



**Najviše je zdravo
kad je mlijeko pravo**

Market

Founded more than 50 years ago, the Sarajevo Dairy Factory Milkos is gradually taking priority at the BH market and wider, even after all the turbulent periods. In 2008 the company processed more than 21.5 million litres of milk, the distribution is carried out across entire territory of Bosnia and Herzegovina, in 2008 it started exporting to Kosovo, Montenegro and Macedonia, and preparations are also underway for exporting milk and feta cheese to Albania and Croatia. As the most modern dairy plant in Europe, with a newly opened state-of-the-art cheese dairy in the world, it is responsible for development, production and sales of high-quality milk, dairy products, cheese, cheese spreads and non-alcoholic natural beverages.

Achievements

Through implementation of standards of ISO Certificate 22000:2005, the Milkos company motto is to ensure continuous, safe, high-quality and efficient milk processing, manufacture of dairy products, fruit juices and ice cream, in order to provide only the best for the consumers.

The company has built its leading position in BH and the region by creating an atmosphere in which the needs and expectations of final consumers, employees and the social community serve as an inspiration for new development-oriented ideas.

It is dedicated to fulfilling the community's demands, which primarily implies observing the laws, ethical norms, and community

support in raising the social standard.

By offering high-quality products the company develops the confidence of consumers and their sense of value.

Through solid internal communication and development of partnerships with suppliers, consumers and social community, Milkos contributes to generation of profit that is necessary for advancement of technological processes, strengthening the motivation of employees through healthcare and safety at work by

improving the working conditions and raising their living standards.

History

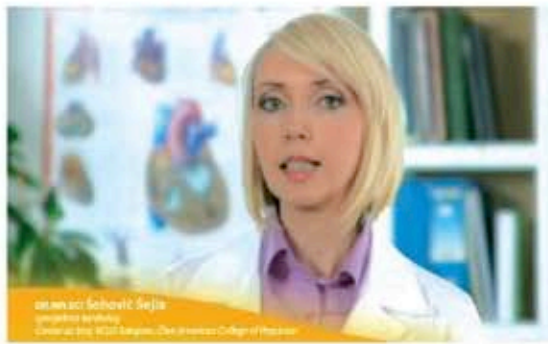
The Sarajevo Dairy Factory Milkos was founded in 1953, and it is the oldest manufacturer of milk and dairy products in BH. The dairy plant was constructed with a UNICEF donation, and it was envisaged as assistance for the children of Sarajevo as part of the post-war reconstruction of the country. It was founded as an independent company, afterwards it became a part of the IPK Sarajevo, and for many years it has been a member of the UPI Sarajevo business system.

In September 2004 the company Teloptik d.o.o. Sarajevo purchased 67 percent of MILKOS state-owned shares, thus becoming the majority owner of the dairy factory. By signing the contract Teloptik assumed an obligation to settle all existing liabilities of Milkos towards suppliers, creditors and employees. It also undertook to preserve the registered scope of activity, to keep the existing 85 and hire additional 78 employees, and to implement other financial investments in the course of the following three years. Based on a decision by the management, Milkos relocated from the Pofalići area into the industrial zone in Hadžići, where a brand new building was constructed, full scope of new equipment installed and additional young professionals were hired.

Product

The entire dairy plant is automated, and as such it is a unique example in Europe; milk purchase, warehousing and keeping are reduced to a minimum in order to ensure the maximum effect of healthy and ecologically acceptable dairy products. It is important to note that





milk is purchased daily from grazing lands and farms in the surrounding Sarajevo areas and the entire BiH territory.

For that very reason, the milk from Milkos dairy factory possesses all its original attributes, minerals such as calcium and acceptable vitamins.

Apart from the standard versions of milk fat content, such as 1.5 percent, 2.8 percent and 3.2 percent of milk fat, it also produces skimmed milk with 0.9 percent of milk fat which is especially useful for persons with lactose intolerance, as well as the specialised milk for catering – Café Milk with 3.8 percent of milk fat.

It is also important to note that the dairy factory owns an extremely sophisticated, fully automated aseptic line for milk bottling. The importance of such a line is the possibility it offers to enrich the milk with additional values, such as Omega-3 fatty acids, vitamins etc., as well as the possibility to package it in Tetra Pak packaging, high-quality and hygienically sophisticated packaging that is already recognised at the territory of BH.

The Kronos filling machine for PET bottles, used for bottling yogurt and kefir, represents the most important addition to the Tetra Pak line. This is a very reliable line, and one of the best ones in this particular market segment. For that reason the kefir produced by Milkos dairy factory preserves all its natural features and nutritional values, and helps in regulating digestive problems and metabolism in general.

In the process of pasteurisation, milk is separated based on the percentage of milk fat it contains and as such it is prepared for further processing. Special tanks are used for preparation and maturing of milk cream, yogurt and kefir. In addition to the existing ones, new tanks were added in 2008 thus increasing the volume of the mentioned products. The complete process is natural, without any additives.

Sarajevo Dairy Factory Milkos continues to justify the epithet of the most modern dairy plant in these areas. This is also confirmed by the fact that the most modern processing plant for feta cheese, dairy and cheese spreads was installed in 2008 and 2009. Manufacture of new product categories was launched in May 2009, and as a result brand new and top-quality products are already available in all shopping centres across Bosnia and Herzegovina.

The first product of the Milkos cheese dairy is Feta Cheese, in 250 g and 500 g packaging. Manufactured according to traditional and at the same time specific recipe, with its supreme quality Feta Cheese satisfies the needs of its consumers, and since it does not contain gluten it is extremely favourable for persons

with digestive problems or sensitivity to the mentioned protein. The cheese dairy continues to launch new products and it is expected to start manufacturing Alfa dairy spreads and Vajkrem spread in the future.

Also important to note is the manufacture of milk ice creams, offered at the market as of 2009 under a new name – Dolce. It is packed in boxes, cones and 1 litre containers (so-called family pack), available in vanilla, chocolate, strawberry, forest fruits and cranberry flavours, and it represents an excellent refreshment during the hot summer days but also a tasty dessert during the winter.

Apart from the indicated milk processing and dairy products, in 2008 Milkos also started manufacturing and bottling non-alcoholic juices called Bona. The juice is filled in 1 l Tetra Pak packaging, 0.2 l Tetra Pak with straws, as well as 0.2 l glass bottles. Bona juices are of excellent quality, with 100 percent natural flavours: orange, orange nectar, tangerine, multivitamin, strawberry, cranberry, apple, peach, pomegranate, and the very popular cherry flavour, which complements with its quality the entire juice product line. Therefore, Bona juices represent a "new name for fruit" in true sense.

Recent Developments

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developed a brand new line of Bona juices in 200 ml packaging with straws, primarily intended for the most demanding consumer category – children.

Promotion

Sarajevo Dairy Factory Milkos focuses special attention on visual identity of its products, meeting both the aesthetic and consumer criteria. Product promotions are organised in all large shopping centres across Bosnia and Herzegovina, and such promotions are always accompanied by presents in the form of promotional materials such as T-shirts, cloth caps, appendages for cell phones and keys, ballpoint pens, all with the logo of Milkos or Bona. The month of June 2009 marked the start of intensive promotions of Feta Cheese, the first product of the most modern dairy plant in these areas.

Brand Values

If we want to ensure that a certain brand survives at the market for many years, one of the key factors that



must be fulfilled is consumer confidence, which means that the product itself must be of highest quality. The slogan of the Sarajevo dairy factory Milkos, "It is healthiest when the milk is genuine", precisely underlines all the qualities necessary to fulfil the needs and demands of final consumers: natural ingredients, precise and minimal processing, addition of vitamins and minerals, avoiding preservatives etc. Even in its early development stage, the brand of Bona juices highlighted the importance of processing natural raw materials in order to produce a healthy beverage, through its marketing communication and slogan "Bona – a new name for fruit".

In years ahead, the Sarajevo Dairy Factory Milkos will continue improving its production, staff education, and it will further strengthen one of the leading market positions at the territory of Bosnia and Herzegovina.

www.milkos.ba

THING YOU DIDN'T KNOW ABOUT...

Milkos

- Milkos owns the most modern cheese dairy in the world.
- The favourite beverage of Kirk Douglass, which he drank during his visit for the 1984 Olympic Games in Sarajevo, was the yogurt by Milkos dairy factory.
- The word kefir originates from the Turkish word keif, which could be translated as a good feeling, or to feel good.

Mlijeko je bilo i ostalo naša prva hrana. Zato pijte najmanje dvije čaše Milkos mlijeka svakog dana



Neka hrana bude lijek

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