

# Mavrović

OSOBNOST ISKUSTVO



## Market

Mavrović OSOBNOST ISKUSTVO (personal experience) is a market brand that is comprised of two kinds of authentic Croatian food products: bakery products (breads, pastry and cookies) and meat products (cured meat and pâté or meat paste). Their bakery products are mostly supplied to larger grocery stores in most parts of Croatia. The distribution of their meat products is focused on Zagreb and the local region, while their pâtés *Delo* and *Plavit* can be found in all larger grocery store chains throughout Croatia.

## Achievements

The greatest achievement of Mavrović OSOBNOST ISKUSTVO is their customer loyalty. In other words, they have created a recognizable market brand in Croatia.

Because great care and investment is taken to ensure the quality of cultivation from raw materials and production processes to the final product, it is an immense challenge to achieve acceptable prices for the products they launch. A very important factor in every segment of work and production is ecological responsibility, respecting international standards for environmental care and preservation, as well as operating in accordance with principles of humanness, the acceptance of diversity and responsible social business conduct – which has all resulted in rewards. In 2002 The Ministry of Environmental Protection, Physical Planning and Construction gave *Eko-iznanje Mavrović d.o.o.* an achievement award for environmental protection in the area of educating and raising public awareness about the environment and sustainable development. In connection with business management, Željko Mavrović has been acknowledged as a creative and innovative manager, for which he received an award at the Creativity and Innovation Day in 2008. The *Eko-iznanje Mavrović d.o.o.* company has also received the 1st award in the category of creative and innovative stimulation and development of tolerance and acceptance of diversity in business.

## Povijest

The history of what today we can say is a market brand, is the vision and journey of one individual, Željko Mavrović, who took his sports achievements that have made him famous and invested them in his future business, which he perceives as a way to spread ideas



about sustainable development and harmony of man and nature. Željko Mavrović was born in 1969 in Zagreb. He participated as an amateur boxer at the Olympic Games in Seoul and Barcelona, and received the gold medal at the Mediterranean Games in Athens. In 1990, what was then still Yugoslavia, he participated in boxing competitions and, as a winner, was awarded the prestigious Golden Glove award. Later, in his professional career, in 1995 he won the European Heavyweight title, and managed to defend it seven consecutive times through the course of three years. In 1998 he boxed against Lennox Lewis for the WBC Heavyweight Title and lost after 12 rounds by the judges' unanimous decision. He was proclaimed best Croatian athlete twice, first in 1995 and then in 1997 by the daily newspaper *Sportske novosti* (Sports News).

After his success in boxing, he purchased an area of land on the outskirts of Požega. With his vision of eco-food products, he inspired others and, as a result, the company started with production in spring 2000 upon the ruins of *Kombinat Kutjevo*. *Eko-iznanje Mavrović* is a

successful ecological farming estate in the heart of Slavonia in a place called *Slobodina*, which is located some 20km from Požega. From its first 100hm the estate expanded to its almost 400hm today, which is mainly used for grain and plant cultivation; while the whole area has been certified and is proud to bare the mark of an ecological farming estate. Today the estate is the largest in Croatia and one of the biggest of its kind in Europe. While grains are mostly produced on the estate, it is logical that the company mainly focuses on the production of grain products. And so, in 2005 the company signed a contract and decided to do business with *Klara*, a bakery from Zagreb, and merged under the name *Mavrović Eko-Klara d.o.o.*; a company that all the way until May 2009 produced all of Mavrović's products that were distributed through *Eko-Mavrović d.o.o.*

Since then the company *Eko-Mavrović d.o.o.*, with its production and distribution of its recognizable programme of unique kinds of breads and pastry products, has covered a greater part of Croatia – in cooperation with mass-bakeries and large grocery store chains. The company's main concern and focus is on the control of product quality of bakery and meat products, and the production and sales of Mavrović OSOBNOST ISKUSTVO food products. In 2007 *Eko-iznanje Mavrović* started keeping livestock, initially with company *Black Slavonian Pig*, company at a farm in *Okučani*, while in 2008 they started raising heifers and calves as their first very own livestock on their farm in *Slobodina*.

## Product

Mavrović Eko-Klara OSOBNOST ISKUSTVO produce grain, bakery and meat products. The high quality of raw materials and specific way of production give their products an uniqueness that can be summed up as "products with character," that equally send a message of ecological, health and social awareness; and suggestion of socially responsible ways of doing business and the need to sustain our beautiful planet for generations to come.

### Bakery products

Mavrović bakery products are comprised of three kinds of products of unique recipes, which are: breads, pastry and cakes. Every batch that contains different kinds of bread and pastry, there is a maximum amount (40







percent) of certified ecological grains. Every product comes from Mavrović's very own recipe, with which every product can very well be declared as a unique. A natural and healthy process is implemented in the making of every product, thanks to top-grade technology and a highly educated staff and workers – all in accordance with traditional methods of preparing and baking, that have been around for ages. Every batch goes through a long process of fermentation without additives and chemical substance, while boiled wheat grain offers a high content of energy and enriches the final product.

#### Meat products

Mavrović cured meat products are high quality Croatian products that the original traditional recipes which Slavonian experts have used for generations. Mavrović products are made using only top quality ingredients including meat from a controlled breeding stock of black Slavonian pigs fed with an exclusively produced feed (clover, alfalfa, crops from the Mavrović farm, vitamin cocktails, and Mavrović bread) – No preservatives (nitrite salt), additives, or artificial colouring is used in the production of the company's cured meat products. Only natural spices such as paprika (sweet and spicy), salt, and garlic are added to the meats.

The preservation process consists of salting, drying and cool smoking until properly aged in a controlled environment for regulating temperature and humidity. The products are processed to an acceptable degree for consumption without previous thermal treatment. The drying process, depending on the type of the product, lasts between 60 and 180 days, so each product has its own unique colour and aroma.

The sausages differ in size and grain, the extent of bacon and pure meat in them, spice mixtures, consistency and the diameter of their casings. Pishable sausages are produced from rough crushed pork meat of the finest category, with additional firm fat tissue and selected spices.

Mavrović offers a number of perishable cured meats: Mavrović Kulen (this product carries an excellence certificate which guarantees quality and manufacturing according to original traditional recipes), Kulenova Seka (a spicy red sausage), domestic sausage and bacon. Other products offered include čvarci (Cracklings or Pork Rinds), pork fat and two special pâtés called Delija and Pikan, made from a special recipe which exclude preservatives (nitrite salts), additives and artificial colours, therefore making them suitable for the nutrition of children.

#### Recent Developments

The company's biggest investments in 2008 and 2009 were in the area of pig farming (the purchase and development of pig farms and the purchase of domestic Black Slavonian Pigs) and cattle farming (the purchase of heifers and bulls and growth of a herd).

Further investment will be directed at the expansion of agricultural land and the construction of silos with a 500 tonne capacity as well as improving existing bakery products and developing a palette of original Slavonian cured meat products. The first two products from the meat line were the Delija and Pikan pâtés, for which production began in 2008 in collaboration with the Podravka company, and the Danica meat industry.

The production of cured meat products began in 2008 with the Dexter Ltd. Company, however as of February 2009 collaboration began with the renowned Slavonian producer Mathias Ltd.

Retail sale and distribution of the line of meat products began in 2009 with the opening of a sales

location in the City Centre ONE shopping centre, as well as through orders by telephone and the internet with delivery available in the City of Zagreb and its immediate surroundings. Development of the retail sale of cured meat products and pâtés is one of the more important strategic focuses of the company.

#### Promotion

Market communication has been specifically directed towards consumers from the company's beginnings. Mavrović considers the quality of its products to be the most important form of communication which has led to



consumer loyalty. Along with that, the choice of sales locations is also crucial, as well as the consistency of products on store shelves. Attention is also brought to the visibility of products at sales locations and to the recognition of the Mavrović OSOBNOST ISKUSTVO brand. In 2008 both the company's bakery and meat products were introduced with new packaging designs and promotional campaigns.

Along with the quality of product, an important factor is Željko Mavrović's personal guarantee and the rich experience and effort he transferred from his success in sports activities to his companies – ecological farming, baked goods, livestock breeding, the production of cured meat and meat products, product placement and sales.

The company's promotional activities were primarily based on direct marketing approach, through various samples and sales events, as well as through numerous articles written by Željko Mavrović, an eminent professional athlete, founded on the interest of further work and development. This helped contribute to the promotion of sponsorship, participation in humanitarian events, encouraging physical fitness and mental health, and towards learning new skills at the Eco-centre for education in Slobodština.

#### Brand Values

The specific value the Mavrović OSOBNOST ISKUSTVO brand is the cultural value of Željko Mavrović's name as a



well known, former professional boxer and an eminent entrepreneur in agriculture, that is, the ecological cultivation of crops and the production and distribution of high quality baked goods and meat products.

The very same life values that he promoted as an athlete, he transferred to the quality and development of his own products. That direct communication based on Željko Mavrović's example resulted in the trust people have in what he is doing. The value of the brand is also evident in the care shown in the quality of production for both ingredients and final products. Mavrović products nourish the principle of natural and healthy living in every segment of production. Every Mavrović employee invests the maximum effort to ensure the name Mavrović guarantees quality. The brand's value continues, in a large part, to the loyalty of consumers who are satisfied with their products.

[www.eko-mavrovic.hr](http://www.eko-mavrovic.hr)

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

#### Mavrović Osobno Iskustvo

- The Eco-centre PZ in Slobodština is an experimental, educational and tourist centre with the aim of developing ecological farming, healthy lifestyle and the sustainable development of the planet. Those interested can apply for various seminars and educational programmes which deal with ecological agriculture, health and nutrition, light physical fitness, personal ecological consciousness, boosting one's immunity, success in business, and psychological strengthening for personal satisfaction in life. All of which is useful in the everyday work of participants in the program.
- As a part of the educational program meals are organised that include Mavrović products. Oat and barley tea is prepared for the centre and crops from the Mavrović Eco-farm that can be sampled. Each year the centre organises „Bundevijada“ – a pumpkin celebration event which gathers pumpkin producers from the Požeška area. The event is a presentation of pumpkin and pumpkin products with displays and various workshops and entertainment events for people of all ages.
- In ecological farming special attention is paid to the nurture and protection of plants. Foliar feeding (through leaves) is done by using nettle manure, prepared by dissolving nettle in water at a 1:10 proportion. Meanwhile, the nettle manure is used to protect the plant.
- A big part of agricultural philosophy in the ecological production of crops at the Mavrović Eco-farm and a big part of the principles while manufacturing food products is based on macrobiotic principles and the principles of the yin and yang.
- The sport and business image of Željko Mavrović was built on a particular hair style, which was purely accidental, a mistake made by his wife while cutting his hair. Although this unusual haircut has drawn attention, it has been demanding to wear. Along with a great deal of courage, you have to do whatever it is you do extremely well, in order to make that particular haircut a successful and recognised brand.