



Market

The Dukat brand is so widely known that when the majority of Croatian citizens hear the word "dukat" (Croatian for ducat), they think of milk and dairy products rather than the gold coin. It's the most famous dairy product brand in Croatia with products holding key positions in all dairy market segments. More than 150 million litres/kilos of Dukat products a year are consumed. Dukat's 40% value market share in the overall dairy market, with its follower holding only 25% (source: MEMRB, Retail Panel, 2006) is additional proof of the significance of the Dukat "dairy brand".

Achievements

Dukat and its sub-brands have been awarded a number of national as well as international awards, the last one coming from the German Sod Baden, where four Dukat products, competing with products from more than thirty countries, received prestigious DLG certificates (two gold and two silver ones). The biggest distribution network in the country ensures the daily availability of Dukat products at over 7,000 points of sale, giving over one and a half million people the possibility to consume fresh Dukat products on a daily basis.

History

A long tradition of milk intake, packing and distributing milk, which dates back as far as 1912, the year when the Zagreb Dairy Plant was founded, provides the foothold for the Dukat brand. With its separation from the Zagrebačka mljekara (Zagreb Dairy) in 1976, the dairy industry obtained a new name - Dukat, and after the privatisation in 1992 and Dukat entering the Lura Group, a period of intensive development and progress in all business processes began. Dukat is present on the markets of Slovenia, Bosnia and Herzegovina and Serbia as well as, with the help of its partners, the markets of Montenegro and Kosovo. A part of its product range is also exported to west European countries, as well as the USA and Canada.



At the end of 2006

Dukat, once again, became the name of a corporation and so the former Lura Group continues its strategy of the further development of its brands in the region with the link between the old and the new company, and its strongest brand - Dukat.

Product

Dukat's quality speaks for itself through its innovative world top quality products. Fresh, natural, healthy and highly nutritious dairy products without preservatives are the pillar that supports the overall Dukat business philosophy. It is well-known that habits are created at a very young age and this is especially important when it comes to a healthy diet. Containing a rich number of nutrients, ranging from essential proteins to important vitamins and minerals, Dukat dairy products are the best natural source of calcium. Helping its consumers to develop the right eating habits from an early age, Dukat's high-quality products really become their "healthy habit". These are the products that exist and develop under the Dukat name: Dukat Fresh Milk is characterised by the richness in natural calcium and vitamins and the fullness of taste. In a convenient milk carton with a cap or in a transparent and UV protected bottle, the milk arrives in the shops from the best Croatian pastures in only 24

Imate li zdravu naviku?

Već dvije čaše Dukat svježeg mlijeka na dan osigurat će obilje hranjivih sastojaka i kalcij tako potreban za izgradnju i očuvanje zdravih kostiju te pravilan rast i razvoj. To je mlijeko, to je zdrava navika!



hours. On May 25th, 2006, Dukat Fresh Milk was awarded the prestigious "Croatian quality" label. It is also the only Croatian milk which carries this label.

Dukat Long-life Milk, thanks to its cutting edge processing and packaging technology, has an expiry date of 120 days from the production date, and contains neither additives nor preservatives. There are varieties with 0.9%, 2.8%, and 3.8% milk fat, as well as a long-life milk called Vitamin+ with seven vitamins and folic acid added, for better immunity and more energy.

Dukat Chocolate Milk, containing genuine chocolate, is highly nutritious. As well as the well-known carton package, the chocolate milk with six essential vitamins added is packed in a practical bottle that was launched at the end of 2005. One 0.33 dl bottle meets as much as 50% of the daily needs for calcium and vitamins A, E and B.

Dukat Yogurts have, due to an original Dukat recipe, a unique mild taste, they are drinkable and creamy. Their quality is guaranteed by a specific combination of traditional dairy cultures and the best domestic milk. They are a perfect source of calcium and milk proteins that makes them a perfect choice for the whole family.

Dukat Acidophilus is the oldest fermented probiotic-type product, the first to be attributed therapeutic



characteristics because it has a positive influence on health and ensures intestinal microflora balance.

BioAktiv LGG is the most popular functional yogurt in Croatia. This range of healthy

and delicious dairy products is enriched with the probiotic bacterium LGG. LGG is the most researched probiotic bacterium that has a beneficial influence on the digestive system and health in general. Every BioAktiv LGG yogurt contains the recommended daily dose of LGG bacteria, so one BioAktiv LGG a day is enough to ensure your "daily dose of immunity".

AB Kultura with OPTI COMPLEX is a popular partner in preserving your health and slim appearance because of its recognizable, light taste and low fat level. Thanks to the original OPTI COMPLEX ingredient, a special combination of highly nutritious proteins, milk calcium, vitamins B and the good bacteria Lactobacillus Acidophilus as well as Bifidobacterium Longum, AB Kultura is a perfectly balanced dairy drink.

Frutisima is the name of Dukat's delicious fruit yogurts. Frutisima fruit yogurts are made of the finest yogurt and juicy fruits - strawberry, sour cherry and apricot.

Yogsi is a complete small meal with cereals, a perfect choice whenever your organism needs more energy.

Dukatino is a healthy dairy meal intended for the youngest. Kids love it for its excellent taste and a playful, funny character; while nutritionists recommend it for its healthy ingredients and positive influence on growth and development in child age.

Dukatela Dairy Spreads, made out of fresh milk according to an original recipe, are a natural source of calcium and nutritious proteins. Along with the standard Dukatela Classic there are also Dukatela with vegetables, Dukatela Light as well as Dukatela with real chunks of ham. Dukatela dairy spreads bear the "Originally Croatian" label, a label awarded by the Croatian Chamber of Economy to products with "unique features".

Brzo & Fino (Croatian for: quick and delicious) is a culinary product range containing cream, sauces and fresh tortellini. As the brand name says, quick and delicious, products allow you to quickly and easily prepare delicious meals. Besides being practical, they are made with of natural ingredients of the highest quality and don't contain preservatives.

And the sweets - at last. Dukat vanilla and chocolate puddings are a traditional dessert loved by both the young and grown-ups. Dukat Mousse is a unique product on the market. Besides its attractive design, the real pleasure is in its seductive foamy taste. Dukat Fresh Milk in combination with fine black chocolate is transformed into a foamy exclusive mousse. Cremosa dessert yogurt range is a new surprise from Dukat. Prepared from a creamy yogurt and bits of juicy fruit bits, they are a perfect choice for anyone who can not imagine a real dessert without fruit.

Recent Developments

As a market leader, Dukat offers new and upgraded products every year; following the latest trends and responding to rising awareness about the need to have a high-quality and balanced diet. During 2006, Dukat innovated more than 20 products in different categories, ranging from the new Yogsi meal in a plastic cup and delicious desserts (the dessert cream A la Rožata in the multipack) to news when it comes to packaging, the so called fifth panel on the fresh milk carton as well as the new more convenient design of the PET bottle for fresh milk and yogurts, and the new 1,5 litres volume Fresh Milk bottle. 2006 brought new flavours as well: BioAktiv drink orange, the apple pie flavour of the Cremosa dessert yogurt, Dukatela with ham and so on.

Promotion

The power of a brand is primarily established with long-term investment in high quality and product recipes, and also continuous communication with the market is important. Dukat reinvests a considerable amount of its revenues in the market and the communication strategy. A brand that supports its key initiatives with strong marketing, as Dukat regularly does, can count on the fact that it is going to be recognizable and even emotionally important to its consumers. That is why an awareness of the Dukat dairy product brand is the highest one among Croatian citizens. This can be seen in all activities, irrespective of whether they are TV commercials, adverts in the press or point of sale activities, which Dukat has substantially increased during the last few years. Almost no weekend passes without a Dukat product having some kind of interaction with its consumers at the very point of sale.

As it is available to a wide number of consumers on a daily basis and because of its important emotional component which is necessarily linked to such essential foodstuff as milk, Dukat fresh milk as the main ingredient of all Dukat products most originally reflects the values of the umbrella brand and so is a



key to its communication and promotion. The heroes of the Dukat TV commercials are real people in everyday life situations, where Dukat accompanies them by providing refreshment, invigoration, and, in the end, a healthy routine and healthy enjoyment.

Sport and physical activity are among key factors for a healthy life. That is why Dukat is a proud sponsor of the Croatian Handball Association and the general sponsor of the First Croatian Handball League which carries Dukat's name.



Brand Values

Goodness, tradition, innovation and everyday care, as well as a balanced diet for the individual and the family, just as the Dukat umbrella brand slogan says: "A healthy habit!", are the key values of the Dukat brand. These values are a result of a tradition of almost a whole century, cutting edge production and processing technology, and only the best milk from Croatian pastures.

www.dukat.hr



THINGS YOU DIDN'T KNOW ABOUT...

Dukat

- Dukat is the most famous dairy product brand in Croatia, with a brand awareness of over 95%.
- Before it became a synonym for milk and dairy products, Dukat was the name of a small delicatessen shop of the Zagreb Dairy in Teslina Street in Zagreb.
- Dukat was among the first in Europe, as early as 1998, to launch BIOAktiv with LGG. BioAktiv LGG is the only dairy product with LGG in this region of Europe today.
- Dukatela dairy spreads are the first dairy products in Croatia to be awarded the "Originally Croatian" label in 1998.
- In 2006 Dukat Fresh Milk became the first Croatian fresh milk with the "Croatian Quality" label.

