



Market

Knorr brand holds an important position in more than 100 countries worldwide and is among the top 20 global food and beverage brands.

Knorr is part of the Dutch-British company Unilever; the second largest global producer of food and beverages brands. Unilever's products are sold in more than 150 countries worldwide.

Knorr is the largest Unilever food brand offering a wide range of soups, bouillon cubes, seasonings, sauces, soupy snacks, dressings and frozen and ready-made meals.

Knorr's success is a result of the development of products which satisfy everyday consumer needs for healthy and tasty food easy to prepare. After all these years, Knorr now holds the dominant position on a number of world markets. With its products and communication, Knorr follows market trends and at the same time participates in creating new trends, listens to the needs of its consumers and constantly offers them new added values that improve the quality of their lives.

Achievements

The brand is present on more than 100 markets worldwide and it offers more than 300 food products at the global level. Knorr has been present on the Croatian market from the 70s and today is one of the most important brands in categories of soups, instant soups, bouillon cubes and dehydrated ready meals with pasta. The values which consumers relate to Knorr are: quality, reliability, constant innovations and irresistible taste.

History

Respecting tastes, flavours and culinary traditions of each country is one of the biggest secrets of Knorr's success, whose history began in 1838 when Carl Heinrich Knorr built a factory for drying and



grinding chicory for coffee trade in Heilbronn (Germany). In 1870, the factory was taken over by his sons who started experimenting with drying vegetables and flavourful seasonings, which were later made into soup. Three years later, Knorr launched its first revolutionary product - dried soups.

Due to strong sales growth in 1885, Knorr expanded its production to neighbouring countries, Austria and Switzerland. The company was thus able to offer a wider assortment, including cereals, vegetables, potato flakes as well as dried soups in a compressed tablet form. In 1908 Knorr introduced the first sauce mix in Europe and four years later launched bouillon cubes. Since that moment, the history of Knorr and its expansion to a great number of countries resulted in its transformation into a well-known symbol present in almost every kitchen.

In October 2000, Unilever took over the American company Best Foods which, among other brands, comprised Knorr in its assortment. The main focus was placed on the creation of a new and fresh brand image which, in spite of the modernisation of Knorr's logo, maintained its easy recognition. Knorr's new visual identity is greener - green is the colour associated with freshness and nature.



Product

Knorr has been present on the Croatian market for almost four decades. Its assortment includes about 50 different products in the following categories: soups, instant soups, bouillon cubes and ready-made dishes. In the majority of these categories, Knorr holds a solid second market position.

In Croatia, in the soup category, the first assortment of products was launched in the '70s of the past century. These were different sorts of soups, including classics such as chicken soup and creamy mushroom soup, flavours which are still the basis of Knorr's assortment. Its long tradition resulted in the creation of a strong association between soups and the Knorr brand, and today for Croatian consumers "Knorr means soup!" Knorr soups represent an authentic alternative to homemade soups which often require complicated and long lasting preparations, and they also help consumers to prepare a tasty and healthy meal in a short period of time.

Within the soup category, the most important Knorr category in Croatia, creamy soups (for which Knorr is traditionally known) hold a special position. Special flavours, high quality of products and variety of assortment (which includes 14 creamy flavours) still delight our consumers.

In 2004, the existing assortment of creamy soups was enriched with special products - Knorr Activ soups. Knorr Activ soup satisfies 30 % of recommended daily allowance of vitamins B1, B6, B12, C, E and folic acid. With its high percentage of six essential vitamins, Knorr Activ soups are the ideal solution for all challenges of a modern dynamic lifestyle while vitamins contained in Knorr Activ soups help strengthen the immune system, maintain the activity of the nervous system and the defence of body cells.

Knorr bouillon cubes are an integral part of

Knorr's rich tradition and still represent one of the most important categories of the brand. The first bouillon on the market included the traditional assortment of chicken and beef bouillon cubes whose practical shape and simplicity of use were always a guarantee of success. When using the Knorr bouillons one can easily prepare tasty soups as well as improve the taste of different dishes, from homemade soup to different stews and side dishes. In 2001, vegetable bouillon cube was launched on the Croatian market. It doesn't contain meat or any animal ingredients and can thus be used by vegetarians. Due to its vegetable composition and its wide possibilities of use in preparation of different vegetable dishes as well as meat dishes, different sauces, side dishes and soups, it won the hearts of Croatian consumers.

In the instant soups category, Knorr has been present on the Croatian market since 2001. These products are ideal as a short meal and are very practical for consumption at workplaces, in school, excursions or at home. Current Knorr's assortment of instant soups includes 11 products divided into three categories. In 2004, besides the existing Quick Soup products (with favourite mushroom and broccoli soups), a new assortment was introduced on the market - Activ instant soups. The high quality, unique flavours as well as extra vitamins and ballast ingredients contributed to the rise of Knorr in this product category.

Since 2001, Knorr has been present on the Croatian market in the category of ready-made dishes. The main part of Knorr's assortment in this category makes meals with pasta, present on the market under the name "Knorr Spaghetteria". Beside the meals already mentioned, Knorr also offers mashed potatoes as a separate product. During the past years the assortment of Spaghetteria products has been continuously extended and currently includes eight traditional recipes of the Italian cuisine, the most well-known being Spaghetteria Carbonara and Spaghetteria Bolognese. These products include different sorts of pasta (spaghetti,

fusilli and penne) combined with famous sauces such as Broccoli con Mozzarella, Bolognese, Carbonara... The main distinctive feature of Knorr Spaghetteria products is high quality contained in a tasty and quick meal which contains two portions.

By following the newest nutritional trends and listening to consumer wishes, Knorr continuously improves its assortment with new and interesting products.

Recent developments

At the end of 2006, Knorr introduced a new soup assortment "Plenty of vegetables", which includes four variants of creamy cook soups and three variants of creamy instant soups. Knorr's soups from the "Plenty of vegetables" assortment contain 80% of vegetables which makes them unique on the Croatian market. The innovative formula of creamy consistency has been reached by unique blend of herbs and spices and tasty pieces of carefully selected vegetables. These soups are ideal as a simple but healthy meal and thus fit perfectly in the nutrition pyramid.

Promotion

Knorr is constantly in contact with consumers through different media, communicating brand values and presenting new products on the Croatian market.

Lifestyle-focused advertising communicates the high quality experience of the brand which continuously works on innovations and improvement of the ingredients. Knorr's marketing mix includes TV, print, outdoor and radio advertising as well as innovative promotions and promotional packaging at the points of sale. During the past two

years, Knorr has focused its communication on the soup category and its strongest segment - creamy soups, which, as a result of Knorr's marketing mix, have been constantly on the rise.

Brand values

Adaptability to the local flavour is one of Knorr's fundamental values. Present worldwide, Knorr wishes to offer its customers products adjusted to their gastronomic traditions and local flavours.

Knorr believes that quality is highly important and is thus committed to the implementation of Unilever's global mission of "Vitality". This is why it is continuously improving nutritional values of its products in line with the World Health Organization guidelines.

One of the brand's main objectives is to simplify the lifestyles of its consumers, offering them dishes that are tasty, nutritious and quickly and easily prepared at the same time. Knorr frees its consumers from the long preparation of meals, giving them the possibility to enjoy life and tasty food.

Knorr's innovative spirit has been reflected from its beginning in the constant search for solutions to the needs of modern consumers. The main challenge and mission of this brand is to develop innovative products which combine taste and nutritional values and address daily nutritional requirements of modern consumers.

www.knorr.com



THINGS YOU DIDN'T KNOW ABOUT...

Knorr

- Knorr is Unilever's No. 1 brand with yearly sales higher than 3 billion Euro.
- The first Knorr soup was created in 1889 and was packed in sausage casing. It was called Erbwurst (peas with ham) and is still sold in Germany. Because of the extremely cold weather in Germany, it became popular among factory workers who gathered in one place, boiled the water and prepared this soup as a hot meal.
- The Knorr logo contains the original signature of Carl Heinrich Knorr, the founder of the company.
- Knorr products are currently sold in more than 100 countries worldwide.
- Knorr in Chinese means "happy family".

