

Food Poland

from

Polish Magazine for Professionals

Bogutti
SWEET WORLD

La Gustosa
Italian Style
150 g

Nutty Tweett
Nocciole
Net Wt. 5.29 oz / 150g

CHOCO-GUTTI
with chocolate & cream
NET WT. 5.64 oz / 160g

Meet us at
ISM 2015
HALL 11.1
STAND C 038

La
Gustosa

Tweett

CHOCO
-GUTTI

*American
Cookies*

ChocoFit



Polish sweets

Love & Cherry

Frutti di Mare



Please come and taste them at
Stand 11.1 J048

www.vobro.pl • export@vobro.com.pl

*Excellent pralines
that leave unforgettable impressions*

DELISSIMO



CHERRY ROSES

FEBRUARY/MARCH 2015, ISSUE 21

Statistics

An analysis of Polish sweets market

6

Presentation

Wawel – a company with tradition

14

Summary 2014

Export in the FMCG trade

16

Interviews

Elżbieta Bąkiewicz,
Export Sales Manager, Bogutti Ltd.

24

Tomasz Grzybowski,
President of Board, Delicpol

26

Karolina Wolińska,
Vice-President, ZPC Bałtyk

28

Bartosz Głodowski,
President of Board, Beer Fingers

30

Monika Rączka-Erhardt,
Export Manager, Magnat

32

Arkadiusz Drażek,
Sales Manager, ZPC Brześć

34

Małgorzata Rytzel,
Member of the Management Board, Maxpol

36

Statistics

A short analysis of Polish international trade

38

Contact us

40

Polish products

42





Editorial Office

Bagno Street 2/218
00-112 Warsaw, Poland

Phone/Fax: +48-22 847 93 67
+48-22 828 93 66
Phone: +48-22 847 93 68
e-mail: redakcja@foodfrompoland.pl
www. foodfrompoland.pl

Editor-In-Chief – Tomasz Pańczyk
e-mail: t.panczyk@foodfrompoland.pl

Editor – Monika Dawiec
e-mail: m.dawiec@foodfrompoland.pl

Editor – Monika Kociubińska
e-mail: m.kociubinska@foodfrompoland.pl

Advertisement Office

Phone/Fax: +48-22 847 93 67
Phone +48-22 828 93 66

Sales & Marketing Department Director

Beata Kurp
e-mail: b.kurp@foodfrompoland.pl

Key Account Manager – Katarzyna Paciorek
e-mail: k.paciorek@foodfrompoland.pl

Graphics studio – Paweł Pańczyk
p.panczyk@foodfrompoland.pl

Printing house:

ArtDruk
www.artdruk.com

Fischer
Trading Group

Fischer Trading Group Ltd.
Bagno Street 2/218, 00-112 Warsaw
Phone/Fax: +48-22 847 93 67
Phone: +48-22 847 93 68
e-mail: redakcja@ftgroup.pl
www.hurtidet.pl
CEO: Tomasz Pańczyk



TOMASZ PAŃCZYK

Editor In-Chief
t.panczyk@foodfrompoland.pl

Polish sweets – the right choice !

Export is very important for the industry. The export capacities of Polish producers are enormous. Even now Polish sweets are exported to more than 60 countries around the world, and the value of the export is around €1 billion, which is more than PLN 4 billion per year. Year by year this value increases.

Chocolate products have the largest share in the export of confectionery products both in terms of volume and in terms of value. It should be noted that in recent years, as far as Polish exports of processed food products are concerned, chocolate products and confectionery products took first place in terms of value.

About excellence Polish sweets and manufacturers you can read in this issue of Food from Poland Magazine.

You're invited to have a read!



the international
food & drink event

22 - 25 March 2015 • ExCeL London

Polish sweets market

An analysis of selected issues and trends in the Polish production and foreign trade of confectionery products for 2013. (FAMMU/FAPA) Foreign Agricultural Markets Monitoring Unit – April 2014.

SWEETS

Sweets (confectionery products with and without cocoa content - CN 1806 and 1704) were the most valuable items in terms of both the export and import of Polish sugar as well as confectionery products. In 2013, the export of these products rose by 13% to 312.3 thousand tons, and the export value proved to be even more dynamic, increasing by 17% to EUR 1 249 million. In the same period, imports increased by 7% to 167 thousand tons. The value of imported sweets went up by 13% to exceed EUR 545.4 million. The growth rate of export sales was significantly higher than that of import purchases. As a result of these developments the persistently high surplus of exports over imports increased even further. The positive trade balance amounted to EUR 703.6 million (up by 17%) and 145.3 thousand tons (up by 20%).

In terms of volume, chocolate products accounted for 73% of imports, while in terms of value their share was higher by 2 percentage points. On the other hand, chocolate products accounted for 80% and 82% of confectionery exports, by volume and value, respectively.

73% of the volume of chocolate product exports and 71% of their value were to the

EU market. The share of EU Member States increased slightly, year on year (more in terms of value though). Other countries also played an important role as export markets (23% of exports), including the CIS countries (6%). In 2013, it was the UK that turned out to be the major market for Polish sweets, absorbing a quarter of total export sales. The UK was followed by Germany (12% share) and the Czech Republic (6%), then Russia (4%), Romania, Hungary, the Netherlands, Italy and Saudi Arabia (approximately 3% shares each). Exports to the top 10, among which only two countries were non-EU states, amounted to 63% of total export sales.

Similarly to previous years, also in 2013 sweets were sourced to Poland mainly from the EU; import purchases from EU Member States accounted for 97% of total imports. Germany continued to be the main supplier, invariably, sourcing 45% of sweets imported to Poland. Other significant source markets included Italy (9%), the Netherlands and Belgium (7% each), the Czech Republic (6%) and the UK (5%). The top ten import markets for Polish sweets included only EU Member States, with a share of 89% of all sweets imported to Poland. The most significant non-EU state was Turkey, with a share of 1%.

The demand for Polish sweets in 2014 will greatly depend on the performance of EU economies. While sweets are certainly not a basic commodity, they surely are a brilliant idea to sweeten one's life a bit in harsh times. In 2013 and at the beginning of 2014 the cost of cocoa increased, but this increase was offset by a substantial drop in the cost of sugar, the main ingredient of sweets. It is expected that the export of sweets will continue to grow at a similar rate also in 2014.

In the analysed period, the volume of the products designated with the code CN 1704 and 1806 accounted for 29.3% (26.1% in the previous year) of the volume and 77.5% (71.5% in the previous year) of total exports in sugar, products of the sugar industry and confectionery products, when considered together. Export of sweets accounted for 1.7% (1.8% in 2012) in terms of volume and 6.3% (6.0% in the previous year) in terms of value of all exports in agricultural and food product.

Among the group of products, including sugar, sugar industry products and confectionery products, imports of sweets accounted for a share of 25.3% (20.3% in the previous year) and 67.5% (60.9% in 2012) in terms of volume and value, respectively,

Cherries With
LOVE.



in the analysed period. On the other hand, imports of sweets accounted for 0.9% (0.8% in the previous year) and 3.8% (3.6% in the previous year) in volume and value of all imports in agricultural and food products.

The increase in the share of sweets in the export of sugar and confectionary products can be attributed to the growing overall export of this product group and the falling export of sugar. As for the decrease in imports, apart from the growing export of sweets in general, a significant contributor was the shrinking inventory of sugar and to a lesser extent syrups.

CONFECTIONERY PRODUCTS WITHOUT COCOA CONTENT

The group of confectionery products without cocoa content includes: chewing gum, liquorice extract, white chocolate, tablets, including sore throat lozenges, confectionery products covered with sugar, jelly products and jellies, boiled sweets, also filled, toffee candies, caramels, confectionery products in the form of compressed tablets and others, not mentioned above.

The volume of the export of confectionery products without cocoa content increased in 2013 by 11% to 61.2 thousand tons. The value of exported goods increased more dynamically, namely by 17% to almost EUR 230.3 million (EUR 196.3 million in 2012). At the same time, imports of these products to Poland amounted to 45.2 thousand tons (down by 0.8% from 45.5 thousand tons) worth just below EUR 137.5 million, which represents an increase of 8% more when compared to Euro 127.2 million in 2012. As a result, the positive trade balance was up by 34% to EUR 92.8 million (compared to EUR 69.1 million in the previous year). In terms of volume the surplus was 16 thousand tons while the trade balance increased by 70% from 9.4 thousand tons. The improvement in the overseas trade of confectionery products without cocoa content is the result of a higher growth rate in the value of exports as opposed to imports, combined with the negative dynamics of imports and the positive growth rate of exports in terms of volume.



EXPORT

In 2013, the main export commodities were goods designated with the code CN 1704 90 99 (other confectionery products without cocoa content). Exports of these sweets were recorded at 21.5 thousand tons (10% up, share of 35%), amounting to EUR 105.2 million (15% up, share of 46%). Sweets were followed by toffee candies and caramels (CN code 1704 90 75) with overseas sales of 17.4 thousand tons (an increase of 5%) for as much as EUR 41.5 million (8% up). These numbers translate into an 18% share in terms of value and a 28% share in terms of quantity.

Then came boiled sweets, including filled sweets (CN code 1704 90 71) with overseas sales of 8.8 thousand tons (share of 14%) for as much as EUR 26.4 million (share of 12%). Important product items in this export structure were products designated with the code CN 1704 90 65, white chocolate (CN 1704 90 30) and other confectionery products coated with sugar (CN 1704 90 61). The most important export markets for Polish confectionery products without cocoa content were the EU Member States, which absorbed 64% of our exports (39.2 thousand tons for Euro 149.9 million - the share by value was higher than the value share by 1 percentage point). Export destinations did not change greatly year on year. CIS countries accounted for 9% of our exports while other non-EU countries accounted for a quarter of the export sales, including NAFTA countries with a 5% share (Canada and USA).

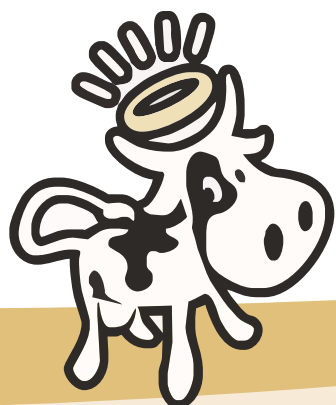
The main export market for Polish confectionery products without cocoa content was the German market, which accounted for

21% of export sales in terms of volume. Our German neighbours purchased more than 12.9 thousand tons of these products for as much as EUR 42.2 million. Germany was followed by the following countries, with smaller shares in our export sales: Saudi Arabia (up by one fifth to 3.9 thousand tons), Russia (3.3 thousand tons), United Kingdom (2.8 thousand tons), Denmark (up by 148%), the Czech Republic, Slovakia (an increase by one third), Romania, Hungary and Sweden.

Among the group of products, including sugar, sugar industry products and confectionery products, exports of confectionery products without cocoa content accounted for a share of 5.7% and 14.3% in terms of volume and value, respectively, in the period analysed. In 2012, those numbers were 5.2% and 13.1% in shares, respectively. On the other hand exports of confectionery products without cocoa content accounted, in 2013, for 1.2% (1.1% in the previous year) in terms of value and 0.3% (0.4% in the previous year) in terms of the value of all exports of agricultural and food products.

IMPORT

30% of the imports in this product group belonged to other jelly products and jellies, including fruit pastes as confectionery products (CN 1704 90 65), with 13.4 thousand tons imported (6% more than last year) for as much as EUR 34.8 million (up by 21%, 25% share). These were followed by products coated with sugar (CN code 1704 90 61), holding 15% in terms of volume, the imports of which amounted to 6.7 thousand tons for EUR 21.6 million. The overseas



KING fudge

Original Polish Cream Fudge

from Opole Lubelskie

"Fudge" is one of the oldest and the most recognizable Polish sweets. The tradition of their production in Opole Lubelskie reaches the beginning of 50s last century. Our fudge is still produced according to old recipes and based on high quality milk, cream, sugar and glucose syrup. Obtaining amazing taste and distinctive "tear-drop" inside a sweet requires many time-consuming actions like: cooking the milk mass, hand-cutting and wrapping, all according to strict technological and sanitary rules. The company documented and implemented HACCP, BRC and IFS systems. "Polish Association of People with celiac disease and gluten-free diet" allowed us to use their sign of gluten-free food.

We offer following taste of our fudge: cream, cocoa, sesame seed, coconut and raisins. They are available as cut and wrapped fudge manually, cut and wrapped fudge mechanically, Mega-bars - Fudge, Mass for wafers, cakes and desserts. In addition we offer: hand-made fudge wrapped with papers with individual projects (company logo, wedding sweets, anniversary, etc.).

Our fudge advertising sweets are widely recognized, because of their taste and design, which are able to meet the expectations of every customer. In recent years, our sweets represented Office of the President of Poland, ministries, offices of many cities, companies, universities, schools, sports clubs, pharmacy chains, shopping malls, hotels, restaurants, cafes, etc...



"Geomax" Misztal - Stateczny Sp. J.
ul. Przemysłowa 16, 24-300 Opole Lubelskie, Poland
office@cream-fudge.com, tel.fax +48 81 827 60 44

www.cream-fudge.com



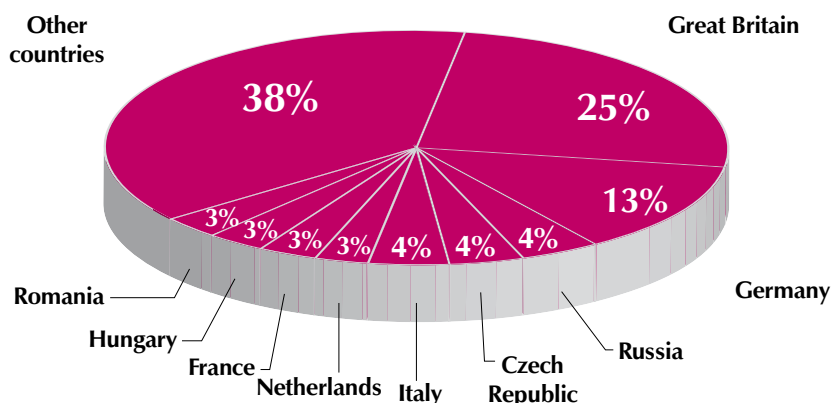
purchase of boiled sweets, including filled sweets, was slightly lower (CN 1704 90 716; 6.1 thousand tons). Significant import items were toffee candies, caramels and similar candy products (CN 1704 90 75, 10% share) as well as products with the CN codes 1704 90 30, 1704 90 99 and 1704 90 51. This group accounted for an 8% share in the total imports of confectionery products without cocoa content in terms of volume.

The main overseas suppliers of CN 1704 products to the Polish market include EU Member States, accounting for 92% of our overseas purchase of confectionery products without cocoa content. Imports from EU-26 countries exceeded 41.7 thousand tons (up by 3%) and the value amounted to just below EUR 126.9 million (up by 10%). The geography of our imports remained essentially unchanged, however with a slightly lower importance of non-EU countries.

In 2013, similarly to previous years, confectionery products without cocoa content were primarily imported from Germany - 16.2 thousand tons for EUR 51.9 million, representing a share of 36% in terms of volume and 38% in terms of value. The total volume of imports from Germany increased by 8%, while the value fell by 1%. Germany was followed by the Netherlands, recording a 2% increase to 4.2 million tons (9% share), then the Czech Republic (3.6 thousand tons, a decrease by one third). The above countries were followed by Belgium, Spain, Hungary, Italy and Turkey, and Ireland and Sweden, in the given order.

Imports of confectionery products without cocoa content in 2013 accounted for 1.0% (0.9% in 2012) in terms of value and 0.2% (also 0.2% a year ago) in terms of the value of all imports of agricultural and food products. Among the group of products, including sugar, sugar industry products and confectionery products, imports of confectionery products without cocoa content accounted for a share of 6.9% (5.9% in the previous year) and 17.0% (15.7% in 2012) in terms of volume and value, respectively, in the analysed period.

Export of Polish confectionery products with cocoa in 2013
(in terms of value)



(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – April 2014

CHOCOLATE PRODUCTS

Similarly to previous years, chocolate products (confectionery products with cocoa content) were the most valuable item in Polish exports and imports of sugar and confectionery industry products in the group of products analysed in this section. In 2013, the Polish foreign trade turnover of these products closed with a positive balance of EUR 610.8 million, marking an increase of one fifth to EUR 507.4 million in 2012 (EUR 449.1 million in 2011). In terms of volume our positive trade balance increased by 16% to 129.3 thousand tons (compared to 111.2 thousand tons in the previous year and 92.3 thousand tons in 2011).

Exports in 2013 amounted to 251.1 thousand tons of chocolate products for as much as EUR 1018.8 million (221.7 thousand tons in 2012 for EUR 872.2 million). The total volume of exports increased by 13%, while the value went up by 17%. In the same period, import volumes increased by 10% to 121.8 thousand tons, and the import value increased by 12% to EUR 408 million (110.5 thousand tons for as much as EUR 364.7 million in 2012).

EXPORT

Most of the export sales of chocolate products landed in EU Member Countries, accounting for three quarters of our overseas sales. EU Member States purchased from Poland 190 thousand tons for EUR 736.9 million (72% share). These numbers translate into an increase of 16% in quantity and 23% in value.

Apart from the EU, other significant export markets included Russia and USA, followed by Saudi Arabia, United Arab Emirates and Turkey, with lower shares.

Most of the Polish confectionery products with cocoa content was again sold to the United Kingdom - 71.5 thousand tons (an increase of 9%), which generated EUR 250.5 million (up by 6%). This way the UK accounted for 28% of our exports by volume. Exports to the UK increased significantly after 2004, which could be attributable not only to duty free trade within the European Union, but also to the opening of the UK job market, which resulted in a large economic migration of Poles to the British Isles.

Major export markets also included Germany (an increase of 30% to 25.7 thousand tons, a share of 10%), the Czech Republic (15.4 thousand tons, a share of 6%), Russia, the Netherlands, Romania, Hungary, Italy, France and USA.

The commodity structure of exports was dominated by other filled chocolate products (CN 1806 90 31). Exports of other filled chocolate products recorded just under 55.1 thousand tons (share of 22%), while the value was close to Euro 258.8 million, giving them a share of 25%.

These were followed by paste confectionery products with cocoa content (CN 1806 90 60), with overseas sales of 36.7 thousand tons for Euro 132.2 million. This translated into a share of 15% in terms quantity in the total export structure.

A woman with dark hair is shown in profile, smelling a chocolate truffle held in her hand. In front of her is a tray with several other chocolates, including one with a cherry, one with a hazelnut, and one with a white filling. The background is a deep red with ornate, swirling patterns.

*Whatever we do,
we do it thinking
of You!*

Colian

The third group of export products included chocolate products in blocks, tablets or bars (CN code 1806 31 00). The exported volume of these products was recorded at 29 thousand tons (11% share), amounting to EUR 95.1 million (9% share).

Overseas sales of other processed food products containing cocoa with filling (CN 1806 90 90) as well as products designated with the CN code 1806 32 90 recorded slightly lower numbers. Their share in the structure of exports amounted to 10% each.

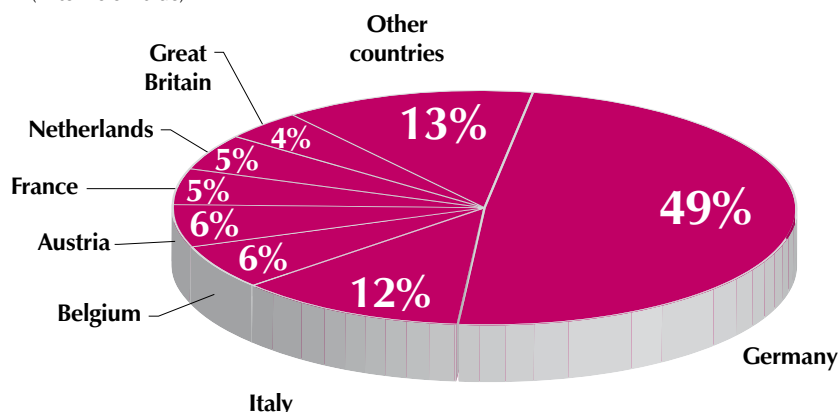
Among the group of products, including sugar, sugar industry products and confectionery products, the export of chocolate products amounted to 63.2% (compared to 58.4% in the previous year) and 23.5% (compared to 21.0% in 2012) in terms of volume and value, respectively, in the analysed period. At the same time, the export of chocolate products accounted for 1.4% (similar to the same share of 1.4% in 2012) in terms of volume and 5.1% (4.9% in the previous year) in terms of value - in the export of agricultural and food products.

IMPORT

Imported confectionery products with cocoa content originated almost exclusively from the EU Member States - 99% of the products under the custom tariff code CN 1806, both in terms of volume as well as value, were purchased in EU-26 countries. Imports from EU-15 countries accounted for 87% in quantity and 88% in value. Third countries hardly counted in 2013 as Poland's source of imports of confectionery products containing cocoa (similarly, in the whole of 2012). Imports from Switzerland fell by 6% to 452 tons. Imports from the Ivory Coast, the world's largest producer of cocoa beans, fell by as much as half, to merely 172 tons. The total share of these two countries in Polish imports accounted for as little as 0.3% (with Turkey's share being 0.2%).

The main supplier of chocolate products to the Polish market has for years been Germany; its sales to Poland in 2013 amounted to 56.4 thousand tons for EUR 198.6 million. In total the imports increased by 4% in terms

Import of Polish confectionery products with cocoa in 2013
(in terms of value)



(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – April 2014

of volume and 6% in terms of value. Imports from Germany accounted for 46% of the confectionery products with cocoa content, imported by Poland. Much smaller suppliers of chocolate products to the Polish market were also: Italy (12.1 thousand tons), Belgium (7.8 thousand tons), the Netherlands (7.3 thousand tons), United Kingdom (7.1 thousand tons), Austria (6.8 thousand tons), France (6.2 thousand tons) as well as the Czech Republic, Lithuania and Bulgaria.

The structure of Polish imports in confectionery products with cocoa content was dominated by two products. The second group was represented by filled processed food products with cocoa content in blocks, tablets or bars (1806 31 00). By volume, overseas purchases of this commodity amounted to 23.5 thousand tons. This meant a share of 19% in chocolate products with cocoa content, by volume. The value of imports increased by 23% to EUR 86.7 million, representing 21% of the total imported confectionery products with cocoa content.

The other group were products designated with the CN code 1806 20 95 (other processed food products with cocoa content in blocks, tablets or bars with a weight exceeding 2 kg or products in liquid, paste, powdered, granular form as well as products in other forms, in containers or immediate packaging, with a content exceeding 2 kg), imports of which amounted to 23.5 thousand tons for as much as EUR 66.8 million (19% by volume and 16% by value).

The third group included products designated with the CN code 1806 20 10 (other processed food products with cocoa content in blocks, tablets or bars with a weight exceeding 2 kg or products in liquid, paste, powdered, granular form as well as products in other forms, in containers or immediate packaging, of a content exceeding 2 kg, containing 31% or more cocoa butter, by weight, or containing 31% or more cocoa butter and milk fat by weight, in total). Imports of these products were recorded at 12.7 thousand tons with a value of EUR 31.4 million (share of 10% and 8%, respectively). Imports of products designated with the CN code 1806 90 19 were at a slightly lower level (11.5 thousand tons for EUR 57.1 million).

The above groups were followed by the designated CN codes 1806 90 60 (7.8 thousand tons), 1806 32 90 (7.3 thousand tons), as well as 1806 20 80 and 1806 32 10.

Imports of chocolate products in 2013 accounted for 2.9% (2.7% in 2012) in terms of the value and 0.6% (also 0.6% in the previous year) in terms of the value of all imports of agricultural and food products. Among the group of products, including sugar, sugar industry products and confectionery products, imports of chocolate products accounted for a share of 50.5% (compared to 45.1% in the previous year) and 18.5% (compared to 14.4% in the previous year) in terms of volume and value, respectively.


MIESZKO

CHOCOLADORRO
awakens
your senses



www.mieszko.pl



A COMPANY WITH TRADITION



Wawel SA is one of most famous sweets factories in Poland. The company has traditions that reach the beginning of the 20th century. In 1910 Adam Piasecki founded the Factory of Sweets and Chocolate. At the beginning the factory was making only chocolate, but nowadays the product range is up to a hundred different products.

SWEET TRADITION

The most popular product from Wawel is chocolate, thanks to traditional recipes, which give a unique taste to their brand. The most popular sweets are Malaga, Tiki Taki and Kasztanki – pralines filled with different fillings. The well-known trio have been on the market for 40 years now with new fans everyday.

While listing Wawel's products one must not forget about the chocolate covered jellies – Mieszanka Krakowska and the most iconic and traditional chocolate bar – Danusia. The bar has a love story behind its production – apparently Adam Piasecki fell in love with one of his workers and created the sweet. Danusia's image is still on the wrapping.

Traditionally handmade caramels, which require precise work of many people, are an example of the classic products that are made the same way as in the beginning. And even though the automation is advanced nowadays, this one sweet production hasn't changed at all.

HIGH QUALITY

Wawel's highest value is its quality supported and developed by improving the production and many investments. Since 2006 the production is held in one of the most advanced and modern factories in Europe. The company is still creating new flavours and products while maintaining high quality level of traditional chocolate and sweets. Last year the company created new production line of fruity jellies – Fresh & Fruity, that gained a myriad of fans





only months after launch and became the leader in their category. Wawel maintains high quality level because of their classic recipes that are protected by carefully controlled production process (certificate ISO 9001:2000, BRC, IFS and a HACCP system). Thanks to long tradition, modern product line and care about unique flavour Wawel's products are appreciated by generations of sweet tooth.



MODERN SOLUTIONS

Each month Wawel's factories make about 4,5 thousands tons of sweets. The company is a leader in 'loose products' sales and is now implementing new merchandise solutions, which will lead to a rise of the aesthetics of sale by weight products.

The full product range of Wawel's sweets is available in one of 15 brand stores, located in the biggest cities in Poland. These stores offer not only the best traditional sweets but are also a nice place to drink real hot chocolate. Wawel is proud of the sweets they are creating, but their biggest pride and joy is their clients satisfaction.



SUMMARY FOR 2014

– EXPORT IN THE FMCG TRADE

2014 is behind us. What was this year like for FMCG trade?

We asked about achievements, strategic moments, export hits, new products and promotional campaigns. How will the eastern conflict and the Russia - European Union commercial exchange blockade affect Polish export in 2015?

**Karolina Wolińska, Vice-President,
ZPC Bałtyk**

2014 was a successful year, both for ZPC Bałtyk Sp. z o.o. as well as for the entire Bomilla-Bałtyk group. It brought an increase in



both domestic and export sales. We obtained several new key partners and cooperation with them provides us with very good projections for 2015.

The conflicted and blocked Russia - EU commercial exchange will affect the results of Polish export, however it does not affect ZPC Bałtyk in any direct manner. Our cooperation with Russia suffered several years ago from the sugar prices that forced us to significantly increase prices. Since then we have been trying to return to this market, but we are still a little off the level from before the "crisis". In 2014 we also managed to complete quite a significant investment regarding a new production line. We implemented several new products such as Likworki Baltic Vodka, supplementing the liquor offer that used to apply more to the "Polish" flavours (such as bison grass vodka or cranberry vodka). Another product is the praline Fruet, and their novelty consisting of a two-layer stuffing, combining the delicate taste of yoghurt and fruit jelly. Another product I would like to mention is Truffle Kapitańskie that simply cannot be resisted and I believe will become one of our best selling products.

Teresa Mokrysz, Proprietor of Mokate Group

The Mokate's standards are being continuously raised. Each year, what seemed little probable in January, became reality in December. It



is not different now. First and foremost, we managed to improve again the already excellent export results. There were new countries added to our export list. It is an immense success, since we are present today in over 65 countries on all continents. We introduce innovative and brand products that build the position of Mokate abroad. We created a team of experts who compete effectively with companies around the world.

What is important, we will close 2014 with successes also in Poland. We maintained or strengthened our positions in particular segments of the food market. We are definitely a leader in the cappuccino category and - together with Lavazza - in coffee beans. We maintain the stable position of the vice-leader on the tea market and in the category of coffee mixes. We also expanded our portfolio with new innovative products such as layer Latter Poranne [Morning Latte] from the series Moje Inspiracje [My Inspirations], or the pioneer line of LOYD herbal teas in pyramids.

The key role was played by the investments which can be seen, for example our third spraying tower constructed in Żory. It will soon

reach full production capacity and will allow for further increase in the sales of food products around the world. The expansion of the plants in Ustroń and Żory allowed us to meet the increasing demand for Mokate coffees and teas. I believe that 2015 will be at least as successful for our company as the past year.

**Wiesław Włodarski, President of the
Management Board, FoodCare**

2014 at

FoodCare was a year of intensive foreign expansion and development of the product portfolio - both in terms of introduction of new



variants under our flagship brands as well as entry into new categories. Focusing on the development of BLACK and FRUGO was a strategic decision. We expanded the BLACK brand with, among other things, BLACK Vitamin Energy - an energy drink based on natural caffeine, vitamins and magnesium as well as BLACK Energy Wild Orange - the first orange flavoured energy drink in Poland. We also entered the market of functional waters, which is new to us, under the brand of BLACK Vitamin Water and had a debut on the lemonade market with the FRUGO Lemo brand that we introduced in several flavour variants, both in glass bottles with a click cap and in handy cans. FRUGO also gained a limited "Gold" edition in a retro climate.

The market does not tolerate stagnation, therefore other brands in our portfolio could not avoid changes and innovation either. We presented the Fitella Brand in a new graphic design, and Gelwe was enriched with Disney licenced muffins.

We supported our sales activities with consumer actions or sport sponsoring, for example under the brand 4MOVE. This year - although intensive - definitely brought the expected effects and the new products were welcomed by the customers with a fantastic reaction. Four brands – BLACK, FRUGO, Gellwe and Fitella – are continuously on the leader position/ BLACK is even a driver for the energy drinks, accounting for a 60% increase in the entire segment. FoodCare products were also given credit abroad - there are over 50 countries importing them.

Krzysztof Modliński, Management Board Vice-President, Dega

2014 for DEGA consisted of twelve months of hard but rewarding work.

The changing market and activities of the competition raised the standards of operation in the manufacturing sector. The customer, next to the manufacturer, is no longer only a participant on the market, but a person aware of the product quality and price ratio. The changing expectations make us more creative which was, in this case, reflected in the introduction of novelties to the fixed assortment list of our products. The group of fish salads was expanded with new salad flavours: smoked trout and tuna salads. This year, we joined the MSC certification programme, guaranteeing that the fish products come from sustainable fishing and the fish are from stable, well managed fisheries. Undoubtedly, opening up to new foreign sales markets - Germany, was a success for DEGA. The past year also covered marketing and promotional activities, aimed at consolidating



the position of our brand in the customer's awareness. With Christmas slowly approaching, we would like to wish all customers and readers may each moment of Christmas be beautiful and may the New Year bring them success, both personal and professional.

Sławomir Pawłowski, President of the Management Board, Cukiernicza Spółdzielnia Inwalidów (Disabled Confectionery Workers' Co-operative) „Słowianka”

The passing year, 2014, for CSI „Słowianka” covered mainly performance of enterprise development tasks by means of the

development of distribution and products as well as development of the production environment, along with the introduction of innovative products. Performing the presented tasks, CSI „Słowianka” significantly expanded its presence in Poland in 2014 by cooperating with new distributors and introducing new products: „FIT & VIT” biscuits, the chocolate sweets “Mozart” and new packaging for the biscuits and sweets, covered or stuffed with chocolate. An important event was also the TV advertising campaign in October. A big challenge for the entire organisation is the development of export sales. In 2014 we participated in 8 international food fairs, resulting currently in the cooperation with new clients, mostly from the Far and Middle East, North Africa and Europe. The performance of the effective distribution development strategy was positively influenced by the improvement of price conditions for the delivery of basic raw materials for production. A hindrance in the performance of distribution tasks in Poland is the macroeconomic situation, which inhibited to a significant extent the performance of our goals in the middle of the year. An extremely important task was the continuation of the investment process, aimed at the implementation of innovative products in manufacturing,



as well as the improvement of the production environment, having an impact on the manufactured products and production economic factors. In May we commenced construction works on a new production plant in the economic zone in Szczecinek with the use of European Union funds.

Marcin Madeja, Export Manager, Wawel

I assess 2014 positively, despite multiple difficulties in the macro scale, connected mostly with the depreciation of ruble and hryvnia. We implemented all assumed plans on the EU markets, achieving a 25% growth of YoY sales.

Our specialty is the recognised plain chocolate - in this segment we are the biggest Polish manufacturer. Wawel is also a leading producer of pralines, and in such product segments as Michałki sweets and truffles, we are the undisputable leader on the Polish market. Our iconic chocolates stuffed with Malaga, Tik Tak and Kasztanki as well as Mieszanka Krakowska, i.e. jelly in chocolate, enjoy continuous popularity. Wawel, responding to customer expectations, also continuously introduces product novelties such as, for example, stuffed jellies Fresh & Fruity, which gained a large group of enthusiasts in a short time. Most brands available in our offer have strong advertising support. In the autumn and winter, there were TV campaign broadcasts for the jellies Fresh & Fruity, Michałki, trio Malaga, Tiki Taki and Kasztanki as well as for the chocolates. In 2015 we will continue the promotion of our best known and valued products. We are also planning to introduce several novelties that will also receive strong advertising support. Export is an important distribution channel for us and we intend to continue using its potential. Currently, Wawel is available in over 40 countries on five continents,



however our greatest focus is put on the neighbouring and EU countries where we are able to permanently develop and directly control distribution. We are present in many European commercial networks and we have noted a significant increase in sales here. We also have some success on markets that are more distant, but still rich in potential, where we are represented by the local importers. Export is very diversified in assortment terms. We analyse the most important markets in terms of the current price offer, consumption customs and trade practices - then we select proper products and support tools which guarantee continuous presence on the shelves. In relation to the Russian market, the scale of business on this market is not significant for the results of the group. Paradoxically, however, the situation in the East did not affect our sales results. Our "Trufle w Czekoladzie" [Chocolate truffles] were awarded with a gold medal at the September food fair held in Moscow, and Wawel has recently acquired several good commercial partners in Kaliningrad and post-soviet republics.

Maria Piasecka, Bifix Wojciech Piasecki SP.J

2014, which we started with the change of the company name was a difficult period for our company. Currently, our company's name is Bifix Wojciech Piasecki Sp. J. and we have two brands on the market: Biofix, offering ecological teas, and Bifix, a brand of conventional products.

As a manufacturer of the Bifix fruit and herbal teas, we take care of the quality of our teas right from the stage of fruit cultivation. We have our own plantations: chokeberry, currant, raspberry, American blackberry, elder, cherry, apple and others, and our teas are produced mainly from the raw materials on our own plantations. Our ecological plantations undergo a number of



quality inspections each year. In addition, all products are subject to quality verification in our corporate laboratory where we run heavy metals, pesticides and microbiology tests. We introduced two product lines - leafy herb teas packed in Doypacks, as well as new exotic leafy green tea mixtures with full fruit pieces. In addition, we changed the graphics on our packaging for the Bifix Classic tea. We used a distinct lavender colour on the packaging, which should attract clients' attention. We would like our clients to note that there is even more fruit in our teas than before. This year brought multiple awards for our company in recognition of the product quality. We received the Super Brand 2014 distinction in the herb and fruit tea category. Our company received the titles: Quality of the Year 2014, Company Worth Recommending and Company of the Year 2014.

Rafał Kłama, Export Manager, Chojecki

Last year was full of challenges and changes, both at the micro scale as our company and on international markets where we mainly operate. From the company side - we launched several new products like: Crunchino, Vitaday and Creamella, which were accepted by our clients with satisfaction, so our basic line of La Crema was supplemented by another brands. In addition, many organizational changes have appeared in our Company, like change in the limited liability company - it allowed us to prepare for further expansion and development.

From the perspective of commercial view, we were focus mainly on the existing markets of Central and Eastern Europe, where we take care of cooperation with our distributors. We are keeping in the mind, that constantly looking out for new opportunities for cooperation in new markets it is one of



our long term goals. We are continuing this policy in the next period, where the main target to us is to our growth in international markets and strengthening its position in the local market as well.

As a company focused on international relations, we observe the political situation and economic, in particular in Eastern Europe. The changes that have occurred in this part of Europe make the market even more demanding. The most important element is always seeking positive solutions and adapt flexibly to the environment, which we do.

We continue our policy of presence at international fairs as well, which give us the opportunity to meet with our existing customers as well as the knowledge of the trends that appear in this sweet category.

Marek Jarocki, Managing Director, Magnat

The past year was very successful. It provided export volume growth in weight and value of sales to historical record levels. Strengthening of position in mature markets subject to strong competition in the European Union and the United States, maintaining our position in Russia and dynamic entry into the Asian market are particularly important. Political tensions, local armed conflicts and currency fluctuations negatively affected the business contacts and in my opinion, were responsible for reduction in the total number of customers. However, it has not decreased positive sales trends. Our presented offer, different from the standards of packaging, is appreciated by all partners. Cherries in alcohol have been continuously, since the beginning of export sales, our number one product. It is still popular in all countries. Participation in trade fairs abroad allows us to understand better the preferences of local markets and at the same time allowed expanding the level of business contacts at social and commercial



levels. In my opinion, this has a great influence on development of sales.

Will a summary of the current year be just as optimistic? I am deeply concerned about it. Increase in prices of cocoa, economic sanctions imposed on Russia and the related fact that collapse of ruble, political tensions, local armed conflicts and ongoing legislative changes concerning the marking of food products can prevent sales to maintain last year's levels...

Arkadiusz Majchrzak, Export Manager, Terravita

It was a good year for the export of our brands.

The foreign sales of Terravita, Alpinella, Cocoacora products, maintaining a

growing trend, noted a double digit increase in comparison to 2013. Our products are most popular in Croatia, Lithuania, Bulgaria, Greece, USA, Slovakia, Romania and the Czech Republic. In 2014 we expanded our export possibilities to new countries, including Ukraine, Serbia and Paraguay. The best selling bars in the broad export offer are: Cocoacora with 70% cocoa content, Terravita 100g - milk with nuts and plain chocolate, large formats of Terravita 165g and 225g - milk and plain chocolate with additions, Alpinella 100g - milk, toffee. The occasional Terravita products are very popular on the foreign markets. We successfully sell the Christmas, Easter or Valentines offer to approximately 50 countries.

Artur Czapryna, Export Manager, Delicpol

The past year, 2014, was characterised by sales diversification, strengthening of the position in the countries to which our products are



already delivered, geographic expansion and new projects in the brand product and private label segments. In response to the expectations of our clients, we introduced cereal biscuits and new variations of ginger bread to our offer and we refreshed the premium product, i.e. biscuit with jelly, fully covered with plain chocolate. We also made multiple investments, developed the production plant, raw material warehouse and ready product warehouse. We introduced new processing lines that will not only help us in being more competitive, but also allow us to achieve higher quality.

2014 was also characterised by great commercial instability in the scope of the European Union - Russian relations, connected with various types of blockades and sanctions. In my opinion, the unpredictability and high business risk in Russia will result in exporters seeking new sales markets. In a shorter time perspective, this can seem extremely difficult, however it will bring multiple long-term benefits.

Elżbieta Bąkiewicz, Export Sales Manager, Bogutti Ltd.

2014 consisted of months full of hard working days which, on one hand, strengthened the position of Bogutti Ltd and, on the other, opened

new development possibilities which – I hope – will bring profit in the coming future. It was also a time of strong expansion into new export markets. Bogutti Ltd successfully presented its products at the Trade Fairs in China, United Arab Emirates, Russia and many European Countries. The increase in sales forced investments in the storage and amenity back-up facilities, we also made investments in the modern packing systems. Last year we managed to strengthen the company's brand, develop a strong corporate pillar and open our commercial offices in several Western Europe



countries. We also refined the products we offer, both in terms of quality and taste as well as packaging and price. Today, we can look into the incoming future with optimism and confidently await for the success of projects we consistently implement.

Arkadiusz Drajek, Sales Manager, Brześć

Last year Brześć increased the export of its products in European, Asian and North American countries, currently reaching a level of ca. 15% of the entire enterprise production. The systematic increase of product export is worth noting since, in 2011, it was only 1% of the overall production. Puff products are the most popular, i.e. crunchy puffs and puff croutons, and the company exports also lower amounts of yeast dough products. The annual participation in the largest international food fair ISM, held in Cologne, allows us to make new commercial contacts, resulting in further cooperation in terms of export. The company representatives took part in the fair in 2014 and they plan to attend also this year. The most important sales markets for Brześć products include Germany, Great Britain, Lithuania, Latvia, Estonia, South Korea, China, India, United States and Canada.



Krzysztof Kasztelewicz, Export Manager, Sądecki Bartnik

2014 was definitely a breakthrough year for the Beekeeping Farm Sądecki Bartnik. The increasing internal market saturation made the company



SUMMARY

choose a pro-export route, systematically increasing the share of foreign sales in the overall turnover.

Due to the high level of activity at the international fair events as well as effective management of the contracts obtained, the honey and bee products of "Sądecki Bartnik" can be found in many, often exotic corners of the world. The export hits are obviously the top quality natural honeys as well as ECO honeys, we introduced several new products such as the line Honeys of the World (Lavender, Thyme, Eucalyptus, Coriander, Sunflower), honey with lemon, honey with honeycomb, we prepared a separate brand for the foreign markets, better adjusted to the local conditions.

It is obvious that the blockade in commercial exchange with Russia has already affected Polish exporters, they will, however, we adjust to the new market conditions over time in order to compensate the incurred losses.

We assess that 2015 will be even better than the past year for Sądecki Bartnik as well as for other national manufacturers, and we look into future with great optimism.

Export Managers for PUH PILOT – Marta Truszkowska and Marta Boguszewska



We welcomed 2014 with positive forecasts from the experts, projecting 2014 to be favourable for foreign and domestic trade. Summarising the past year, we can confirm that the forecasts were correct. Despite the complicated and tensed international situation, we managed to achieve the set goals and resolutions. It was not the will to survive, but the will to develop that drove our actions. However, due to reasons beyond our control, trade exchange with Russia is impossible and if this situation is maintained, it will surely have great influence on the Polish exports in 2015. It is, however, a fact that this is not the only export market in our case and it is not a strategic one, therefore, in the current situation, we focus on trade with other markets. 2014 was a time of changes for PUH Pilot – from the introduction of new products to our portfolio, through commencement of cooperation with companies on new markets, to moving into the new warehouse. We are already working on making 2015 even better!

Bartosz Głodowski, President of Board, Beer Fingers



The past year was very creative for our company, rich in new ideas and challenges we will face in the New Year, 2015. Beer

Fingers commenced its export activity in 2014 with small successes, we already have our first clients on the German market and we are trying to develop export not only to Germany. We are looking for contractors from various foreign markets and the most important markets for us are those where a lot of snacks are eaten, e.g. Great Britain, USA. In Poland, we promote the Double Fingers brand, that is increasing its recognisability among the Polish people. We organise contests for the customers and the details regarding our activities can be found on our website – www.beerfingers.pl. The eastern conflict and the suspended Russia - European Union commercial exchange in our category of products, i.e. salty and sweet snacks, should not have any significant impact on the export results in 2015 - for sure not for our company.



Tesori

New



LATTE

COCONUT

CHERRY



find us on facebook/zpcbaltyk



*Polish sweets
taste it and love it!*



VOBRO – HISTORY

The company's history goes back to the 1980s, when a small company, initially employing 8 people, produced one type of sweet. Now, Vobro is a large plant with a wide range of pralines and biscuits.

Candyfloss, first steps in the confectionery industry / 1986–1989

On April 2, 1986 production was launched in Brodnica.

In February 1989 the company was officially registered as Zakłady Produkcji Cukierniczej Vobro Wojciech Wojenkowski at 18 Stycznia 47 street.

First million / 1990–1994

In successive years the company developed very quickly. At the beginning of 1990s, production of a new type of sweets, chocolate covered foam, was launched at the Brodnica plant, and in 1992 the first pralines were manufactured – “Chocolate coated cherries”. In 1993, the daily production included over 20 different products, corresponding to about 5 tonnes of sweets in total. One year later, chocolate covered plums reached shop shelves. In the same year Vobro produced its 1 millionth chocolate box! The company's range grew to over 40 items, and a significant amount of which was exported to the eastern market.

International successes / from 2013

The Company continues to develop and meet the expectations of its consumers. It is worth mentioning that Vobro is a company with principles that always put its employees first. The factory from Brodnica is an excellent example of a successful family company with entire families from places in and around Brodnica working together.

Vobro continues to strive and develop further, entering new markets, improving the quality of its products, and expanding its product range. All this, to ensure customer satisfaction.





An interview with Elżbieta Bąkiewicz, Export Sales Manager at Bogutti Ltd.

What was 2014 like for Bogutti?

In the first three quarters of 2014, the total Polish export increased by over 5 per cent year on year, exceeding the dynamics reached both in 2012 and 2013. We noted an increase in export sales also in our company and its percentage rate exceeded the national average. 2014 consisted of months full of hard working days which, on the one hand, strengthened the position of Bogutti Ltd and, on the other, opened new development possibilities which - I hope - will bring profit in the incoming future. It was also a time of strong expansion into new export markets. Bogutti Ltd successfully presented its products at the Trade Fairs in China, United Arab Emirates, Russia and many European Countries. The increase in sales forced investments in the storage and amenity back-up facilities, we also made investments in modern packing systems.

Last year we managed to strengthen the company's brand, develop a strong corporate pillar and open our commercial offices in several Western Europe countries. We also refined the products we offer, both in terms of quality and taste as well as packaging and price. Today, we can look into the coming future with optimism and confidently await for the success of the projects we have been consistently implementing.

And the main assumptions for 2015 are...

As projected by the main Coface economist, 2015 in Central Europe will be a period of stable economic growth. If the economic recovery in the euro zone gains a faster pace and we use the conducive exchange rate of the PLN, this will be

reflected in better projections for Polish entrepreneurs. We will benefit not only on maintaining stable domestic demand, but also on the higher dynamics of export orders.

Two extreme categories are developing the fastest - the private label and the premium product segments. Therefore, Bogutti relies on increasingly better products in terms of quality, reaching increasingly richer markets. We are planning to introduce several new products in 2015, mainly pro-health ones. We will also offer several products for diabetics.

We want to focus on the development of the strong Bogutti brand. I believe today we are an equal competitor for the Western European manufacturers in terms of quality, aesthetics of the packaging and price.

What products from the Bogutti's offer are the best sellers outside our

country? What is the range of Bogutti's export?

Bogutti Ltd. offers both traditional cookies, Butter Cookies - type based on home-made recipes, oat cookies with dried fruit - ChocoFit as well as Premium cookies:

La Gustosa 150g - cookies based on an Italian recipe, stuffed with velvet cream,

Choco Guttu 160g - crisp cookies with chocolate drops or double-coloured cookies TweeTT 150g.

The sales dynamics of the given group depends on the target market as well as the sales period. However, we can definitely say that cookies stuffed with semi-liquid chocolate and nut cream as well as the American Cookies type receive great popularity. The export products are sold to many European countries, also outside the EU.

Cream fudge is something for the Polish to be proud of...

Cream fudges are still the most recognisable Polish "export" product. Bogutti is also a producer of the traditional Polish cream fudge recognisable on the international market. This delicacy is especially valued in the Arabic countries. We offer three types of cream fudge: MILK, CHOCOLATE and BUTTER. The secret of Bogutti's cream fudge is its exceptional taste. It is obtained by means of properly selected ingredients and a production process refined over years. The consistency of the cream fudge results from the time of storage after production. Fresh cream fudge is chewy and with time, as a result of sugar crystallisation, becomes crispy on the outside. The sweet is made from milk, sugar and butter. The sweets are soft and chewy and their specific taste attracts customers from many EU and other countries. We like the familiar cream fudge, because it's a taste from childhood. As long as the sweet delicacy can be bought, Poland will remain leader in the production of the best European sweets. We would like to invite you to try our products at the ISM Fairs.

Thank you for the interview. (TP)



ISM 2015
HALL 11.1
STAND
C 038



La
Gustosa

Tweett

CHOCO
•GUTTI

ChocoFit



Bogutti
SWEET WORLD

www.bogutti.com

*We invite you
to cooperation!*



On achievements in 2014, export expansion and production area development with Tomasz Grzybowski, President of Board, Delicpol.

Could you please summarise what 2014 was like, both on the domestic and international market...

2014 was a relatively good year for our company – we managed to increase production by several hundred tons of products. This results were mostly from our export activities – due to the acquisition of new customers and the commencement of sales on new markets, the export sales increased by over 10%.

What is the current export range of the company, is there any export expansion projected for 2015?

The products of the Capital Group Delicpol SA are currently available in almost 50 countries. Our main sales markets include Europe and North America. In the years to come we plan expansion in Asia (both central as well as the far east) and in Africa.

What is the current offer of Delicpol, will the product portfolio be expanded this year?

Our portfolio consists of several product range groups: the main products include jelly stuffed biscuits in chocolate, dry biscuits, ginger bread cookies and dry cookies. This year we will expand the group's offer with highly processed cookies – they will include various types of cookies with additions and stuffed cookies.

What products receive special recognition on the foreign markets, do the preferences of customers differ from the national tendencies?

Due to the fact that we conduct sales to countries located in our geographic latitude, we encounter similar tastes and habits. Therefore, the greatest recognition in Europe (similarly to Poland) is given to jelly stuffed biscuits in chocolate. It is, however, important to note that in the west of Europe customer awareness and their expectations regarding the product increase faster than in Poland. This is manifested, among other things, by the growing segment of specific group dedicated products, where the customers expect, for instance, gluten-free or sugar-free products.

What investment activities, regarding development or introduction of new products, have been recently undertaken by Delicpol and what are planned for 2015?

Last year we completed the expansion of our plant, connected not only with increasing the production area, but also with improving the production standards and product safety. For this purpose we built, among other things, a modern raw material warehouse.

We also increased our production capacity, which will allow us to meet the increasing expectations of the customers, both in terms of volume and flexibility of production as well as its increasing quality.

Thank you. (MD)

Sweetness itself...



DELICPOL Sp. z o.o. , Grunwaldzka 8, 42-125 Kamyk, Poland
Export department: tel.: +48 34 310 63 29, tel.: +48 34 310 63 49

e-mail: export@delicpol.pl
www.delicpol.pl



On trends in 2014 and trade with foreign markets; Monika Dawiec talks to **Karolina Wolińska**, Vice-President of ZPC Bałtyk.

Currently, the sweets market is developing dynamically, has this reflected in the company's situation? What were the trends and tendencies in 2014 in ZPC Bałtyk?

It is true that the sweets market is systematically developing in Poland, its value is estimated at a level of over 12.7 billion PLN. In comparison to Western European countries, where consumption of chocolate is almost three times higher, it still has quite a big development potential. It is estimated

that the market value will have increased by ca. 14 billion PLN by 2018. This growth is driven mostly by export that has been developing exceptionally dynamically over the recent years, in 2013 its value increased by 15.6% in relation to the previous year.

The dynamics of market development obviously has had an influence on the situation of the Confectionery Plant (Zakłady Przemysłu Cukierniczego – ZPC) Bałtyk Sp. z o.o. as well as on the situation in the entire Bomilla-Bałtyk Group. We consider 2013 a very successful

year. We increased sales on both domestic and foreign markets to a significant extent, we obtained several new key partners. 2014 brought a systematic increase in sales, resulting also from the implemented investments as well as organisational changes in the Sales Department. The export development dynamics has again surprised us. We are observing an increasing interest in our sweets on the markets that used to be unfamiliar to us. The interest regards not only products under our brand, but also products under private labels. In connection with the increasing interest in the “private label” production, we have gained great experience in this aspect. As it is well known, this production is specific. It is connected with the necessity of close cooperation with the brand owner as well as detailed familiarisation with his needs and expectations which, in consequence, frequently leads to the creation of a new product, meeting the taste and flavour preferences of the market to which the product is addressed, but it also has another very important value. It allows us to better understand the given market, its consumer needs and, last but not least, allows for a significant increase in the sales volume.

Which product from the ZPC Bałtyk range reaches the highest level of sales? Are the positions of product leaders the same in Poland and abroad?

ZPC Bałtyk has a very well developed product range, together with Bomilla we offer a broad range of products, from chocolate, chocolate sweets, pralines, jellies, liquor sweets, toffee, to various types of caramels, lolly pops and dragees. Despite such a broad product range, we are continuously looking for new inspiration and developing our offer. At the end of 2014, we introduced several new and very interesting products on the domestic market such as Fruet – chocolate sweets with a two-flavour filling, Truffle Kapitańskie and MR Toffee. Obviously, these products gained customer recognition and their sale is developing well, however I have to admit that the so-called classic products present in our offer

“for years”, e.g. Fantazja Deserowa, Admiral, filled chocolate bars or Fantazja Mleczna, are the best sellers. The export situation is totally different. Here the dominant role is played by caramels, lolly pops, chocolate toffees and liquor sweets. In multiple cases, we have to adjust the flavours of our products to the demands of the market we sell them on, which most frequently regards caramels, lolly pops and liquor sweets. The flavours are sometimes so weird for us that their introduction into the Polish market is impossible.

What is the export situation of the ZPC Bałtyk sweets, what foreign markets are particularly interesting?

The export of ZPC Bałtyk sweets is still developing, the biggest market for us is the Scandinavian market. This results mainly from the history of our company, which is connected with Scandinavia. Over the years, we have gained vast experience, still translating into development. Apart from Scandinavia, our products are also sold to

over 15 countries around the world, and to be honest, each of them is very interesting for us. We are a company open to cooperation, our production capacities provide us with great possibilities. At the end of 2014 we had many enquiries from Italy and Spain, we are currently developing these markets and we put a lot of hope in them. The first transports have already been dispatched and we are awaiting feedback from the market.

What actions and investments are planned for 2015? Will there be any product novelties on the market?

When it comes to novelties, then yes, there will be new products on the market, they have even appeared already. At the end of 2014 and at the turn of 2015, we introduced the chocolate sweets Fruet to the offer, combining two stuffing, yoghurt and fruit. Our Technology and Production Department worked pretty long to refine their flavour, which finally allowed us to introduce a perfect product on the market. Another novelty

is Trufle Kapitańskie, also with an excellently composed flavour, which have already gained great recognition from customers and their sale is increasing very well.

That's not all in terms of novelties. We have recently completed an investment that we planned several years ago and which was partly financed from Union funds it is a complete caramel production line, providing us with great product possibilities and production capacities.

In what manner are the sales of ZPC Bałtyk products supported?

We have introduced certain organisational changes in the Sales Department recently and it's starting to function quite well. Currently, our sales capacity effectively covers the entire territory of the country.

Moreover, we attend fairs, both domestic and international. We also support the sales with advertising, mostly in trade press.

Thank you. (TP)

ZPC BAŁTYK PRODUCTS





An interview with **Bartosz Głodowski,** President of Board at Beer Fingers.

Beer Fingers has recently diversified its production of double fingers into two plants - in Małopolskie and Kujawsko-Pomorskie provinces. Is it your goal to resign from production outsourcing and build your own plant?

Personally, I am no expert in food production – I’m not a food technologist. By profession and passion, I’m a merchant and a certified business instructor and I specialise mostly in sales. Production outsourcing allows me to concentrate on the most important business elements in the contemporary times, i.e. the sales of products and services. I’ve properly secured our products prior to their introduction to the market, protecting their uniqueness in the Patent Office.

Own production requires an investment worth at least several million and I, personally, don’t have such assets.

For about a year, Beer Fingers are Double Fingers. Has the change of the product name resulted in the expected effects?

The change of the product name is an

important, but not the only change in the activity of Beer Fingers.

We’ve improved the quality of the products and we’re currently introducing a new bike distribution and promotion system. Double fingers bring luck and we want each consumer to find this out for themselves and have a possibility to purchase our products by phone or via the Internet.

You’ve been conducting your own distribution network for several months. Could you tell me more on the project of the bike delivery of your fingers?

It is an innovative project, providing the possibility to order a set of Double Fingers with delivery to any place. For now, the service is available only in Warsaw and Poznań. The customer buys 3 different packages for 5 PLN. The order is placed by phone or Internet.

The company used to export its products to Canada and the US, are you currently building a foreign distribution?

We’re currently implementing the “Export Passport” subsidy and we will attend the International Trade Fair for Food in Germany and England. We are willing to enter into cooperation with contractors from various countries – the regular singular fingers are known around the world and Double Fingers, which bring luck, come only from Poland.

Which foreign markets are the most interesting for Beer Fingers?

Each foreign market is interesting for us due to the fact that Double Fingers are produced only in Poland, which provides us with immense export potential.

What was 2014 like for Beer Fingers?

2014 was very productive, full of new ideas and challenges the company will face in 2015. Using the opportunity of the interview, I’d like to wish lots of happiness and joy in 2015 to all the fans of Double Fingers and I’d like to invite you to participate in our contests.

Thank you. (MK)

DOUBLE FINGERS

This story is unique!

A students' idea while drinking beer.



You won't be able to resist the Double Fingers, too.
Take the Double Fingers, they bring good luck!



link:
BeerFingers.pl
Company website



link:
Beer Fingers on YT
Company profile



link:
Facebook
profile



link:
Dragons' Den
negotiations

In 2011 - winning
the Dragons' Den show
(Polish edition)

Order: Bartosz Głodowski, tel. + 48 661 925 315, bartosz@beerfingers.pl, www.beerfingers.pl



INNOWACYJNA
GOSPODARKA
NARODOWA STRATEGIA SPÓJNOŚCI

Fundusze Europejskie – dla rozwoju innowacyjnej gospodarki.
Inwestujemy w Waszą Przyszłość.
Projekt współfinansowany ze środków Europejskiego Funduszu Rozwoju Regionalnego
w ramach Programu Operacyjnego Innowacyjna Gospodarka lata 2007-2013.

UNIA EUROPEJSKA
EUROPEJSKI FUNDUSZ
ROZWOJU REGIONALNEGO





Monika Rączka-Erhardt, Export Manager, Magnat.

What is the FPH Magnat brand awareness in foreign markets?

With more than twenty years presence in the market, Magnat places in the segment of small and medium-sized enterprises. For more than 10 years, its export is growing steadily with very positive results. It is difficult to talk about the brand awareness and recognition in foreign markets in case of Magnat or any other Polish company of a similar size, because branding is not just products sales and distribution. The branding process is spread over time, and it is closely connected with marketing and advertising in the broad sense (media, promotions, sponsorships, etc.).

Surely, we cannot compare ourselves with the Polish market leaders in the segment of sweets, whose brands - because of their production potential and marketing budgets - are firmly anchored in the consumers' minds, but I think that, in comparison with companies with a similar potential, we are doing very well. At present, we sell our products to more than thirty countries on all continents, with nearly fifty foreign trade partners. So we can say that, together with them, we are increasing the Magnat brand recognition in small steps.

What are the main directions of the export sales?

The above mentioned information about our cooperation practically all over the world is

still to be clarified, because among our trade partners there are enterprises with a great sales potential and small companies that hopefully will be growing together with us. The turnover in the European Union, the United States and Russia is at the forefront. But our chocolates are sold also in such surprising - due to their climates - countries as Mexico, Singapore, Iran, Georgia, Armenia and Thailand. Why surprising? Remember that our products do not like high temperatures. Our major

partners are in the Republic of South Africa and Australia. Also, South America knows the taste of our chocolates.

Cherry Liqueur Chocolates are Magnat's flagship product. What are the sweet export hits?

In addition to our most recognizable product, cherry liqueur chocolates, which are our main sales hit, it is difficult to identify another taste that would be equally acceptable all over the world. Taste preferences in individual markets are so different that it is hard to find an equally strong favorite. They often depend on the legislation concerning e.g. the pralines' alcohol content, and on the traditions and culture in the various regions of the world.

Is it definitely easier to identify our hits taking into account the form and aesthetics of the packaging. E.g. Western Europe and the United States are fond primarily of a package that is simple in its shape, with sophisticated aesthetic and made of paper. A small and subtle gift is well seen here. Leaders here are the Dream series products: Cherry, Nut, Caramel, Vanilla and Advocat - a little, modest and sweet something.

Eastern Europe and Asia go rather for a typical gift packaging with a richer graphic design. The main selling hits in these directions are My Sweet Cherry, Cherry Charm and Exclusive Collection chocolates and Princess of Cherries chocolates in the metal packaging

or Cherry Eveninging, Sweet Poems, Chocolate Miracle and Purple Magic with the 3D effect.

How will the value of exports change in the near future in relation to the Company's total revenues from sale of sweets?

Of course, we will make every effort so that the value of exports in the coming period keeps growing. This year, we will be also satisfied if we can maintain last year's numbers, because in view of the current economic situation in the world business, fluctuations of exchange rates, the increase in raw material prices, political and economic situation in the east, it will be difficult to count on a spectacular growth. We want to achieve these goals through participation in international fairs, constant attention to the quality of our offer, its development and remarkable aesthetic of the packaging. We are also working hard on a new offer, which should surprise the market.

Own brands and individual packaging - How is this segment of sales developing, both in the domestic and foreign markets?

We offer the possibility of manufacturing products under our customers' own brands. This is becoming an increasingly popular form of cooperation with distributors and retail chains. At present, we supply products as the customers' own brands mainly to companies in the European Union. Their share in the foreign sales reached the level of 15%, at the same time showing an upward trend. In this respect we are open for cooperation and show great flexibility as to the form of packaging, the graphic design and the minimum quantities to be ordered in such a formula. Our employees and suppliers (printing houses delivering paper packaging as well as metal packaging producers) are able to satisfy even the most complex challenges, while they use all their knowledge and experience in the projects execution. Implemented in 2003, the Integrated Quality Management System ISO 9001, 2000, HACCP and 2011 certification for the IFS standard provides our partners with a guarantee of top quality and ensures safety of the ordered goods.

Thank you for an interview. (MD)

MAGNAT SWEET IDEAS



www.magnat.com.pl

FPH MAGNAT Sp.j, M. Jarocki, K. Dąbrowski
Sadkówiek 10, 55-080 Kąty Wrocławskie, Poland
Tel. +48 71 390 97 04, fax. +48 71 390 97 08



An interview with Arkadiusz Drażek, Sales Manager at ZPC Brześć.

Could you please tell us more about the product portfolio of Brześć, have all products been introduced into the European market?

Brześć has specialised in the production of crispy snacks for over 30 years, systematically expanding its product range and enriching the product offer at the same time. The flagship products of the company are puff cookies – crunchy puff and puff croutons. These products are very popular among the customers. Crunchy puffs are sold in several versions introduced over the past few years. The customers can find crunchy puffs with sugar, cinnamon or seeds – enriched with linseed or sunflower seeds.

Another important segment of our production involves yeast products. These include yeast cakes with raisins as well as yeast croissants with various types of stuffing: berry, vanilla and apple. Our product range offer also includes ready cakes, such as poppy seed cakes, pound cakes, lemon pound cakes or regional ginger bread from Kujawy.

We are continuously trying to enrich our offer, as reflected in the development of our production of puff pastry products. The leading products in this segment are French cookies – Palmiers. It must be emphasised that all products of Brześć are made on the basis of natural ingredients and they contain no synthetic preservatives. Export to the European market involves mainly puff products, i.e. crunchy puffs and puff croutons, yeast cakes account only for a smaller fraction.

How can 2014 be assessed from the perspective of Brześć?

From our perspective, last year can be assessed very positively. We managed to strengthen our position on the market by means of increased sales and reaching a broader group of customers, also in the supermarkets thanks to private label brands. Participation in international trade fairs resulted in many valuable contacts which translated into an increase in export.

How does the company perceive sales expansion to the EU countries, how has export been so far, what tendencies are projected for 2015?

We are open to export to countries we have not reached yet. Each year we notice that the number of foreign enterprises we enter into cooperation with, similarly to the number of our products held for export, is increasing. I do not think that the year 2015 will be any different in this regard – I can even say I'm certain that at the end of the year we will be able to pride ourselves on cooperation with new foreign enterprises or commercial chains.

Has "crunchy puff" become a leader also in the EU countries?

It is difficult to estimate, since we have no access to the sales results of other enterprises producing similar products. However, it is a fact that our straw, similarly to other products, has been recognised abroad and this positive feedback allows us to believe that the percentage of our products held for sale will be even greater.

Introduction of the new production system was a milestone for the company, are there any plans regarding further development investments or introduction of new products into the company's portfolio? What are the plans for 2015?

2014 was very investment-intensive. In this period we managed to launch another production line and modernise the packing process.

Thanks to this, our current possession status can fully meet our production needs. Nevertheless, we continuously monitor the food market and the behaviour of customers, which allows us to assess whether potential new products could receive great popularity. We have several product ideas, however I'd prefer not to talk about them at this stage.

Thank you. (MD)

Brześć – Polish roots, global ambitions



Brześć's Confectionery Production systematically reaches Polish and international food markets. What is the strength of this family-owned company, that produces with significant successes for over 30 years?

Brześć produces confectionery based on traditional, homemade recipes, what has earned a popularity of thousands of consumers in Poland and abroad. The products are free of preservatives and are ideal as a snack at social or family meetings.

The company constantly strives to diversify its product range, but the flagship products are still puff products – crunchy puff with sugar and puff croutons. Crunchy puff is very fragile, dusted with sugar crystals and perfectly supplied with coffee or tea. Its popularity is best-evidenced by the fact that its production accounts for 80% of all the products manufactured by the company. More and more often we can find a crunchy puff in Polish private labels of retail chains, such as Leviatan, JMP, POLOmarket or Eko.

This crunchy puff is also available in several flavors to choose from. So, the customer can take a traditional crunchy puff with sugar, crunchy puff with sugar and cinnamon, but also a crunchy puff with seeds, which is recommended particularly for people leading an active lifestyle.

Puff croutons is liked by consumers due to the diverse form of consumption. Just like the other products, it can be a tasty snack, but also works well as an additive in soups and creams.

In the wide range of Brześć's products, apart from puff products, there are also products made from dough. In this segment the choice for consumer is very large, due to several flavors of croissants' fillings, such as apple, blueberry or vanilla. French pastry's products are extremely brittle and crispy, the most popular among the consumers are "Palmiers".

Brześć with its products is keen to reach the widest possible group of consumers, and as a result, export the products to many countries from Europe and Asia. Year by year the percentage of exported products is getting higher and this trend is likely to be sustained in the current year as well. Company's owners are convinced that the traditional Polish confectionery products are able to hit a chord with everyone, even the most demanding consumer.



**A full range of products and more information about the company
you can find on www.brzesc.pl**



Interview with Małgorzata Rytel, Member of the Management Board of Maxpol Ltd.

This year, Maxpol celebrates its 25th anniversary of operations. What events were the so-called “milestones” in the company’s development?

The establishment of the company in 1990 took place after completion of construction investments within the territory of former USSR, conducted by a group of Polish enterprises. The project was supervised by the then Agent for Raw Material Investments in the former USSR, Tadeusz Michalak, the present President of the Management Board at PPH Maxpol Sp. z o.o. Implementation of the LEO-POL programme in Lvov became the foundation for our operation. Until 1939 Lvov was the venue for multi-trade fairs that were later reactivated in 1990 on our initiative. The project was accepted and was generally supported by the city authorities and Walery Antoniuk, the Chief Editor of “Galicyskie kontrakty” [Galicia contracts] newspaper. The organisa-

tion of these fairs, with significant attendance by Polish entrepreneurs, showed that maintaining the current and developing new commercial contacts with the East is worth it. The geographical vicinity, knowledge of foreign languages and the cultural situation, as well as fundamental political and economical changes facilitated commencement of international cooperation in the new reality. After the fairs, we expanded the list of offered events with the following Ukrainian cities: Kiev, Dnipropietrowsk, Donetsk, Kryvyi Rih. Concurrently, we began the organisation of fairs in Minsk in Belarus and in Kaliningrad. Since 1993, we have been holding fairs in many European countries. Currently, we organise fairs around the world.

How have the standards of installations and equipment of exhibition stands changed in this period?

The development was always connected

with the exhibitor’s intention to present their product in the most effective manner. This industry, similar to others, was characterised by technical progress. The innovations regarded materials used to construct the stand installation itself, from the SIMA system to OCTANOROMY and MAXIMY systems, and introduction of multimedia solutions in the stands. Today, we build a significant number of stands according to customised projects with equipment providing the best presentation of the product.

“Satisfaction of our Clients is our motto” - this is the Maxpol philosophy of operation...

Our credo, since the beginning of the company has been our clients' satisfaction. The systematic growth of the number of suppliers and the expansion of the group of patrons, annually participating in multiple fairs, allowed us to gain recognition also

from the trade institutions. The activities we have conducted have been assessed positively and have received the prestigious title of Fairs Service Leader. We've also received recommendation from the Polish Fair Industry Chamber.

Year 2014 is behind us. What was that period like for Maxpol?

It was a very good year. We organised the participation of 135 companies in 20 fairs. We built stands with a total area of 2 300 square meters in 20 countries. I believe we'll improve these results in 2015.

What directions were the most popular among the Polish exhibitors in the agricultural and food industry in the last year?

The most popular directions in the food industry in 2014 were: United Arab Emirates, China, South Africa, Great Britain and Germany.

There still is this conviction that the Internet is a replacement for trade fairs. This, however, is probably not true... In what way can the new Polish companies be convinced to actively participate in foreign fairs?

The Internet is a tool to transfer information and correspondence with partners, but this is only a part of marketing. This form of communication cannot replace what the fairs can provide. The benefits of participating in fairs include the possibility of direct contact with the clients, the so-called B2B meeting, possibility to familiarise oneself with the products, negotiation of the conditions of potential cooperation. These are the main assumptions of fairs. It is an obvious principle that fine feathers make fine birds. The client's success is influenced by the installations on the stand and the ability to present the product. The promotion of the company abroad is also supported by governmental and non-governmental organisations that help in obtaining subsidies for fairs and economic missions.

Polish exporters cooperating with your company are very well familiarised with and appreciate the high quality and professionalism in your approach to performance of duties, both at the organisation and during the fairs. Could you please give us with more details what "organisation of foreign fairs", the service that you provide, means?

Organisation of foreign fairs is a broad notion. The clients decide themselves on the scope of our cooperation and they can decide, which services we should provide for them. The main services include: renting of the stand area, accreditation of the company with entry into the fair's catalogue, development of the stand design, ordering of power supply and water connection from the main organiser according to the project, ordering insurance and cleaning of the stand from the main organiser, ordering of entry passes, parking cards and invitations for the clients, booking of accommodation and plane tickets, transfer of clients on the airport-hotel-airport route and everyday hotel-fairs-hotel transport, transport of the exhibitor's exhibits from Poland to the fair location, along with direct delivery to the stand. Furthermore, on special request from the entrepreneur, we mediate in the hiring of translators and hostesses for the duration of the fair and provide conference halls for uninterrupted negotiations and shows.

What this means is that a company that has not yet exhibited its products on any foreign trade fair has nothing to fear, and can count on full support from the Maxpol staff...

Of course. This is, after all, our job. If the client is properly serviced and is satisfied with the participation in the organised fairs, he returns to us.

How can one start cooperating with Maxpol? Is it necessary to book the exhibition area in advance?

We can be contacted by e-mail and phone. Our employees will prepare an



offer for the fairs selected by the interested client. Here, I should mention that some of the fairs organised by us are so popular that the clients enter for them immediately after the given edition ends to ensure a spot for the next one. Long-term cooperation with foreign organisers allows us to book the area in advance, making it possible to offer favourable participation conditions to our exhibitors.

What projections connected with the "fair" business have you got for the coming years? What destinations will be the leading ones for the agricultural and food product exporters? What foreign fair events should be entered, as fixed, in the calendar of a Polish exporter?

I look towards the future with optimism. I believe that the fairs have no successor and they will keep developing. It is difficult to speak about the export direction of particular products. Some trade fairs are highly specialised, such as the International Sweets and Biscuits Fair ISM in Cologne, attended each year by representatives of the confectionary industry from around the world. The International Food Fair ANUGA are also prestigious fairs held in Cologne. Apart from those mentioned above, great recognition is also given to: „PRODEXPO” in Moscow, „IFE” in London, „PLMA's – World of Private Label” in Amsterdam, „SIAL” in Shanghai, Sao Paulo, Abu Dhabi and Paris. Our food trade schedule includes 53 fair events. It is always the exhibitor who chooses the expansion direction. We can only base our actions on experience, assessing the attendance at the given fairs.

**Thank you for the interview and wish you all success in the incoming years.
Tomasz Pańczyk, Chief Editor**

Short analysis of Polish international trade

(FAMMU/FAPA) Foreign Agricultural Markets Monitoring Unit - April 2014.

POLISH INTERNATIONAL TRADE IN ALL GOODS

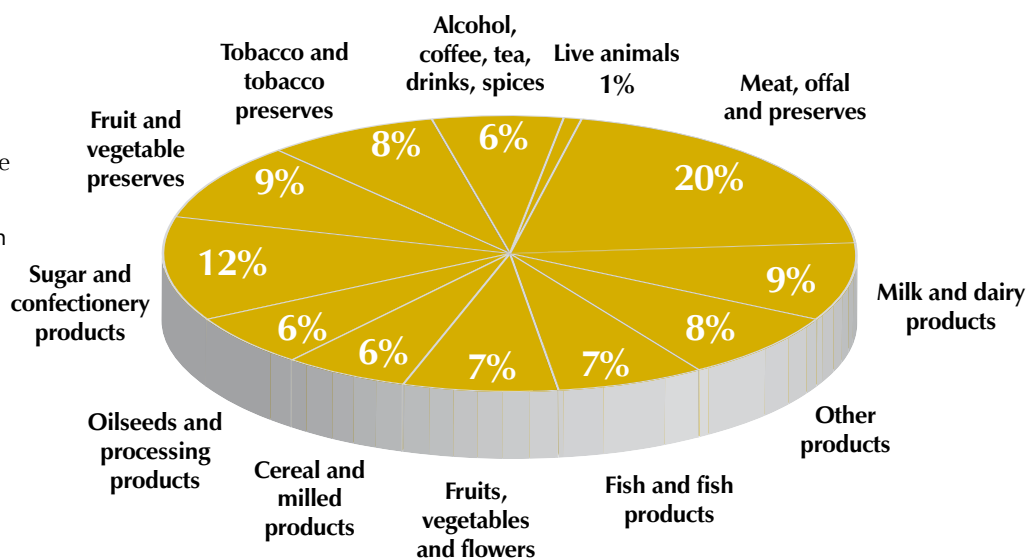
In 2013, an acceleration in the dynamics of exchange was observed in Poland's international trade. A distinct increase in exports, in relation to minimal imports, gave fruit to a very large reduction in trade deficit. Exports rose by over 6% to 152.8 billion euros, and imports by 0.7% to 1155.1 billion euros. As a result, the foreign trade deficit decreased in total by up to 78% per annum from 10.6 to 2.3 billion euros (it was less by up to 8.3 billion euros!)

The overall export share of agricultural products exceeded 13%, in imports this was only 9%. In the foreign trade of agri-food products, again – as opposed to total trade – a positive balance was noted. In 2013, the annual share of total exports in developed countries did not change and was 82%, in the EU countries this dropped significantly by 1 pp, to 75%, by this much, the share also increased in developed third countries.

In the case of developed countries, in 2013 an increase of over 5% was noted in shipping, wherein, to developed countries, excluding the EU, the dynamics were significantly higher, exceeding 17%. The share of export in the EU dropped by 1 pp. to 51% and the export dynamics was barely 4%. The relatively low growth rate in export, in this direction, can be explained by the weakening economic cycle in countries such as Germany and France (an increase in GDP, in 2013, of 0.5% and 0.2%, respectively – this was not compensated by the better result of Great Britain, increase in GDP by 1.7%), which are the major trade markets for Poland.

The share in export to third countries (excluding the developed ones) did not change, staying at 18%, however, exports to these regions rose by over 11%. Ship-

Product structure of the Polish agri-food trade in 2013
(in terms of value)



(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – April 2014

ping to CIS countries increased, on an annual basis, by about 8%, and the share remained unchanged (10%). Thanks to the high dynamics in exports, developed countries – excluding the EU – gained (an increase in share of 1 pp to 7%). In the case of imports, a slight total increase was noted; the growth dynamics was slightly higher for developed countries, which did not belong to the EU than those belonging to the EU; there was a rapid decrease in purchase in the CIS. From the developed countries, 66% of imports got to Poland (up by 1 pp.), while imports from the EU were 58% (no change), and from the Euro Zone 45% (no change).

The share of purchases in CIS fell by 2 pp. to 14%. Due to a 2% decrease in imports from third countries – excluding the developed ones, import participation fell by 1pp to 34%. In the case of imports from developed countries (including the EU) a positive dynamics of 2% was noted. Imports from third countries – excluding the developed fell at the same rate (from the CIS by 12%)

and from developed countries – excluding the EU it increased by 8%, which allowed for an increase in shares by 1 pp to 8%. Thanks to the high dynamics in the increase of exports to that of imports in 2013, the deficit in the trade balance of international trade decreased dynamically – by 78% or almost 8.3 billion euros y/y to 2.3 billion euros. In the case of the turnover from EU countries, a positive balance of 24.3 billion euros was noted (inclusive of almost 7.2 billion euros for the euro zone). From developed countries, without the EU, the balance closed with a deficit of about 1.3 billion euros which was a decrease of 35% y/y. A high positive balance also closed trade in the developed countries, overall (23 billion euros). However, with third countries, excluding the developed, a large deficit was noted (-25.3 billion euros). The negative net turnover from the CIS decreased by up to 38% to – 6.5 billion euros, the remaining countries (excluding the developed ones and CIS) noted no change (-18.8 billion euros).



In 2014:

- We participated in **20** foreign fair events,
- on **5** continents,
- in **20** countries around the world.
- We performed installations of **135** exhibition stands
- with a total area of **2.300** m².

This is the reason why Maxpol is the leader of Trade Fair Services recommended by the Polish Chamber of Exhibition Industry

*We would like to thank our Exhibitors
for their cooperation in 2014 and we wish you all
success in the New Year 2015.*



CONTACT US

WAWEL S.A.



Władysława Warnencyzka Street 14
30-520 Cracow, Poland
phone: (+48) 12 254 21 10
fax: (+48) 12 254 21 12
mail@wawel.com.pl
www.wawel.com.pl

Wawel SA is one of the oldest and well-known sweet making companies in Poland. Their traditions reach the beginning of the 19th century. The firm specializes in producing dark chocolate bars and pralines with fillings. Wawel's iconic pralines: Kasztanki, Malaga, Tiki Taki, Michałki, Trufle and jellies dipped in chocolate – Mieszanka Krakowska are popular under a myriad of people in Poland. A new product – equally recognised – are Fresh&Fruity. They are jellies with filling, dipped in sugar. The production is based on unique recipes and high quality feedstock's that are controlled regularly. Wawel SA has obtained a certified Quality Management System according to the ISO 9001: 2000 norm.

MIESZKO S.A.



Chrzanowskiego Street 8b
04-392 Warsaw, Poland
phone: (+48) 22 105 54 00
fax: (+48) 22 105 54 15
office@mieszko.com.pl
www.mieszko.pl

Mieszko Group is a manufacturer and distributor of sweets recognized both in Poland and abroad. Mieszko Group is composed of three companies – ZPC Mieszko S.A., AB Vilniaus Pergale and Artur sp. z o.o. Main categories presented in the company's portfolio are chocolates, bars, candies, cookies and wafers. Key brands in the portfolio of Mieszko Group are umbrella brands for chocolate products Mieszko and Pergale, individual brands Amoretta, Chocoladorro, Cherrissimo, Michaszki, Truffles, Marcepan, Choco Amore, fizzy candies for children Zozole, as well as Artur brand for cookies.

BEER FINGERS LTD.



Ogrodowa Street 31/35
00-893 Warsaw, Poland
phone: (+48) 691 225 315
fax: (+48) 22 620 32 55
biuro@beerfingers.pl
www.beerfingers.pl

We are a young company run by the Creator of the Double Beer Fingers – Bartosz Głodowski.

The idea originated in 2005 and we have been developing it ever since.

We deliver the Double Beer Fingers wherever you wish. Just order them.

We deliver Happiness wherever you choose. Our slogan is: Double Beer Fingers bring good luck!

If you are bored with the standard forms of advertisement, you must come to us. We'll advise you on how you should promote your business and prepare any type of advertisement for you.

ZPC BAŁTYK LTD.



Droszyskiego Street 8/11
80-381 Gdansk, Poland
Phone/Fax: (+48) 58 511 80 00
baltyk@zpcbaltyk.pl
www.zpcbaltyk.pl

"Bałtyk" Confectionery Industry is a large home limited company. It is the largest company in Pomerania, producing chocolate products and semi-finished confectionery. All chocolate products are based on its own chocolate masses. Production is concentrated in two manufacturing facilities located in Gdansk-Oliwa. Establishments have a rich technology infrastructure and extensive machinery. The main elements are the factory for the production line of chocolate products and a line of products coated by chocolate.

FPH MAGNAT SJ.



Sadkówek 10
55-080 Katy Wrocławskie, Poland
Phone: (+48) 71 390 97 04,
Fax: (+48) 71 390 97 08
info@magnat.com.pl
www.magnat.com.pl

Magnat is a private partnership company. Production and trading company "Magnat" FPH was set up in 1994. Since then, it has changed its image, expanded the portfolio of products, increased sales and number of employees. Its domestic buyers include large commercial networks but company also has regular clients abroad from 28 countries. Chocolates with cherries in liqueur, offered in various forms of packaging and graphic design, as well as in various weights, are the most popular "Magnat" brand products. Our products guarantee fantastic taste experience as well as highest quality. A variety of praline flavors and different forms of packaging make it possible to adjust the offer to the diverse needs of clients. "Magnat" offers both premium products as well as classic chocolates and universal boxes. It also provides a wide range of St. Valentine products. To guarantee that everybody can choose attractive products for oneself, we offer private label as well as occasional or advertising packaging.

GEOMAX SJ.



Przemysłowa Street 16
24-300 Opole Lubelskie, Poland
Phone/Fax: (+48) 81 827 60 44
mob. (+48) 607 091 633
office@cream-fudge.com
www.cream-fudge.com

"Fudge" is one of the oldest and the most recognizable Polish sweets. The tradition of their production in Opole Lubelskie reaches the beginning of 50s last century. Our fudge is still produced according to old recipes and based on high quality milk, cream, sugar and glucose syrup. The company documented and implemented HACCP, BRC and IFS systems. We offer following taste of our fudge: cream, cocoa, sesame seed, coconut and raisins. They are available as cut and wrapped fudge manually, cut and wrapped fudge mechanically, Mega-bars-Fudge, Mass for wafers, cakes and desserts. In addition we offer: hand-made fudge wrapped with papers with individual projects (company logo, wedding sweets, anniversary, etc.). Our fudge advertising sweets are widely recognized, because of their taste and design, which are able to meet the expectations of every customer. In recent years, our sweets represented Office of the President of Poland, ministries, offices of many cities, companies, universities, schools, etc...

BOGUTTI LTD.



Henrykow-Urocz
Gromadzka Street 48
05-504 Zlotoklos, Poland
phone: (+48) 783 956 466
export@bogutti.com
www.bogutti.com

BOGUTTI LTD company specializes in production of high quality, rich cookies, baked according to the best Italian technologies and made of selected raw materials. BOGUTTI offer: Cookies with liquid cream "LA Gustosa", "TweeTT", "Choco GuTTi", Butter Cookies, American Cookies, Oat Cookies Choco-Fit. Products are manufacturing according with BRC and IFS system, using only natural and vegetable row materials. The baked cookies look nice and attractive. Shelf-life of the products is 12 months.

ZPC VOBRO



Podgorna Street 78
87-300 Brodnica, Poland
phone: (+48) 56 493 28 51
export@vobro.com.pl
www.vobro.pl

Vobro's Confectionery Factory was founded in 1986 in Poland. Vobro's mission is to fully satisfy Customers' needs by producing high quality and safe confectionery products that are a recommendation in themselves. The high quality of Vobro's products, competitive prices, and efficient distribution are its competitive advantages. Vobro's customers appreciate not only the flavor but also the attractive and flexible packaging. As a result Vobro's confectionery is more and more frequently chosen not only by Polish, but also by international customers. Vobro's product range is made up of over 100 chocolate confectionery products and 30 varieties of baked goods. Vobro is well known for its high quality chocolate boxes, chocolates, chocolate sweets, wafers and bakery products. Among Vobro's best sellers are dessert chocolates filled with cherries in liqueur, perfectly ripe flawless cherries are selected, bathed in liqueur and packed in luxurious dark chocolate. The chocolates are sold in gift boxes "Love&Cherry", "Wiśnie w likierze" and "Cherry Roses". Vobro is also well known for its unique chocolate seashells Frutti di Mare, filled with four delicious flavors: toffee, nut, milk and cocoa, all packed in one beautiful chocolate box which will satisfy even the most demanding chocolate lover.

COLIAN LTD.



Zdrojowa Street 1
62-860 Opatowek, Poland
phone: (+48) 62 590 33 00
fax: (+48) 62 590 33 10
opatowek@colian.pl
export@colian.pl
www.colian.pl

We are a group of confectionery products cooperating under: Jutrzenka, Goplana, Solidarność and other brands.

Aggregated experiences, technologies and production potentials let us achieve a position of one of the biggest confectionery producers on the polish market.

We are constantly exploring our client's needs, keep high quality, unique taste and nutrition values of offered products.

Through participation in various development programs, effective creation of product categories and efficient service we want to be perceived as an innovative company and an effective partner for many years. We build our customers' trust through our consistency and reliability.

DELICPOL LTD.



Grunwaldzka Street 8
42-125 Kamyk, Poland
phone: (+48) 34 310 63 00
export@delicpol.pl
www.delicpol.pl

Ladies and Gentlemen, welcome to the world of sweet inspiration and unforgettable flavours offered by products of the DELICPOL Sp. z o.o. A rich gallery of sweet flavours and shapes is our response to the diverse preferences of our customers. "PARTY" will sweeten the moment of respite, relaxation with friends or business meeting. "DOMOWE" will keep perfect company during a family tea-party and "Z Lindowa" sweets will embellish every celebration. 25 years of experience oblige, so we thoroughly take care of creating process of our products. It meets the highest standards. Traditional recipes combined with high quality ingredients is our formula for sweet success!

ZPC BRZEŚĆ SJ.



Konarskiego Street 19
87-880 Brzesc Kujawski, Poland
phone: (+48) 668 608 655
fax: (+48) 542 522 731
arkadiusz@brzesc.pl
www.brzesc.pl

A family company, has been existing since 1984. Brześć specializes in production of traditional confectionery products based on home recipes. Brześć's products are sold through the net agents and distributors in the whole country. Products are free from preservatives and are ideal as a snack at get-together or family meetings. The company continually strives to diversify its product range, but flagship products remain puff croutons and crunchy puff. More and more often we can find them in Polish retail chains private labels, such as Tesco, JMP, Lewiatan, POLOmarket or Eko. Brześć with its products wants to reach the widest possible group of customers, and that is why its products are exported to many countries in Europe, Asia and North America.

MAXPOL LTD.



Pulawska Street 479
02-844 Warsaw, Poland
phone: (+48) 22 628 06 21
(+48) 22 625 14 08
(+48) 22 629 96 21
fax: (+48) 22 621 03 73
maxpol@maxpol-targi.com.pl
www.maxpol-targi.com.pl

Company specialises in organising exhibitions of Polish enterprises at international trade fairs abroad. Maxpol offers:

- Designing stands for individual exhibitors as well as for national groups,
- Preparing and assembling the individual stands; stands arrangements,
- Forwarding and customs clearances of company's products with the delivery directly to the stand,
- Such professional services for fair participants as: flights, accommodation, local transfers in the city of the fair.

"MAXPOL" company, was awarded many times by international fair organizers. What is more we gained, for the years 2006 and 2007, the title of Leader of Fair Services given by Polish Chamber of Exhibition Industry. "MAXPOL" company is with recommendation, the member of many domestic and international organizations.



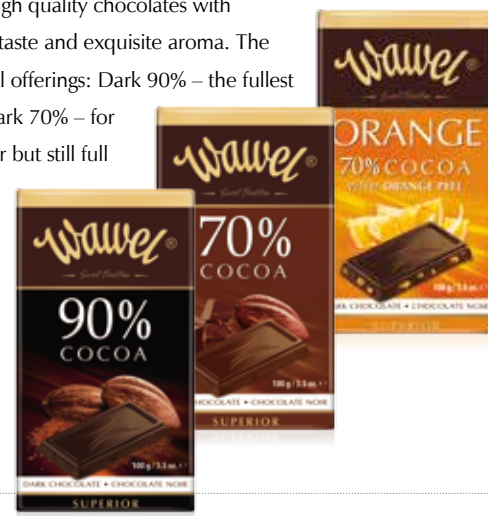
Fresh & Fruity

Fresh & Fruity is a unique combination of jelly and sweet fruity filling, coated in fine sugar. It's a perfect option for everyone who loves light, fruity nibbles. Fresh & Fruity are available in four flavors with gooey filling: pineapple, orange with a raspberry center and lime with a lemon center. Jellies are packed in individual colorful wrappers – exceptional pick&mix opportunity.
www.WAWEL.com.pl



Wawel Premium chocolate

Premium is a line of high quality chocolates with a deep, extraordinary taste and exquisite aroma. The line holds three special offerings: Dark 90% – the fullest chocolate pleasure, Dark 70% – for the admirers of a softer but still full chocolate, Dark 70% with orange zest that combines content of cocoa with opulence of flavor.
www.WAWEL.com.pl



Mieszko truffles

Mieszko truffles have the chic and elegance in French style. Their unique flavor is attributed to smooth and velvety cream, which, while gently melting in your mouth, releases note of dry bitter cocoa and aromatic additions.

Indulge yourself in original flavor of Mieszko truffles in new format: classic French Truffles and innovative Choco Boutique.
www.MIESZKO.pl



Cherrissimo Exclusive

Appetizing and enticing combination of cherry and intensive flavor of three exclusive alcohols – rum, amaretto and white wine. Juicy and extremely cherry inside enriched with elegant alcohol is locked in a new and original Cherrissimo Exclusive.
www.MIESZKO.pl



Fruet

Delicious chocolate pralines filled with unique, delicious double layer filling: yoghurt with blueberry and yoghurt with raspberry.
www.ZPCBALTYK.pl



New Tastes

Unforgettable combination of fruits flavours twisted with delicious, smooth cream taste in three flavours: Strawberry-Cream, Blackberry-Cream and Orange-Cream.
www.ZPCBALTYK.pl





La Gustosa 150g

Inside every cookies you'll discover a sweet surprise of liquid velvety cream! We promise you nice taste experience and no messy fingers. We offer you Cookies with chocolate, hazelnut, lemon, coconut and macchiato cream.

www.BOGUTTI.com



Choco GuTTi 160g

Crunchy cookies, delicate and chocolate at the same time, it promises maximum satisfaction and long leave of original chocolate, hazelnut, toffee or orange taste!

www.BOGUTTI.com



Chocolate-coated

The only Double Fingers in chocolate – an unconventional combination of the traditional taste of beer fingers and chocolate. The chocolate Fingers are ideal for a chit-chat with girlfriends and a party with mates.

www.BEERFINGERS.pl



Salted

The only Double Fingers come also as salty beer fingers adorned with transparent salt crystals. Their taste is unbeatable. The Double Fingers are perfect for boys, girls, and whole families!

www.BEERFINGERS.pl

Likworki gdańskie

Discover the treasure of "Baltic sea" – unique candies with liquid alcohol filling hidden under delicate sugar shell and smooth layer of delicious chocolate in three popular flavors: Brandy, Cranberries and Bison Grass. Manufactured with 90 year tradition in ZPC Bałtyk Sp. z o.o. in Gdańsk.

www.ZPCBALTYK.pl



With sesame

The only Double Fingers with sesame will take you to the land of unforgettable experiences. The sweet sesame flavour will charm you into eating the beer fingers on and on.

www.BEERFINGERS.pl

Puff croutons

Small balls of puff croutons are a component of many tasty soups and creams. Puff croutons makes soups and creams become thicker consistency and eating them is even more enjoying, not only because of flavor advantages. They are used for example in onion and tomato soups or in cream of broccoli.

www.BRZESC.pl



Crunchy Puff

Little, sweet snack, which you can tuck to coffee or tea. It works as a standalone sweetness, but is sometimes eaten in an interesting way, previously dipped in tea or coffee. Soaking a crunchy puff per second literally makes it quickly absorbs the flavor of the drink.

www.BRZESC.pl



Alibi Max

Fast life and the constant rush often keep us from enjoying the small pleasures of the day. If you are looking for moments of relaxation and a real bliss that you don't have to share with others, you'll be delighted with the Alibi bar, a combination of a cookie with caramel and rice crisps. The more demanding palates might get the pleasure out of the coconut-flavoured Alibi. Drenched in milk chocolate will take you to a

dreamworld and become YOUR

inspiration to life.

www.COLIAN.pl



Jeżyki

Jeżyki is one of the most recognized and popular brands on the confectionery market. Jeżyki is a range of unique biscuits with original shapes bristling with spikes that conceal a wealth of ingredients. Available in many different flavours and coated with Goplana milk or dark chocolate, for years now they have been liked by those with a fondness

for sweets and enjoying recognition from the food industry.

The secret of Jeżyki lies in their recipe full of fruit and dried nuts. Jeżyki combine a crispy biscuit, flowing caramel, nuts and dried fruit and enticing extras.

www.COLIAN.pl



Party Jaffa

PARTY Jaffa is a delicious classic of top quality products. Sponge cake combined with juicy fruit jelly, covered with delicate chocolate, creates a unique taste. PARTY COOKIES are filled to the brim with chunks of chocolate.

www.DELICPOL.pl



Gingerbreads

"Gingerbreads Z Lindowa are aromatic, luxurious pastries, referring to the best traditions of the Polish confectionery. Round gingerbread, stars filled with best quality marmalade and pretzels are the unique blend of fluffy cakes with spicy nuances in chocolate."

www.DELICPOL.pl



Who we are

Colian is not only a thriving Polish capital group. It is an organization that helps to realize the most delicious dreams of consumers, an organization with a passion for delivering to market food products of the highest quality.

The Colian Holding SA (before Colian SA) group includes the following companies: Colian (before Jutrzenka Colian), Colian Logistic and FC Solidarność. Their combined market power developed over the years has allowed the group to gain a strong position on the Polish market.

The companies' operations are focused on the production and distribution of food products within the three strategic business divisions of confectionery, culinary products (seasoning products and nuts and dried fruit) and beverages.

Our work philosophy and approach to customers can be summarised in one sentence:

**Whatever we do,
we do it thinking of You!**

We offer familiar, trust worthy Polish products to our customers. Our priority is to ensure that the customers are satisfied with our products.

For us, the most important are:

- tradition of the Goplana brand
- high quality
- unique taste

Main Brands:**DIVISION****SWEETS****SEASONINGS****BEVERAGES**

GOPLANA - the brand with 100 years of tradition. Under this brand are offered both hard chocolates and filled chocolates. The most important prizes this brand was awarded include: Product of the Year 2007, distinction in the Ranking of the Most Valuable Polish Brands 2009, title 2010 FMCG Hit. In offer Goplana to find Paradise milk and chocolate candies Torciki

**VICE LEADER
OF POLISH MARKET**

GRZEŚKI - crisp wafers in chocolate are available in different flavours and weights, including Grzeski kakaowe (cocoa), Grzeski Toffi (toffee) and Grzeski Orzechowe (nut). An innovative proposal Grzeski Gofree in two flavours. Grzeski brand was awarded with a series of prestige prizes, including FMCG Market Pearls 2010, title 2010 FMCG Hit and Product of the Year 2010.

**LEADER
OF POLISH MARKET**

FAMILIJNE wafers are the market leader of family wafers that include an attractive flavour offer: cocoa-cream, cream, cocoa, coconut, peanut, strawberry, and lemon. They are present on foreign markets as Family's wafers. FAMILIJNE wafers includes Premium kind of wafers: Waffles wafers offer in cocoa, milk flavours and with fruits. The portfolio of Familijne brand also includes cookies of home traditional flavour.

**LEADER
OF LATVIAN MARKET**

For export market we offer wafers Family's. The offer includes attractive flavours cocoa-cream, cream, cocoa, coconut, peanut, strawberry, and lemon. Small version on smallest appetizer to available in three flavour variants.

**LEADER
OF POLISH MARKET**

JEZYKI which rank as one of the three most often bought brands of cookies in Poland.

The offer covers also five flavour versions: Jezyki classic, Jezyki z kokosem (with coconut), Jezyki wiśniowe z alkoholem (cherry with alcohol), Jezyki café and Jezyki advocat (eggnog). The new proposals are Jezyki Dark Cocoa and Jezyki Dark Cherry.



Crispy bar with rice crisps and caramel in chocolate, offered in various weight and flavours. A tasty snacks for children and adults.



MELLA - this brand of jellies in chocolate with natural fruit juice that is available in six flavours. Unique features of the product - a refreshing, smooth taste and lack of gluten have helped the brand to achieve great market success.

**LEADER
OF LATVIAN MARKET****Golden Pralines á la Vodka**

Excellent combination of dark chocolate and liquid vodka, cherry or advocat flavoured fillings.

**Plum in Chocolate – Śliwka Nałęczowska**

Original pralines with candied plums in cocoa cream, covered in dark chocolate – a unique recipe with over 50 years of tradition.

**Cherries in Liqueur, Golden Cherry**

Exquisite pralines with cherries in liqueur - the taste highly valued by consumers in Poland as well as in many countries worldwide. Offered in a variety of beautiful boxes and tins.

**Chocolate Creations**

Assorted pralines in milk, dark and white chocolate with a dozen flavours of creamy fillings. Luxury and elegance available in a variety of beautiful gift boxes.

**Gift boxes of chocolates****Pola Negri:**

Luxurious box of chocolates with velvety-smooth cream fillings. The design is a portrait of the famous Polish actress and world-renowned star of the silent film (in the Twenties and Thirties of the 20. Century) - Pola Negri.

**Premium Chocolates –****Czekoladki z Klasą:**

square-shaped milk chocolates with pistachio, chocolate, malaga, coffee, or toffee flavoured filling – a modern design for a premium quality product.

**L'Amour, Chocolate Satisfaction,
Czekoladowe Tajemnice
and many other:**

assorted pralines with wide variety of creamy fillings, offered in original packaging and design.

Export

Products of the Colian Group are exported to over 30 countries worldwide. Thanks to our original recipes and exceptional quality, they become well known and popular among consumers in many countries. We are not limited by geographical barriers, we cooperate with customers in the European Union and the rest of Europe, as well as Asia, North America and the Middle East, where their global counterparts are introduced, e.g. Family's Waffles (Familijne), Golden Hazelnut (Solidarność), Chocolate Secrets (Solidarność), L'Amour, Pistachios (Solidarność) and universal spices.



THANK YOU FOR ATTENTION

POLISH PRODUCTS



King Fudge 350 g

Classic fudge based on high quality milk, cream, sugar and glucose syrup.

www.CREAM-FUDGE.com



MEGA BAR 40 g

Delicious fudge bars. Available as milky and cocoa bars.

www.CREAM-FUDGE.com



2 Dreams

Vobro decided to sweeten the end of the summer with a new chocolate sweet, which will without doubt satisfy a wide range of chocolate enthusiasts in no time at all. In the attractive packaging two flavors can be found. FruttiVo Orange a flawless combination of the finest chocolate and an exotic citrus flavor with a delicious orange jelly hidden inside. The second flavor is Caramelli

– a mouthwatering caramel filling covered by a delicate chocolate. Everyone who tries this exceptional composition is mesmerized.

www.VOBRO.pl



Frutti di Mare 275 g can

Frutti di Mare pralines are a product of the highest quality prepared according to carefully guarded recipes, with fans all over the world. The company Vobro decided to create a unique packaging recalling exceptional appearance of these chocolates, especially for connoisseurs of these sweets. The new box contains delicate pralines well known to everybody. Sensuous chocolates are enclosed in an attractive, seahorse-shaped tin. This 275-gram can not only pleases the eye, but also contains delicious, seafood-shaped chocolates of white chocolate adorned with desert chocolate, filled with four delightful flavours: cocoa, nut, milk and toffee. Frutti di Mare is a composition of high quality, with new, unique packaging emphasising flavours of these delicious pralines.

www.VOBRO.pl

Cherry Charm Red

www.MAGNAT.com.pl



My Sweet Cherry

www.MAGNAT.com.pl



Colian



We provide moments of sweet pleasure and delight to the entire family with products suitable for any occasion. We are close to our customers. We are with them in the most important moments of their lives. We bring them joy with our products, in which each generation will find something special...

wawel®



so fruity!



www.wawel.com.pl