

CEVITANA



Market

Number one in the confectionery industry in Macedonia. That is the long-standing position of Vitaminka, a company which in these last few years showed what it signified to invest in new innovative products.

The quality of the products, the maximum presence in the retail and wholesale facilities on the domestic market, with more than 350 types of packages, provides Vitaminka the opportunity to stand out from the rest of the producers in a unique way- high and standard quality.

In addition to the domestic market, Vitaminka has been present on foreign markets for over 30 years. Today, Vitaminka products are sold in over 27 countries worldwide. This makes the company and its products one of the most important Macedonian brands. The exports participate with 40 – 45% in the total annually generated revenue. A good example of successful placement of Vitaminka products at distant markets is Australia, where the products have been exported for more than 25 years.

Vitaminka finished the year 2011 with excellent results on both domestic and foreign markets, with an increase in the annual turnover of 15%.

Achievements

In the past five decades, Vitaminka has created a name and corporate brand that has become a synonym of quality. By displaying a clear market vision, exceptionally high production expertise and marketing and market skills, this Macedonian company utilized its products to build numerous powerful brands of its products, recognizable by their quality on the domestic market, as well as on the world markets.

In 2009, in addition to the company Vitaminka, the brand Stobi Flips also received the recognition Superbrands for the best brands in Macedonia, and in 2011 the group of Superbrands was joined by two other top brands of Vitaminka – Vitanez and Cevitana.

The key directions, on which the main strategy of Vitaminka is based on, are the following:



- High and standardized quality of products,
- Affordable prices that are relatively low compared to the quality of the products,
- Fast delivery to the points-of-sales,
- Gradual and systematic expanding on foreign markets,
- Rewarding the consumers' trust,
- Regular quality control,
- Modernization and equipping the production processes with new machines,
- Increasing the productivity of the company through investments, and

- Educating the professional staff at all levels and for all employees, through the use of the most up-to-date professional trainings and literature, courses, attending fairs in Europe and the rest of the world.
- An innovative and creative team, which is always in line with the latest world standards;
- Always in the service of the care and assistance for those who need it the most.

History

The beginnings of Vitaminka date in 1956. The sole activity of the company was processing (drying) industrial red peppers and producing paprika in powder form, with hot and mild flavors, but today Vitaminka has a wide range of products. The development of Vitaminka notes the following years as significant:

- In 1975, the production was expanded by packing small commercial packages of baking soda, ground pepper, grain pepper, baking powder and vanilla sugar.
- The 1980s are some of the best for the operation of Vitaminka. The company managed to open branches with 100% of its own capital in a short period of time in Düsseldorf (Germany), Bratislava (Slovakia), Sofia (Bulgaria) and Niš (Yugoslavia)
- The process of privatization of Vitaminka started in 1989, while the full privatization was successfully completed ten years later.
- After the formerly integrated Yugoslavian market with 24 million residents divided in 1991, despite the difficult economic conditions, the company continued with its development plan and the constant following of European economic developments and world-wide standards of work in a situation where total revenues dropped four-fold.

At the moment Vitaminka has over 500



employees, which makes this company one of few Macedonian companies with fast, but steady development.

Product

World of flavours - the official slogan of Vitaminka, speaks more than enough about what the company has to offer to its consumers. The quality is the number one prerequisite for a product to become a part of the company. The sign of quality is carried by 350 types of packaging of Vitaminka. The ISO 9001:2008 for product quality of the HACCP system for food safety are just the additional proof of the tradition and the continued operation, which is five decades long.

The **Vitanex Extra** mayonnaise has been on the market for over 20 years. Since the very beginning in 1990, to date, Vitanex is an equal with the world famous mayonnaises by its quality. In 1993, in order to strengthen the brand on the market, the light mayonnaise was introduced.

Vitanex is a delicious product with top quality and that makes this product recognizable and number one choice of the consumers. The Vitanex extra mayonnaise is produced from the highest quality carefully selected domestic raw materials, such as the refined sunflower oil, egg yolks and a special combination of spices. It contains unsaturated fatty acids and is enriched with Omega 3, vitamins A and E which protect the organism from free radicals, rejuvenate it and increase its vitality.

Today, in addition to the Macedonian market, Vitanex can be found on the markets in Slovenia, Croatia, Bosnia and Herzegovina, USA, Africa and Australia, but also in sales as a private brand.

Cevitana is the number one Macedonian instant beverage, which since 1988 to date has been associated with refreshing the Macedonian families.

Cevitana – instant powder for preparation of a

refreshing vitamin beverage enriched with 9 vitamins (A, B-complex, C and D) and does not contain artificial sweeteners. At the beginning it was produced with orange and lemon flavor, and in 2011 two new flavors were introduced: pineapple and Valencia orange.

The effective power of this popular vitamin beverage is excellent for all generations which can be consummated at home, at work, on trips, at their favorite café or in a gym.

In addition to the sales under their own brand in the country and abroad, Cevitana is being sold under a private brand.

Recent Developments

Since 2008, when one of the great investments of Vitaminka was put into operation- the new factory for soft biscuits, the novelties from this company did not stop and grew enormously. The new line of products from the brand of Stobi Flips was set-up. In addition to the existing three flavors, Stobi peanuts, Stobi pizza and Stobi cheese, the new products Stobi ketchup sticks, Stobi hot-dog sticks and Stobi cream and onion rings achieved their popularity and satisfied the tastes of their loyal consumers.

Adding to the latest assortments from the brand of Stobi Flips, the wide range of products of Vitaminka was enriched with healthy food products, the whole-meal biscuits in four flavors: Despina whole-meal biscuits coated with dark chocolate, with oat flakes, orange flavor topped with dark chocolate and Despina whole-meal biscuits with no added sugar.

The company constantly invests in its human resources, mostly in its staff of experts from the field of sales and production.

Promotion

Since it was formed, Vitaminka uses advertising as a powerful and effective means for communication, promotion and sales of its products. The tradition of communicating with the consumers in a proper way has been maintained until this day.

Today, the marketing strategy, which is at a very high level, is supplemented by the successful promotion of its work by using PR. All this includes production of original high-budget TV spots, BTL promotional events and tasting actions, as well as open days of the factory, suited for education tours through the most loyal consumers of Vitaminka, the youngest, i.e. the children, can learn and see what it is like to produce their favorite products. There are of course, prize-winning games, leasing billboards, and all sorts of PR events. All this has only one purpose- to reach the largest part of the potential consumers.

Among other things, in 2011 Vitaminka established cooperation with the famous music star Karolina Goceva, to be the brand ambassador. The company started a new way



of communicating about the qualities of the Macedonian products and the first step was to engage an ambassador. In addition to the engagement of a brand ambassador; when she was included in the promotional events, tasting etc., Karolina was a part of the Vitaminka calendar for 2011.

Vitaminka creates its marketing and PR strategy based on the research of the current market preferences and long-term market analyses and expectations.

Brand Values

The world of Vitaminka is a world of different flavors with entire range of products that present an irreplaceable part of the food industry of Macedonia, as well as the everyday lives of Macedonian citizens, and also abroad.

The terms most commonly associated with Vitaminka brands are - high standard of quality, safe food, long tradition, reliability and innovation.

There is a strong emotional bond between the consumers and the company brands, especially evident in the case of the best-known product, Stobi Flips.

www.vitaminka.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

Cevitana and Vitanex

► Vitaminka has been exporting its products to the Australian market for 25 years;

► Vitaminka was the sponsor of the Macedonian National Basketball Team during the period of the European Championship in Lithuania. The Macedonian National Basketball Team won the high-ranking fourth place and became a favorite, not only to the citizens of Macedonia, but also to the entire Europe.

20 years | SHARING UNFORGETTABLE TASTES

The magic continues

The food world is full of tasty ingredients, but only some of them are made to bring unforgettable moments that make up our memories. For 20 years now, Vitanex is a big part of that story. The story in which only two things matter - the love for good food and the commitment to provide the highest quality. Enjoy.

vitaminka
www.vitaminka.com.mk