



Market

Vegeta, a unique composition of vegetables and spices, has been an irreplaceable seasoning mix for 50 years, through many generations of gourmards.

Vegeta is one of the strongest products and most favoured condiments in Europe, associated with exceptional flavour; warmth of the family circle and friends gathered around the table on one side, and the culinary authority and quality on the other.

Today, equally as in the past, Vegeta instils confidence when cooking, both to beginners and to culinary experts.

Podravka's most famous brand is today present at more than 40 markets. Vegeta brand is the recipient of numerous international awards and according to extensive research it holds the leading position among the strongest regional brands, and it is the No.1 brand in the category of universal seasonings in Europe.

Vegeta is an absolute authority at the market of vegetable and spices condiments. It is a must-have product, created in Podravka's research laboratory 50 years ago (in 1959), with a goal to accentuate and improve food flavour. The emergence of Vegeta at the market gave rise to a genuine culinary revolution.

Even today, 50 years after the discovery of its miraculous formula, Vegeta is still popular and favoured. Its secret is the fact that it does not dominate the food taste; it rather enriches and complements it.

Since Vegeta became a synonym for good taste, today its other products like Vegeta Mediteran, Plkant, Twist Chicken, Twist Grill and many others bring the true, irreplaceable taste of homemade cooking into households across the world.

Podravka's products are present and well positioned both in Europe and other continents: Australia, Africa, USA and Canada.

Achievements

Ever since it appeared until present day, in all countries where it is distributed Vegeta has accomplished great success and is classified among favourite products by the lovers of tasty and supreme-quality food. Vegeta became a synonym for vegetable seasonings on the market.

Both the popularity of Vegeta brand and its quality confirm that even after 50 years of existence this irreplaceable condiment still holds the first place among its consumers.

The value of the product has been recognised by experts as well, so Vegeta was awarded many prizes across the world, like the Hit FMCG in Poland, an award by a commercial magazine "Życie handlowe", as well as Superbrands awards in Russia, Slovakia, Poland, Bosnia and Herzegovina and many other countries.

In 2001 the certification agency Det Norske Veritas (DNV) conducted a certification audit of the quality management system in all operations pertaining to development, manufacture, sale and distribution of all products under the Vegeta brand, and since all the requirements of the ISO 9001:2000 were fulfilled, a certificate was awarded to the brand attesting to it.

Throughout the 50 years of

existence Vegeta grew together with its consumers, it constantly introduced innovations into its production programme, and with its quality, traditional recipes and recognisability even today it is distinguished at the food seasoning market.

For 50 years the "teaspoonful of Vegeta" has been winning the hearts of its consumers, by carefully observing their needs and demands and giving every meal a special and unique taste.

History

The rich history of Vegeta started long ago in 1958 in Podravka's research laboratory, under the leadership of professor Zlata Bartl. Vegeta 40, which was the brand's initial name, identifiable today for its characteristic blue colour and charming chef of the package, is a universal food seasoning that improves and complements the aroma of food.

In 1959 Vegeta was already launched onto the market, and as it would soon become evident, it immediately started moving unstopably on its way to success.

Eight years later, in 1967 Vegeta signed the first sales contracts with foreign partners and started conquering world markets of condiments. The first foreign countries that had an opportunity to enjoy Vegeta were Hungary and Russia.

During 1971 Vegeta 40 changed its name to Vegeta, and the increasing demand for the brand resulted in extending its market to Austria, Sweden, West Germany and Czechoslovakia. Vegeta travelled far, thousands of miles away from its company seat, and conquered the distant Australia.

The year of 1974 marked the start of broadcasting Vegeta's TV success, a serial called "Little Secrets of Great Chefs". With its culinary skills and recipes the serial educated and left an important trace in the region of former Yugoslavia. At that time a completely innovative approach to food presentation, through application in cooking and advice offered by a popular chef, Vegeta came closer to customers and fortified its position as the timeless and all-popular universal food seasoning. "...And one teaspoonful of Vegeta", a well-known sentence from the culinary serial lives on in the minds and consciousness of Vegeta's loyal consumers.

In 1994, to the surprise of its loyal consumers and those who would join them later, Vegeta put on a new, more modern packaging, in accordance with current trends. A new element was introduced on Vegeta's packaging – vegetables.

An important contribution to Vegeta's success is constant modernisation and

observing the latest trends. In 2000 Vegeta launched a new fully automated factory in its heart in Koprivnica, while another Vegeta factory was opened in Hungary. The year was also marked by development of the first four special Vegeta Twist seasonings, and launching of Vegeta in a sprinkling bottle.

In 2001 a factory for production of Vegeta, soups and powder



products was opened in Poland.

New Vegeta Twist bottles with sprinklers were introduced in 2003.

In 2004, Vegeta's success of many years at the market in Poland was acknowledged by awarding it the Superbrands status.

The year of 2005 was especially dynamic for Vegeta. The first six months brought changes in visual identity – Vegeta's packaging was redesigned. At the end of the year two new universal condiments were introduced to local and international markets: Vegeta Mediteran with Mediterranean spices and a light universal seasoning, called Vegeta Light. According to results of research conducted by the Prizma agency at the end of 2005, Vegeta assumes the leading position among the strongest brands in the region, and in the same year it was awarded Superbrands status at the markets in Hungary and Russia.



Innovation in development resulted in a release of new product in 2006, Vegeta Pikant, based on chilli, red seasoning paprika, garlic, oregano, caraway seed and paprika bits, and in the same year the product made a breakthrough on six world markets. Vegeta confirmed its quality at the Slovakian market under the Podravka trademark by receiving the Superbrands 2006 award.

In 2007 Vegeta was sold in as many as 40 countries worldwide, on all five continents. Vegeta constantly introduces innovations in its production range, and owing to its quality, traditional recipes and recognisability it is distinguished at the market of food condiments. Vegeta wins the hearts of its consumers by carefully observing their nutrition needs and preferences, it adjusts to requirements of certain national cuisines and follows the latest nutritionist trends.

In 2008 Vegeta was acknowledged in Bosnia and Herzegovina as a brand that accomplishes more than its competition, and for that it was awarded the Superbrands status.

The year of 2009 was special for Podravka's most popular brand, because it celebrated its 50th birthday. Taking into account this golden figure, the first manufacture of the memorial "golden Vegeta" commenced in April 2009, and the production line was launched ceremonially by the president of Vegeta's Management, Zdravko Šestak.

Vegeta celebrated its 50th birthday in many towns with its loyal consumers, by organising special and memorable events for them.

The TV show "Little Secrets of Great Chefs", which was a great success back in the 1970s, was broadcast again on the occasion of Vegeta's birthday.

Product

Vegeta is Podravka's most successful brand, popular and favoured for 50 years, and the secret of its success is the fact that it does not dominate in taste, but it enriches and complements the food flavour.

Many attributes and qualities are associated with Vegeta, with an emphasis on internationality, universality, rich tradition, originality and innovativeness.

Podravka constantly invests into new technologies, upgrade and improvements of Vegeta products and packaging, and over the years it became a synonym for the overall category of universal food seasonings.

Vegeta is sold in around 40 countries worldwide, and its success is based on recognisability, tradition and quality of the product, because after the consumers recognised the additional value of Vegeta, they started identifying with the brand to a great extent.

Since its launching on the market to the present day, tens of thousands of tons of Vegeta have been sold throughout the world, and its planetary success is also evident in results of research carried out by independent research agencies, according to which Vegeta holds the leading position among the strongest brands.

Recent Developments

Ever since the launch of Vegeta's first packaging to present day, Podravka has been continuously investing into new technologies, packaging and upgrade of Vegeta



products, but also into numerous new marketing messages, innovative concepts of strategic marketing activities, striving to get even closer to consumers through the implementation of sales and marketing.

Vegeta rewarded the confidence and loyalty of its consumers in 2009 by an appropriate golden-colour packaging, to mark the occasion of its 50th birthday, and at the BH market it rewarded the loyalty of its consumers by the occasional gratis pack.

Podravka constantly invests into its products, technologies and employees, in order to meet the demands and needs of its consumers in the best possible way, and wishing to ensure that Podravka's products continue to bring joy into their homes.

The company with a heart will continue working on developing high-quality products with a brand that wins the confidence of clients and consumers.



fact it was unique at the time, just like Vegeta; more than 1,000 recipes were presented and prepared in the show.

The show welcomed many famous guests, and although the concept of the show changed year after year, it nevertheless preserved its recognisability. This was mainly due to contribution of Stevo Karapandža, who presented to viewers different culinary recipes with an addition of one teaspoonful of Vegeta, and the show host Oliver Mlakar.

On the occasion of Vegeta's 50th birthday, the show "Little Secrets of Great Chefs" was recorded again. In the show special, Stevo Karapandža and Oliver Mlakar welcomed as their guest Mišel Tomić, Podravka's culinary specialist.

In the last ten years Vegeta organised for BH consumers many media campaigns, culinary projects, different events, but also prize games such as "Vegeta for Summer Joys" and "Vegeta – a New Recipe for Prizes". Through these activities Vegeta confirmed its brand strength, both due to the excellent participation of consumers in these prize games and the very rich and

attractive range of prizes. Since 1993 to present day Vegeta has sponsored many social and cultural events, it assisted numerous associations whose members are persons with special needs, it sponsored many nongovernmental organisations, sport clubs etc.

Brand Values

Consumers have recognised Vegeta's additional value and have identified with the brand to a great extent. Vegeta has become a part of their culinary tradition, an unavoidable part of their personal values, such as family, friends, spending time together, the warmth and cosiness of home etc. At the markets of Central Europe consumers have identified with Vegeta to such an extent that they perceive it as a domestic rather than foreign brand. The strength of Vegeta brand is illustrated by the fact that Vegeta is a synonym for the entire category of universal condiments at the strategic markets.

www.vegeta.com.hr

THINGS YOU DIDN'T KNOW ABOUT...

Vegeta

- The first foreign countries that had an opportunity to enjoy Vegeta are Hungary and Russia.
- Vegeta is a world-famous food seasoning, but it is also the name of a popular hero of Japanese Manga comic strips.
- Vegeta was launched on the market under the name "Vegeta 40".
- Today Vegeta is present on more than 40 markets worldwide.

- Since Vegeta was an innovation in the food industry, the use of blue colour in its packaging illustrated the courage of the marketing team in the 1950s, because at that time blue colour was not perceived as food-associated colour.



Promotion

Vegeta is present in the media and it has been communicating with consumers ever since 1974, when it started airing a culinary TV show entitled "Little Secrets of Great Chefs". The programme was continually broadcast for 24 years every Thursday before the main Evening News on HTV programme.

It was one of the longest-lived television serials in Croatia, and it represented a particular kind of television innovation and revolution in itself given the