



## Market

Podravka's food and beverage production activities place it among the top nutritional companies in South Eastern, Central, and Eastern Europe. Today, Podravka's distribution network covers the area between the Adriatic and the Baltic Sea, thus bringing Podravka closer to customers on the international market. Apart from production and sale of its own brands, Podravka also has strategic partners in the region (Nestlé, Heinz, Kras, Adria, Unilever) and it distributes their products through its own developed network, thus expanding the array of products it can offer to customers.

## Achievements

This eminent company has its own firms and branches in 17 countries of the world, while production facilities are located in Croatia and three other European countries (Poland, the Czech Republic, and Slovakia). During its many years of existence, Podravka has created many well known brands, with the most famous one being the staple brand Vegeta, a universal food additive. Along with the international recognition of Podravka's brands come numerous awards, such as the Superbrand Polska where Vegeta took 3rd place for recognition and growth potential in competition with 1,000 various brands in a very demanding market.

Podravka employs 7500 workers, and a key role is given to employees who, thanks to their knowledge and skills, make the company recognizable among competitors and more successful on the market. Therefore, Podravka and the Zagreb University of Economics created a manager academy called POMAK in order to develop, attain, and broaden the managerial knowledge and skills of Podravka's employees.

In the year 2004, Podravka also collaborated with the Leeds Metropolitan University and started a new international program focused on gaining the latest knowledge on the subject of retailing which is extremely important for the food industry. Every year the company increases funds for professional education and develops partnerships with major professional education institutions both nationally and internationally. Podravka's target is to keep the leading role in providing professional education for its employees.

## History

Two entrepreneurs from the city of Koprivnica, brothers Marijan and Matija Wolf, founded a fruit processing business in 1934, and by 1947 the business became public property and Podravka was given the name which is still used today. In 1949, the production of jam and fine marmalade started, and by 1952, new products



were introduced: sweetened fruit, jelly sweets, fruit syrup, mustard, ketchup, fruit wines, dried vegetables, sterilized green beans, peas, and canned meat. In the year 1957, Podravka soups hit the market, and in 1958 the classic chicken and beef soup production started. The rooster on the Podravka chicken soup became a symbol of quality homemade soup in a bag which was simple to cook. This was also the year when the chicken and beef soups were first displayed at the Zagreb trade fair. In 1959, Vegeta was introduced as a universal food additive which is present in over 40 countries on all continents today. In 1970, the production of Čokolino started, which was followed by other baby food with the logo of a bear called Lino. In the year 2002, Podravka took over two companies - Lagris, a food products producer located in the Czech Republic and Slovakia, and Ital Ice, a frozen food producer based in Croatia. Today, Podravka is one the leading food companies with branches and firms in Central, Eastern, and South Eastern Europe.

## Product

Podravka offers modern products which are both top quality and simple to use. The products are adjusted to individual national cuisines, while at the same time preserving a specific local flavor. The name Podravka is a synonym for superior food

quality and all products under the Podravka brand name are a result of a time long tradition, knowledge, and care for consumer health and well-being. During the years of its existence, Podravka created numerous market brands that were recognized by consumers for their superior quality. The most well known ones are the staple brand Podravka and Vegeta, a universal food additive. Apart from these brands, Podravka also has the

Podravka soups (soups with a forty-year tradition), Fini-Mini (instant soups), Lino (the most famous children food brand in southeastern Europe), Dolcela (sweetened flour products), Kviki (snack assortment), Studena (pure spring water), Studenac (pure mineral water), Fant (food additive), Lagris (rice based products), and many others.

The quality of products and business processes, and continuous improvement of business policies is Podravka's permanent and strategic goal. The demands and satisfaction of buyers and consumers, but also of other interested parties (owners, employees, suppliers, financial institutions, the community), need to be in balance and

systematically communicated through all business processes. For a systematic management approach, standardization and business process improvement, a corporate quality control function has been set up.

The representatives of Podravka's corporate quality control function are active members in the work of foundations dedicated to a systematic approach





to quality in Croatia: HDK (the Croatian Quality Society), HDMK (the Croatian Quality Managers Society), HZPK (the Croatian Business Quality Foundation), as well as leading European organizations such as: EOQ (European Organization for Quality) and EFQM (European Foundation for Quality Management). Podravka's approach to quality is defined in the Quality Policy, which is one of the charter documents for the system of management.

### Recent Developments

Asides from investing in its employees, Podravka also invests in new product development and new product technologies. In the Danica industrial zone in Koprivnica, along with its cream spread facility, Podravka started construction of a new children's food and cereal company. It is an investment with an estimated value of almost 100 million kunas. Also, three years ago, Podravka successfully built a new factory for Podravka meals, which include Podravka soups in a bag, Fant, Fini-Mini instant soups, semi-finished and finished meals - Talianetta, and a gastronomical program. The value of the entire investment was approximately 120 million kunas. Along with the factories, Podravka also opened a branch in New York last year under the working name Podravka International USA. Through this investment, Podravka is trying to keep a dominant role in the so-called ethnic segments of the American market in the food additive category, while also developing a position on the general market. During the last year, the fish product brand Eva was purchased. Eva is the most famous canned fish brand in southeast Europe, and Podravka's goal is to take over markets that



### Promotion

are outside this region. It is important to mention new products as well, which show that Podravka follows global trends. Some of these are an absolute hit on the market - Čokolino Crunch, Vegeta pikant, Čokolino cream spread, Lino children's food with pre-biotics, and Studena Rooibos ice tea are only a portion of Podravka's rich assortment.

Podravka has always been a marketing and an advertising leader in this region. Promotion is without doubt a very powerful way to communicate, and definitely a very influential way of creating brands. A unique and different communication was created through Podravka's close relationship with its consumers. In order to have clear communication with the target group, studies on consumers are continuously being made, there is close cooperation, and consumer wants and unfulfilled needs are recognized so that products and communication can be in sync with buyer expectations. Only candid and useful communication with the target group can build trust towards our products and create a sense of security and pleasure when our products are being used. This is definitely one of the ways to turn an ordinary product into a brand. Not only do we listen to consumer wants and needs, but we also do not wish to disturb them with unnecessary information presented at the wrong place. Therefore, Podravka effectively



implements its Integrated Marketing Communication. Also, within the Marketing organization there is a specialized Market Communication service which is in charge of consistency and efficiency, and promotion investments justification, according to consumer wants and needs.

### Brand Values

Podravka is a company with a heart whose mission is to create high quality products with a name that wins over consumer and spender trust.

The vision of Podravka is to be the leading food company when it comes to knowledge, consumer relations, and revenue among the companies located in Southeastern, Central, and Eastern European countries.

Podravka's goal is not solely to make profits, but also to satisfy other key segments of running a business. Therefore, several norms have been accepted and they are Quality Policy, Client and Consumer Satisfaction Policy, and Corporate Policy.

[www.podravka.hr](http://www.podravka.hr)



### THINGS YOU DIDN'T KNOW ABOUT...

#### Podravka

- In 2003, Podravka and the Zagreb University of Economics created POMAK (the Podravka Manager Academy).
- Euromoney, one of Europe's most influential financial magazines, awarded Podravka with the Award for Business Excellence in 2005.
- In 2006, Podravka became the first Croatian member of the World Business Forum.
- Podravka's annual "Feed Me" report won a gold medal in New York.
- In the national "Vidi Web Top 100" competition, Podravka won the award for greatest contribution in Internet technologies.

