



Market

Pan-Pek d.o.o. is a company, which, since its establishment in 1992, through continuously investing in their production lines, distribution vehicles, retail stores and employees – has become the most modern company in production of bakery products in Croatia. Pan-Pek uses the newest technology and computerized production processes, enabling them to constantly control the quality of their products, recognized by the ever-growing number of their customers. Taking care of the quality of their products through the entire process, from raw materials to the finished product ready for distribution, is of the highest importance to Pan-Pek. Their business quality is substantiated by ISO and HACCP certificates, in their possession since 2004.

These certificates will become more important when the Law of Food comes fully into effect as of beginning 2009. From then on, every food producing company will be obliged to operate according to ISO and HACCP standards without any exception as to the volume of their production. This will further regulate the food market, especially the market for bakery products. At the moment, the market is divided amongst many regional producers, and a great number of small bakeries, holding, according to some estimates, up to 40 % of the market. Clearly, Croatia will have to consolidate this market, as did most countries in the European Union.

Pan-Pek's growth is to a large extent the result of their network of retail stores across Zagreb and the surrounding area. There are more than 40 bakery stores (boutiques). By having their own network of retail shops Pan-Pek was able to launch more than 200 bakery products, some of which had not been known or produced on the Croatian market until 1992. Namely, various kinds of small pastry products and breads have become so popular among the customers. People have become more and more aware of new trends on the market. Healthy food and nutrition are just such new trends, which made consumers choose so called brown bread and other healthier kinds of bread, pastry, buns etc., over white or semi-white bread. Pan-Pek recognized this trend and has become a leader in producing variety of special kinds of bread.

Achievements

In spite of the fact that Pan-Pek is relatively a young company, it has become a recognizable brand among the consumers in Zagreb and the



surrounding area thanks to their continuous investment in modern technology, employees, rolling stock and retail stores. Pan-Pek was the first to establish a network of retail stores, and over the last few years their stores have been designed as quaint little shops in which customers could buy freshly baked products all day long – all of which are baked in the shops themselves. By being present on international fairs, and by working with large and important bakery factories, Pan-Pek could present to its customers with new products every month. It

is important to mention that every such product requires a months long period in which it is tested and perfected until it is ready for sale.

In 2005, Pan-Pek was the first to launch the development and production of oven-ready and frozen bakery products. As a result, Pan-Pek successfully negotiated with several big store-chains, and made their products available to the consumers all across Croatia, rather than only in the surrounding area of Zagreb. Although there are many frozen food products on the market imported from the European Union, Pan-Pek products have found their way to consumers thanks to their quality and price.

Pan-Pek is very proud that some varieties of bread have become a trademark of their production. Namely, "Lovačka kora" (bread – Hunter's crust) won gold medal for quality on the International Food and Food Equipment Fair at Zagreb Fair. Pan-Pek also won the same prestigious award for "Pivski perec" (Beer pretzel), "Pleteno lisnato s vānjom" (Woven puff pastry with sour cherries) and "Čokoladna torta" (Chocolate cake).

History

Pan-Pek d.o.o. is the first private company for bread, cake and pastry products, which was established in 1992. At that time, other bakeries were still small size businesses or large publicly owned companies of indeterminate ownership structure. Pan-Pek's persistence on the product quality brought the company a leading position on the bread and pastry market. Remarkable results have been achieved as to the development and business operation in general. In 1994, there was a need to expand the production capacity and Pan-Pek moved from Borčec to Radnička Street. In 2002 a new, modern, completely computerized bakery was constructed in Planinska Street in





Zagreb. Entering into the second decade of their business operation, Pan-Pek introduced and implemented ISO 9001:2000 and HACCP standards for quality control.

In 2004, Pan-Pek purchased a state of the art tunnel oven there by expanding the production capacity and in 2005 a production of frozen and oven-ready products began, to which end it was necessary to invest in freezing and cooling chambers for the products. At present, Pan-Pek is one of the leading companies on the bakery market in Croatia with a clear vision for further development, retail expansion and new products. Achievements that Pan-Pek has made along with their technological-human potentials, made possible for the company to tackle the competition in Croatia and abroad, and to expand their retail to other areas in Croatia.

Product

Pan-Pek introduced numerous bakery products to the market, some of which have been awarded on international food fairs. Along with the production of various types of dark bread, great attention has been paid to the development and selling of small breads and specialty breads and many customers who had been

buying white or partially white bread changed their habits. While the bread "Lovačka kora" was proclaimed the best bakery product by consumers, other products aren't far behind, like the "Zagorska kora" (Croatian Zagorje crust), "Finish bread", "Pleteno lisnato s višnjom", "Putar štangica" (Butter bun), "The beer pretzel", "Kukuruzni svitak sa sirom" (Cornbread roll with cheese), Croissants and many other products available in Pan-Pek stores every day. It is exactly consumer loyalty that motivates Pan-Pek to further continuously control and sustain the quality of its products, and to successfully introduce new ones.

Recent Developments

Over the recent years Pan-Pek has successfully been introducing to the market new products and has been one step in front of the competition. Nevertheless, the wide range of products, which are transported frozen and pre-baked up to the end costumers/stores, has earned their strong leading position. The products are baked on the location so that the costumers can buy freshly baked products until late evening hours. Such products are of no lesser quality than those baked in the baking factory because they are prepared in accordance with special recipe

procedure, and every segment of the production line is carefully controlled.

Promotion

The Pan-Pek management team is aware that without promotion and marketing they could hardly overtake any portion of the market. During 2002 and 2003 Pan-Pek changed its visual image. The logo of the company was changed, their vehicles' exterior painted with their attractive logo and advertising slogans, the stores were redecorated in a completely new and contemporary way and their new slogan became live: "Dobar tek želi vam Pan-Pek".

Brand Values

Pan-Pek's goal is to become the leading company in the production of bakery and pastry products; and in this to be recognized by the quality of their products and their constant improvement – from order to delivery. To this end, everybody is engaged, from management to salesmen. Quality control has become the most important feature of Pan-Pek's business strategies, based on consumers' satisfaction with their products and services. Recognizing the consumers' needs and expectations is a prerequisite for a successful business operation in any competing market.

www.panpek.hr

THINGS YOU DIDN'T KNOW ABOUT...

Pan-Pek

- Pan-Pek is the first privately owned company in independent Croatia.
- Pan-Pek sells its products in more than 40 specialized bakery stores of their own. The products are delivered daily to more than 200 food stores as well as several large retail stores.
- Pan-Pek product range also includes a choice of pastry products and cakes. The cakes can be ordered in a variety of sizes and forms.

