

Ožujsko[®]

Pivo

Market

Ožujsko is the strongest beer brand in Croatia, and the Zagrebačka brewery, where the main product is Žuja, ultimately is holding the largest portion of the market shares. The strength of the Zagrebačka brewery, respectively, by Ožujsko beer is best mentioned by the



fact that its market shares of Zagrebačka brewery totals 40%, and that is double of the totals of the following competitor.

Thanks to brands such as Stella Artois and Beck's, the brewery is also leader in the premium segment.

The Zagrebačka brewery in 2007 made 5.0 percent more sales than in 2006, and sales of the popular Ožujsko beer, their best selling beer, increased by two percent.

Achievements

Ožujsko beer is a winner of many gold medals and recognitions that confirm the products exceptional quality.

The gold medal for quality at the international competition "Monde Selection" in Bruxelles - Ožujsko beer had even claimed 4 times in a row. Ožujsko is, also, a winner of the first award at the International Beer Awards in Australia in the category of The Best European Lager Beer.

Ožujsko claimed the award from CROPAK for the packaging design in 2007, immediately after launching the new popular beer cans.

With the recognition as awarded Trusted brand, that was organized by the Reader's Digest publication,



Zakon br. 6.

**Ako je milijuni biraju,
mora biti najbolja**



ŽUJA JE ZAKONI

Pivo

for the category of beer, Ožujsko beer took one more victory. More than 36 percent of the consumers choose Ožujsko beer as the beer brand they trust most.

No matter how much is regarded to the thoughts of expert and numerous recognitions, the trust of the consumer in the brand is presumed the largest accomplishment of the Zagrebačka brewery.

According to the results of a large national research, Ožujsko beer is the favourite and the most often consumed beer in Croatia.

The brewery takes special pride in the fact that throughout Croatia every second is consumed an average of about 10 bottles of Ožujsko beer:

History

The Zagrebačka brewery was established long ago in 1892 when it appeared that the small

Zagreb craftsmen – brewers from Gornji Grad, were not able to produce enough beer for the city which continually expanded and developed. The main initiators for building the new brewery were Count Gustav Pongratz and Baron Petar Dragutin Turković.

The establishing assembly of the Zagrebačka brewery as a joint-stock company was held on the 19th of May 1892 in the Hrvatska eskontra banka (Croatian Discount Bank) on the Jelačić Square. Soon after building of the factory started, which structure has made according to the blue prints of the architect Kuna Weidmann and the construction was done by Janko Grahor at the location Gornja Illica.

The festive opening was held on the 12th of July 1893. Thousand of citizens of Zagreb rushed to visit the new building; whose garden was lighting up 15 years before Zagreb even had received electric lighting. That was a special attraction that every citizen wanted to see and feel. The brewery had a Habermann refrigeration system and a generating system with 110 volts of capacity and two boilers with a volume of 64 cubic liters. With the electric illumination of 12 lamps, and under the



protection of the roof that protects against the sun and the wind, every citizen of Zagreb could feel comfortable. The brewery became an integral part of the largest of Zagreb's notability.

In the year 1993 the brewery once again became a joint-stock company, and soon after the most successful Croatian brewery.

Since 1994 the Zagrebačka brewery is mostly owned by the corporation InBev, the largest producer of beer in the world. InBev, with its centre in Leuven Belgium, derives long since 1366, and today is the leader of the world beer industry by volume of production, with its year sales over 270 million hectoliters in 2007.

InBev employs about 90,000 people and deals on the markets with more than 130 countries laid out on all the continents. InBev holds one of the leading two places on the 20 key markets in the world, thanks to its portfolio of over 200 brands. The

newest of InBev's acquisitions is American's Anheuser Busch which in its own portfolio has the most popular world beer brand Budweiser. By connecting InBev and Anheuser Busch evolved a new company under a new name AB InBev, which will become the ultimate leader on the world market of beer and one of the five largest FMCG companies in the world.

Product

Ožujsko beer is one of the oldest brand names with an unbroken continual production in Croatia. It has traveled a path of a long 115 years until today with quality, design and innovativeness firmly positioned as the leading Croatian brand of beer.

Ožujsko beer is a specialty light lager beer; refreshing and with a full taste that has been produced since 1893. It is produced from all the best natural contents of water; hops, barley, yeast, without any artificial additives.

It has a full golden colour; refreshing taste, with a fine bitter aroma, smooth, with an alcoholic percentage of 5.2 percent. It is best served chilled at 5 degrees with white compact foam.

Ožujsko Cool is the most sold and the most popular non-alcoholic beer on the Croatian market, and exists



since 2002. It is the best for occasions such as playing a sport, working, and mostly for drivers. Cool as a non-alcoholic beer guarantees safety and also keeping the pleasure of beer.

Every year for the holiday season, Croatian beer lovers have the opportunity to enjoy a unique taste of a Christmas beer. This light lager beer represents art in the bottle and on the bottle – because it is produced with a special recipe and every edition of the Christmas beer brings a new visual identity. The leading names of the Croatian Art scene are authors of the Christmas beer labels, representing every year a new and unique edition.

Products from the Ožujsko family today on the market can be found in glass bottles of 0.25l, 0.33l and 0.5l; plastic bottles of 1l and 2l; cans from 0.33l and 0.5l and kegs from 30l and 50l.

Recent Developments

Keeping step with world trends and using experience and the newest technological discoveries the Zagrebačka brewery has once more proved itself as a leading innovator on the Croatian beer market, launching the first Ožujsko beer in the Q-pack liter bottle.

Ožujsko beer presented the Special Edition cans to the market with a special illustrated motif that additionally emphasizes the true value, which Ožujsko continually grows. Because of its unique technology of the new cans of Ožujsko beer presented an innovation



to all of Europe.

By following the desires and necessities of its consumers, in 2007 Ožujsko beer decided to redesign its bottle and packaging. It was a turning point on the market when Ožujsko was the first in Croatia to switch to the green bottle, since then the green bottle was only reserved for the premium brands. After launching Ožujsko in the green bottle, it became the standard in the core segment that was acquired by competitive brands. The new green colour bottle, a longer and taller neck and the prominent medal for quality brought a positive answer to the consumer; as a prize for design.

Corporate Social Responsibility

The mission of InBev "to become the best brewer in a better world" is best communicated by the endeavour to be the best in creating a long-term connection with the consumers, at the same time building brands and experiences that connect people. The Zagrebačka brewery is the first in Croatia to begin the campaign of responsible consumption "Razmisli" ("Think") with the goal of creating a better world in which products are consumed responsibly.

Aware of its responsibilities in the society where it operates, the Zagrebačka brewery has been already maintaining for years a project "Pivovara moj susjed" ("My neighbour the Brewery"). Within the project are implemented a number of investments, from organization of kindergartens to extensive programs to rehabilitate noise.

Promotion

Ožujsko beer has outgrown the concept of being just a beer and became a cult drink for many generations of Croatian beer drinkers. Its consumers do not only consider it as consumption but as a friend that serves as an inspiration for all marketing and social activities. The best evidence for that is the recent campaign with the name Žuja zakoni (Žuja laws) – it is an interesting fact how the slogan "Žuja je zakon" ("Žuja rules") by itself began to flow from the consumers. Furthermore, the

sport are celebrated with Ožujsko beer; which is, ever since 1998, proud sponsor of the national football team and Croatian Football Federation. The fans are not forgotten because the Ožujsko is sponsor of "Always loyal" – the official supporters' club of the national team.

For many years now Ožujsko has been offering to all football friends an extensive music-football program named "Žuja and HNS grandstands", the ring of emotions that has caught the entire nation while the Croatian representatives play. The good music and the fan spirit were heard in more than 100 Žuja and HNS grandstands across our beautiful homeland. Ožujsko and football is an inseparable tandem in the mind of the most loyal Žuja consumers.

Ožujsko does not forget other good opportunities to make friends, working on the array of activities so that it gives recommendations for good and responsible consumption, matching beer with meals and in other various occasions. The proof for that is opening of the first in a series of Ožujsko pubs, Gric & Guc in Rijeka.

Brand Values

Ožujsko beer is the top Croatian core lager beer. Its success is owed to its controlled process of production by using only the best natural ingredients and strict quality control.

Thanks to the proven quality, the top design and constant innovation, Ožujsko created a cult status by becoming a part of the cultural experience. It is the inevitable friend at the top sporting events and synonym for socializing and good music.

True friendship, respecting tradition, adherence to family and patriotism are the basic values of Ožujsko beer which are recognized by millions of consumers. Thanks to the consumers who trust Ožujsko and consider it a part of their everyday routine. Ožujsko beer is, not only the most sold, but also the most loved beer brand in Croatia.

For all those that do not look at beer as only a drink, but as a part of the social circle while having good times with friends and wanting to enjoy a familiar taste. Ožujsko beer is displayed as the best choice.

www.ozujsko.com
www.razmisli.net



Q-pack 2 l | Q-pack 1 l | Boca 0,5 l | Boca 0,33 l | Boca 0,25 l | Limenka 0,5 l | Limenka 0,33 l

nickname of Ožujsko beer – Žuja, was also given by consumers and today was accepted as an integral element of the brand's communication.

It needs to be highlighted the special care which is given to the quality. Only the best ingredients are used in the production of Ožujsko beer. According to those facts, and considering that Ožujsko consumers can be measured in the millions, the idea for this years campaign is clear – Žuja law number 6 that states, "If millions of Croats choose it, it must be the best".

Ožujsko beer with its music platform, Glazbena Točionica, brings the top concert attractions – the inevitable position certainly taken by Hladno Pivo, the leading Croatian punk-rock band. Also, one of the leading names on the world heavy-metal scene, Iron Maiden, sponsored by Ožujsko Glazbena Točionica, made an unforgettable night for almost 30,000 people in Split. The musical spectacle with the favourite beer and a relaxed atmosphere with friends are truly the best part of the Croatian social scene.

Unforgettable moments of the Croatian national

THING YOU DIDN'T KNOW ABOUT...

Ožujsko beer

- Ožujsko beer originates its name from the month of March in Croatia, which is traditionally the month to produce the best beer.
- Ožujsko beer is the most sold lager beer in Croatia.
- Every second in Croatia an average of 10 bottle of Ožujsko beer are consumed.
- Ožujsko is a sponsor of the Croatian Football Federation since 1998.
- Ožujsko Glazbena Točionica is the music platform that brings the largest concert attractions to Croatian fans.