...

Gavrilović

- Josip Broz Tito thrilled Sophia Loren with the Winter Salami.
- The company is run by the 8th generation of the same family, which is a unique case in Europe.
- The current owner has appeared in six TV ads for his products.