



FRUCTAL

u suradnji s prirodom

Market

The market of juices, nectars and beverages, marketed under the brand Fructal has reached maturity. The consumption of juices, nectars and beverages has become constant. The products of the recognised brands are encountering increased pressures by the merchants who are intensively introducing new brands and therefore decrease the producer's space on the shelves. With the introduction of the new brands some flavours of juices and nectars have become generic (orange, apple). The answer of the producers, among them Fructal, is mostly to establish new, more innovative products that surpass the generic flavours. They try to accomplish this by adding various ingredients that have a beneficial influence on the body and its fitness and verified effects on health. Fruit juices and nectars, marketed under the established brand Fructal are known for their high quality on all the markets where they are offered. Fructal has reached this high quality by following a well-defined strategy, set long ago and kept as a constant. Their strategy includes: Constant monitoring of news and development in the fields of technologies, packaging and raw materials; Inclusion into the process of growing fruit;



Maximal own production of fruit into half products; Research and adjustment to the needs of the consumer.

The brand Fructal is sold on more than 25 markets and it can be found on the shelves of larger merchants in Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, Macedonia, Bulgaria, Romania, Albania, Greece, Italy, Austria, Switzerland, Germany and the Netherlands. It is also present in some countries further away, like Canada, USA, Australia, Cyprus and England.

The brand Fructal is present in two segments, namely in stores with the abundant choice of juices, nectars and beverages in cardboard boxes and bottles of 0.75L and in the catering industry, where bottles of 0.2L and 1L are most common.

Achievements

The guiding principles of Fructal have always been quality, constant development, adjusting to the needs of the consumers and connection with nature, apparent also in Fructal's slogan "In cooperation with nature". Each year over 330 million litres of products under the brand Fructal are sold. The consumers as well as the expert public agree that the products under the brand Fructal are of outstanding quality, which is shown by the years of highest awards on all the international evaluations where Fructal presents its products. This year Fructal received 17 out of the total 28 awards on the international evaluation

within the Agricultural Fair in Gornja Radgona. It is safe to claim that the brand Fructal is the leader on the Slovene market in the category of juices, nectars and beverages and also has a leading position in the market share in the segment of catering industry. Also in the area of packaging and marketing activities Fructal has received several awards and acknowledgements. In 2003 Fructal received the Slovene Oscar for packaging for their blue bottle named "blondy" at the Impak Fair in Gornja Radgona. In 2004 another prestigious award was received for this bottle, this time within the fair Cro-pak 2004. In 2005 Fructal was awarded the silver Effie - an award for communications efficiency for the market communication action "Passion has a new shape", which accompanied the blue bottle on the market.

The quality of the Fructal brand products has not gone unnoticed by the international public. The juices and nectars have the SGF (Sure Global Fair) certificate that confirms every year that Fructal is part of the system of self-control (Voluntary System Control) of the association of juice and nectar producers SGF International. The certificate verifies that Fructal is a reliable producer of exclusive and original products that are offered on the market as genuine juices and nectars.

History

The brand Fructal first appears in the second decade of the functioning of the company, by renaming the company into Fructal, Fruit and Liqueur Combine Ajdovščina. The first turning point in the development is the year 1963 with transition to industrial production and thereby setting the foundations of name and quality. The brand Fructal has made its way on the top by a number of individual brands, appearing everywhere as the corporate brand.

Intensive investments into technology and its development in the 1960s and the first half of 1970s enabled an expansion of assortment in different packages (bottle, doypak) and higher quality of products. All these steps lead to Fructal's reputation as the largest producer of fruit juices in Yugoslavia at the time. As a leading brand, Fructal presented several novelties, which were many times shown to be premature.

Strast ima novi oblik

Pikvo. Flavonoidi pod kojim sežu, piodov priroda. Plavu moraju putovati, gdje želi jostice mutabiz. Muder odabir: za zdravlje i prirodu, za ljubak i stani.

Za Fructalove voćne sokove i nektare od 0,2 litra u novu bočicu. Pišavo.

Nakon mahnit godina istraživanja postavilo se za hodi Fructalovih sokove i nektare od 0,2 litra, tridesetu. Dobitni smo izumitelj oblik, u kome se savršeno ukus i miris stapaju u harmoničnu cjelinu.

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Učestnik na Hrvatski Fructal Zgornja Radgona, 98. 01 / 65.28.117

The breaking point for Slovenia in the beginning of 1990s brought a change in the business circumstances also for Fructal. Markets of former Yugoslavia were closing and the war in Bosnia and Herzegovina also lead to a loss of market. However, the data on the quantity of products sold at home and abroad were relatively favourable. In the year 1999 followed the termination of individual brands and unification of all juices and nectars under the unified brand Fructal. It still appeared as a support brand with all those products that were made in strict accordance with the company mission.

A special turning point in the last decade was the year 2001. The need for modernisation and bringing the Fructal brand closer to the young population has lead to the introduction of juices, nectars and fruit drinks in a new blue 200 mL bottle that became a sale success in 2003. The integral image of the brand Fructal that was introduced with the new bottle has gradually spread to other packages as well.

Product

The brand Fructal unifies all those products that are in accordance with the company mission. This means that they are produced from exclusively natural ingredients and do not contain artificial additives. Such are the juices, nectars and rich fruit drinks with high fruit content.

The products marketed under the brand Fructal are distinguished by a long tradition, since the beginnings of bottling fruit drinks and nectars reach in the year 1963. Since that time the company has intensive adapted to modern trends in the world and sought new ways both in the technical and technological area, as well as in the introducing new flavours and new packages.

Nonetheless, it has always remained loyal to the needs of the consumer and to its mission. The products of the Fructal brand are suitable for a wide population of consumers - from the youngest to the oldest and for consuming at various opportunities. Beside the indisputable quality they are distinguished also by a wide palette of flavours and modern and diverse packaging that enables excellent accessibility of products on all sale points and through different distribution channels. To facilitate the choice of

product to selected target segments of consumers, additional labels have been added for some products. In this way were formed fruit, vegetable and fruit vegetable juices. Fructal Natura - the gifts of nature for an active and healthy lifestyle. For children from 3 to 10 years of age we have introduced juices, nectars and drinks Fructal Pingo, which unite selected flavours, enriched with vitamins and minerals and other beneficial substances that children need for healthy growth and development.

Fructal Benefit (a line of more positioned products) was launched for consumers who are in touch with the style of life "I KNOW HOW TO LIVE". This line combines nectars with high content of fruit (70 or 80%) without added sugar. It contains functional additives (Coenzyme Q10, L-carnitine, lutein), which are combined with health values, fitness and body care in general. For Consumers "ON THE GO" Fructal Smoothie has been produced: a natural and healthy beverage with smooth and gentle taste which substitutes the needs for fruit and fulfils the concept of "5 per day".

The Fructal brand therefore incorporates fruit juices, nectars, Fructal Natura, Fructal Pingo, rich fruit beverages and fruit syrups.



živim

Nova linija
Fructal Benefit



s Fructalom

Prestavljamo vam novo linijo Fructal Benefit iz kategorije Nektarja. To so bolj maščobni nektarji. Novi recepti vsebujejo sadravnje Apigenin Q10, ki je upravlja starenje in pomaga obvladati imunske pomanjkljivosti. Nektarji so preprosti in okusni. L-carnitine iz naravnih virov poveča vašo postopno sprostitveno mišico in tako prispeva k vašemu zdravju. A nectar odličnega okusa, ki vsebuje naravno sladkorja in ni dodan sladkor. To je popolna alternativa nealkoholnim pijačam, ki vsebujejo UV strah.



u sodelovanju s prirodo

communication, aimed at a chosen target group. All of Fructal's market promotions have been successful. Proof of this is the Fructal "nature promotion" following which 100% increase in sales has been documented. The Smoothie also had a successful promotion and furthermore was awarded with this year's nomination for Golden Effie.

Brand Values

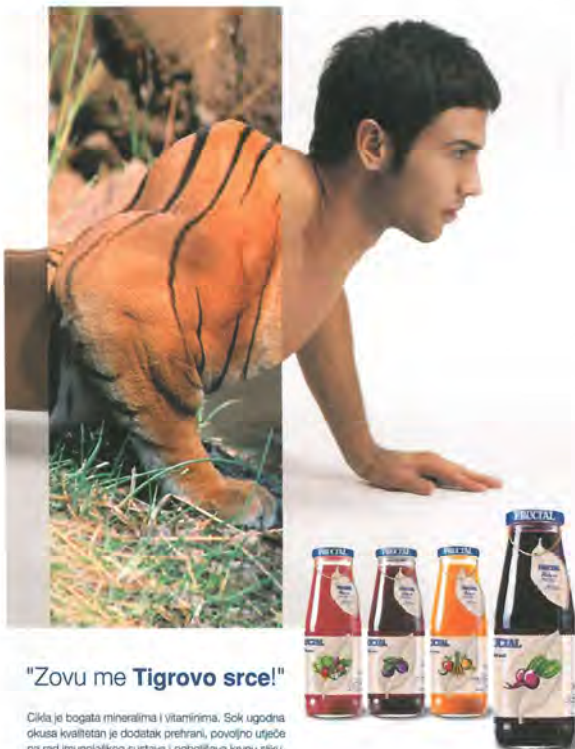
The brand Fructal has since its beginning been focused on using only natural ingredients without adding preservatives, colourings and artificial additives. The very essence of the Fructal brand is to work in cooperation with nature, which remains a guiding principle also for the future generations. We will continue to invest all our effort to keep the products under the brand Fructal fresh, natural and healthy. We realise that only the best can be good enough for the consumers of the brand Fructal.

www.fructal.si

THINGS YOU DIDN'T KNOW ABOUT...

Fructal

- > Every second, 11 of juice, nectar or beverage under the brand Fructal is sold in the world.
- > If the annual production of the products under the brand Fructal was set in a line, it would reach 6100 km, a three-fold distance from Ljubljana to Moscow.
- > When the company Fructal was formed in 1945, it was five workers who began to distil brandy in an abandoned textile mill.
- > Fructal is the only company in Slovenia that is a member of SGF, which controls the compliance of the products with the EU directives.
- > Fructal set up the ISO 22000 quality control system - Food safety management systems.



"Zovu me Tigrovo srce!"

Kitka je bogata mineralima i vitaminima. Sok ugodna okusa kvalitetan je dodatak prehrani, povoljno utječe na rad imunološkog sustava i poboljšava krvnu sliku.

Sokovi Fructal Natura namijenjeni su svima kojima su zdravlje i dobar osjećaj na prvome mjestu. Odabrani prirodni povrtno-voćni sokovi sa 100 % povrtno-voćnog udjela zadovoljavaju različite potrebe tijela.

FRUCTAL Natura
Darovi prirode za vitalne i zdrave!

Recent Developments

In accordance with the strategy of the Fructal brand company continues to develop the brand in the direction of new natural and innovative products. Further development is expected mostly in the direction of juices and nectars without concentrate; new tastes in Smoothies in cardboard packaging and others.

Promotion

Fructal uses all available routes of market communication to promote all the lines of products under the brand Fructal: television advertising, advertising on outside surfaces (jumbo posters, city lights), advertising in the printed media and radio advertising, presentations in PR articles in specialised magazines, activities of sales enhancement by presentations, tastings, prize games and communication through merchants' catalogues. In order to reach the best promotion results, Fructal always chooses a combination of these activities with the goal of ensuring a complete market