



PRAVO IME ZA SIR.



### Market

Sirela is the leading cheese brand on the market in Croatia and in the region (including Bosnia and Herzegovina, Macedonia, Montenegro, Slovenia, Kosovo and Albania). Thanks to the strength of the umbrella brand and its sub-brands (such as Podravec, Ribanac, Dimsi and others), behind which there is a long tradition of cheese making expertise, embodied into a top class quality products, Sirela enjoys high loyalty from its consumers. Sirela has found its way into the fridges and hearts of all cheese lovers, with continuous improvement of the production processes, at the same time maintaining the tradition through its recipes and its uniqueness. In 70% of Croatian households, Sirela's products are the number one choice. Today, as a part of the Lactalis group, the world leading cheese manufacturer, Sirela places its products on the domestic market as well as on the markets of the wider region.

### Achievements

Over fifty years of tradition in providing the quality and adapting to the modern market demands has assured the leading position for the largest domestic cheese producer. The professionals, as well as the loyal



customers, have also confirmed the uniqueness of Sirela cheeses. Sirela is proud owner of numerous awards for its original tasting cheeses. Trapist and Ribanac cheese received the golden plaque for exceptional quality at the cheese fair: "Cheese days in the city of cheese", in Bjelovar in 2007. The same year, the same cheeses received another golden plaque for

quality at the 5<sup>th</sup> Farming Fair – the cheese fair in Grubišno polje. These awards are yet another confirmation of Sirela's uniqueness and quality. Sirela cheeses carry the prestige labels of Croatian Creation and Croatian Quality.

### History

Sirela's history dates from the beginning of the 20<sup>th</sup> century, when the first milk association in Bjelovar was formed. The growth of the milk industry had an important influence on Bjelovar and the development of the district as a whole. Bjelovar became the core of the milk industry in Croatia, the result of which, Sirela has been in operation since 1974. Prior to its establishment, a long process from traditional authentic manual production to the contemporary production processing of milk took place. Therefore, on the 21<sup>st</sup> February in 1901, the first Bjelovar milk association was founded and the same year in May the association opened a milk depot and started with production. Even then, their dairy products were sold not just in the Bjelovar region but also in Berlin, Trieste and Vienna. The foundations of traditional quality and high standards were implemented since the beginning of production, as well as the cleanliness of the animals, equipment and stables. Following the Second World War a new milk depot was built in Bjelovar that purchased milk in the regions of Bjelovar, Čazma, Koprivnica and Đurđevac and sold it mainly in the area of Zagreb, while some of the milk was used for the making of cheese – Trapist, Gauda, Grojer,

**Probajte sir koji poziva na druženje!**



## Posebne prigode traže prave okuse!



Emmental and fresh cheese. Some time later, new dairy merged with the Zagreb dairy and was a part of it for three years. In 1954, the Bjelovar dairy was re-named to the Bjelovar Milk Industry. The next eight-year period was marked by strong growth and intensive expansion of the area and the processing of milk. Nevertheless, in the early 60s, it once again joined the Zagreb dairy and in the nine years of collaboration, it developed a production plant and became one of the largest cheese factories in the former Yugoslavia. In 1974, the Bjelovar cheese factory was formed and that same year it changed name into Sirela. Two years later in 1976, it formally separated from the Zagreb dairy and with its development became the leading producer of cheese on the markets of former Yugoslavia. In 1999, Sirela, together with Dukat and Zadar dairies became a part of a new company called Lura Ltd. and continued to maintain its leading position on the market. In 2007, Lura Ltd. took over the name Dukat Dairy Industry and in May 2007 became part of the Lactalis group, the worldwide dairy and cheese production group.



Croatia's semi-hard cheese. Podravec cheese has received numerous acknowledgements and awards at various domestic and international events. It also carries the label of Croatian Creation, which marks a unique product that combines Croatian tradition and innovation. The cheese Dimsi also has a long traditional production. This cheese's unique taste is based upon the Bjelovar area's traditional method of smoking cheese. It deserves the label of Croatian Creation and is the leader on the market of smoked cheeses.

Sirela's range of cheeses also offers Gouda cheese, the cheese with the highest consumption level in Croatia. It is one of the best-known and well-respected cheeses in the world, which is produced in the world for over 700 years. Sirela Gouda has a mild taste, which arrives to a sweetish, tasty piquant mixture as it matures.

Sirela's range of cheeses also includes the well known Trapist, Pokorelo and Ribanac cheeses. There is also a range of processed cheese for spreading, the Picok, and Toast cheese in slices, in a variety of flavours, loved in sandwiches and tasty toasts.

### Product

Sirela's product range extended through the years and soon became loved by a large number of consumers. The many years of successful development was achieved with constant investment into contemporary production methods and equipment. This enabled the

Štampa se može zahtijevati uz doplatu, također kao, napredak samo 100% isplatek

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Otpisak // [www.sirela.hr](http://www.sirela.hr)

**Newsletter**

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**Sir putuje e-poštom!**

Dobro, možda ne baš sir, ali sirene novosti svakako! Predstavljamo vam Sirelin newsletter, obavijest koja vam omogućuje da među svima doznate sve o Sirelinim nagradnim igrama, promocijama ili pak novim poslasticama. Više informacija potražite na [www.sirela.hr](http://www.sirela.hr)!

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**Sirelina reprezentacija dobila pojačanje!**

U reprezentaciju je uključena vlasnik najljepših rupa među svim sirevima - pravi Emmentaler. Njegov prepoznatljiv izgled, osebujna aroma i slatkast okus koji podjednako na mlade orahе pružaju jednak užitek svima obožavateljima. Kudažle i usjerite se saram!

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**Sirelini sirevi primili najviša odličja!**

Hrvatska gospodarska komora odlikovala je Podravec, Dimsi i Zagrebački sir znakom izvorne Hrvatske, a Trapist znakom Hrvatske kvalitete. Vjerujemo da je navođenje razloga zašto su baš ovi sirevi odabrani za nositelje tih visokih odličja - suvito.

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**NAPOVEDBA:** Ukoliko ne želite primati newsletter, kliknite ovdje.  
Autentika prema SIRELA Register, 2005-2008. Sve prave prigode.



production of top quality products that are traditional, unique and adapted to the needs of modern consumer.

In the rich selection of Sirela's products, there are soft, semi-hard, hard and processed cheeses in a variety of packaging's for different occasions.

The best-known Sirela cheese is Podravec, which has been on the market for over thirteen years and is a synonym of

testing's and educating them about the world of cheese's. In 2007, the consumers had the opportunity to taste Sirela cheeses at more than 500 different events in Croatia. Sirela has always used its packaging as one of the key tools in communicating with its consumers. As a modern cheese maker, Sirela has also developed an innovative web site, [www.sirela.hr](http://www.sirela.hr), titled "The true name for cheese", with abundance of information's about the production and consumption of cheese.

### Brand Values

Sirela is the true name for cheese, a brand recognised beyond the borders of Croatia. It is unique in its unquestionable quality of the products made from high quality fresh milk, and also in its innovative, modern orientation in business sense and in market communication. Sirela's success is achieved thanks to the professionalism in approach, the use of modern technologies, high level of business criteria and above all, the true love for cheese. The name Sirela links to a long tradition, high quality milk, original recipes and loyalty towards making cheese with a distinct aroma and taste.

### [www.sirela.hr](http://www.sirela.hr)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Sirela

- Sirela is the leading cheese brand in the country and in the wider region. In 2007, the Croatians have daily consumed more than 5 million portions of various Sirela cheeses.
- For the production of 1 kg of Sirela Ribanac cheese, 15 litres of high quality fresh milk are used and up to 2 years of maturing time is needed.
- 70% of Croatian households buy Sirela cheese and 3 out of 5 most consumed cheeses carry the name Sirela.

### Recent Developments

Following and acknowledging the needs of the consumers, Sirela has developed an innovative approach throughout the years, regarding the packaging of the products. Therefore, with traditional methods of packaging found on the market, there are also innovative solutions aimed towards the needs of the consumers. For example, the Sirela Premium Slices, a favourite semi-hard cheese in packaging that keeps the freshness, and Ribanac snack, a top quality hard cheese pre-cut in cubes and packed to be ready for special occasions and events.

### Promotion

Being aware of the fact that the consumers are looking for unique taste for special occasions as well as in everyday life, Sirela has chosen its mission to be a teacher, to further develop the cheese culture and to always be present with direct communication with its consumers, which is achieved through different food events, fairs, congresses etc. It shares its rich cheese flavours through constant communication with its consumers, offering the experience of cheese through