

Vindija



Market

A clear vision and quality marketing strategy has always led the small town dairy of Vindija, founded in 1959, to the creation of today's Vindija Business System, the leading food manufacturer in Croatia and the wider region. Although initial associations to Vindija are milk and dairy products, Vindija achieves excellent results also in other areas of food production. The Vindija system also includes the major Croatian production of chicken and turkey meat, the Cekin and Vindon brand products, which are successfully positioned on the domestic and foreign market.

Vindija's business results and long-term plans in the meat processing industry resulted in an innovative technological project, the BI Odar fodder factory, the most modern factory in this part of Europe. This ensured quality and safe raw material for the production of pre-cooked products, under the brands 'z bregov, Cekin and Vindon, united under the mark Kvaliteta Vindija (Vindija Quality), and a complete production cycle, unique in Europe - "From Field to Table".

With the assortment of almost one thousand Kvaliteta Vindija products, the Varaždin producer became a symbol of premium quality food and the bearer of the premium segment on the Croatian market. The focus is on the assortment of diet and functional food, i.e. products with added value that are the result of market need and demand monitoring. Orientation towards premium products guarantees competitiveness on the demanding European market and it is a clear indicator of Vindija's leading position on the domestic market.

Achievements

The healthy and safe food assortment has deservedly gained Vindija valuable international awards. In



Croatia, it is known for satisfying the harshest criteria of the European market.

Cheese production, Vindija's pride, is the crown of the dairy trade. With focus on the dairy segment as their core business, Vindija continued the existing tradition of cheese making from the area of Varaždin, which was initiated as early as 1889 by a Frenchman, Thinault: already in these times his cheeses Gervais and Imperial had won international awards.

The prestigious world recognitions confirm that Vindija cheeses reflect the passion and skill of the best cheese-makers.



DLG: Deutsche Landwirtschafts-Gesellschaft

The bearers of the highest world awards at the cheese competition World Cheese Awards in London and DLG in Frankfurt are:

GOLD

CAPRODUR (2010, 2009, 2008, 2007, 2004) hard goat milk cheese
 OVIDUR (2010, 2008, and 2005) hard sheep milk cheese
 BOVIDUR (2010) hard cow milk cheese
 OVIS FETA (2008) soft sheep milk cheese in brine

SILVER

CAPRILO (2000) soft goat milk cheese with noble white mould
 CAPRODUR (2006) hard goat milk cheese
 OVIDUR (2009, 2006) hard sheep milk cheese
 BOVIDUR (2008) hard cow milk cheese
 CAPRO FRESH (2010) fresh goat milk cheese

BRONZE

CAPRON (2005) soft goat milk cheese with red layer
 CAPRO BLUE (2001) soft goat milk cheese with noble blue mould



**SSOP
HACCP**

Vindija's product quality brought the System valuable regional awards. At the Agricultural and Food Fair in Gornja Radgona and at the International Agricultural Fair in Novi Sad in 2010, Vindija Business System won as many as 95 medals for exceptional product quality for the brands 'z bregov, Cekin and Vindon.

Vindija's production facilities and lines are in accordance with strict production standards providing the highest quality and maximal food safety.



This is confirmed by the internationally recognised quality management certificate ISO 9001:2008, the implementation of HACCP (Hazard Analysis Critical Control Points) and SSOP (Sanitation Standard Operating Procedures). Recently the following certificates have been introduced: IFS (International Food Standard), BRC (British Retail Consortium) and the Halal Certificate, ensuring export to Austria, Germany, Spain, Great Britain, Italy, Switzerland, Sweden and Slovenia, as well as Islamic countries and countries within the region.

History

The small town dairy of Vindija, founded in 1959, initially supplied the town of Varaždin purely with fresh milk and employed a workforce of a mere 15 people.

Through time, they expanded their dairy assortment and entered the juice and soft drink segment in 1982.

The greatest company expansion was achieved in 1995, when Vindija was joined with Koka meat industry, together with the Latica bakery.

The ViR 1898 meat company from Rijeka entered the business system in 1997 and was later joined by the Vindon factory from Slavonski Brod, specialising in the production of turkey meat, and the dairy Novi Domil from Županja, which opened in 2003.

In 2006, upon the opening of their own fodder factory BIOdar, Vindija joined its dairy and meat processing industry into a unique production whole.

In 2009, they opened two new production facilities in Varaždin; Vindija Vivis, which represents the most modern form of milk and soft drink production, and the new Koka meat industry production facility that produces fresh and frozen breaded and fried products.

In the same year, Vindija Business System celebrated its 50th anniversary, employing the distinguished British designer Si Scott, who created the logo for the occasion, as the symbol of longstanding tradition in the production of the highest quality food.



Product

A wide assortment of healthy and safe products covers the everyday nutrition cycle: from breakfast and lunch to a snack and dinner with a menu including milk, fermented products, cheeses, butter, chicken and turkey meat and meat products, pudding and fruit juices, refreshing drinks and sports isotonic drinks.

Vindija milk got the name 'z bregov in 1977. It was the first milk brand in this region, which over time became the synonym for one of the leading milk and dairy product brands.

Alongside the dairy segment, Vindija also covers the soft drink and juice segment under the brand Vindi. The Vindi juice production tradition, which has already been cherished for 29 years, was enriched with innovative solutions, the crown of this development being the functional drinks GI Control and Vindi bio Vital juices.

Cheese production has a longstanding and respected tradition in northwest Croatia, dating back a hundred years. Vindija, as the largest food company of this region, also pays much attention to cheese making.

Vindija dairies produce fresh, soft, semi-hard and hard cheeses from cow, goat and sheep milk, together resulting in a range of approximately thirty different cheeses.

Among the most respected products of the Varaždin food company are noble cheeses, first and only Croatian producer of which is Vindija. They got their name after noble moulds which give cheese specific taste and odour and due to which it accords with a glass of fine wine.

Vindija hard cheeses from cow, sheep and goat milk (Bovidur, Ovidur, Caprodur) are also very useful foods intended for gourmand pleasures combined with meat specialties, as well as premium wines.

From the fresh cheese range, Capro Fresh has its significance. It is entirely produced of fresh goat milk that gives irresistible aroma and high health value. This cheese is the unavoidable ingredient for numerous gastronomic creations and its extreme white colour and mild aroma are reminiscent of flavours and odours of typical Mediterranean cuisine.

Recent Developments

The growing consumer awareness on the contents and value of ingredients they consume, stimulated Vindija to develop the functional food segment and provide an answer to their needs and wishes.

Thus in Vindija's development laboratories emerged Vindi Vital, the first functional drinks on the Croatian market. Besides the basic function of refreshment, these tasty juices act as prevention with poor nutrition caused by stressful living.

The logical development of the appreciated Vital juice range was Vindi bio Vital, made of aromatic apples and oranges from organic production.



Through joining current technological achievements and following world trends and consumer needs, Vindija produced GI Control, juices with low glycolic index, which reduce the risks of type 2 diabetes and heart diseases, as well as control appetite, cholesterol and glucose in blood.

GI Control functional drinks are enriched with a number of quality ingredients, the most important of them being "Fruit up", natural sugar produced entirely of mildly sweet fruit (apples, grapes, pears and citrus fruits).



Vindija upgraded the dairy assortment with innovative fresh milk packaging. Fresh milk, their core product, was offered by the leading Croatian food industry in the largest packaging on the market – a family-size 1.75 litre bottle.



Caring about consumer health and following the healthy nutrition and vitality trend, Vindija launched VITAKTIV, the tasty probiotic yoghurt additionally enriched with fibre, in 2009.

A light taste, freshness and naturalness are the main features of VITAKTIV, the Vindija functional drink. The probiotic bacteria (Lactobacillus acidophilus and Bifidobacterium) in its system positively influence the entire digestive system.

Apart from this novelty, in 2010, Vindija introduced another innovation – fresh milk in multi-layered carton packaging with a handy cap, quantity measurement and product names in Braille writing.

The symbols Croatian Quality and Croatian Creation, which were given to Vindija products by the Croatian Chamber of Economy in 2007, additionally support the highest quality level with the implementation of world standards in production. The exceptional quality of Vindija



Croatian Quality



Croatian Creation



domestic foodstuffs resulted in the licence for using the sign "Milk from Croatian Dairy Farms", given by the Croatian Agricultural Agency.

Promotion

Good consumer relations are the fruit of Vindija's care for consumers' wishes and needs, and also the basis for all marketing and promotional concepts. Tradition, innovation, up to date research in the field of world nutrition, and high product quality guarantee safety and trust of a growing number of domestic, as well as foreign consumers, and trust that has been built for more than five decades.

Naturalness and health safety of products, their nutritional and gastronomic value are features of Kvaliteta Vindija. This mark can be found on every Vindija product with a goal of emphasising product quality of all Vindija brands.

Brand Values

Vindija brands are recognised as those that achieve more than their competition.

With permanent development and innovation, as well as respect toward the tradition of their region, Vindija creates new brands in all fields of activity, with the obligatory mark Kvaliteta Vindija.

Vindija brands have a longstanding reputation on the market, fulfilling wishes and demands of their more and more informed million consumers and satisfying high gastronomic and health standards.

Vindija brands stand for the capital of the future, since they guarantee continuous business quality and further business success.

www.vindija.hr

THINGS YOU DIDN'T KNOW ABOUT...

Vindija

- In 1989, Vindija launched Iso sport, the first isotonic drink for athletes, which has become the official drink of the Croatian national football team.
- Vindija is the only cheese producer of noble blue mould cheeses in the region.
- In 2007, the New York Reputation Institute awarded Vindija for an exceptional business reputation.
- Vindija is a party in the United Nations Global Compact programme, with core goals of: fighting corruption, respect of human rights and labour standards and environment preservation.