



Market

Knowledge of the importance of proper diet and its impact on preservation of health has been present for thousands of years. Hippocrates, the father of medicine, may not have been the first one to realize the importance of proper diet for preservation of health, but he will permanently be known for his famous saying "Let food be thy medicine and medicine thy food".

There is no such thing as good or bad food, but there is proper and improper diet, which is just one of the factors affecting our health. Insufficient physical activity, stress, smoking, consumption of alcohol and inappropriate diet are some of the factors strongly affecting the general condition and health of the organism.

The secret to proper diet is diversity and moderation, but the ever-present fast pace of life often leaves us no choice but to reach for the simplest solution, which is often the worst one. This is why the development of functional food is currently one of the fastest growing segments in dairy and food industries, although it was known in the traditional Chinese medicine over a thousand years before Christ.

Achievements

The term "functional food" or "food with added value" is now used more often than ever, representing food with biological activity that helps preserve health and affects certain bodily functions.

Depending on its properties, functional food may be preventive or curative and representatives of functional food are most often found in the dairy product category because of its daily consumption.

Probiotics, prebiotics, Omega 3 fatty acids and vitamins are the most common active ingredients presently found in the functional dairy product category.

Dukat SenSia is a line of tasty dairy products made from top-quality domestic milk and enriched with probiotic culture Bifidus Naturalis that naturally controls digestion.

The favorable effects of daily use of probiotic culture Bifidus Naturalis have been scientifically proven several times, and Dukat SenSia is currently the bestselling functional dairy product for natural control of digestion available on the domestic market.

History

Research shows that every fifth person in the world suffers from hindered and slow digestion. This alarming information encouraged Dukat's Research & Development and Marketing teams to offer consumers a domestic product of proven Dukat quality, intended for natural control of digestion and made from top-quality domestic milk.

The launch of Dukat SenSia was preceded by the testing of a series of recipes that would, in addition to providing functionality, enable the consumer to enjoy the taste and texture of this functional product.

In addition to SenSia Natur, Dukat offered its consumers fruit flavored versions of SenSia containing nutritive fibers that boost the action of the probiotic culture and have a proven laxative effect.

Dukat SenSia was introduced to the Croatian market in 2008 and became a leading functional

dairy product for natural control of digestion after only a few months.

Product

Faced with daily stress and inappropriate diet, our digestive system needs help to restore the impaired balance. An efficient and tasty solution is offered by Dukat SenSia, a line of fermented dairy products made from fresh domestic milk and enriched with probiotic culture Bifidus Naturalis, guaranteeing a positive impact on digestion control. Subject to moderate and diverse diet and a healthy lifestyle, daily consumption of SenSia noticeably reduces digestion problems and establishes a balance in the intestinal microflora.

Dukat SenSia is available in 330 g bottles, 125 g cups and the latest elopak packaging of 1 kilogram.

Natur, Apple, Pear and Grapes with Fibers, Fig and Prune with Fibers, Apricot with Fibers, Blueberry with Fibers and Cereals are the tasty and healthy versions of Dukat SenSia.

Recent Developments

In addition to the medical declaration for Dukat SenSia "Controls digestion naturally", approved by the Ministry of Health and Social Care of the Republic of Croatia, the latest professional acknowledgement came from the Croatian Society of Gastroenterology that has recognized the efficiency of SenSia products and recommends them for digestion problems. In 2009, Dukat SenSia was awarded the "Croatian Quality" symbol by the Croatian Chamber of Economy, as a confirmation of exceptional quality and domestic origin of the products.



Broj 1

funkcionalni mliječni proizvod za reguliranje probave

Dukat

ZDRAVA NARAVNA

NOVI OKUS

Lagano ljeto uz SenSiu

Dukat

ZDRAVA NARAVNA

Promotion

Functional products require communication to simply and understandably explain the consumers the functionality and added value and, in case of Dukat SenSia probiotic culture, the nutritive fibers.

Right from the very start, Dukat SenSia has enjoyed strong support of the medical community – the Croatian Society of Gastroenterology has recognized the value of the Dukat SenSia product line and they now recommend it for hindered digestion.

The domestic origin of the product is one of the key comparative advantages of Dukat SenSia over similar products present on the market and a powerful motivator for Croatian consumers.

In 2009, the Croatian Chamber of Economy awarded the Dukat SenSia product line the “Croatian Quality” symbol, which is used in consumer communications.

In addition to powerful marketing campaigns and sponsorships of “healthy” projects, Dukat SenSia also communicates with its consumers through intensive POS marketing activities.

Brand Values

Dukat SenSia is a leading functional dairy product on the domestic market, intended for natural control of digestion. Dukat SenSia assumed the leading position after only three months of its launch thanks to the premium recipe, a wide range of packaging, fruit flavors and the proven efficient probiotic culture Bifidus Naturalis and nutritive fibers.

The umbrella brand Dukat was declared the most reliable brand of milk and dairy products in Croatia for the third year in a row. This valuable acknowledgement of the most reliable brand was awarded to Dukat by the consumers, who also gave their trust to Dukat SenSia in the natural digestion control category.

The value of the Dukat SenSia product line has also been recognized by the Croatian Society of Gastroenterology in 2009, when Dukat SenSia became their recommendation for hindered digestion.

www.dukat.hr

SenSia

prirodno regulira probavu

Dukat

ZDRAVA NARAVNA

THINGS YOU DIDN'T KNOW ABOUT...

- Dukat SenSia**
- Dukat SenSia is recommended by the Croatian Society of Gastroenterology for problems with hindered digestion.
 - Dukat SenSia has been a holder of the Croatian Quality symbol since 2009.
 - Dukat SenSia is made from domestic milk.
 - Dukat SenSia is the bestselling functional dairy product for digestion control in Croatia.

BIFIDUS NATURALIS®