



*Заречек дена
во нашата кујна*

*С*екоја уметност се раѓа од допирот на оригиналната идеја и вештината на уметникот. Потребен ѝ е само вистинскиот материјал – префинет и совршен. Материјал кој лесно минува низ рацет, једноставен се трансформира и се издига во импресивна форма. Уживајте во вкусните ремек-дела приготвени од најквалитетното екстра бело брашно од Жито Лукс.

Жито Лукс

ЕКСТРА БЕЛО
брашно тип 400

ОБИДИ СЕ ДА ГО ДОНЕСЕШ ДОМА ЦЕЛ!

50 м
од маркет

100 м
од маркет

150 м
од маркет

свежо печено

**НОВО!
НЕОДОЛИВО ВКУСЕН
ФУРНАЦИСКИ ЛЕБ**

Жито Лукс

Market

With over 65 years of tradition, credibility, innovation, quality, commitment to its consumers' needs, as well as determination in applying the latest trends in the bread and flour production segment in Macedonia, Zito Luks is one of the rare companies in the country which outstand with such attributes. These features, together with the fact that Zito Luks provides healthy and high-quality products on the market in Macedonia, enlist the company in the group of the leading and most innovating companies in its industry.

Zito Luks has been present in the consumers' lives for more than 60 years, offering a wide range of bread, flour and pastries. The company's distribution network, each and every day, successfully serves more than 3,000 clients with fresh, tasty and high-quality products.

The company's facilities are spread over an area of 112,000 m² and it professionally engages a



workforce of over 400 employees.

For the purposes of getting high quality flour, the company facilitates with own high technology mill, with an annual milling capacity of 50,000 tons, while the bread production is managed through 5 high-end production lines.

Furthermore, Zito Luks S.A Skopje is among the pioneer companies from the flour and bread segment acknowledged for its high quality, having obtained a certificate for food quality and safety ISO 22000-2005, which further to this, incorporates the HACCP standard certificate.

Achievements

Being the top brand in the bread and flour industry, for Zito Luks means constant development in new products and in state-of-the-art production technologies, following the highest production standards and investing in professional staff training. Guided by this strategy, the company has grown into a recognizable brand in the category of flour and bread products.

As a result of the continuous development, in 2011, Zito Luks expanded its distribution network and started exporting some of its products on the markets in Serbia and Kosovo.

Apart from the success in its industry and the fact that its products are always the number one choice of many families, the company, however considers its crowning achievement to be the numerous acknowledgements received from humanitarian actions, in which it regularly takes active participation. Zito Luks, as a socially responsible company, always cares for and lends a helping hand to the ones in need. The company believes that good deeds and the wish to help are always fruitful.

History

Contemporary joint stock company Zito Luks Skopje was born in 1946, when by decree of the Government of the Republic of Macedonia; the "Granap" Corporation was formed from several local existing private companies. This company initially dealt with manufacturing and trade of bread and bakery products and later on demerged into two corporations "Zito leb" and "Klas", both with



the same profile – production and trade of bread and bakery products.

This continued until 30.04.1958, but already the next day these two companies unified under one name "Luks", for production of bread, bakery products, burek and placement of its products in its own shops. In the year of 1970 "Luks" was merged with WO "Zito Makedonija", which was part of the milling industry as well as the production and trade of flour, bread, bakery products and burek.

The Zito Luks brand was born in 1976, when it was set up and constituted as WO Zito Luks – Skopje. Its main line of business was production and trade of bread, bakery products, burek, and trade with dairy products, meat products and canned meat, fish and vegetables, sugar and sugar products, alcoholic and non-alcoholic beverages, flour and biscuits.

In 1986 "Zito Luks" and "Zito Skopje", "Vanila" and "Glorija" integrated into MPI "Zito Makedonija", in which composition it functioned until 1989.

As of 1991 with the Transformation law, Zito Luks was registered into S.A. Zito Luks with joint ownership. However, in 1995 the complete privatization took place, hence the company continues to operate as S.A. Zito Luks in private ownership.

In 2001, strategic investor of Zito Luks became the International Group of Companies "Elbisco Holding S.A." (being holder of 53,7% of Zito Luks shares). Elbisco group undertakes the core business of the company, with a commitment to its further development, modernization and upgrading.

Product

All Zito Luks products are prepared exclusively from high-quality ingredients.

The Company's team of experts is working with dedication and care, continuously creating new production methods that fully provide longer shelf life of the products without adding of preservatives

Zito Luks' range of manufactured goods consists of a wide range of products in the bread and flour category:

- Traditional breads: white bread, half-white bread, Village bread, Somun bread, Rustic bread and



Furnadziski (Baker's) bread.

- Multigrain breads with authentic tastes : Graham bread, Bavarian bread, bread enriched with dietary fibers, rye bread and bio-integral bread;
- Sliced breads: White wheat bread, Wheat bread with rye, Corn mix bread, Whole wheat bread, Corn mix bread and Mixed seeds bread;
- Breads enriched with high nutritional value, prepared from a whole wheat grain: Nutri 100% Integral, Nutri barley bread, Nutri whole wheat bread with sunflower seeds and Nutri diet bread.

The Zito Luks pastries include: buns, rolls and small milky rolls distinguished for the soft structure and rich taste.

The consumers who enjoy healthy nutrition can indulge in the rich taste of White wheat Rusk and Wheat Rusk with rye, suitable for preparation of variety of tasty meals.

As for the flour production, Zito Luks dedicates special attention in maintaining the supreme quality flours. For that purpose the company uses only specially selected and best quality grains for all of its flours.

The company also produces flour for domestic usage (Extra white flour type 400, White all-purposes flour, Baker's flour, Corn semolina, Polenta and Corn flour) as well as for industrial purposes (Fine Extra white type of flour 400, White type of flour 400, Baker's type 500, Traditional type of flour 500 and White purposes flour).

Sweat snacks include: ELITE milk loaf, ELITE cookies with chocolate and ELITE cookies with vanilla, which are also part of the rich variety of Zito Luks products.

Recent Developments

By continuous innovation in the production and meeting the consumers' needs, Zito Luks is

uniringly improving the old and developing new products.

Respecting the consumers' need for keeping a vital, dynamic and healthy lifestyle, Zito Luks introduced a new bread line enriched with nutritional value-Nutri. These high nutrition breads made from whole wheat grain provide the most necessary nutrients for maintaining the normal and proper body functioning.

In addition to this, Zito Luks offers Wheat Rusk and Wheat Rusk with Rye which are perfect for a balanced nutrition, as they are suitable for preparing quick, simple and healthy meals.

The company launched a new, more practical packaging of Corn semolina of 200 grams, having in mind the youngest population, and also launched

Polenta and Corn flour, along with the Baker's bread which is delivered to the markets freshly baked and is characterized by its specific taste, crunchy crust, soft heart and irresistible scent of a bakery.

Promotion

Zito Luks actively promotes its products every year. In February 2011, the Company started the campaign for promotion of new products-Polenta and Corn flour, supported by the distribution of recipe handbooks which contained several original dishes that are prepared exactly from these new products.

At the same time, in order to awake the culinary masterpiece in admirers of authentic dishes, Zito Luks developed a new promoting packaging of Corn flour and Polenta, so that every consumer had the chance to receive a convenient gift for an easy preparing of delicious dishes made from corn flour and polenta.

A TV commercial was shot for the Corn flour and Polenta, wherein the same family from the previous commercials of Zito Luks flours was engaged, and special attention was dedicated to the children, as this product is mainly targeted for the youngest generation.

The Baker's bread is special freshly baked bread which is delivered to the market after 10 a.m. This bread was promoted by the slogan "Try to bring it home in one piece", in order to emphasize the irresistible crunchy and specific taste of the warm and freshly baked bread.

Likewise, for the purpose of Nutri bread with enriched nutritional value, a TV commercial with an attractive high technology animation was shot. The aim was to represent the trend of the whole wheat in the products, which is the basis of these breads as the foundation of a healthy lifestyle.

In the domain of the campaign, the company also organized a lottery in which the followers of healthy diet can receive a special gift for keeping a dynamic and active lifestyle. So, the brand connected with the spirit of bread and its urge for keeping a healthy lifestyle.

Nutri breads were tested in the markets and gained positive remarks from the consumers. Zito Luks also prepared a menu for a healthy diet in collaboration with the nutritionist expert Cveta Dineva.

In 2011 the company had active campaigns for the Extra White flours type 400 and daily breads. In the TV commercial for Flour type 400, through an attractive "food design", Zito Luks sends the message that this flour represents an "artistic" material which easily transforms into

impressive shapes and with which it is easier to create a true "culinary masterpiece".

The TV commercial for the daily Zito Luks breads, throughout a sequence of scenes which represent the most important things in our lives, also emphasizes their special care for the bread they make every day and which this company is offering to every family because this bread is the fundamental part of everyone's table, and "every bite is important".

Brand Values

Zito Luks products are very popular among consumers and represent a brand of proved quality.

This company is led by the premise which implies that the value, distinction and success of a brand are result of professionalism, permanent quality, and above all, willingness to meet even the most specific consumers' requirements for obtaining healthy, delicious and high-quality food.

Zito Luks production, which is based upon a rich and long tradition, applies the most rigorous production standards and constantly aims towards innovation and permanent growth.

www.zitoluks.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

ZITO LUKS

- Zito Luks owns the largest flour mill in the Republic of Macedonia
- Zito Luks is the only company for bread and flour production that introduced state-of-the-art technology, thus providing longer durability of the bread without adding preservatives by applying bread pasteurization similar to the one of the milk.
- Zito Luks is the single company which introduced its special brand of whole grain wheat bread-Nutri bread.
- Zito Luks annually produces flour in quantities which weigh approximately as much as 3 Eiffel Towers.



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