



Market

The brand 'z bregov has been present on the Croatian market since 1977. Being developed as the first domestic trademark in the dairy industry, Vindija's core product has remained one of the most appreciated and highest selling in the country and the region to this day.

Symbolising fertile green pastures of the Zagorje region, the recognisable 'z bregov logo represents domestic and quality food to consumers.

The key bearer of the first Croatian dairy brand is naturally milk, however with product expansion, Vindija placed other dairy products on the market under the name 'z bregov, such as various spreads, deserts, yoghurt, creams, butter and fresh cheeses.

With annual repurchase of over 200 million litres of milk, Vindija courageously continues with market development of 'z bregov brand, based on skill, dedication and a longstanding tradition in quality.

Achievements

Among numerous awards for quality dairy products united under 'z bregov brand include distinguished products from last year's

The Vindija Business System products won as many as 43 medals, three of which were champion medals. Among them are also 'z bregov ice coffee and 'z bregov Popy shake vanilla, which confirmed their high level of quality and outstanding taste with these awards.

The Great Gold medal was awarded to the following 'z bregov products:

- Long life goat milk
- Chocolate milk pudding
- Hazelnut milk pudding
- Vanilla milk pudding
- Chocolate milk

The Gold medal was awarded to the following 'z bregov products:

- Efekt milk with phytosterols
- Drinking yoghurt
- Probiotic Fortia L.Casei

Silver medal was awarded to the following 'z bregov products:

- Kefir
- Vitaktiv strawberry with cereals

In the most advanced production facility named Vindija Vivis, in 2008 they created the largest fresh milk packaging, a PET bottle of 1.75 l.

The one litre fresh milk was launched in 2010, in an innovative carton packaging with quantity measurement and product name in Braille writing, which was a novelty on the Croatian market.

Product

Diversity and quality are the two most important advantages of 'z bregov dairy products. From functional foods to tasty desserts, the bearers of the oldest dairy brand in Croatia are distinguished by excellence, high health value and recognisable taste.

Milks

The core and most valuable 'z bregov product is certainly fresh milk, the absolute leader on the domestic market. It is available as whole milk with 3.2% milk fat and as light milk with 1.5% milk fat.

This symbol of premium quality and domestic production is the first in Croatia to have been presented in a PET one litre bottle, which preserves all fresh milk features.

Alongside the classic 'z bregov fresh and long life milk, Vindija offers its consumers the 'z bregov Efekt functional milks, enriched with beneficial ingredients, such as omega 3 acids, phytosterol, folic acid and numerous vitamins which support



International Food and Agriculture Fair in Gornja Radgona that featured renowned regional food producers.

History

A short overview of the development of fresh milk, the main bearer of the 'z bregov brand and a product with more than 50 years of tradition.

Since 1959, milk had been packed in glass bottles which were placed in strong wired crates. This continued until 1970. In 1977 milk established its brand: it was the first milk brand in this region.

With the implementation of 21st century high technology, in 2003, Vindija launched 'z bregov fresh milk in PET bottle packaging of 1 litre that preserves freshness, taste and the natural sustenance of milk.

creation of new cells, help decrease high pressure, strengthen immunity and prevent harmful cholesterol absorption to the organism.

Goat milk also performs important health functions. Its beneficial effects are known since the times of Cleopatra. The 'z bregov domestic goat milk is available in 0.2 and 0.5 litre packaging, and the largest, one litre packaging. It is rich in minerals essential for bone tissue development, and research has shown that it has anti-cancer properties. Goat milk is also recommended for the nutrition of infants, due to its positive influence on brain development and a high percentage of glycol ether, an important ingredient for children and youth growth.

Yoghurts and probiotics

'z bregov yoghurts are a special refreshment for the healthy nutrition of a family. Their excellent taste, high health value and other qualities are recognised in "natur" and functional yoghurts, available in different packaging and percentage of milk fat: 0.1%, 0.9% and 2.8%. Probiotic products, the latest being 'z bregov Vitaktiv, maintain digestive

system balance and help prevent numerous disorders, infections and illnesses, thus performing the valuable task human health preservation.

Due to their longstanding tradition, the fermented product group was united under the name Legenda 'z bregov ('z bregov Legend). The dairy legend status was given to 'z bregov kefir, a popular drink for long life, the acid and acidified milk, the refreshing drinks that provoke nostalgia for the late production of dairy delicacies, due to their original recipe.



Spreads and Creams

The recognisable flavours of 'z bregov cheese and milk spreads are brought by classic and light variants. Furthermore, there are also the



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imaginative combinations with spices (Provence, Liptauer), as well as the tasty 'z bregov Butterino butter spreads in available in three flavours: natural, Butterino with yoghurt and Butterino with herbs.

In order to have a complete gastronomic sensation, Vindija offers the consumer a wide range of 'z bregov creams and sour creams. As in all other product groups, Vindija introduced cream novelties on the Croatian market, launching Mileram cooking sour cream in handy 1,000 gram buckets. Recently, also the cooking cream was given its new image with an attractive one litre packaging.



Desserts

Vindija milk desserts have always been the most popular delicacy among all age groups. 'z bregov milk puddings, first launched in 1982, have a special place in this category, whereas shakes, the foamy milk refreshment in vanilla and chocolate flavours, are equally as popular.

Fresh Cheese

The favourite ingredient of traditional domestic specialties, 'z bregov fresh cheese, is a light food which can be consumed at any time of the day.

Different types of fresh cheese provide an interesting selection for the consumer; whereas "Varaždinska Prigica" and Varaždin fresh cheese in cheesecloth are characterised with traditional production and autochthonous recipes. Mascarpone cheese enables simple preparation of cakes and cake creams. Indeed, 'z bregov fresh cheeses are a true treasure!

Recent Developments

With the expansion of Vindija product assortment, new flavours, packaging, as well as individual 'z bregov brand products were created.

In the fermented product group, Vitaktiv was enforced with the refreshing sour cherry flavour in November 2010.



Innovation in firm yoghurt production was carried out with the launch of family-sized packaging, a handy 900 gram bucket, which preserves consistency of this product.

Recognising its consumers' need for something light and tasty, and equally original, Vindija added two new flavours to its excellent cheese spread assortment, in attractively designed 150



gram packaging. The first is the excellent tuna and tomato combination and the second is the alluring aroma of homemade ham.

The milk dessert assortment was expanded with two new flavours in 2010: strawberry and chocolate noir. The fruit fantasy and the luxury experience of dark chocolate are already the favourite choice of all milk delicacy fans.

Promotion

The name 'z bregov, developing as a premium dairy brand, is promoted through all media (print, television, Internet, radio, outdoor advertising) and carefully selected marketing activities, such as presentations and tastings at various events and outlets.

Special important promotion was carried out within the last year's Špancirfest festival in Varaždin, where they created a story of 'z bregov Land, through which they wanted to send the educational message of the value of milk and dairy products.



Brand Values

The value and importance of the 'z bregov brand lies in tradition, food of domestic origin and the exceptional quality of raw materials.

www.vindija.hr

THINGS YOU DIDN'T KNOW ABOUT...

'z bregov

➤ Vindija brought its core product closer to the youngest consumers by applying attractive animated characters to the 'z bregov fresh milk 1.75 l packaging. In 2009 characters from the children's adventure film "Arthur and the Revenge of Maltazard" were featured on family size milk packaging, whereas at the end of 2010 their position was replaced by the characters from the film "Sammy's Adventures".

➤ In order to achieve probiotic effect, a product has to contain 10^6 of "good" bacteria per millilitre, while 'z bregov probiotic yoghurt Vitaktiv contains as much as 10^8 .