

Jamnica



Market

The consumption of bottled water is growing worldwide and so is the awareness of the strategic importance of water as a product. Europe is the largest consumer on the global market and Croatia with its rich springs and quality of water has a chance to position itself as an important player on the market in this category. The "water market" in Croatia is also very dynamic. The annual consumption according to official statistics is 340 million litres of which 216 million litres of carbonated mineral water and 124 million litres of spring water is consumed. The consumption in Croatia is 75 litres per capita, which is still two to three times less than the European average. Jamnica d.d. is the largest Croatian producer of mineral and spring water as well as non alcoholic beverages whose tradition goes back to 1828. Since 1993 (within the company Agrokor) with strategic investment into the modernization and technological development, Jamnica has grown into one of the most modern bottling plants of mineral water, spring water and non-alcoholic beverages in Europe. The total production is 400 million litres, which makes it the largest producer of its kind in South-East Europe. The natural carbonated mineral water Jamnica is the oldest brand of the company Jamnica as well as one of the oldest authentic Croatian products overall with a market share of 80%. The natural spring water Jana in just a few years has taken the leading position on the market of spring water with a share of 50%. Besides continuous investment into the development of new technologies and widening its distribution network and selling channels, Jamnica primarily concentrates on the building and growth of strong



brands which on the Croatian market have the leading position in all categories. Their role on the regional and global markets is becoming more meaningful also. Jana is growing strong on the demanding European and world markets, becoming a recognizable Croatian export product. Thanks to its first class quality and unique taste as well as continuous investment in marketing strategies and design, Jana is realising its success in the countries of the region; Bosnia and Herzegovina, Serbia, Montenegro, Slovenia, Hungary and on international markets: Canada, Japan, Portugal and the United States of America. Every year, a new export market is entered. Since 2008, Jana can be found on the markets of Rumania and on one of the most demanding and still developing markets, Russia. On the regional markets, Jana's largest competition are the strongest local companies.

However, on the European and international markets, Jana's competition is represented by the "big four": Nestle, Coca-Cola, PepsiCo and DANONE. Jana is positioned as a first class product of unique taste and recognizable identity with clear consistent communication, which differentiates it from the competition. On both the domestic and international markets, Jana is equally positioned as a premium product among non-carbonated waters. Such positioning is supported by a unified communication strategy and pricing policy. The specifics of a market are of course, taken into consideration therefore the marketing and selling strategies are adapted. Jana is an established regional brand with open aspirations for becoming an international brand with a unique and recognizable communication strategy.

Achievements

Many awards and international acknowledgements speak of Jamnica and Jana as a leading quality product. In 1997 Jamnica becomes one of the first products to receive the label of Croatian quality. In 2003, in Paris at the international water fair Aqua Expo, Jamnica won the prestigious award EAUSCAR as the best natural carbonated mineral water. Jana receives the same award in 2005 for best spring water. The flavoured Jana strawberry-guava received the EAUSCAR award in 2004. In 2007, Jamnica received the award (new packaging) for quality and design CroPak 2007. In 2007 Jamnica is awarded the title Trusted Brand through the evaluation of the consumers. Jamnica and Jana are the only Croatian bottled waters that are acknowledged and registered on the official EU list of bottled waters. The leading independent American institute for quality control NSF signs a guarantee of Jana's quality and bottling process. The international Taste & Quality Institute evaluates Jana with the highest mark for taste and quality (3 stars) in 2006. The SGS Fresenius Institute awarded Jana the prestigious international SGS Fresenius certificate for its purity. Due to its balanced



contents and purity, doctors of leading European institutes recommended Jana as a part of children's nutrition. Jana is also registered as the official NATO supplier, a fact that requires extreme water quality certified with continuous analysis carried out several times per year.

History

In old Celtic texts, we find mention of unique cold water that springs enriched with refreshing bubbles. The empress Maria Teresa added Jamnica to her list of mineral waters for the Vienna court in 1772. Besides drinking the water herself, Maria Teresa introduced Jamnica into the modern European society of the time. The first bottles of Jamnica that were meant for sale were bottled 180 years ago in 1828. At the time, Jamnica was mostly distributed through pharmacies where it was recommended for the prevention of various chronic diseases. Its mineral content has stayed the same since then and its effects are confirmed by today's analysis. The much younger brand, Jana was created and introduced to the market during 2002 and in almost six years, it grew into one of the most recognized Croatian brands on the domestic and international markets. In early 2001, Jamnica d.d. carried out a Greenfield investment following which it opens the bottling plant St. Jana and in the summer of 2002 the commercial selling of Jana begins.



refreshing, thirst quenching, and excellently blends with cold drinks and other beverages, it also has a healing effect on the human body. Jana, a natural spring water for 7000 years was a well kept secret in a 800 meter deep well at St. Jana hidden among the hills. The refreshing taste and lightness comes from a truly natural gradual process of filtration. A layer of granite additionally protects the water as it flows through layers of mineral rock, so there are no barriers between her and nature. With a low content of sodium and a well balanced content of elements, a unique ratio of calcium and magnesium, Jana is ideal for supplementing the vital fluids within the body.

Recent Developments

With continuous market research and effort to satisfy the today's ever demanding consumer, Jana in 2004 added to its range of products, flavoured Jana, a non-carbonated refreshing beverage. The flavoured Jana is low in calories and is declared as a light product that refreshes the consumer with four combinations of fruity flavours: lemon-lime, strawberry-guava, blueberry-cranberry and apple - lychee. In 2004 Jana was the first (in this part of Europe) to pack its 0,5l flavoured Jana with the "thumb up" cap that makes opening the bottle and drinking easier, satisfying the strictest safety standards. It offers the complete protection of the quality of the product due to aseptic technology. During 2005 the redesigning of the Jamnica brand started. It involved a new package and label. In 2005, the redesigning process was completed with the introduction of a returnable 1-litre bottle with a screw on cap, in a new carrier that may be disassembled. In August 2008 in line with market research the brand Jamnica introduces to the market the flavoured carbonated mineral water - Jamnica Sensation. It comes in two refreshing combinations of flavours: lime-kiwi and mandarin-mapo and falls under the category of light products.

Promotion

Integrated marketing communication is what represents the strength of the brands Jamnica and Jana on the domestic, regional and international markets. Advertising on television, in the print media, billboards, radio and Internet all make for

comprehensive marketing communication of brands that are additionally supported at points of sale with carefully chosen display materials. Besides advertising in various media and at points of sale, Jamnica and Jana also take part and contribute to events of fashion, culture and sport as well as those organised for children. In this way, Jamnica and Jana actively participate in the advancement of the Croatian society. It should be mentioned that Jana is not associated only with the Croatian and regional mundane and glamorous events. Jana is the Official Water of the Arena Madison Square Garden in New York where in the hands of the famous it confirms its status as a premium brand.

Brand Values

Unique taste, certified quality and authentically a Croatian product with long tradition are the values of Jamnica. Purity, premium design, quality and lifestyle, self-respect, health, internationality and security together with trustworthiness are the strengths of the Jana brand.

www.jamnica.com.hr
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THINGS YOU DIDN'T KNOW ABOUT...

Jamnica

- > In 1772, thanks to the empress Maria Teresa, the first chemical test was done on Jamnica and following that, it was enlisted on the register of the mineral waters of the Vienna Court.
- > The mineral content of Jamnica, since the first chemical test in 1823, is still the same today.
- > It is a fact that calcium and magnesium are essential nutritional elements necessary for the development and maintenance of bones and teeth as well as for the cardiovascular system. The recommended intake of calcium and magnesium in a daily diet is ideal in a ratio of 2:1. This is exactly the natural ration in Jana water (63:32,5 mg/l). Only Jana has this unique balanced mineral content compared to the other spring waters available on the Croatian market.
- > Jana is 7000 years old.
- > Due to its unique bottling technology the person that opens the bottle of Jana and takes the first sip is truly the first person to do so in all these years.



Product

Jamnica is a natural carbonated mineral water, enriched with minerals that springs up 500 meters from the earth. It is drawn up in Jamnička Kiselica that is protected from pollution and external influences. Jamnica is adorned with a unique taste, a balanced content of minerals and naturally carbonated. Jamnica is especially well-accepted in gastronomy, cafés and restaurants. Jamnica is

