



Market

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. Customers' loyalty that Zvijezda has had for the last 90 years is

priceless.

By listening to the needs of the market, Zvijezda adjusts its assortment to the requirements and the needs of customers.

Figures regarding market shares on the national (oil 64%, mayonnaise 65% and margarine 84%), and the shares on regional markets, prove Zvijezda's firm position among customers. Its innovativeness and new technologies in the edible oils, margarine, mayonnaise and sauce sectors put Zvijezda on the leading position in this part of Europe.



Achievements

By following modern trends and the rising awareness about the need for a quality and balanced diet, Zvijezda d.d. has continued to invest in authenticity, excellence and recognisability of its products. Investment in the development of products not containing trans fatty acids, new functional products, new packaging solutions, cooperation with the renowned health institutions with the aim of promoting the healthy diet, that is, reducing the misconceptions and the prejudices about the meaning of fats in nutrition, are only a few undertaken activities.

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 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. This care for its employees enabled Zvijezda to receive the "Employer partner" label, 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 by the certificate of a well-known Bureau Veritas.

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 performed in state-of-the-art laboratories and independently authorized laboratories for food analyses. These controlled procedures 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. In addition, Zvijezda received the **Kosher certificate** for its edible vegetable oils and vegetable fats from the BET ISRAEL Jewish Community in Croatia.

Through long business experience Zvijezda was awarded with numerous national 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 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, as well as "CroPak", the award for the design of Zvijezda mayonnaise aluminium tubs and olive oil glass bottles.

Moreover, it is important to stress that Zvijezda business policy and its development plans and projects are respecting the environmental protection requirements, living conditions and work



environment within the sustainable development. Thus, Zvijezda participated in the project of introducing cleaner production into Croatian economy, that created a way of thinking and employees were educated about the methodology of cleaner production based on avoiding waste creation and reducing emissions at the source.

History

Samuel Davis Alexander, a trader from Zagreb and Styrian merchant Alfred Pisk founded jointly the first Croatian oil factory on 15 September, 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 Palmotičeva B2 Street. That same year they produced a record number of 800,000 litres 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), 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 and the only producer of margarine and mayonnaise 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 present on the national market with a number of high-quality products. Throughout the years, its assortment was enriched with new products that very soon became the favorites among a large number of consumers. 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, latest technology processes, following of nutritional trends and top quality raw materials.

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 acids lies in the prevention of coronary system diseases and protection of the heart and the brain. The youngest member of the Omegol family is the Omegol active margarine spread with vegetable sterols that help lower cholesterol. An ever stronger trend of Mediterranean diets has transformed Zvijezda's potential in a modern production system. Among many products, there is Extra Virgin Olive Oil from domestic olive groves, a medicine that feeds us, makes us stronger and more resistant. It is a secret for the health and long life. It must be tasted, felt and experienced. Participating in the repurchase of domestic olive oil, Zvijezda provides the quality for its consumers and establishes this product as one among the best-known Croatian brands.

Recent Developments

By following modern trends and responding to consumer needs, Zvijezda constantly offers new products and improves already existing ones. In 2009 Zvijezda used its know-how and the experience in developing functional products that recorded a

great success with the Omegol line, and developed a new functional margarine Margo IQ. It has been proven that this exceptional product improves concentration and memory as it is rich in DHA, EPA and ALA omega 3 fatty acids, notified also by the Ministry of Health and Social Welfare of the Republic of Croatia. Continuous work on the improvement of products' health and nutritional quality resulted in all Zvijezda margarine not containing trans fatty acids and cholesterol.

Promotion

Zvijezda invests a significant part of its earnings in strengthening of brands through the quality and constant interaction with consumers and a wide palette of marketing activities, implemented every year through a number of creative and promotional campaigns, with the aim of strengthening brands and promoting new products. Besides advertising campaigns, Zvijezda carries out intensive activities on national and regional market – points of sale throughout the year; its marketing strategy includes sponsorships as well, and therefore, Zvijezda is sponsoring various cultural, sport and humanitarian events.

With the aim of increasing consumers' awareness and knowledge about the company and its products that have been a symbol of quality for decades, Zvijezda redesigned its web page. Besides the informative content, the new web page contains educative texts as well. Zvijezda free info phone is an important factor in the communication, and customers have the chance to give their suggestions, advice and opinions.

Among the special activities is the cooperation with the Faculty of Food Technology and Biotechnology of the University in Zagreb, Andrija Štampar School of Public Health, PIN for Health Association, Croatian Nurses Association and other important institutions. This cooperation implies the promotion of a healthy diet.

Brand Values

The basic factors of Zvijezda brands recognition are implementation of modern knowledge associated with tradition and existing experiences. Those factors make part of all Zvijezda brands fulfilling thus Zvijezda mission – a high-quality product with the brand that gains client and consumers' trust.

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 dates back to 1917.
- The first production of margarine dates back to 1965.
- In 2006 Zvijezda celebrated 90 years of its existence.

