

Vindija



Market

The headquarters of the food industry VINDIJA are situated in Varaždin, the town with a rich tradition of arts and crafts, nestled in the middle of the European cultural and economical influences.

In the beginning, VINDIJA was only a small town dairy established in 1959. Due to a clear vision and good strategy, it has developed into the VINDIJA business group, the leading food manufacturer both in Croatia and in the region. Nevertheless, VINDIJA is not only focused on milk and dairy products, it also achieves exceptional results in other segments of food manufacturing. VINDIJA also includes the largest Croatian production of chicken and turkey meat, trademark products named „Cekin“ and „Vindon“, successfully rated both in domestic and world market. Business results as well as long-term planning in the meat market led to an inventive technological project – the brand-new stock feed factory „BIOdar“, the most contemporary plant in this part of Europe. Thus, controlled and safe raw materials for the production of the final products under trade-marks „z bregov“, „Cekin“ and „Vindon“ are guaranteed, and the production cycle, unique in Europe – is completed (controlled process “from field to table”).

With an assortment of almost thousand food products of the acknowledged “Vindija quality”, this producer has become the symbol of premium

quality food industry and a leader of the premium food segment on the Croatian market. Vindija's assortment includes products with added value, produced as a result of the latest market research. The focus on Premium products guarantees competitive advantage on the demanding European market and it clearly indicates VINDIJA's leading position on the domestic market.

Achievements

VINDIJA is one of the biggest food manufacturers in Europe, highly esteemed for its quality, innovations, high standards and adaptability to market demands.

The assortment of healthy and safe food brought valuable international rewards to VINDIJA, as well as the acknowledgement for fulfilling the highest standards of the European market.

Focusing on dairy as primary business, VINDIJA continues the tradition of cheese production of the Varaždin district, established in 1889 by a Frenchman Thinault, famous for his cheeses „Gervais“ and „Imperial“, that won international prizes at the time. Vindija, as the only producer in the region, has been producing noble mould cheeses made from cows, goat's and sheep's milk for the last 40 years. This unique product assortment brings Vindija many prestigious international awards at various food fairs. The

following types of cheese had received the highest quality world medals at the “World Cheese Awards” in London and „DLG“ in Frankfurt:

GOLD:

OVIS FETA (2008)
soft sheep-cheese in brine
CAPRODUR (2008, 2007,
2004) hard goat-cheese
OVIDUR (2008, 2005)
hard sheep-cheese
CAPRILO (2000) soft
goat-cheese with the
refined white mould

SILVER:

BOVIDUR (2008) hard
cow-cheese
FETACA (2008) soft cow-cheese
in brine
CAPRON (2008) soft sheep-cheese
with the red surface coat
CAPRODUR (2006) hard
goat-cheese
OVIDUR (2006) hard sheep-cheese

BRONZE:

CAPRON (2005) soft goat-cheese
with the red surface coat
CAPRO BLUE (2001) soft sheep-
cheese with the refined blue mould



SSOP
HACCP

international
food standard



VINDIJA's products have also achieved valuable regional rewards. On Agricultural and Food Fair in Gornja Radgona and International Agricultural Fair in Novi Sad 2008, VINDIJA won 134 medals for the outstanding quality of the trademarks „z bregov“, „Cekin“ and „Vindon“.

VINDIJA factories are corresponding to stern production standards and maintain highest quality and maximal food safety. This fact is confirmed by internationally approved certificate for quality ISO 9001:2000, HACCP implementation and SSOP, as well as newly introduced IFS (International Food Standard), BRC (British Retail Consortium) and HALAL certificate. Those certificates insure the export to Austria, Germany, Spain, Great Britain, Switzerland, Sweden, Slovenia, Islamic countries and the countries of the region.

History

VINDIJA has developed its business group from its headquarters situated in Varaždin, an urban European centre and a historical town with educated, creative and hard-working people.

In the beginning, the small town dairy VINDIJA, established in 1959 provided the town with fresh milk and had about fifteen employees.

At the very beginning, the milk was bottled in glass and delivered in solid wire-cases early in the morning. In 1970, fresh milk was packed in plastic bags and in 2003 it was returned to bottles again, only this time they were original PET packages with quite a different way of milk processing.

During the years, the assortment of dairy products started to develop. The beginning of production of juices and non-alcoholic beverages in 1982 was also very significant.

KOKA, the biggest Croatian poultry industry, joins in 1995 as a fresh chicken meat and chicken products producer, with a well-known brand CEKIN. The same year, the biggest bakery in Varaždin district, "Latica", was incorporated into the group. "Vir" from Rijeka followed with cattle meat production in 1997, and the dairy "Domil" in 2003. Due to its own "know-how" and experience a brand new factory for production of fresh turkey meat and products "Vindon" was built in Slavonski Brod in 2003 establishing VINDON brand.

With the opening of its own stock feed factory BIODar in 2006, VINDIJA finally combined its dairy and meat products industry into a completed production cycle.

Product

The wide assortment of healthy and safe products is covered by cycles of complete daily meals including breakfast, lunch, dinner and supper, and consisting of milk, fermented products, cheese, butter, poultry products, puddings and fruit-juices, as well as non-alcoholic and sports isotonic beverages.

VINDIJA's milk was named "z bregov" in 1977. It was the very first milk brand in the area. The idea was to link the green hills of the district with the name of VINDIJA and the nature. At the same time, the well-known logo with the hills, Milky Way and Sun had been created.

Both the brand and the logo "z bregov" were the perfect match for the image of VINDIJA and recognition of the Varaždin district. VINDIJA has always been aiming towards natural, healthy, safe and home-made products, which became synonyms for its products today.

Trade-mark "z bregov" is one of the leading trade-marks of milk and dairy products in Croatia today. The primary representative is the milk brand "z bregov" with several product groups and sub-labels.

In addition to dairy segment, VINDIJA also covers the production of non-alcoholic beverages and juices under the "Vindi" trade mark. "Vindi" juices have been on the market for 26 years, and this tradition is now enriched by inventive solutions that resulted in the functional juices called "Vindi Vital".

Recent Developments

Customers today are very concerned about contents and quality of products they consume. That was the reason why VINDIJA developed the functional food segment responding to customers' needs and requirements. "Vindi Vital" juices were made in VINDIJA's development labs. These are the very first functional juices on the Croatian market. These delicious juices are refreshing and have a



preventive function against malnutrition caused by stressful living. The assortment of functional dairy products "z bregov Efekt" followed. These include yoghurts and milk enriched with omega-3 fat acids, extracted from fish-oil, well-known for its positive effects; milk with fitosterols for the active reducing of blood cholesterol, as well as milk enriched with vitamins, calcium and folic acid that are recommended especially for pregnant women and women preparing for pregnancy.

Croatian Chamber of Economy has labeled VINDIJA's products with symbols "Croatian quality" and "Croatian creation" in 2007. It confirms the highest level of quality respecting the world regulations and standards of production. This is the prize for unique products achieved by long-termed research and development, innovations and tradition.

Varaždin's fresh cheese in a wrap



is one of premium products. It was made using the traditional cheese-making production of straining cheese made of high quality "z bregov" milk in the cheese wrap. It is hand-made, hygienically correct, top quality and unique shape and design.

VINDIJA group is the biggest and the most successful Croatian manufacturer of chicken, with the trade-mark CEKIN, well-known both on the domestic and world market.

In the situation when the majority of the working people have no time to prepare a healthy and warm meal, VINDIJA was the first to offer their customers a series of fresh semi-prepared meals from the best domestic turkey and chicken meat. Starting with the "Cekin Gavelino", a healthy dietary chicken spiced with mild mixture of natural herbs and ready to roast in special foil on the aluminum tray, "Cekin Filetino" made of the best parts of chicken breasts and dipped in various marinades, to the "Cekin Contemporary Gastronomy", founded on the tradition of a quick, but healthy and nutritious food.

Promotion

The strong emotional link with their customers is the result of VINDIJA's recognized care for their wishes and needs, and the foundation for all marketing and promotional concepts.

There is a strong trust and loyalty to the products, both of the domestic and foreign customers due to the tradition, innovations, and the latest studies of the world nutritionists, as well as the high products quality. This



trust is being developed for more than half a century:

By promoting its products, VINDIJA also promotes the healthy way of life, educating the customers about the improvement of quality of life and the news about its new products.

The basic characteristics of the "VINDIJA quality" are natural and safe food, as well as its

nutritional and gastronomical value. Every single VINDIJA product is labeled with this symbol to emphasize the quality of all VINDIJA brands.

The secret behind the brands "z bregov", "CEKIN" and "VINDON" is the quality, as the main principle that VINDIJA follows from the very beginning, along with the sensibility for the market demand and customer needs.

Brand Values

VINDIJA's trade-marks are recognized as the ones that achieve more than the competition. With the constant development and inventions, at the same time respecting the gastronomic tradition of the Varaždin area, VINDIJA creates new brands in all its food segments, under the obligatory "VINDIJA QUALITY" label.

VINDIJA trade-marks are reliable because they respect highest gastronomical and hygiene standards and fulfill the needs and wishes of millions world wide consumers.

www.vindija.hr

THINGS YOU DIDN'T KNOW ABOUT...

Vindija

- > VINDI ISO SPORT, the official drink of the Croatian football representation team, was invented in 1989 and was the first isotonic sports drink in this region.
- > VINDIJA is the only manufacturer of cheeses with the refined blue mould in the area.
- > The renowned Institute of New York awarded VINDIJA the prize for exceptional business reputation in 2007.
- > VINDIJA signed the United Nations Global Compact program, based on the battle against corruption, respecting the human rights, workers standards, as well as preserving of environment.