



## Market

EHW Company operates in the sector of meat and ham and salami processing since 1992. Starting from this year, it has been affirmed as the biggest and the most important producer in the Albanian market. In the foundations of EHW's success stands the high quality of the meat processed, whose major part comes from the local farmers and the rest from the most well-known companies of the meat industry in Europe, in places such as Italy, Germany or Hungary.

The meat is part of the carefully prepared recipes from specialist of salami and ham production and it is mixed with most natural and qualitative spices from the European market. The variety of products includes salamis and hams from pork, veal or chicken.

Another important element is the usage of advanced technologies, which are part of the EHW's process since the beginning. They have been chosen to have the ability to be renovated in time.

## Achievements

In order to ensure that the final product fulfills all elements of European quality requirements, an everyday control is conducted regarding the hygiene, raw material and nutrition values of the product. In 2003, EHW has been certified from the prestigious Italian "Certiquality" institution with ISO 9001:2000 and HACCP.

Therefore, the company today offers around 70 types of salamis and hams, which are tasty, healthy, and freshly distributed everyday in retail shops of the company and the entire market.

## History

EHW has been part of the "Meat Processing & Salami" sector since 1992. The company's shareholders had the intention to bring in the Albanian market the ultimate German technology in the sector as the German knowhow. Of course everything was developed in constant relation with the needs of the Albanian market and the

traditions of the best-selling brands of salami in our local market. This is the case of "Tourist" salami very famous before the 90's, brand that has been developed with successes from EHW. In these years it became affirmed as the largest producer in the Albanian market.

What stands on the basis of this success is an accurate selection of the meat for processing, the use of an advanced technology and especially a strict control on hygiene and nutritional values of the products.

EHW GmbH is certified with the standard ISO 9001:2000.

## Products

EHW GmbH products are various and made of pork, veal and chicken. Based on the type and way of consumption, the products are divided into several categories:

Cooked Salami  
Sausages, Hot Dogs, Parisian, Tirana, Mortadella, Salami-ham, Bratwurst, Tullon, etc.







These are products that are freshly consumed, fried or slightly baked.

Season baked salami

Tourist, Saxon, Milanese, Koch, Napoli, Montana, etc.

Cooked Hams

Boneless ham, smoked ham, chicken breast, veal ham, pork and chicken arosto. These products are served in thin and cold slices in order to experience their delicate taste.

Crudo Salami

Prosciutto crudo, crudo Milanese, crudo Napoli, Hungarian, Caccatorio, Salamini and Calabria.

These crudo products are to be freshly consumed and sliced. They decorate and give taste to every meal.

#### Recent Developments

EHW GmbH is always trying to expand its presence in the market by organizing a network of mid-range shops owned by the company itself and in the same time have access in the supermarkets chains through over Albania, to be close and present to the Albanian consumer.



Recently the company is increasing the size of some of their shops, transforming them in small supermarkets, in which the shelves are filled with care offering the customers the best available products in the Albanian market. EHW is also continually training their staff so they can offer the best customer experience.

#### Promotion

As any company in the age of social media knows, the most effective promotion comes from passionate fans of the product. This is our strength in the local approach but we also use our website and TV commercials, to show and explain the passion and honesty towards our customers, how are products are made and why we remain there first choice in this competitive market.

#### Brand value

At the very heart of the EHW is a core belief that food plays a major role in promoting well-being and health. EHW is guided by the principle of providing the very best to its consumers. Healthy and



quality meat products is the basis, on which this company has grown together with its customers over the last twenty years. That is the reason why today, just as twenty years ago, their strategy is to produce a premium product and create satisfied clients at the same time with respect towards the animals.

#### THINGS YOU DIDN'T KNOW ABOUT

##### EHW

Since the year 2013, EHW is exporting a high variety of own products in the Autonomous Region of Macau, in the Republic of China.

The success of the products is so evident as immediately has passed from the supermarket chains to the hotelier industry.

Not only the local people but also the guests and tourists in Macau Region has found our products very attractive and delicious.

