



Market

Kraš Food Industry d.d. Zagreb is the greatest producer of confectionery products in south-eastern Europe. During its nearly 100-year work, Kraš has reached a leader position among the producers of sweets in all three groups of confectionery products: Cocoa products (chocolates and desserts), sweet dough products (biscuits, waffles and cookies) and candy products (candy and chewing gums).

Since its successful beginnings until now, Kraš carefully develops a manufacturing tradition based on top quality and wide assortment of products. Kraš production exceeds 30,000 tons in confectionery products, half of which are intended for the Croatian market. Almost half of the total sales are realized on the markets in the USA, Australia, Canada, the Near East, Mid and Western Europe, as well as in the countries in South-eastern Europe.

Achievements

Kraš is a modern organized company which successfully adapts to the contemporary challenges of the market. The policy of long-term investment in the development and production is the foundation for the company's successful growth. The competitive advantage of Kraš lays in the numerous powerful brands that have received many domestic and international awards for their quality, as well as in the confidence of generations of consumers. Kraš development plans are heading towards wide export orientation with emphasis on strengthening the leading position on the regional market. High expectations at fulfilling the goals are based on the wide experience and highly motivated human potential, creatively dedicated to the company's development. The operation of Kraš is focused on following the ethical rules and responsibilities towards the environment the company works in.



History

Kraš begins its operation in 1911, when a confectionery production industry is established in Zagreb, in the well-known factory Union. The excellent chocolate products soon become the favourite dessert of kings and nobles and Union was awarded the flattering title of being the supplier for the Royal Court in Vienna. As time goes by, Union merges with other confectionery producers and, as a result, Kraš is established in the 1950s. Kraš takes on the position of the biggest confectionery producer in the south-eastern part of Europe soon after its establishment.

Kraš has owned small shareholders since 1992. Besides the original production located in Maksimir, Kraš also owns the factory Mira in Prijedor, which is the major producer of biscuits and waffles in Bosnia and Herzegovina. The commercial business of Kraš is realized through its own subsidiaries in Slovenia, Bosnia and Herzegovina, Serbia, Macedonia, Slovakia and the Czech Republic. Kraš also owns a retail network of well-known Kraš candy shops, while recently it launched Chocolate clubs in the region, offering exclusive chocolate delicacies.

Product

Throughout almost 100 years of long production tradition, Kraš has developed a wide range of different desserts. The quality of Kraš products has been recognized by the Macedonian consumers who, with the Superbrand award, have expressed their confidence in the following products:

Bajadera

It has been one of the most favourite sweets in the region for years. It is known by 97% of the Croatian consumers; it is the top-selling candy in Bosnia and Herzegovina, and it also has an extremely good rating and significant sales rates on the markets in Slovenia, Macedonia, Serbia and Montenegro. Recently, Bajadera has been sold at an increasing rate at the markets overseas, in the USA, Canada and Australia. Bajadera's quality has been confirmed with multiple certificates. It has won several Monde Selection gold medals and the great Gold Medal at Zagreb Grand Fair and the Fair in Novi Sad. Bajadera is the first product that in 1997 received the label "Authentically Croatian", given by the Croatian Chamber of Commerce for products with original, simple texture and high and consistent quality.

Dorina

Dorina is the leader in the chocolate category on the Croatian market and it is Kraš's leading export brand. Nowadays, Dorina can be found on the store shelves in all member-countries of former Yugoslavia, in the Czech Republic, Slovakia, many countries in Eastern and Middle Europe, as well as in the USA, Canada and Australia. Consumers know that the brand Dorina guarantees quality and excellent taste. According to an independent study by Product Group Manager in 2007, Dorina takes the third place on the list of the strongest brands for mass consumption in Croatia. The consumers' confidence regarding Dorina has been confirmed by the award Trusted Brands, given out by the magazine Reader's Digest, which Dorina has won in 2007 and 2008.

Domaćica

It is a synonym for fine, chocolate-covered tea biscuit. The secret of Domaćica's success is in the blend of crispy dough and rich 23% Kraš's dark chocolate cover. Sales results on the European and overseas markets show that Domaćica can compete on the selective international market

Recent Developments

As a leader in producing confectionery products,



each year Kraš launches many new products made according to the world trends for confectionery production. During 2008 and 2009, Kraš concentrated especially on products for the young, as well as on those products that, due to their contents, fit in the current healthy eating trend:

Animal Kingdom

The program Animal Kingdom has a tradition for over 70 years and it is one of the most important products by Kraš intended for children. During 2008, rebranding was implemented and a new concept of Animal Kingdom was launched. That great project consists of redesigning the photo album and the chocolate wrap. Chocolate eggs with animal figures were added to the project as a brand extension. A novelty in the promotion of the brand was putting Animal Kingdom on Facebook, by which Kraš became the first Croatian company to have an application on this popular Internet interactive website.

Kiki

The new Kiki brand comprises of Kiki caramels and Kiki candies and is created for children. With real fruit, selected herbal extracts and vitamin and mineral additives, Kiki is real refreshment and it offers children's sweets. Kiki candies are created in a sophisticated production processes, in rigorously controlled conditions and in accord with the latest food trends. Tasty and fun, they are the new generation of candy.

Bronhi

Bronhi Original is the successor of Bronhi caramels that were present at the market for 80 years. The familiar fresh taste of these caramels is a result of a unique recipe which includes herbal extracts of the remedial herbs *licorice* and *anise*, known for their beneficial effects on the respiratory and digestive organs. Bronhi Ice is a novelty within the brand Bronhi and is primarily intended for young consumers. The intensive and fresh taste that "opens" the respiratory paths is a result of the combination of menthol and eucalyptus, while the particular aroma is created by adding a mixture of 15 aromatic Mediterranean herbs.

Kraš is constantly working on improving brands such as Griotte, Fontana ice cubes, Napolitanke, Krašuljci and Krašotice, Petit Beurre, Tortica (small cakes) and many other products from the Kraš program.

Promotion

Firmly defined marketing orientation is a part of the entire Kraš development. Following world trends in confectionery production and their adaptation to the desires and needs of the consumers has resulted in generations of



consumers that have grown up with Kraš products.

Kraš is the first company that has started with advertising on TV, while throughout the entire time it has been operating, Kraš has invested considerably in the development of various marketing options, all in order to maintain and cherish the relationship with its consumers.

Kraš products are backed up by powerful marketing activities which, through various media advertisements and activities, improve sales and secure the consumers' familiarity and interest.

For a long period of time, Kraš independently participates in specialized confectionery and food fairs, keeping pace with the most famous world

confectionery producers.

Due to the overall efforts, Kraš has successfully grown and maintained its regional leading position throughout its entire existence and in the continuous globalization conditions of the markets.

Kraš has business plans that are intended towards further strengthening of its competitiveness on the domestic and international markets, as well as strengthening all business activities focused on achieving greater satisfaction with the buyers and consumers.

Brand Values

Kraš - a flavour that connects generations.

The tradition of producing high quality products and the wide range of products are essential for the satisfaction the Kraš consumers express. Kraš brands are made after its own recipes which have been developed by the work of many generations of Kraš chefs and professionals in confectionery production over the century. The story of the success of Kraš is a story of continuous investment in development and quality, following the confectionery production world trends and meeting the expectations of the buyers and consumers.

www.kras.hr

THINGS YOU DIDN'T KNOW ABOUT...

Kraš

- Thanks to the top quality of its chocolates and deserts the Union factory, where Kraš was established, it became the official supplier of the Royal Court in Vienna.
- The program Animal Kingdom has a production tradition of over 70 years and is one of the most important products by Kraš that are intended for children.
- The chocolate contains around 400 different contents that give an excellent biological and nutritive value. Kraš manufactures more than 40 different chocolates included in the famous brand Dorina and Kraš 1911.
- The manufacture of nugget deserts, which Bajadera belongs to, is very demanding, thus it is offered only by the world top producers.
- Unlike other, similar products that contain sweetened or candied morello, the Mediterranean morello found in Griotte is canned in fine alcohol which gives juiciness to the fruit and unique taste to Griotte.

