

# bioAktiv

## LGG

### Market

In the last ten years the dairy foods market has experienced a number of changes which have entirely changed the direction of development for the entire market. Thanks to modern technology and many years of biochemistry research, the implementation of several novelties from the area of nutrition have been made possible, while yoghurts have become increasingly more important and at the same time functional. In that wave of novelty yoghurts was a category of products which offered the most innovation, and the bioAktiv LGG brand which is present on the Croatian market guided that trend. Today, ten years later, bioAktiv LGG is still the leader on the market and the most popular functional yoghurt among consumers.

Several factors contributed to the development of fermented dairy products – with the already existing relatively high use of dairy products, the growing consciousness of the role of health and a balanced diet, and the return to “natural” foods, these factors directed attention directly to yoghurts. The need for practical packaging that can be consumed outside of the home, a supplement or substitute for a meal, and the desire for a tasty, yet healthy dessert – all of these needs succeeded to be satisfied by yoghurt, and the possibility to produce varieties of flavours, thicknesses, fats and intensity of taste, made yoghurt the star innovation. There practically does not exist a household in Croatia which does not consume yoghurts – and yoghurts are sure to be found in 95% of refrigerators. The yoghurt market in Croatia today is worth about 800 million kuna, and citizens of Croatia eat about 14 kg of yoghurt yearly, on average, which classifies us among the “more advanced” countries.

In Croatia the functional dairy products segment is still developing. This is largely due to bioAktiv LGG, which in that segment is the absolute leader. With the growth of popularity and sales of bioAktiv LGG grew the segment of functional products, and with time, imitators appeared as the first competition. Today this is a very dynamic segment with many innovations and with a large number of new products.

Aside from the trend of developing functional products, the yoghurt market experienced one more notable transformation – the traditional yoghurt in the cup is a less common choice of consumers, while the bottle in most cases is seen as a better choice. Be it about family packaging in a big bottle or about the portion sizes in a smaller bottle, this packaging definitely won the hearts of the consumers. The special segment package is made up of small bottles, or so called doses, and bioAktiv LGG was the first to identify the potential

and offered consumers varieties of products in formats from 100 grams. Because of the small volume of the bottles they do not make a notable share in the total market of fermented products, however, an enormously large number of their transactions are continually growing. Once thought to be appropriate packaging for children, the 100g bottles are commonly found in the hands of adults.

### Achievements

According to panel market research, retail sales in bioAktiv LGG holds 20% in 2007 of the total value of the fermented products market. Not only is it the leading brand of functional yoghurts with a share in sales of almost 61% in 2007. In 2008, bioAktiv LGG with 60% of shares on the market holds the position as the top brand of functional dairy products.

bioAktiv LGG is available in a larger variety of packaging, and can be commended for having at least three bestsellers in its portfolio – the best selling yoghurt cup, the best selling bottle non-aromatized yoghurt and the best selling bottle of fruit yoghurt. In 2005 bioAktiv LGG was sold in more than 45 million pieces – most the so-called “original” (plain) flavour rather than with fruit additives. The fruit segment is about 30% of the sales of bioAktiv LGG, which is similar to market trends. The extent of assortments and combinations of various packaging allowed bioAktiv LGG to approach all consumers, regardless of age, gender, and life style – everyone can find their own favourite bioAktiv LGG and enjoy it everyday.

The original authentic recipe was developed at Dukat in the mid 90's, which practically has not experienced any change, and because of the exceptional quality it was awarded at many expositions, beginning with medals at the Zagreb Expo from 1998. Of the most considerable awards comes the gold medal at the dietary exposition in Novi Sad in 2005, gold medals at the exposition in Gornja Radgona in 2006, and recognition from a German association DLG at the end of 2006 (German Agricultural Association). The German association in 2007 again awarded the strawberry flavoured bioAktiv LGG with the gold medal for quality.

### History

Dukat in 1998, based on the concept of the Finish Company Valio Ltd., developed its own line of functional

## Novo lice jakog imuniteta!

Potražite u trgovinama bioAktiv LGG u novom pakiranju i nastavite redovito jačati prirodni imunitet.



yoghurt with probiotic bacteria LGG (Lactobacillus rhamnosus Gorbach&Goldin, ATCC 53103) and launched three basic products – yoghurt, fruit yoghurt and liquid yoghurt. In 1999 the functional line of products is joined by the fresh pasteurized milk of bioAktiv LGG and popular bioAktiv LGG Aloe Vera. Three years later the line passed through the first redesign, and the assortment brought two more innovations to the market – packaging of yoghurt in small bottles and the first multiple packaging (multipack). The same year began the challenge of bioAktiv LGG on the market in Bosnia and Herzegovina, and on the market in Slovenia.

2003 brought new innovations which additionally enriched the bioAktiv LGG line, and the same year the Ministry of Health and Social Services in Croatia issued a confirmation of the effectiveness of products having the LGG additive.

From 2004 bioAktiv LGG launched a new

## Novi val jakog imuniteta!

### bioAktiv LGG

#### JAČA PRIRODNI IMUNITET



bioAktiv LGG, funkcionalni jogurt koji već godinama svakodnevno čuva vaše zdravlje, doživio je osveženje uz potpuno novi izgled! Potražite u trgovinama bioAktiv LGG u novom pakiranju i nastavite redovito jačati prirodni imunitet, kako biste baš svaki dan mogli bezbrižno uživati u životu.

**Svladajte svaki izazov.**

Školjke dana u životu pred vama su novi izazovi. Da biste ih dočekali spremni i lakše ih svladali, upotrijebite svoj prirodni imunitet uz bioAktiv LGG. Obogaćen dobrom bakterijom LGG, bioAktiv jača prirodni imunitet, štiti od bolesti i upalje i tako vas priprema za sve izazove koji su pred vama, na bolji od svih načina.

bioAktiv LGG  
JAČA PRIRODNI IMUNITET

Dukat

**Uvijek na sigurnom.**

Znali da ste na sigurnom vašim je naprednijim sigurni. Zato, da biste bezbrižno uživali u svakome danu i uvijek bili na sigurnom, pružite sebi i svojem najbližem još prirodni imunitet uz bioAktiv LGG. Obogaćen dobrom bakterijom LGG, bioAktiv jača prirodni imunitet, štiti od bolesti i upalje i tako vas priprema za sve izazove koji su pred vama, na bolji od svih načina.

bioAktiv LGG  
JAČA PRIRODNI IMUNITET

Dukat

**Bezbrižno kroz život.**

Za vas i vaše najbliže najvažnije su sigurnost i zdravlje. Da biste bezbrižno uživali u svakome danu i uvijek bili na sigurnom, pružite sebi i svojem najbližem još prirodni imunitet uz bioAktiv LGG. Obogaćen dobrom bakterijom LGG, bioAktiv jača prirodni imunitet, štiti od bolesti i upalje i tako vas priprema za sve izazove koji su pred vama, na bolji od svih načina.

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JAČA PRIRODNI IMUNITET

Dukat

communication concept with a new and recognized slogan "the daily dose of immunity". The fundamental message was accepted by the consumers who recognized that bioAktiv LGG as an ally in staying healthy and improving immunity. In 2004 bioAktiv LGG expanded its distribution market to include the markets of Serbia and Montenegro. In the period from 2004-2006 the market size doubled, which helped to make bioAktiv LGG one of the top three top-of-mind brands of yoghurt, making it the market leader. A position it still holds today.

### Product

bioAktiv LGG is the most popular and most recognized functional yoghurt on the Croatian market and the single dairy product with LGG in this part of Europe. bioAktiv LGG is a healthy and tasty dairy meal enriched with probiotic bacteria LGG whose daily intake strengthens natural immunity, and is ideal for those who care about their health.

LGG is both scientifically and clinically the most researched probiotic which tolerates well the acidic environment in the stomach and bile acid. It survives the passage through that part of the digestive system and temporarily settles in the intestines by easing the digestive process. The beneficial action of LGG to the health has been clinically tested and has been confirmed in more than 175 published scientific studies.

In order to satisfy the needs of its consumers, bioAktiv LGG is available in a number of flavours and sizes. However on the market the most popular is the "original" plain flavour, in a cup and even in the bottle, however, many loyal users enjoy the fruit flavours as well – apple-pear, nectarine-orange, wild berries, cherry, orange and strawberry which is now available in a 330g bottle. Regardless of the size of the packaging, be it 100g, 150g, or 330g, every bioAktiv LGG contains the recommended daily dose of LGG and regularly consumption strengthens natural immunity. The values of the clinical testing is recognized by the Ministry of Health and Social Services in Croatia which granted a formal confirmation that bioAktiv LGG with the additive LGG strengthens natural immunity in the organism.

### Recent Developments

bioAktiv LGG recorded this year as its tenth year of successful presence on the market. Although it is a relatively new brand, bioAktiv LGG in a short period of time positioned itself as a leader

**Ne držite imunitet na rezervi**

bioAktiv LGG  
JAČA PRIRODNI IMUNITET

Dukat

firmly holding its leadership position. In order to further emphasize its strength on the market, bioAktiv LGG redesigned its visual identity using a new modern design which follows global trends. The change of the visual identity was backed up by a strong transversal and promotional campaign.

Considering that children of preschool age are an important group and how essential it is for them to take important vitamins, in order to keep a high level of immunity, Dukat, in coordination with the Zagreb City Office of Education, Culture and Sports recorded the World Day of Milk by donating bioAktiv LGG yoghurt valued at 100,000 kuna to the city's preschools. With this and similar activities, the Dukat dairy industry tries to create good nutritional habits with young children.

### Promotion

Since its very successful launch in 1998 bioAktiv LGG is present in the media, and from the very beginning enjoys the great support of the medical society which recognizes the quality of the product. Because of its specific contents, it has been particularly exceptional in educating, so that promotions have always concentrated on explaining the effects of LGG, through ads and pamphlets, and through expert articles and publications in health institutions.

The slogan "bioAktiv LGG – health is everything!" was recorded in the communication period from 2001 - 2003. In 2004 bioAktiv LGG redefined its position and introduced a new slogan, "daily dose of immunity" which began all further communication. The consumers recognize the clear message and growth of acceptability of the brand, and increased the loyalty and the common use of the product. With the combination of different media and innovative outdoor advertising bioAktiv LGG approached consumers in an unobtrusive way reminding them to take their daily dose, a prerequisite for the effectiveness of LGG.

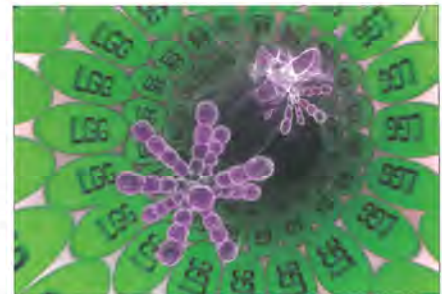
In the year 2008 bioAktiv LGG introduced a new campaign so that it could present a new redesigned look which was characterized by the use of a modern visual solution using a new slogan, and authorized again by the Ministry of Health and Social Services in Croatia, "Strengthens natural immunity".

### Brand Values

The modern way of life, with its fast rhythm and great number of obligations, often brings much stress, and in the

absence of free time and all too often acceptances of bad habits, such as spontaneous and unhealthy diet. In this way, consumers jeopardize their health, exposing themselves to a number of harmful influences. And it is because of these same conditions more necessary for consumers to take their daily dose of immunity. Enriched with probiotic cultures LGG, bioAktiv LGG provides help in staying healthy, and does so in a natural, practical, and tasty way, and respecting individual needs and tastes to improve the natural immunity and generally the condition of the body. Regular consumption of bioAktiv LGG yoghurt ensures the recommended daily dose of LGG necessary to reach the optimal condition for the immune system. Every bioAktiv LGG, in 150g cups, 330g bottle or 100g bottle has the recommended daily dose of LGG and is enough for you to do something good for your health!

[www.dukat.hr](http://www.dukat.hr)



THINGS YOU DIDN'T KNOW ABOUT...

### BIOAKTIV LGG

- In 2006 citizens of Croatia drank more than 55 million "daily doses" of bioAktiv LGG.
- At least 72% of consumers claim that they feel better thanks to bioAktiv LGG.
- The recommended daily dose of LGG totals 2 x 10 to 9, which is actually 2 trillion LGGs.
- LGG is a useful living bacteria which passes through without harming the upper part of the digestive track, they move to the surface of the intestines and work as a "living protection", respectively protecting mucous from harmful bacteria moving in.
- LGG is among the most prevailing probiotic bacteria which are used in the world – it is available in 45 markets.