



Market

The salted snack market in Croatia in 2007 amounted to some 9,000 tons in total. The salted potato chips made up 2,500 tons of this amount. The Croatian savoury snack market is exceptionally strong and developed, and the chips market is the most dynamic.

The Chio brand has been present on the Croatian market for 14 years. Since the very beginning Chio has been recognized as the brand which unites top quality products under its logo.

The key of the brand's success is understanding consumers' needs, following market trends and constant innovation. Along with these efforts Chio strives for continuous brand maintenance and support, and has achieved enviable results on the savoury snack market.

Thanks to high quality and recognized character of the brand, Chio was very quick to conquer the Croatian market. With its well-developed distribution network Chio is every day available to all interested partners and buyers on the entire Croatian market.

Achievements

The Chio brand is present in almost 40 European countries. Chio has a rich product palette in its portfolio, most of which is present on the Croatian



market where Chio is one of the most important brands in the savoury snack category. The values consumers associate with Chio are quality, innovation and original flavours.

One of the reasons of Chio's success is the development of the product, which not only tastes great, but also lends itself to all occasions with a variety of packaging styles. For example the latest innovation is the party pack, specially adjusted for large gatherings: the self-supporting bag is specially designed to be laid out horizontally with a zip lock on the top for an easy close.

History

Intersnack Knabber-Gebäck GmbH & Co. KG company was founded in 1995 as a merger of two companies: Convent Group and Wolf Bergstrasse. Since then it has been a market leader in Germany in the savoury snack category with the recognized Chio, funny-frisch, Pom Bär i Wolf Bergstrasse brands.

Chio was the first potato-based savoury snack brand in Germany. Irmgard von Opel brought from his trip in the United States the secret of preparing thin crispy potato slices.

In 1962 the Opel family started the first snack production plant on their estate in Petersau near Frankenthal under the Chio trademark.

In 1968 Pfeifer & Langen, a company with a long-standing tradition founded the Chipsfrisch



Company. The debut product "Chipsfrisch ungarisch" to this day remains one of the most successful salted potato snack brands. Chipsfrisch started operating its own "Frischdienst" sales network, which still guarantees maximum freshness on store shelves. In 1972 Chipsfrisch merged with Munich-based Pfanni's savoury snack division. This gave rise to their common snack product line under the new funny-frisch name.

In the year 1977 Chio and funny-frisch united within the Convent group, which started manufacturing sweet and savoury snacks in Darmstadt more than 95 years ago. In 1967 the Wolf Bergstrasse company created the popular "Goldfischli" snack in the form of sesame-covered goldfish, which still enjoys a cult following. In 1995 the Convent group together with Wolf Bergstrasse founded Intersnack Knabber-Gebäck GmbH & Co. KG.

Product

Chio is present on the Croatian market with 40 products in the savoury snacks category divided into three subcategories: salted potato chips, baked goods and specialty products. Potato chips are the





most important subcategory and features classical, ribbed and light chips. The baked goods subcategory consists of sticks, pretzels, crackers and cocktail mixes. Specialty products combine flips, pellets, popcorn, tortillas and dips.

One of the main features of Chio products is the way they stay true to the ingredients' natural flavours. Chio paprika chips have an intense flavour of a juicy, red paprika; the peanut flips preserve the identical taste of aromatic natural peanuts, chilli tortillas present a perfect blend of mid corn and powerful chilli flavours. These are just some of the great number of Chio flavours that keeps growing from year to year in an around-the-clock effort to follow new nutrition trends and to meet consumers' needs. The original taste is preserved thanks to special technologies as well as the use of palm oil for frying. Palm oil belongs to the world's highest quality oils. The Chio ingredients are carefully controlled by their origin and treated by traditional methods with no chemical additives used.

A long-standing tradition and the combination of skill and professionalism have made Chio what it is today: one of Europe's and Croatia's market leaders in the savoury snacks category. For a number of years Chio with its wide assortment of products has made it possible for all generations and both sexes to enjoy savoury snacks.

Behind the Chio brand there is a team of top technology experts and nutritionists who, together with the marketing team and the market research team, work on the quest for new product ideas and manufacturing technologies. Their goal is the creation of tasty and innovative snacks that give a unique feeling of savouring phenomenal flavours.

Recent Developments

Every year sees the launch of a Chio novelty on the Croatian market. In 2007 Chio launched the Chio ExXtra chips, ribbed chips noted for their unique crispiness and original flavour combinations: pepper and tomato, chilli and paprika, honey and ham. The flavours, which reflect a mix of the most popular tastes, have been recognized since their very launch and have entered consumer consciousness as extra crispy and tasty chips with no competition.

Promotion

Chio presents the only brand to completely satisfy all savoury snack needs, ensuring top quality and unique flavour for every individual taste, any time and any place.



This is the message Chio continually sends to the public via all marketing and sales instruments. Through various media forms Chio permanently keeps in touch with consumers to communicate constant innovation and brand value. The marketing mix combines television and radio commercials, advertising in the press, all of which is accompanied by promotional samplings at points of sale where consumers are given the chance to try original Chio snacks and receive all the information related to the product.

In sync with the media advertising Chio is supported by promotional packs in which Chio presents its consumers with additional contents. The goal is satisfying customer needs and sustaining their passion for savouring unique flavours and having fun on top of it all.

Brand Values

Chio nowadays stands for a set of values the first and foremost of which is people spending quality time. Chio is a product which makes people come together and creates moments of happiness and joy rather than pure consumption.

Chio has forged a very close emotional bond with consumers, who always associate this brand with fun and moments of relaxation surrounded by family and friends.

Chio has a lasting value of quality, which keeps unfolding with the times. Chio grows with its consumers and accepts new trends, making sure to

stay true to original quality.

To these values Chio adds the importance of service, demonstrated in the utmost care for product freshness guaranteed by constant packaging quality control, expiry dates and a sweeping distribution network.

www.intersnack.com

THING YOU DIDN'T KNOW ABOUT...

Chio

- The Chio name derives from the initials of the Opel family members who first started manufacturing savoury potato snacks under the Chio brand (Carlo, Heinz and Irmgard von Opel).
- The production of 750 kg of chips necessitates 3,046 kg of raw potatoes, 263 l of palm oil and 35 kg of spices.
- The average of chips consumption per inhabitant in Croatia is 1,5 kg annually (Source: AC Nielsen, 2006).
- The favourite savoury snack in Croatia is potato chips (41% of total savoury snacks market sales according to AC Nielsen 2006) while the most sought-after potato chips flavour is red paprika, which makes up as much as 45% of total Chio chips sales.
- The first successful potato chips launch took place in the Saratoga Springs resort in New York state August 24th 1853 from the hands of 19 year old sous-chef George Crum of "Moon Lake Lodge" restaurant.



Tako ludo hrskavo!