



Market

Following the newest trends and innovations in the meat processing industry, "Soleta" built a brand that is recognized by its quality, consistency and diversity on the Macedonia market. Guided by its own ambitions and the will to create a successful and a perspective business, they managed to make original and recognizable products that represent the brand itself and the tireless work and investment.

The production capacity of "Soleta" has a surface width of 2500m², this is where the organized production of all meat products happens. The meat industry "Soleta" has its own wholesale distribution chain, and in the meantime, under the same brand it has 11 markets.

Achievements

The biggest achievement of every producer is to create a successful business story and a good strategy. Our biggest pride is the products itself, that are always recognizable and are highly valued by its customers.

Always a step further with its originality and quality, "Soleta" grew in a serious brand with big promises.

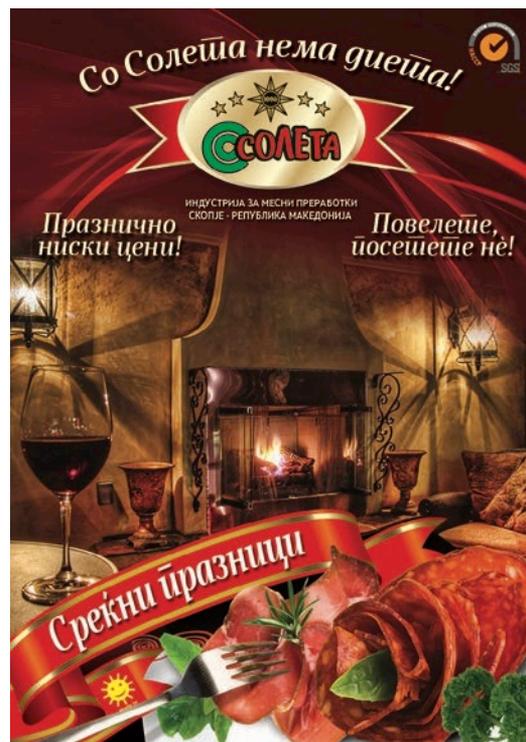
From the very beginning IMP Soleta is awarded with the sign of quality "With pride from Macedonia" and two years in a row is awarded for the best product and best packaging.



The Superbrand award that "Soleta" got in 2013/2014 came with the challenge to keep the quality of the products and the maintain the attention of the customers.

The people involved in the process of implementation, which are a part of a project created by the American company Land O`Lakes, can prove that "Soleta" is amongst the top meat industries, who have implemented the NASSR system, a system who guarantees safe products.

"Soleta" continuously maintains its position as a socially conscious company, always looking for ways to improve its working environment and is always actively involved in humanitarian events.



History

"Soleta" was found by the end of year 1996, and its story is based upon experience, hard work, and ambition to create Macedonian meat products.

The story began, continued and still goes on in the next order:

- In 1987 it begins as a individual marketing company called "Iva", that was working with just a few products. And is one of the first private markets on the territory of our country.
- In 1989 a commercial establishment is formed, by the name of "Aiva", and the company was selling milk and yogurt from the dairy farm Svetozarevo R. Srbija.
- In 1992 the commercial establishment "Aiva" starts to order and sell meat products from the meat industry "Bek" – Zrenjanin, R.Srbija.
- In 1993 a mixed commercial establishment is formed by the name of "Aiva- Bek" in Skopje, the mostly worked with distribution and selling refined meat products.
- In 1994 began the construction of a building, that was meant specifically for manufacturing refined meat products.
- On the 19th December 1996 officially began the production of refined meat products under the name of IMP "Soleta", under which still exists and functions.





- In 2002 the building was upgraded, which expanded the storage space the company.

Product

Soleta's assortment consists of a large number of different types of meat products, and are different in their taste, quality and technological production.

IMP Soleta still works tirelessly to keep the success and the originality of the brand, and they continuously challenge themselves. They continue to make new products and refine existing ones.

Hams are a part of our assortment and they are classified as high-quality meat products, produced from high-quality materials according to world standardized procedures of production. Hams undoubtedly belong to the group of products with proven low energy and caloric value, low percentage of fat and high protein percentage.

The range of this group of products includes various types of ham:

- Pork ham
- Turkey meat ham
- Chicken ham
- Smoked ham

Pride of every manufacturer of meat products are great quality and well accepted durable meat products, made from carefully selected, high quality meat.

The traditionally dried permanent meat products represent a perfect mixture of exquisite taste, aroma and quality.

The process of preparation, salting and massaging the meat and the excellent balance of temperature, draft, moisture and smoke capture the distinctive aroma and taste, recognized and always highly valued by the true gourmet.

With the continuous control of the production process and continuous

investment in training and development of their human resources, "Soleta" created high quality, and most importantly standard products, which undoubtedly contribute to the strengthening and sustainability of the brand over the years.

Recent Developments

The production capacity of IMP "Soleta" is equipped with the most modern technology that is continuously upgraded and improved by implementing new machines and procedures in the manufacturing process. One of the most innovative meat processing industries, "Soleta" all its knowledge resources and experience inserts into new products, new packaging, new flavors and new technological procedures.

In the last year the company upgraded its portfolio with two new products that are with exquisite quality and acceptance of its trustworthy consumers and critics. The roasted ham and the homemade beef loin are new non-commercialised products, with balanced taste, and highly rated even from the pickiest of customers.

Promotion

Recognizable and memorable among customers, many of them will say: "With Soleta it is impossible to be on a diet", but most of them recognize the "Quality that is not coincidence".

This company cares about its loyal customers and constantly rewards them, organizing various prize and free gift actions.

With its participation in daily and weekly newspapers, as well as constant promotional activities and tastings, "Soleta" tries to present its brand generally, as well as individually each of its products. By making effort to offer promotional prices and packages, IMP "Soleta" aims to bring closer its products, flavors and quality to its customers.

Brand Values

The effort made and the energy spent, the stability over the years, the simple approach, are the basic facts that make "Soleta" a successful company in its business and existence.



"Soleta" starts from the fact that every satisfied customer means stronger brand, and the brand recognition is closely associated with the high expectations of the customers. "Soleta" as a brand is recognized by its difference and originality, compared to the others. Homemade Kulen, Kulen VP, Bujola VP, Prosciutto (Pork meat), Smoked chicken fillet and other types and categories of products, are just a part of the assortment that "Soleta" is proud of. Undoubtedly, the standard quality and the safe product is what the customer highly rates and appreciates.

www.soleta.com.mk



THINGS YOU DIDN'T KNOW ABOUT...

Soleta

- > The first manufacturer and innovator of the products "Smoked chicken fillet", "Gold ham" and "Gold chicken fillet" in the year 1999 was "Soleta"?
- > The manufacturing plant of "Soleta" is the first private plant for production of meat products on the territory of R. Macedonia that satisfies the primary technological - technical standards.