

Vindija

Market

The Vindija company, the Croatian food processing giant and one of the biggest food producers in Europe, has for more than fifty years based its success on innovation, technology and knowledge.

A company with a defined mission, a carefully planned strategy and a clear vision of development, today it consists of eight respectable member companies: Vindija, producing milk, dairy products and non-alcoholic beverages, Koka, poultry meat industry, Rijeka-based VIR, producing large cattle meat products, Varaždin-based Latica bakery plant, Županja-based Vindon, the newly built plant for the production and processing of turkey meat, and Domil, the Županja-based dairy plant.

The latest addition to our company is the newly built modern cattle feed factory for the production of feed and premix - Biodar. Thus, we have completed a production system unlike any other anywhere in Europe - controlled quality from field to table.

With its high-quality and safe range of almost 1,000 products, Vindija is the leader in the domestic market and continues to conquer international markets.

The wishes and demands of millions of increasingly better informed consumers results in brands one can trust - 'z bregov, Cekin, Vindon and many others have a significant influence on gastronomic satisfaction and consumer health awareness. This is a socially responsible role in which Vindija fulfils the essence of its activity.

Achievements

Vindija enjoys a particularly good reputation for the high quality of its products. Its healthy and safe assortment of food and ability to keep up with global trends has resulted in important international awards.

The Vindija variety of cheeses received a reaffirmation of their quality at the "World Cheese Award" contest in London and at "DLG" in Frankfurt:

GOLD: CAPRODUR (2001) goat milk hard cheese
OVIDUR (2005) sheep milk hard cheese

SILVER: CAPRILLO (2000) soft full-fat goat milk cheese with a white label
CAPRODUR (2006) goat milk hard cheese

BRONZE: CAPRON (2005) soft full-fat sheep milk cheese with a red label
CAPRO BLUE (2001) soft full-fat goat milk cheese with a blue label.

Our continuous investment in production, our motivation for customer safety and satisfaction to whom we wish to offer a wide range of healthy and safe food, and keeping up with global trends has assured the Vindija company exceptional results and important international awards.

Accordingly, Vindija is recognized as the only company in Croatia that satisfies all the strictest criteria of the European market. Vindija reaffirms this policy and recognition by obtaining internationally recognized certificates, such as Croatia's first quality certificate ISO 9001:2000, by HACCP (critical control point) and by SSOP (sanitation standard operating procedures). By recently adopting one of the strictest certificates, the IFS



(International Food Standard), Vindija has made another step forward in strengthening its position on the domestic market and in its continuous conquering of the regional markets, the EU market and other world markets as well.

History

The Vindija company developed from Vindija's core company with its seat in Varaždin, a historical town of notable culture, which is a distinctly European urban setting and the source and centre of educated personnel, people with creative spirit and an established work ethic. The small town dairy Vindija was founded in 1959, and initially supplied Varaždin with milk, employing only about fifteen people.

At the very beginning, milk was put in glass bottles, which were distributed around the town in hard wire cases early in the morning. This continued until 1970, when fresh milk was bottled in plastic containers.

After 33 years, Vindija's milk returned to the bottle, only this time the PET bottle, and with a significantly different manner of processing.

Vindija also continued the tradition of cheese making in the Varaždin area, started in 1889 by a Frenchman Thinault; his Gervais and Imperial cheeses won prestigious international awards even in those times.

In 1995, the company was joined by Koka d.d., Croatia's biggest producer of chickens, fresh chicken meat and chicken meat products, marketing its products under the well-known CEKIN brand. That same year, the company was also joined by the Varaždin-based Latica bakery plant, the biggest bakery in Varaždin County.

The Rijeka-based producer of large cattle meat products VIR joined in 1997, and in 2003, the Županja based dairy Domil and Vindon, a fresh turkey meat and turkey products producer with the VINDON brand also joined. The latter acquired, in record time, an exporting number for export to EU countries.

Finally, in 2006, with the opening of the most up-to-

date cattle feed plant BI Odar, Vindija completed its dairy and meat processing industry, forming a unique production unit.

Product

Vindija's production assortment, including almost 1,000 products, covers the daily nutrition cycle: from breakfast and lunch to brunch and dinner with a menu of milk, fermented products, cheeses, butter, pudding and fruit juices, refreshing beverages, isotonic beverages, poultry meat and meat products. Among the most highly esteemed products are certainly the mould cheeses with a 45-year long tradition. Vindija was the first to launch a food brand on the Croatian market: the 'z bregov milk, back in 1997. The qualities natural, safe, healthy and homemade are still synonyms with its products. The 'z bregov logo perfectly fit into the company image and blended with the Varaždin area characteristics; the logo represents hills, a milk path and the sun.

Today, 'z bregov is one of the leading dairy and dairy product brands on the Croatian market. The key representative of the brand is the 'z bregov milk, along with several product groups and sub-brands.

With the application of new knowledge and technology, Vindija keeps up with current trends in the leading food processing industries. Its recent success is due to an assortment of functional, dietary and healthy food, since it is absolute leader in this area in Croatia. In the functional product group, it launched low-fat dairy products enriched with calcium, VIVIS BBL, as well as the very popular Probiotik L. casei, liquid probiotic yoghurt for strengthening of the immune system. It was the first company in Croatia to offer functional Vindi Vital juices, and its latest success as functional milks and yoghurts 'z bregov Efekt, enriched with phytosterols, omega-3 fatty acids, folic acid and calcium.

The Vindija company is the biggest and the most successful of Croatian companies for the production of chicken and turkey meat, with products bearing the brand names of Cekin and Vindon, which were launched with great success onto the domestic and world markets without any additional subsidies.

Good business results, the growing need for a larger capacity than that of the old cattle feed plant and long-term plans in the meat processing industry have resulted in the construction of the modern BI Odar plant. This has ensured the quality and safe raw material for the production of all products of the 'z bregov, Cekin and Vindon brands bearing the "Kvaliteta Vindija" ("Vindija Quality") mark.

Recent developments

Innovation in production, high production standards and

Cekin
GASTRONOMSKA MARKA



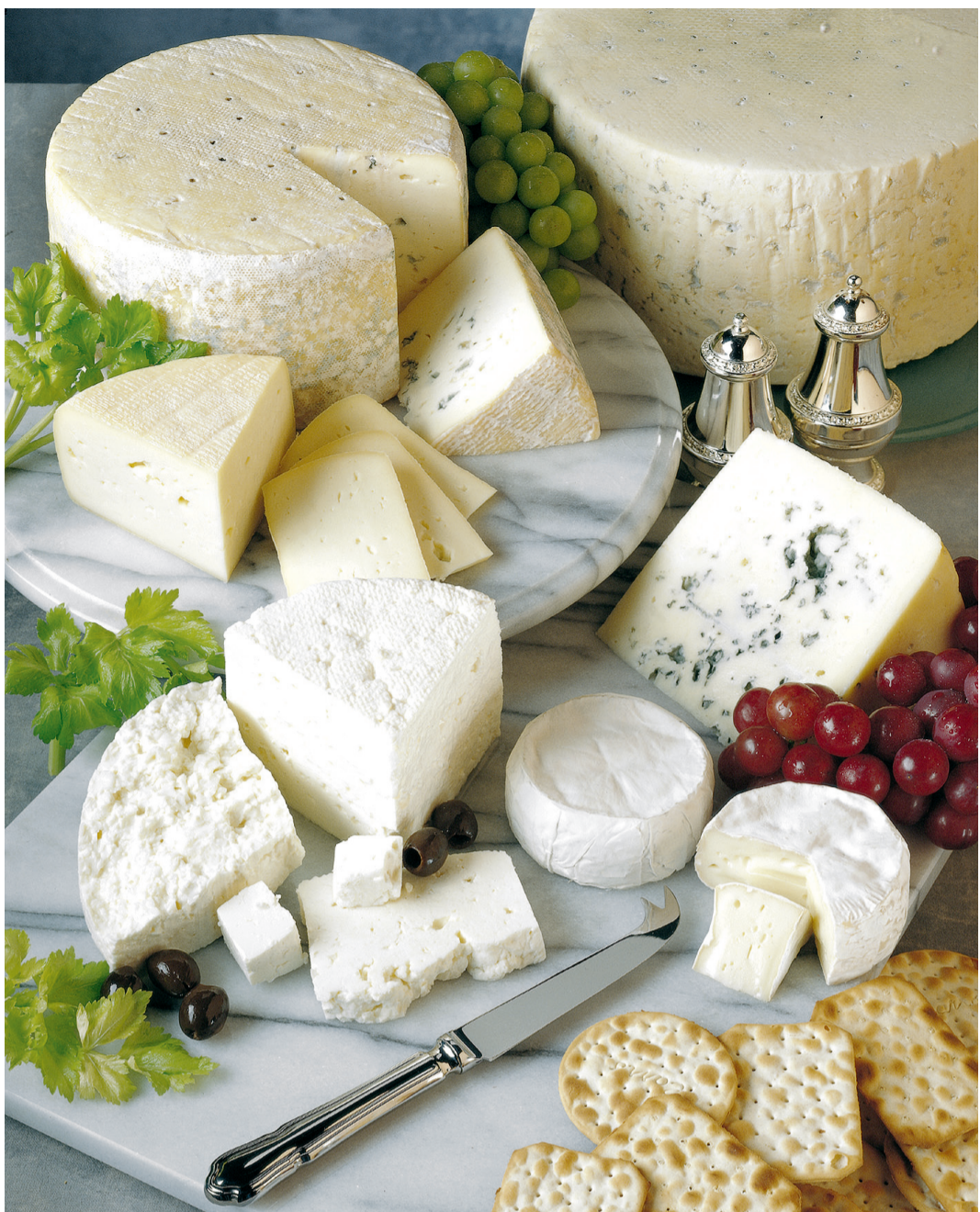
Koka

Vindi

VINDON
Piletina razbijaju

**PLEMENITI
SIREVI**

Lotica
VARAŽDINSKA PEKARNICA



adjustment to contemporary market demands place Vindija alongside Europe's biggest food producers. Vindija creates brands that people trust, has a significant influence in the gastronomic satisfaction of customers, and has contributed to the growing awareness of Croatian consumers about the contents and value of the food they eat.

Assortments created particularly for the world tourism market that is developing in our country are also part of Vindija's strategy. Food is an important part of the tourist offer, especially in sports tourism. Sports nutrition menus were tested at the 2000 Sydney Olympics as "Olympic", which is why part of Vindija's success comes from the development of functional and sports foods ranges as well.

Promotion

Tradition, quality, innovation, consumer care, and following their wishes and demands are key factors of all Vindija's marketing and promotion concepts. An important role is also played by the top-quality product and packaging design to which we pay utmost attention. By promoting its new products, Vindija promotes a healthy way of life, and educates its consumers in all the developments in contemporary nutrition.

Brand values

The essential factor for success is the application of knowledge together with tradition and existing experience - know-how in all areas. These areas include environmental protection and an improvement of environmental awareness, the

scientifically-based development of health food and culinary skills, using contemporary technology in production processes, food design, design of food pre-packaging, transport safety and practical packaging, general computer education, the daily supply of the market with fresh products, contemporary creative marketing, human relations of fair play, relations with partners and consumers, positive PR, the policy of popular and consumer-friendly retail prices, and entertainment events and sponsorship in the areas of ecology, sports and culture. The "Kvaliteta Vindija" label covers uncompromised production principles, authenticity and food safety, nutritional value and gastronomic characteristics, which can be found on every Vindija product and which is the base of all Vindija brands.

www.vindija.hr

THINGS YOU DIDN'T KNOW ABOUT...

Vindija

- > Vindija was named after the Vindija cave, the internationally acclaimed archaeological site at Donja Voća near Varaždin. In ancient history, this cave was the best place for the storage and maturing of cheeses. The name Vindija, therefore, is associated with the cave as a natural environment for cheese and the modern company as an internationally renowned cheese producer.
- > 'z bregov, milk and dairy product brand, is the oldest milk brand in Croatia, in existence since 1977.
- > Vindija is the only producer of blue mould cheeses in the region.