Market
Pekabesko is a relatively new brand in the Republic of Macedonia’s market. The name Pekabesko has been associated, foremost, with delicatessen production, for which the company was awarded the distinction of being a “Superbrand”. Although Pekabesko emerged in the Macedonian market as the latest big producer of delicatessen products, its persistence has made it a dominant player in delicatessen production and distribution today. The competition in delicatessen production and distribution is very strong, from both domestic and foreign producers. As a result of the standardized high quality of its products, Pekabesko has conquered the Macedonian market. Furthermore, the company has successfully placed its products within Kosovo’s market for the past two years, Bosnia’s market for one year, and it entered Montenegro’s market at the end of 2008.

Achievements
Bearing in mind the fact that this is a relatively new brand placed in a relatively small market, Pekabesko’s achievements are not insignificant. Only 3 years after Pekabesko began its production, the Ministry of Economy of RM awarded Pekabesko the 2nd prize for quality for the product Smoked Chicken Fillet (2002). In 2004, the Association of Producers of Meat and Diary Products, sponsored by the American Foundation USAID, awarded Pekabesko the First-class Quality Mark for 14 of its products. The cured products Pork sausage (Kulen) and Pepperoni, the boiled products Ham Delicates and Chicken Filet, and semi-cured smoked products Roast/Tenderloin (Pechenica), Ham, and Smoked shank in net and Chicken delicatessen are products for which the buyers and consumers, children and adults, young and old reach for with full confidence. Pekabesko owns the largest distribution network in the country that provides daily access to its products at more than 2,000 sale points, and the opportunity for daily consumption by more than one million people.

History
The brand Pekabesko will mark its 10th anniversary in 2009. The company PKB Skopje has been a part of the Macedonian market since 1976 as a trade representative of the largest food production factory PKB Belgrade, which, amongst other assorted goods, has delicatessen products. In 1999, the company built a small facility of 300m² for the production of smoked meat/delicatessen products, entering into the Macedonian market. The company PKB Skopje transferred its long-term experience in delicatessen production and distribution into the new brand Pekabesko. Following the development and success of the brand, after 2 years the company
decided to invest in the new brand by constructing a modern factory. The construction of the new delicatessen factory was completed and operations began in September 2003, covering an area of 2,500 m². At the same time, as a result of the brand’s rapid success and recognition within the marketplace, PKB-Skopje changed its name to Pekabesko a.d. Skopje.

Nowadays, Pekabesko a.d. is equipped with the most modern industrial equipment, and it constantly introduces new technologies. From 1999 to 2009, about 5,000,000 Euro were invested in the development of the production facility and the accompanying objects. Pekabesko’s production process meets the strictest European and world quality standards, certified with the HACCP standard of quality.

Product

The secret to the quality of Pekabesko’s products is the result of both its great experience in the delicatessen trade and the continual investment in its highly educated and expert staff. The quality has been improved with the purchase of high-grade raw materials and spices, additives and packaging materials from renowned world producers. The high quality is also a result of observing the necessary time period for production, respectively maturing and packing each type of product individually.

The Ham Delicates and the Chicken Fillet are two examples of Pekabesko products in which great knowledge and experience have been invested. The best acknowledgment of the quality of Pekabesko’s products is when people affirm that they buy solely Pekabesko Ham Delicates, Chicken Fillet, Pechenica... due to the low content of water and salt, along with the excellent taste and design of the products. It is a confirmation of the quality of Pekabesko’s products that consumers say they feed their children solely chicken products from the Pekabesko line.

The delicatessen industry in Macedonia is not a traditional branch with hundred-year-old recipes and the characteristics of a national product. Nevertheless, Pekabesko has been able to meet the needs of even the most discriminating experts and consumers of delicatessen products.

Recent Developments

During 2008, Pekabesko supplemented its assortment with more products. The well-known products Pork sausage (Kulen) and Pepperoni can now be found in bulk packaging with the intention of bringing the taste of freshly smoked product closer to our consumers. Furthermore, Pekabesko has supplemented its assortment with the biggest-selling product Smoked shank in net, which became one of the most-wanted delicatessen products in both the Macedonian market and other markets where Pekabesko’s products are placed. Pekabesko complemented the Macedonian tradition for sausage-making with its product Macedonian sausage, which is mildly hot, made of fresh meat, and prepared for roasting and frying. Pekabesko’s new design accompanies all of these products.

Promotion

Aware of the power of advertising in raising consumer awareness, Pekabesko started promoting the brand Pekabesko through the figure of a likable cook, who took part in several commercial campaigns. The first video clip promoted the slogan brand: “It has got to be Pekabesko” which became popular and is still used. That video clip, which had the most impact with Macedonian consumers, shows a lively scene in which an enthusiastic cook, trying to steal from the prepared dishes of delicatessen products (hors d’oeuvres) without anyone seeing him, puts his hand into the mayonnaise dish instead of the hors d’oeuvres. The trademark, the likable cook with the fine mustache and a chef’s cap, part of the logo-type Pekabesko, also acts in the second video clip that promotes the good old products in new packaging, which satisfies the desire for thinly sliced delicatessen products. The video clip shows a typical supermarket scene where people are standing in line to take thinly sliced delicatessen, and a tense atmosphere is created. The charming and witty cook figures out that he can satisfy the taste of the impatient and noisy lady for thinner or thicker-sliced roast/tenderloin (pechenica) with the thinly sliced and well-packed products of Pekabesko, adding the closing statement: “and now, would you like it thinner or thicker?”

The last video clip is corporate, presenting all of Pekabesko’s products, all their freshness and excellent quality that are simply calling to be tasted. The emphasis in this video clip is on the well-known Chicken hot dog of Pekabesko - freshly boiled and with mustard spread - ready to eat! Naturally, all of these video clips are followed by promotions at the sales point, where the new products can be seen and tasted and by media promotion on radio, TV and billboards. The objective of these campaigns was a better positioning in the market and presenting the consumers with products that are good for children and adults and ideal for home use, a field trip, a restaurant, or during a lunch break. Consumer awareness is promoted with the slogan "It has got to be Pekabesko".

Pekabesko is an important advertiser in Macedonia in the food category (delicatessen products). The strategy of using simultaneously more communication channels, mass media, and direct/intermediate communication with the consumers at the sales point proves to be very successful.

Brand Values

Above all, the basic ingredient of Pekabesko’s success is the application of the latest trends coupled with tradition and experience, supported by modern technology in the production process, design of the Pekabesko products, quality raw materials and IT education. Pekabesko’s products are available throughout the country at almost all sales points/shops, with a design that makes them immediately recognizable. They are the preferred choice of a number of consumers. Awareness of the Pekabesko brand is at a high level, and the first association with the name Pekabesko that the consumers have are its delicatessen products. Modern and creative marketing is one of the things that makes Pekabesko a "Superbrand”, and good interpersonal relations and fair relations with clients and suppliers complement Pekabesko. The above characteristics, along with the health safety, nutritional value and the gourmet characteristics of the Pekabesko products are the basis for promoting the successful brand Pekabesko under the motto “It has got to be Pekabesko”.

www.pekabesko.com.mk

THINGS YOU DIDN’T KNOW ABOUT...

Pekabesko

- Pekabesko, although being the most-recent brand to enter the Macedonian market, is now the biggest-selling one.
- Pekabesko was first a trader of smoke-dried meat products and has since become a manufacturer.