



Market

Zvijezda D.D. operates successfully at the top of the food market for more than 90 years. Zvijezda keeps its leading position on the national and regional market with the quality of its products, the strength of its brands, wide distribution network and strong marketing support.



The strong pressure of competition has no influence on keeping a high Zvijezda's share on the domestic market (oil 61%, mayonnaise 63% and margarine 83%), which has also increased on the regional market.

By listening the needs of the market, Zvijezda adjusts its assortment and product packaging to the needs of the consumers. This approach has enabled a strong move toward the buyers in special distribution channels such is HORECA, as well as the baking and the confectionery industry.

Achievements

Through long business experience Zvijezda has created highly respectable and quality products awarded with numerous domestic and international awards. Among them, it is especially prominent the award for products that hold the "Croatian Quality" label, the number of which grows with each year. The "Croatian Quality" label guarantees the buyers that a product presents the world's best within its class by its characteristics (brand, design, ergonomic criteria, ecological criteria, etc.).

Zvijezda is the winner of the prestigious international award - "Superior Taste Award", earned in 2007 for the top quality Mediterranean oil, Omegol and delicatessen mayonnaise.

Aside from its visual attractiveness and recognition, Zvijezda pays particular attention to the protective packaging function of its products. Among numerous design awards, especially precious is "The Golden Apple Award" awarded for the packaging of Zvijezda salads, packaged in a practical and functional packaging with a spoon, as well as "CroPak", the award for aluminum tubs of Zvijezda mayonnaise and glass bottles of olive oil.

Continual investments in its production, safety, and satisfaction of its customers – by offering a wide assortment of healthy and safe food, and keeping a step with the latest global trends, has provided Zvijezda with the most valuable award, awarded to it by the side of its consumers. According to a PGM research issued by the company Valicon, Zvijezda oil is the leading brand by Croatian consumers' choice for the third year running and has a flattering title of the most recognizable Croatian brand.

Beside the care for its consumers, Zvijezda puts a lot of effort into its greatest value – employees. Just because of that, in 2008, Zvijezda received the "Employer partner" label for the second time. The label is assigned to companies for an exceptional management in the human resources.

Zvijezda's main strategic goal is the top quality of its products and overall business. This has been achieved by meeting the demands of ISO 9001:2000 standards, which has been confirmed with a well-known Bureau Veritas's certificate. Zvijezda guarantees the health validity and safety of its products by introducing the HACCP system, integrated in the management system. The control of products, raw materials and production process is preformed in state-of-the-art laboratories and independently authorized laboratories for food analysis. These controlled processes guarantee to



the customers the quality and health safety of products. The coordination of business and production meets national laws and regulations as well as EU regulations and other standards needed due to a continuous spreading to the EU's member states and other markets.

History

Samuel Davis Alexander, a trader from Zagreb and Styrian merchant Alfred Pick founded jointly the first Croatian oil factory on September 15th, 1916.



After building the press and oil storage, the first production of pumpkin seed oil and sunflower oil began in 1917, in the premises located at Palmoticeva 82. That same year they produced a record number of 800,000 liters of oil.

First important research works started in the factory laboratory for product control in 1952 and four years later several more laboratories were established in the vicinity of the factory.

That same year began the production of the first margarine. Three year later, in 1959, in the factory located on Branimirova Street began the production of vegetable butter and fat. In that period, the first smaller industrial production of mayonnaise was registered.

However, the official production began in 1981 when the new line for continuous production was launched.

A really great news was the launching of different types of industrial margarine (BV, LT, BB), which started in 1967. Pekol, an additive for baking is one more new product, launched in 1970. The production of new margarine spread Margo began at the end of 1981. That same year, a new type of margarine for cooking and frying was presented on the market under the name of Gama, as well as the first mayonnaise based salads with vegetables and meat.

Great efforts and consecutive innovations are the main reasons why Zvijezda justly carries the name of the greatest producer of edible oils in Croatia today.

The Agrokor Group has recognized the advantages and quality of Zvijezda and included it as its member in 1993. Thanks to Agrokor, it has been made an important leap in business, first of all, in the area of production investments, distribution and new technologies.

Product

Zvijezda is at the very top of the Croatian food market for more than 90 years. The most popular brands are: Zvijezda, Margo and Omegol. Zvijezda oils, margarine, mayonnaise, sauces, salads, industrial margarine and additives, ketchup, olives, preserved vegetables, vinegar, mustard, tortellini, Margo, and Omegol – margarine spreads, oil and mayonnaise are the fruits of long experience, knowledge, top quality raw materials, latest technology processes and following of nutritional trends.

Originality, excellence and popularity are the main attributes of Zvijezda products which are based on its own original recipes and top quality ingredients. Besides, the customers trust them and are devoted to

them, confirming that Zvijezda's success is based exactly on the taste of its products. With tradition that started in the previous century, Zvijezda kitchen is modern, innovative, and visually striking, and innovations in packing, packaging and development of new tastes are a part of its business orientation.

In accordance with the latest nutritional concepts, Zvijezda's vast assortment offers the products with selected fat selection as well as those with different fat content. Omegol margarine spread, oil and mayonnaise are rich in omega 3 fatty acids. The key role of omega 3 fatty acid lies in the prevention of coronary system diseases and protection of the heart and the brain. In 2007, development of the brand Omegol was enlarged with Omegol with vegetable sterols which decrease cholesterol level. Zvijezda products are light, with no preservatives and cholesterol. The ingredients are natural, carefully selected, rich in vitamins, essential acids and always fresh.

Each day stronger and stronger trend of Mediterranean diets, has transformed Zvijezda's potential in a modern production system. Among many products, Extra Virgin Olive Oil from domestic olive-groves is high on the agenda. Participating in the repurchase of domestic olive oil, Zvijezda provides the quality for its consumers and establishes this product as a unique Croatian brand.

Recent Developments

As the market leader, Zvijezda constantly offers new products and improves already existing ones. Following modern trends and responding to the growing needs for quality and balanced diets, Zvijezda invests

considerable assets and expert knowledge in the development of products that should lower Trans fatty acids. All consumer margarines are made according to the best world practice in the margarine production and with no hydrogenated materials.

A significant leap was made in the production of healthy fats and functional foods. So, in 2007, it was produced Omegol mayonnaise rich in omega 3 and with no animal origin contents.

By innovative policy and implementation of new technologies in the area of edible oil, margarine, fat, mayonnaise, and sauces, Zvijezda is the leader in this part of Europe.

Promotion

Beside the long lasting investment in quality and product recipes, Zvijezda builds the strength of its brands on constant communication with the market. A significant part of its earnings are invested in strengthening of brands through quality and constant interaction with consumers and a wide palette of marketing activities.

To achieve more direct communication with target groups, Zvijezda constantly acquires new information about its consumers, cooperates with them and recognizes their wishes and needs. In such a way products are coordinated with consumer expectations, providing additional attractiveness to that communication.

During the year, intensive activities are carried out at sales areas of the domestic and regional market, as well as promotional campaigns in the media. Besides advertising in the media, Zvijezda products have constant support through promotion at sales locations and promotional packaging. As an Easter and Christmas tradition, consumers are rewarded with additional items. Besides, Zvijezda carries out daily sales at sales outlets, with the main goal to build the trust of the consumers, and to inform them about new products and their use.

Brand Values

The basic factors of Zvijezda brands recognition are implementation of modern knowledge associated with tradition and existing experiences.

Expert knowledge in all business areas, following of world trends, investment in innovations, attractive design, business according to the ISO standards, investment in education and training of its personnel, capacity increase with new investments and further investment in technology, are woven in each Zvijezda brand which in that way creates the main mission – a high-quality product which justifies the trust of clients and consumers.

www.zvijezda.hr

THINGS YOU DIDN'T KNOW ABOUT...

Zvijezda

- Zvijezda is the largest producer of edible oils and the only producer of margarine, mayonnaise and mayonnaise based products in Croatia.
- The first production of sunflower oil began in the late 1917.
- Each December, more than 4,500,000 blocks of Zvijezda margarine and more than 2,500,000 various mayonnaise packs are consumed.

