



Market

The dairy products market has never been as dynamic as in the last decade. Year-long biochemical research has resulted in innovations, and modern technology development has made possible implementation of interesting discoveries in the field of nutrition science, rendering possible a true expansion of the dairy products sector. In this new wave of novelties, yoghurts have certainly been the category of products which offered the largest number of innovations, and BioAktiv was a brand ahead of such trend on the Croatian market. There is more than one factor that favoured in particular the development of the segment of fermented milk products - apart from the already existing relatively high consumption of dairy products, the growing awareness of the role of a healthy and balanced diet and the return to "natural" food have shifted the focus of the attention directly to yoghurts. The need for convenient packages that can also be used outside the house, as a supplement or substitution for smaller meals, the desire to have a delicious but still a healthy snack - all these wishes can be satisfied with a yoghurt, where the different varieties of taste, texture, fat percentage and intensity of taste have made it the star of innovations. Today in the world the word "yoghurt" is as popular as was the word pizza during the 80s of the last century.



In Croatia there is almost no household which does not use yoghurts - they can be found in 95% of refrigerators. The Croatian yoghurt market is worth around 800 million kuna and Croatian citizens consume on average around 14 kilos of yoghurt per year, which puts us among the "progressive" European countries. Moreover, whereas the functional dairy products segment is still considered a niche in west European countries - the niche with a high growth rate (even up to 50% yearly) - in Croatia this segment is very developed and already makes up 25% of the total value of the fermented dairy products market. This is mostly due to BioAktiv, which is the absolute leader in this sector. BioAktiv's growth in popularity and in sales has been accompanied by growth of the functional products sector, in which in the course of time, first copycats and real competition appeared. Today it is a very lively sector with many innovations and new products that face the huge challenge of remaining on such a dynamic market.

Asides from the functional products development trend, the yoghurt market is experiencing another very important transformation - the frequent consumer's choice is no longer the traditional yoghurt in a cup but the bottle. Regardless of whether it is a family package in a big bottle or a portion in a small format bottle, this kind of packaging has conquered the hearts of the consumers. Special segments are small bottles, known as

doses, and BioAktiv was the first to identify that potential and to offer different varieties of the product in the 100 gram format. Because of the small volume of the bottle, it does not hold a significant share in the total fermented products market, but the turnover is extremely high and in continuous growth. Previously considered a package for children, today this 100 gram bottle is found very frequently also in the hands of grown-up consumers.

Achievements

According to Retail Panel, BioAktiv share amounts to approximately 20% of the total fermented products market value. It is not only the leading brand among other functional yoghurts, but is also about to reach the position of the leading yoghurt brand in general.

As BioAktiv is offered in different packages, it is possible to mention with pride that its portfolio has even three bestsellers - the most sold yoghurt cup, the most sold natural yoghurt bottle and the most sold fruit yoghurt bottle. In 2005 more than 45 million BioAktiv products were sold, mostly in the so-called original flavour, namely without fruit. The fruit segment makes up around 30% of total BioAktiv sale, which entirely matches the market situation. Exactly the wide range of products and packaging combinations made it possible for BioAktiv to approach its consumers, regardless of their age, gender or life style, as everyone can find his/her favourite BioAktiv and enjoy it on a daily basis.

The original recipe developed in Dukat in the middle of the 90s did not undergo any changes, and because of its remarkable quality it has been

Čuvár vašeg imuniteta!

Kako god da živite, na vas utječu štetne bakterije. Zato vam je potrebna zaštita. I to svaki dan! Zaštitu od štetnih bakterija napodje de vam pružiti "dobre bakterije". LGG je "dobra bakterija" koja štiti naš organizam od štetnih bakterija, utječe na redovitost probave i jačanje općeg imuniteta.

Unesete li svaki dan dovoljno LGG-a u organizam, ojačat ćete svoj obrambeni sustav, poboljšati probavu i povoljno utjecati na opće stanje organizma. Svaki BioAktiv sadrži preporučenu dnevnu dozu LGG-a, a na vama je samo da odaberete svog zaštitnika.

BIOAKTIV LGG. DNEVNA DOZA IMUNITETA.

rewarded at almost each fair it attended, starting with medals from the Zagreb Fair back in 1998. Among the recent more significant awards, the golden medal of the Food Fair in Novi Sad in 2005, golden medals from the Fair in Gornja Radgona in 2006, and the latest award is the acknowledgment of the German society DLG at the end of the year 2006 (German Agriculture Association).

Consumers acknowledgments mean more than professional board awards. From its launching, BioAktiv has been the most frequent subject on the Dukat free customer service number, and most of the calls concerned questions about active ingredients and LGG functioning. But sometimes customers also call to commend Bioaktiv and to tell their stories about the improvement of their quality of life due to regular BioAktiv intake.

History

In 1998, based on the Finnish Valio Ltd company concept, Dukat developed its own line of functional yoghurts with the probiotic bacteria LGG (Lactobacillus rhamnosus Gorbach&Goldin, ATCC 53103) and launched three basic products: yoghurt, fruit yoghurt and liquid yoghurt. Already in 1999, this line of products expanded to BioAktiv fresh pasteurized milk and the popular BioAktiv Aloe Vera. In 2001, the line was redesigned, and the product range brought two more innovations on the market - the yoghurt packaging in small bottles, namely the first multipack, and that same year BioAktiv started to be exported to the markets of Bosnia and Herzegovina and Slovenia.

The year 2003 brought new product extensions. As innovation we can mention the BioAktiv fresh pro-biotic cheese. The same year the Croatian Ministry of Health issued a certificate testifying the efficacy of products containing LGG.

In 2004 a new communication concept was defined, based on the slogan "A daily dose of immunity", which brought recognition and clearness of concept as well as high rate of acceptance among consumers. The same year BioAktiv started to be exported to the Serbian and Montenegrine markets. In the period from 2004 to 2006 the market shares tripled, making BioAktiv among the three top-of-the-mind yoghurt brands.

Product

Today BioAktiv appears exclusively as a fermented milk product in formats adjusted for a single use, namely in portion packages. The most popular taste on the market is the "original" flavour, both in cups and bottles, but there are also many who opt for the fruit varieties, in particular BioAktiv with cherry flavour. As for the packaging, it varies from 100 g to 330 g, in order to meet consumer profiles needs. Every single BioAktiv, regardless of its format and flavour, contains the recommended daily dose of LGG which, if taken regularly, guarantees balanced digestion and boosts natural immunity.

Recent developments

Given that it is a relatively new brand, with only 8 years presence on the market, its recent development concerns above all getting closer to consumers through expansion of communication channels. It implies both standard mass media advertising and communication through new, modern and specific channels, through advertisements in health care centres, kindergartens and schools, posters in public transport, along main roads and on the Internet. Such a wide approach brings quality product information to consumers in situations when they are ready and interested in receiving it.

Promotion

Since its very successful media launching in 1998, BioAktiv has always been present in the media. Because of its specific ingredients, consumer education is very important, thus promotion has always been concentrated on explaining LGG functioning, both through advertisements and leaflets, as well as through specialized articles and publications in health care institutions. From the very beginning, BioAktiv has been greatly supported by the medical community which recognized the product's quality.

The slogan "BioAktiv LGG - health is all!" marked

Investirajte u svoje zdravlje!

Prije nego se suočite s brojnim dnevnim obavezama dobro je popiti BioAktiv LGG. Izazovi svakodnevice i naporan radni ritam iscrpljuju organizam pa je poželjno ojačati prirodnu otpornost. Za taj zahtjevan posao najbolje je angažirati BioAktiv LGG. Već jedan BioAktiv dnevno ojačat će vaš imunitet.

Zašto baš LGG? LGG je "dobra bakterija" koja čini dio probavne mikroflore i aktivno potiče jačanje imuniteta. Stres, infekcije, neredovita i nepravilna prehrana smanjuju razinu LGG-a u organizmu, što povećava rizik od probavnih smetnji i pada prirodne otpornosti. Redovitim uzimanjem BioAktiva obnavlja se prirodni LGG i jača imunitet. Učinkovitost LGG-a klinički je dokazana i potvrđena od Ministarstva zdravstva RH*.

BioAktiv LGG - vaša zdrava investicija.



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* Stručno potvrđeno za prehranbene dodatke Ministarstva zdravstva izdalo je Rješenje kojim se potvrđuje da proizvodi s dodatkom LGG-a potiču obrambene sposobnosti organizma i pomažu uravnoteženju probave. Klasa UP/I 541-02/02-01/484.

communication for the period 2001-2003. In the year 2004 the brand position was redefined and a new slogan created, namely "Daily dose of immunity", on which the entire communication is based. Consumers recognize this clear message, making brand acceptance higher as well as increasing loyalty and product consumption frequency. By combining different media and testing new advertising solutions, BioAktiv got closer to its consumers, reminding them in a non aggressive way of the daily product consumption, which is a prerequisite for the effectiveness of LGG. The power of communication and a clear brand position were confirmed by the appearance of BioAktiv in the Nik Titanik caricature of the day.

Brand values

In modern life full of stress and bad habits, and above irregular and unhealthy diet, consumers expose daily their health to a number of harmful factors. BioAktiv can not stop their action but can help in balancing digestion and preserving natural immunity, a prerequisite for good health. Therefore, BioAktiv offers help in preserving the most precious thing, our health, in a natural, convenient and tasteful way, respecting consumers' individual needs and preferences.

www.dukat.hr

THINGS YOU DIDN'T KNOW ABOUT...

Bioaktiv

- In 2006, Croatian citizens drank more than 55 million BioAktiv "daily doses".
- 72% of regular consumers affirm they feel much better thanks to BioAktiv.
- The recommended daily dose of LGG is 2×10^9 , which in fact is 2 trillions of LGG.
- LGG are very useful live bacteria that can resist the rigors of the upper part of the digestive tract, place themselves on the intestinal walls and form a "live shield", thus protecting the mucus from harmful bacteria.
- LGG is one of the most widely used probiotic bacteria. It is present on no less than 45 markets.

BEZBRIŽNI ZIMSKI DANI!

Zima uvijek traži dodatni oprez i preventivu za vas i vaše mališane. Prepustite se zato zimskim radostima koje neće narušiti prehlada ili pad imuniteta. Dnevnom dozom BioAktiva LGG podarite sebi i svojim najmilijima imunitet koji u ovo doba godine slabi pod utjecajem hladnog i nestabilnog vremena.

LGG čini dio prirodne probavne mikroflore i doprinosi izgradnji imuniteta. Stres, infekcije i nepravilna prehrana smanjuju razinu LGG-a u organizmu. Redovitim uzimanjem BioAktiva obnavlja se prirodni LGG i jača imunitet. Učinkovito djelovanje BioAktiva LGG klinički je dokazano.

Dovoljan je jedan BioAktiv LGG svaki dan da si osigurate preporučenu dnevnu dozu LGG-a.

DNEVNA DOZA IMUNITETA