



Market

Hellmann's is one of the leading global brands in the dressing category which, on the Croatian market primary includes mayonnaise, ketchup and mustard. Hellmann's is a part of the multinational company Unilever; whose brands are daily used by 150 million people worldwide. High quality and well-known taste place it among the leading brands in the world. The majority of its turnover on the global market, as well as on the Croatian, Hellmann's achieves through the mayonnaise category. During its long history, the brand expanded on the market through ketchup, mustard, sauces and salad dressings. Hellmann's mission is to offer its consumers nutritive, high-quality and, most of all, tasty products that bring pleasure and excitement in every bite.

The mayonnaise category in Croatia has very high penetration rate of 74%. Yearly consumption is 3.6 million kilos of mayonnaise, including tartar and this makes it the largest and most competitive dressing market. On the Croatian market Hellmann's mayonnaise was launched in 1995 and is currently the third player. Hellmann's ketchup launch was at the end of 2002 and mustard in 2004.

Achievements

At the moment, Hellmann's brand is present in more than 75 countries. The key factor of its success is continuous investment in research and development of products which are not only tasty but also contains valuable nutritive ingredients. Original recipe and the 100 year long tradition together with innovations and keeping up with trends resulted in strong market positions at the global level. In line with the World Health Organization guidelines Hellmann's is continuously working on improvement of nutritional values of its products.

History

Mayonnaise was invented by the main chef of the French Duke de Richelieu who defeated the British in the battle for the French Port Mahon. To celebrate the triumph, the chef organised a victory feast and wanted to prepare his favourite sauce made of eggs and cream. As he couldn't find the cream, he replaced it with olive oil and a new culinary masterpiece was created. In honour of victory for the French Port Mahon he named it Mahonnaise and till now pronunciation changed into mayonnaise. In 1905, a



German immigrant Richard Hellmann opened a delicacy shop in New York City. He sold salads with mayonnaise made by his wife. Soon, mayonnaise became so popular that Hellmann began selling it in wooden butter buckets. In the beginning Hellmann sold two kinds of mayonnaise. To make a difference he put

a blue ribbon around one of them. Due to the huge demand for "blue ribbon" mayonnaise, in 1912 Hellmann designed the blue ribbon label and put it on to larger glass jars. In the same period,



Best Foods Inc. launched Best Foods mayonnaise on the Californian market and it achieved great success in the Western parts of the USA, while Hellmann expanded to the East coast. In 1932, Richard Hellmann Inc. was taken over by Best Foods. The international market expansion started in 1961 with the launch of Hellmann's mayonnaise on the British market, followed by Latin America. In 2000, Best Foods became a part of Unilever. Considering the tradition in production and the experience, we can say that Hellmann's is truly the first original mayonnaise!



Product

Tradition and production quality, as well as top ingredients, are the main characteristics of Hellmann's portfolio. On the Croatian market, Hellmann's mayonnaise is produced from sunflower oil, rich in vitamin E. Tomato, as the main ketchup ingredient, is rich in highly nutritive ingredients such as vitamin C, iron and especially lycopene which is a great antioxidant. Also, mustard seeds are a great source of omega-3 fatty acids. Therefore, Hellmann's truly contains nutritive products! Even though the main focus of dressings is pleasure, we shouldn't neglect their nutritive aspect. The benefits of vegetable oils, necessary vitamins and minerals, as well as healthy and delicious recipes help people improve their diet, widen their tastes range and therefore improve their quality of life and vitality. Besides the usual pouch, glass jar and tube, Hellmann's has first turned the mayonnaise upside down, launching the 220 g or 465 g practical plastic bottle. At the same time, is the only brand on the market with a larger format of the mayonnaise pouch which contains 40 % gratis mayonnaise. Besides the pouch, the leading role in its product range is held by the 630 g jar



enriched with Christmas or Easter decorations and special promotions.

Recent developments

Hellmann's Unilever Health Institute has a team of scientists and nutritionists who, together with local teams, share their knowledge on nutrition, health and vitality of the dressing category. The main goal is to offer consumers the opportunity of enjoying delicious and healthy food and Hellmann's believes that providing information is the most important element for consumer health. Unilever is currently working on the implementation of its global "Vitality" mission to the Hellmann's marketing mix, as well as to other brands in Unilever. In line with the World Health Organization guidelines, Unilever is continuously investing in research and development in order to maintain the leading position and to differentiate its products from the competitors.

Promotion

Consumer - brand relationship is the result of promises given through the brand's communication. Hellmann's recognizes the value of continuous and active interaction, offering consumers a wide range of marketing activities. Since the very beginning, Hellmann's has been laying its foundations on the ingredient quality, emphasizing their importance. Launch of the light version in 2001 confirmed that enjoying mayonnaise doesn't necessarily exclude healthy nutrition. In fact, with 50 % less fat, the light version is the ideal add-in to every meal, making it a tastier, more nutritive and enhanced meal. In the following years, Hellmann's turned to younger consumers. During 2003 and 2004 on the Croatian market Hellmann's first launched the practical packaging in a squeeze bottle. The TV commercial "The best for your dearest", featuring a little girl who leaves her father a banana for breakfast instead of a sandwich, shows that your daily sandwich can become an irresistible delight. Together with media advertising, Hellmann's regularly invests in promotional packaging and different promotions at points of sale. Traditionally, Hellmann's rewards its consumers during Christmas and Easter period with extra content and other surprises. The main goal is to satisfy their demand and uphold passion for preparing and enjoying food as well as having fun and share love towards food with their dearest.

Brand values

Enjoying food is one of the most important passions in life as well as a relevant source of satisfaction. Hellmann's offers its consumers irresistible flavours and well-balanced and nutritious products made from simple and natural ingredients. Hellmann's is delicious when used in sandwiches, with vegetables, in salads or with fish or meat accompanied with

creativity in preparing different kinds of meals and dishes. In this way, Hellmann's proves that quality and pleasure are not incompatible. Hellmann's products have a nutritional story: they are a source of good oils and vitamins. Hellmann's believes that a simple meal can provide excellent taste and become part of a healthy lifestyle.

www.hellmanns.com



SAN SVAKE SALATE...



HELLMANN'S SALAD DRESSING
Iznenadujući preljevi za salatu.

Za pripremu salata od različitog svježeg povrća i mesa. Majstori kuhinje preporučuju ga za razne kombinacije - od rajčica, paprika, poriluka, sira, avokada, grožđa, jabuka do ostalih lisnatih salata. Iznenadite i sebe i salatu!

THINGS YOU DIDN'T KNOW ABOUT...

Hellmann's

- The first Hellmann's mayonnaise was made in 1905.
- Hellmann's mayonnaise does not contain preservatives and is produced from sunflower oil, rich in vitamin E.
- One spoon of full fat mayonnaise contains three times more unsaturated fatty acids than one spoon of butter, even though they contain the same amount of total fat.
- Ketchup contains lycopene, a great antioxidant.
- Ketchup was not always made from tomato. In the beginning it was a sauce made from mushrooms, fish brine and spices.
- Adding mayonnaise and dressings to a salad helps vitamin disintegration from vegetables.
- Highest yearly mayonnaise consumption average is in Russia, 4 kg per capita.