

Food Poland

from

Polish Magazine for Professionals

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TOMASZ PAŃCZYK

Editor In-Chief
t.panczyk@foodfrompoland.pl

Polish products are associated with traditional recipes, high quality, lack of chemical additives and preservatives, innovation and technological advancement. Therefore foreigners are delighted with the natural and healthy foodstuff of the Polish cuisine as well as its amazing taste and variety of dishes. Polish dishes have been gaining popularity around the world. Not only Polish vodka, which has been highly valued for years, but also such characteristic Polish traditional products as sausages and cold meats, dairy produce, breadstuff or sweets are sought and purchased by foreign customers.

Welcome to the ANUGA's issue of **Food from Poland** Magazine where you can read about Polish companies and the excellent traditional food products they make. Enjoy reading!

Editorial Office

Bagno Street 2/218
00-112 Warsaw, Poland

Phone/Fax: +48 22 847 93 67
+48 22 828 93 66
+48 22 847 93 68

redakcja@foodfrompoland.pl
www.foodfrompoland.pl

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

Editor – Monika Górka
m.gorka@foodfrompoland.pl

Editor – Monika Kociubińska
m.kociubinska@foodfrompoland.pl

Editor – Joanna Kowalska
j.kowalska@foodfrompoland.pl

Advertisement Office

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

Sales & Marketing Department Director

– Beata Łęcka
b.kurp@foodfrompoland.pl

Key Account Manager – Katarzyna Paciorek
k.paciorek@foodfrompoland.pl

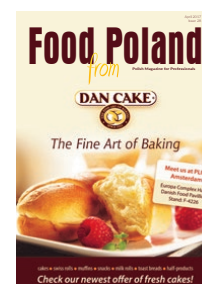
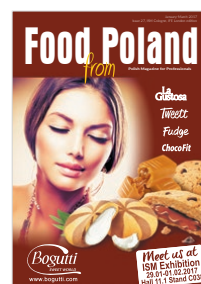
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p.panczyk@foodfrompoland.pl

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www.artdruk.com



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





BEVERAGES



FOOD

MASPEX

Contact details:

Maspex-GMW Sp. z o.o. Sp. k.
ul. Chopina 10, 34-100 Wadowice

tel.: +48 33 873 10 75, e-mail: export@maspex.com, www.maspex.com



One of the largest food companies in Central and Eastern Europe from Poland.

SALES REVENUES (2016) – MORE THAN 1 BILLION USD
FOREIGN SALES – 35% OF TURNOVER OF MASPEX GROUP



SALES TO OVER 50 COUNTRIES

- 13 production plants and logistic centers in Poland and abroad (purchase of raw materials at 7 of them).
- Leading producer of juices, nectars and soft drinks in Poland, Czech Republic, Slovakia, and one of the biggest in Hungary, Romania, Bulgaria and Lithuania.
- Front runner in instant products production (cappuccino, instant hot chocolate, cocoa, coffee creamer and instant tea) in central and eastern Europe.
- Leader on the pasta market in Poland and the main manufacturer in Romania.
- Leading producer of jams, ketchups and sauces.
- Main manufacturer of ready meals and processed vegetables in Poland.
- Producer of most frequently selected vitamins and dietary supplements in Poland.

EMPLOYING **ALMOST 6500 PEOPLE**

Juices, nectars,
soft drinks and water

Pasta
and cereal
products

Instant
products

Dietary
supplements

Vegetable
and fruit products, including:
jams, ready meals, tomato products,
meal additives





Hüseyin Kaptan (left) and Ergin Acar – Damak Kebab Founders

Please tell us about Your products offer including sales hits and new products.

In our plant, we produce chicken, beef, turkey and sheep kebabs. We offer three types chicken kebab for our clients: whole chicken kebab, filet+leg chicken kebab and 100% chicken leg kebab. Additionally, we produce veal-turkey kebab and chicken-turkey kebab for clients from several countries in Europe. Besides kebabs, we proudly produce and export chicken and beef hamburgers.

When the topic comes to the hit sales, we offer sliced and grilled kebabs. They are packed in small bags as chicken or beef kebabs, and exported to all the Europe.

You guide priceless trainings for Your clients. How does it work? And what about the impact?

When our clients ask for training, we kindly visit them with our professional team and do our best to help immediately. It is totally free of charge. Thanks to our sales department, we show our client the best way of how and what to do for selling our products to more clients in their areas. We check their potential markets and tell them what to do. Moreover, we often visit our clients to talk about our strategies, products, new sauces or any problems that we have solved for them. Also, they have possibility to know more about our kebabs which they are going to sell. It is very important for us to visit them and hear all the feedback about our company and products.

We talk with Ergin Acar – Founder of Damak Kebab.

Please tell us about Your production plant and the process and quality of products.

Every day we get fresh raw materials to start production. Our special team is deboning all the materials daily, and making special sauces which we have been successfully working on for years then starting to build the best kebabs ever for our clients. Quality control team checks all the blended sauces and then send the products to the kebab builders. After all, we are taking all the kebabs into separated pallets and leaving in freezer with minus 30. We have quality expert team who control all the steps we have from the beginning of the production line. When we control all the line, it is ready to send products to all over the Europe.

Trade shows are very important business platform in which You actively participate. What are the benefits of that?

As Damak Kebab, we have been participating many trade shows in several countries since we have started exporting our goods from Poland. We believe that trade shows give a lot power to the companies. We host our current clients, potential clients and raw material suppliers on our stands where we represent our company. They see how we are serious on our business and our cooperation is growing with them thanks to trade shows we participate. That's why especially to the trade shows which are very important for European countries, we do our best to participate with all the professional team we have. Sure, Anuga is one of them.

What are the directions of company development on international area?

We are growing up as fast as possible in the international market. Currently, we are working on the construction for our new factory and planning to move there by 2018. As today, we export to almost all the European countries from Poland. In near future, we will be exporting to other continents as well, to represent our country and company.

Thank you
Monika Kociubińska



Kebab

www.damakkebab.pl

- *Chicken Kebab*
- *Beef Kebab*
- *Roasted Kebab*



Colian™

With Jan Kolański, CEO at Colian we talk about confectionery market and excellent Polish sweets.

New products, daring ventures, large-scale advertising campaigns – these are just a few of the many activities that have contributed to the dynamic development of Colian. What are your plans to further your path of development?

We intend to focus on further consolidation of our organization's position at home and on foreign markets. We do not change our strategy – we develop organically and through acquisition. We invest continuously, implement ground-breaking solutions and introduce new products systematically. On the domestic market, our priority is to successively develop brands from our portfolio and consolidate the value of our brands. Soon, we will focus on marketing and sales activities. We plan to develop exports further and we are also keeping an eye on potential acquisition entities abroad.

Please tell us about Colian's export offer. It includes both counterparts of products available in Poland and completely new proposals. Which of them are export hits?

We are present across all continents with our products. We sell products from three divisions: confectionery, spices and beverages, delighting citizens of more than 70 states. Our offer abroad includes flagship products of the leading brands in our company, their foreign counterparts under brands of a global nature, as well as dedicated proposals adopted to the preferences of consumers on individual markets. An example of adjustments to our offer for the customs of foreign consumers are the boxed chocolate sold in Brazil or Mexico. The Family's wafer (known in Poland under the famous Familijne brand) are a popular export product. Their largest recipient is the United Kingdom, but these wafers are also much liked by customers in the Czech Republic or even as far as Korea. Jeżyki cookies and

products labelled with the Goplana brand enjoy growing recognition in North and South American countries. Poland's favourite Śliwka Nałęczowska w czekoladzie (plum in chocolate) also has a faithful group of consumers worldwide, being a hit in such countries as Hong Kong. Other products that have excellently caught on abroad include Jolly baby jellies and Toffino candies. The popularity of Hellena Oranżada (orangeade) among foreign consumers is consistently on the rise – this beverage is much liked, among others, in the USA. The exports of Colian are diversified. We are concerned with the high availability of our products in points of sale. Therefore, we cooperate directly with both large trade chains and with assorted distributors.

What is the key to success in the sweet brands of Colian? Please tell us about the major changes in your portfolio.

The success of our brands is due to their recognizability, mode of production combining tradition with modernity, as well as a guarantee of quality and taste. Products from the Colian portfolio are appreciated worldwide, not only for their unique taste and nutritional qualities. They enjoy recognition thanks to their original recipes and top quality. Our offer is full of proven and unique products under strong brands with long traditions. We have ideas for the brands and we succeed in recognizing the customers' needs. Our task, as one of the leading confectionery manufacturers, is to create trends, to build an offer adopted to the consumers' needs, and to provide them with an opportunity to enjoy high-class products. We consistently invest and support the strongest brands, expanding their offer with unique proposals. The novelties and product innovations we introduce contribute to the growth of the entire market and set the direction for the development of individual segments. Innovative



products with no market counterparts are found, among others, in the Goplana brand offer (Joy&Me tidbit line, chocolates inspired by the iconic Solidarność pralines and candies as well as Jeżyki cookies and Grzeški wafers), Familijne (Familijne wafle Gofrowe and Familijne 2GO lines) as well as Grzeški (Grzeški Gofree line). Moreover, we are developing the portfolio of the Hellena beverage brand. We have expanded it by impulse formats of the iconic Hellena Oranżada, the Hellena Family+ non-carbonated beverage line in family and impulse formats. Moreover, we have introduced the Hellena powdered Oranżada, giving joy to children and reminding adults of their carefree childhood. We are also entering new market segments with our brand, as exemplified by Hellena Galaretka czerwona o smaku Oranżady (orangeade-flavoured red jelly).

What challenges does the confectionery sector face?

The sales of sweets in Poland are on the rise. Prospects for the industry are optimistic but there is no shortage of challenges. Due to the fact that the internal market is stable, mature and quite saturated, it is hard to achieve spectacular growth here. There is an art to finding a concept for business and development under such conditions. The latter would be brought to a halt by growing production costs, including rising prices of the essential raw materials, as well as price pressure intensified by the phenomenon of continued promotion. Manufacturers will have to meet the price requirement while simultaneously achieving results above the profitability threshold. It will be increasingly harder to acquire employees, which will affect not just confectionery manufacturers but the entire market. The confectionery manufacturers' opportunity for high growth is to intensify export activities, especially on the absorptive, less competitive and less saturated markets. At the

same time, what they will face on foreign markets is competition with large companies and work on the promotion of the "made in Poland" brand. Domestic manufacturers and Polish authorities face the challenge of building trust to Poland as a brand, and of promoting Polish foodstuffs.

The world has developed a taste for Polish confectionery. Why is it valued on foreign markets?

Polish sweets are valued for their high quality and taste advantages, as well as for their reasonable price. Domestic foodstuffs are often based on good, traditional recipes and largely on healthy domestic raw materials. Our country has a great opportunity to become a renowned manufacturer of high-quality, brand foodstuffs. It is important to increase the availability of Polish food abroad and to intensify promotional activities in favour of „made in Poland” to make it known by a broad range of consumers.

Colian has consolidated its position on the British market thanks to the expansion of its offer with the luxury chocolate products of Elizabeth Shaw Limited. What will be the next step in the company's foreign market development strategy? What are the new directions of foreign expansion?

We plan further development of exports, also through the acquisition of attractive acquisition entities with well-known brands. We will be active on the current markets, but we will also focus on the acquisition of new outlets. We intend to intensify our foreign activities on mature and competitive developed markets, as well as in third countries, the Middle and Far East, Africa and the Americas.

Thank you for the interview.

Monika Górka

MIESZKO – CHOCOLATE & CANDIES BRAND

EXPANDS ALL OVER THE WORLD TO 60 MARKETS

Mieszko is a well-known and respected Polish company with more than 100-year tradition of specializing in the production of confectionery products such as candies, wafers and in particular – chocolate pralines. The brand's competitive advantage is over 20 years of experience in export and long lasting cooperation with international chain stores. Currently Mieszko is present in over 60 countries and managed to win the consumers trust all over the world. We are a recognized expert in the production of pralines and chocolate sweets not only for special occasions but also for every day pleasure, something to share with relatives and friends. Top products within Mieszko's offer are Cherrissimo, Amoretta, Magnifique and Chocolorro. Other established brands are Zozole and Krówka Mleczna among non-chocolate sweets.

Meaningful source of pride is strong, professional team at Mieszko which is sharing its passion to consume excellent products with their customers.

With a global customer base, Mieszko aims to meet their expectations and offer exceptional sweets using natural ingredients. R&D is the heart of a company and we are constantly working on the improvement of the recipes by selecting the highest quality of the raw materials. We pay special attention during the process of designing the products to comply with the standards applicable in a given country – we are convinced that the

taste, quality of ingredients, attractiveness of the packaging, which helps to express emotions, have to go along with Consumer products safety assurance. The combination of those parameters guarantee complete success.

Although our success depends not only on good quality product and competitive price but also on customer service which plays the key role in our organization.

Based on the expertise, the company decided to answer to the other market needs by launching the new lines during Christmas time, which is a time for sharing and giving presents to our Family members and friends.

Dolcissimo is the line which is represented by four most favourable sweets in different flavours: hazelnut, coconut, coffee and marzipan. Elegant boxes with the combination of fresh, bright colours and ornaments are suitable for any every day occasions, especially those when we have desire to eat something sweet.

The next brand responds to the international market's needs. Prisetti is dedicated to our Asian market, which strategically is our goal for development. The line is represented by: Amoretta Desserts, Cherrissimo Exclusive, Cherrissimo without alcohol. Prisetti is a luxurious brand which along with Mieszko will strengthen our position on the international scale.

With full trust in our products and your desire to eat sweets we wish you cordially peaceful winter time and pleasant, delicious moments with us.



MIESZKO



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25

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POLISH TASTES

– WHY ARE THEY BEING SOUGHT ABROAD?



Joanna Chilicka,
Polish Chamber of Commerce

Boundaries between countries are open now like never before, travelling is becoming increasingly simple and popular. We discover different cultures and tastes easily, not just from culinary books but trying them with our own palate. Restaurants from different parts of the world are mushrooming in Poland, attracting many curious customers. But what about Polish food abroad?

Polish dishes are quite fatty, so they may not always be suitable for people from hot-climate countries – it is better to have lighter meals there. Our beloved heavy pork chop is not a dish the Greek would often reach for on a hot day. And yet, Polish cuisine finds many enthusiasts abroad.

Pierogies come first among dishes requested by customers as soon as they cross the thresholds of Polish restaurants abroad. Other favourites are our cabbage dishes; for instance, bigos often lands on German and British

plates. The Polish manner of cucumber pickling – after all, we have both ordinary pickled cucumbers and gherkins – are another tasty curiosity for the world. We often sprinkle marjoram and dill on our dishes – these spices are not as popular anywhere else, but after closer examination, they are becoming desired in foreign kitchens. On the other hand, our penchant for deep frying does not always arouse enthusiasm, as is the case with lard and greaves sandwiches. Maybe, therefore, we should take a look into foreign cuisines to see how lighter dishes are made.

Potatoes in many ways – this is a hallmark of Polish cuisine, especially in the north-east. Long ago, meat used to be unusual on peasant tables – food was supposed to be cheap, and potatoes ticked that box. Thus we have learned how to make delicious potato wonders. Foreigners are amazed that such tasty dishes can be made out of an ordinary spud, and they are keen to try our potato cakes, sausages, pancakes or kartacze dumplings.

Prepared meals served in Polish restaurants are not all. What do foreigners usually reach for in stores? Fragrant bread from Polish bakeries is a product that substantially outclasses

American toast bread. Of course, the best thing to go with Polish bread is Polish cold cuts. We know how to process meat well – our dry sausages are a product that ends up very often in European shopping baskets. Of course, we do not speak of cheap imitations here, but of high-quality hams and sausages. Our companies also manufacture perfect sweets, exports of which always reach impressive levels.

What would a foreigner associate Poland with? Pope John Paul II, Lech Wałęsa, Frederic Chopin, and... Polish vodka. This liquor quickly disappears from store shelves in Europe and the USA. Each year, exports of spirits bring good results. Our pure vodka is of high quality, satisfies the taste of even the most demanding consumers, and is the liquor trademark of Poland, just like wine in France or whisky in Scotland.

Polish cuisine is not just Polish – we have drawn a lot from our neighbours; on our plates, one can find Jewish, German, French, Italian, and, of course, Eastern Slavonic influences. Now, when the borders are open, we can exchange more – we can give much to other nations but also take from them, to keep our food even more tasty and.... healthy.



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The **Cedrob Group** is Poland's largest producer of meat, leading in both poultry and livestock production.

The synergy of subsidiary business units forms a solid cornerstone for building a business that remains open to growth and the penetration of new market segments. The Group's strategic objective is continuous growth and core business improvement.

The subsidiaries of the Cedrob Group's portfolio provide a wide range of complementary services and production capacities. The Cedrob Group stems from the beginning of Cedrob S.A., the Group's core business unit, founded in the 1990s.

Cedrob S.A. is the largest producer of poultry meat, hatching eggs and animal feed in Poland. We offer a wide selection of poultry meat – chicken, hen and goose, either fresh or frozen, ready meals, as well as poultry and pork processed products.

We are a fully integrated poultry sector business based on Polish stock. Since the founding, Cedrob S.A. has observed dynamic growth, becoming the largest and leading producer of poultry meat in Poland.

Cedrob S.A. structure includes breeding farms, hatcheries, fatteries, feed production plants, poultry production plants, meat processing plants, brand retail stores, fuel and fertilizer trading business units.

We know our business, which is why we pioneer in processing solutions. Over 25 years of experience in production operations have helped us build a closed production cycle, "from the grain to the table". That is why we can control all stages of our production process.



The pillars of our strategy expand the guidelines for the growth of Gobarto S.A.:

- Growth in the input material segment (Gobarto farms)
- +25% slaughter output at Gobarto production plants
- Expanding the range of distribution operations by building new wholesale units or taking over existing businesses
- Increasing cured meat production under Gobarto S.A.



Who we are defines our objective.

- We are open to market demands to meet expectations. Our priorities include continuous quality improvement of the products we process and deliver with state-of-the-art and continuously updated resources.
- Our company has built itself a reputation as a reliable partner through our knowledge, practices and solid work; our fair employment and payments have made us a first-choice employer. The Cedrob Group currently employs over 5000 people.
- We are a large corporation, but we guarantee a flexible approach and professional service to each and every customer.
- We guarantee the best quality of products and services, while building strong and lasting business relations.

To carry out the growth strategy for the goose meat segment, we established Cedrob Passau GmbH in 2005, which offers a wide selection of goose meat, including deep-frozen carvings for raw goose meat under the Krakauerland brand. A total of 80% is shipped to foreign markets, predominantly to Germany.

The dynamic growth have encouraged Cedrob's Management to acquire the majority shareholding in Gobarto S.A. (formerly Polski Koncern Mięsny Duda S.A.). This was a milestone that gave us the opportunity to enter the pork segment. Gobarto S.A. is a vertically integrated meat processing holding company. This business operates in the pork and game markets and focuses on the breeding, purchase, slaughter, cutting and packing of livestock and game in various product lines delivered to customers across Poland and in over a dozen other European states. The key sectors in Gobarto's business profile include the plant sector (grains), the animal sector (livestock), the production sector and the commercial sector. Apart from production and sales, Gobarto provides services in the deep freezing, storage and shipping of foods that require dedicated cooling equipment. Gobarto's distribution services are operated by branches of Makton.

Gobarto Dziczyszna is a valued company which purchases and processes game, including stag, boar, roe deer and fallow deer. The brand carries a wide range of game products: from deep-frozen carvings to raw meat and processed products under the Hunter Wild brand.

We have become the European role model in the sector, operating with Polish stock only. Our great production figures are driven by the state-of-the-art facilities. With its current production system, which is equipped with innovative technological solutions, fully monitored and environmentally friendly, our company meets the best international standards for environmental protection, hygiene and sanitation.

What are our core values?

Fair treatment of customers and business partners is our priority, for it builds the best foundation for business.

Progress and improvement are our strategic components for growth. Continuous, positive changes make us better and improve our competitive advantages every day.

Winning the right human resources is hard, but our priorities include a HR policy based on partnership between employer and employee, to our best satisfaction.

THE DEVELOPMENT OF POLISH EXPORTS

– IN WHAT DIRECTION IS IT GOING?



Renata Juskiewicz
President of the Board,
POHiD

For many years, Polish products have been present on trade chain shelves worldwide. Polish exports are thriving – since 2000, the turnover of Polish foreign trade has increased as much as tenfold. Thanks to good long-term cooperation of foreign chains with Polish producers, exports of Polish products to foreign trade chains reached the value of PLN 10 billion. Such a satisfactory result is due to the high quality of Polish products at attractive prices, fully meeting the expectations of consumers worldwide. The increase in exports is also aided by an increase in demand for agricultural produce, resulting predominantly from the geopolitical and geographic conditions. This has resulted in the emergence of new outlets, such as the Maghreb countries which have become one of the leading recipients of Polish foodstuffs. Moreover, Polish producers export increasingly more products to the European Union. In the 1st quarter of this year, exports to the EU increased by 4.1% (to EUR 50.9 billion), this includes by 4.8% to Germany, by 6.2% to the United Kingdom, by 2.9% to the Czech Republic, by 3.4% to Italy, and by 6.7% to the Netherlands. Preliminary estimates of the Ministry of Development show that Poland exported more than EUR 6.3 billion worth of agri-food products in the 1st quarter of the current year.

The highest value on the Polish market was achieved by the export of meat and

offal, resulting from the competitive prices of Polish poultry. Sale prices of Polish meat products can be even 30% lower than in other European Union countries. Apart from meat, the 1st quarter of 2017 also saw an increase in exports of dairy products. Forecasts of demand for our goods indicate that exports of agri-food products in 2017 will rise by approx. 7-8%.

A showcase of Polish trade is the strong internal market, resulting from high-quality goods and good prices. These factors naturally impact the demand for Polish goods abroad, and the volumes of Polish exports have been consistently on the rise over the recent years.

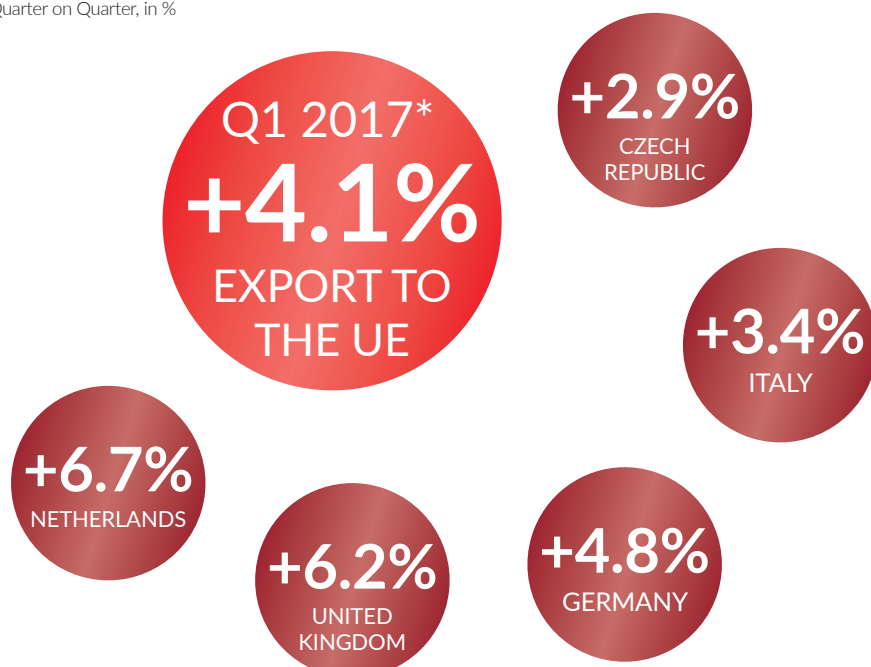
Polish producers are becoming increasingly proficient on foreign markets. They are very flexible and open to cooperation, they establish long-term relationships with the-

ir foreign business partners. They are also concerned with the high quality of their products, which directly results in meeting the expectations of their customers. Their activities are strongly supported by the promotion of Polish foods and products through government programmes, such as “Marka dla Polski” (A Brand for Poland) or “Dobre bo polskie” (Good Because Polish).

An obvious challenge for the main Polish products, including export brands, is to create an image of a product that would not only meet the quality expectations of customers but would also be recognizable and stand out on the market at the same time. As a result, the creation of a market image for products is a crucial part of the success of Polish exports. This will make Polish products present on shop shelves in the European Union and non-community countries alike.

Export of Polish agri-food products in 1st quarter of 2017

Quarter on Quarter, in %





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„YOU PRAISE FOREIGN THINGS, NOT KNOWING YOUR OWN...”

POLISH FOOD BRANDS ARE NOT AFRAID TO COMPETE ABROAD

Mokate Cappucino sells its products on European markets and in such countries as South Africa, Japan, Maldives, Thailand, Colombia. Tymbark juices and soft drinks are available in nearly 30 countries, and the brand has become so popular in Romania that the company has launched its own bottling plants there. Maspex, the owner of Tymbark, also owns the popular Kubuś juice, sold, among others, in Turkey, Bulgaria and Moldova under the name Tedi. OSM Piątnica, on the other hand, is conquering the Baltic States, Romania, the USA, Canada and Russia, where our cottage cheese known as Hermio has become a real hit.

Andrzej Szubryt,
BPSC Specialist in
Implementations in the
Food Production Sector



As shown by the data of the Ministry of Agriculture, the export of Polish foods in 2016 reached a record-breaking value of EUR 24 billion, which is above PLN 100 billion. Domestic companies are increasingly emphasizing their presence not just on European markets but on the Asian, American and African markets as well. This would be impossible without the technological revolution which has taken place over the recent years. Without it, it would not be possible to meet the stringent quality requirements.

DOOR-OPENING TECHNOLOGIES

The restrictions faced by food producers are well exemplified by the dairy market. At OSM Piątnica, the product storage time between leaving the production line and loading does not exceed 48 hours, and additional challenges are short shelf life and high frequency of orders placed by customers.

In 2009, the company became one of the first dairy producers in Poland to receive the International Food Standard certificate-confirming the fulfillment of the highest interna-

tional food quality and safety standards, as well as rights to export goods to the Russian Federation. This was achieved, among others, due to investment in the advanced ERP system. This system is necessary for production settlement and optimization, as well as support to the hazard analysis and critical control points (HACCP), and the flagship function of product batch tracking. The system enables electronic inspection of the history of a selected product batch and ensures ongoing control of stock volumes with accuracy of a single pallet, which was one of the things that enabled the company to receive the International Food Standard certificate.

Moreover, it is worth stressing that in the case of the production of e.g. dairy products, the hygienic regime covers not only the products themselves but also their packaging, and their condition is monitored both at the beginning and at the end of the technological process. This is extremely important from the viewpoint of exports to foreign markets, such as, in particular, the Russian market, whose standards are different from the EU ones.

Thanks to the ERP system, the process of production at OSM Piątnica is fully automated and computer-controlled, beginning from the supply of milk (automatic collection of milk samples from suppliers and digital transfer of data from acceptance to the raw

material purchase settlement system) through processing rooms, boilers and raw material processing tanks, to packing machines and ready product palletizing robots. The entire raw material circulation is supervised by an automatic system washing and disinfecting all devices in the production cycle.

WE WIN THROUGH QUALITY AND GOOD PRICE

Currently, Poland is the eighth largest exporter of agri-food products in the EU and one can conclude that food with the „made in Poland” label is becoming the specialty of our country on foreign markets. In the TOP50 2016 list, prepared by BZ WBK, the agri-food sector accounts for as much as 14 out of 50 Polish industries with the greatest chances for success in exports. This result is due to relatively low labour costs and numerous technological investments in the sector, not only determining the price advantages of Polish products but also making their quality comparable with Western European ones.

Therefore, there should be no wonder that the predictions for the food production industry are optimistic. According to data from the Polish Federation of Food Industry, the first quarter of 2017 had already been very good, and the entire sector has recorded an increase in exports by 10% percent year-on-year.



ZERO 0 CUKRU	BEZ E CHEMII	SAMA :) NATURA	DUZO Ca WAPNIA	ORAZ A WITAMINA
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lines



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SEKO products
are sold
every day

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THE EXPORT OF POLISH FOOD IS SYSTEMATICALLY ON THE RISE

Despite dislikes and reservations from our southern and eastern neighbours, the export of Polish food is systematically on the rise. This is by no means a matter of competitive prices alone, but a result of hard work performed by the manufacturers over the recent years, as well as the technological progress that has taken place in factories.



Piotr Rojek, President of the Board of DSR SA

Juices, frozen meals, poultry meat, fish, oil, cigarettes, coffee, chocolate, bakery and confectionery products, cheese and pork – nearly all things Polish are being sold abroad today, and the “Made in Poland” label is no longer regarded as synonymous with cheap products, not necessarily of top quality.

The data of the Ministry of Agriculture are unambiguous: last year, Poland exported EUR 24.1 billion worth of foods, which is 1.2% more than the year before. As much as 81.3% of the products reached the tables of EU countries. It is worth noting that the largest recipient of foods was the demanding German market, reached as much as 22.6% of Polish agri-food products. The UK comes second among the countries purchasing our foodstuffs, as we have sold EUR 2.1 billion worth of goods there, i.e. 5.6% more than the year before. Compared with the previous year, there was a 30% rise in the sales of such goods as biscuits and wafers, the sales of sausages and cigarettes grew by 27%, and sales of mushrooms by 14%.

This is an astonishing result, considering

that just more than a dozen years ago, when we were entering the European Union, there were many indications that neither our agriculture nor our industry would be able to cope with Western competition aided by good brands, efficient logistics as well as systems enabling optimization of production costs and supervision of production quality. This is best illustrated by the balance that amounted to EUR 0.5 billion back in 2004, and today, it is nearly twenty times higher. How have we managed to achieve this?

Partly, this results definitely from the consistent promotion of Polish food on Western markets, our rapid development and the changes in perception of Poland in Europe, and consequently, in the perception of our products, as well as the maintenance of the price competitiveness. However, this would not be possible without the technological leap made by Polish companies, investment in modern machinery and IT solutions supporting company management.

The importance of technology is well illustrated by the implementation of the QAD system at the Farm Frites company, producing several dozen different products, including French fries for McDonald's. The decision was made taking into account the dynamic development of production and the necessity to increase its flexibility as well

as better response to the changes in market demand. This would have been unachievable without the support of technology. A year later, the project was augmented with the RF Express system. Thanks to the use of radio terminals, each part transferred for production at the potato flake line is immediately registered in an online mode in the system. This is very important in the context of tracking each component used for production, best-before dates and ready product batches, and, consequently, for the provision of optimal quality.

The statistics speak for themselves: as late as 2007, only 25% of medium-sized and 51% of large Polish enterprises had ERP systems supporting company management in place. In 2015, these statistics were, respectively, as follows: implementation of management support systems was admitted by 46% and 83% of Polish companies, respectively. It is easy to notice a correlation between the rise in exports of Polish products and IT investments. However, the field for optimization still remains quite wide. If we want to switch over to the league of manufacturers offering higher-quality products, if we wish to produce cheaper and faster, we have to constantly invest in technology. After all, our foreign competitors do the same thing.

Traditional polish taste



POLISH SALADS



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WE EXPORT MAINLY TO THE EU, BUT WE GO GLOBAL AS WELL

Roman Przasnyski
Main Analyst
at GERDA BROKER



The data of the Agricultural Market Agency show that since 2003, exports of agri-food products have increased sixfold, and we have systematically achieved a considerable surplus over imports in trade in these products, exceeding EUR 7 billion annually. For several years, the share of exports of agri-food products in the total value of exports has exceeded 13%, whereas it was less than 9% at the moment of Polish accession to the European Union. Above 80% of Polish exports of products in this sector reach the Community markets. The Ministry of Development calculates that in the first half of 2017, we sold EUR 12.8 billion worth of food and agricultural products abroad, which is 9.6% more than the year before. Maintaining this rate in the next months would mean setting a historical record, at a level of approx. EUR 26 billion. It is worth stressing that we achieve such high dynamics in spite of many unfavourable factors, such as restrictions and bans on imports, introduced by some countries, including such important ones as China and Japan, due to epidemics of animal diseases. The largest share in Polish exports is held by meat and its preparations, tobacco and tobacco products, dairy products, as well as cereal preparations. However, a much wider assortment

finds purchasers abroad, and there are many fields in which we hold a significant position in Europe and worldwide.

We are definitely among the leaders of fruit and vegetable production and exports, holding the first position in the European Union with regard to apples, cherries and carrots, and the second in the case of strawberries and cucumbers. Poland comes sixth in the European Union in the area of the production of confectionery products. Moreover, the community states, in particular Germany and the United Kingdom, get the majority of our confectionery exports, the value of which is estimated at approx. PLN 6 billion annually. However, confectionery manufacturers also successfully seek more distant and exotic outlets across almost the entire world. They find customers in China, Vietnam, Korea, United Arab Emirates, African countries, Canada and the USA. Our specialty is chocolate.

A good example of a sector that successfully looked for opportunities abroad in the face of a crisis, including the one caused by the Russian embargo, is the dairy sector. The exports of surpluses have been on the rise for nearly ten years, reaching almost EUR 1.5 billion in 2016 according to the Eurostat calculations, but they have been present more strongly outside the geographically closest markets since the Russo-Ukrainian conflict. For instance, we sell powdered milk to such countries as Algeria, the Philippines, and Vietnam. The calculations of BGŻ BNP Paribas' analysts show that due to favourable prices worldwide, exports of the dairy

industry in the first half of the year rose by as much as 42%, beating the previous record of 2014. In 2016, slightly more than 45,000 tons of butter were sold abroad, accounting for 22% of its entire domestic production.

As for meat and its preparations, the case was very much like with the dairy industry: their share in the total export of agri-food products reached approx. 20% in the previous year. After the collapse of the Russian market, manufacturers would primarily look for opportunities in the countries of the former USSR, including Belarus and Ukraine, but also Moldova, Tadjikistan, or Turkmenistan. However, there is a substantial rise in exports to the USA, Saudi Arabia, Israel, and Hong Kong. Meat preparations also reach African countries such as the Congo, Gabon, Ghana, Angola, or Ivory Coast, albeit in small amounts.

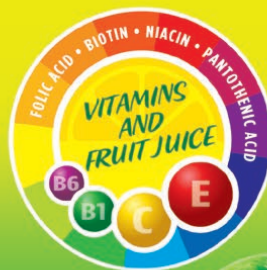
Although long gone are the times when vodka was the main symbol of Polish exports, sales of alcohol products abroad still fares quite well. Since the Polish accession to the European Union, it has tripled, reaching EUR 176 billion in 2016, which was a historical record. For many years, the main directions have been France, the USA, Canada, and the UK, but this map also features Chile, Mexico, Ukraine and Italy.

According to data of the Central Statistical Office of Poland (GUS), we exported almost PLN 132 million worth of honey last year, reaching mainly France, Germany and Belgium. An interesting fact is that many African countries are supplied with coffee and tea from Poland.



Frutini

Jellies with fruit filling
fortified with vitamins



Surprisingly refreshing
mint filling

Frutini ice jellies



A top-down view of various fresh ingredients arranged around a single wheat tortilla on a dark, textured surface. The ingredients include several cherry tomatoes, two lime halves, a green bell pepper cut in half, a red chili pepper, a small bowl of dried herbs, a small bowl of yellow powder (likely turmeric), fresh cilantro leaves, and a single garlic clove. The tortilla is light-colored and slightly wrinkled.

WHEAT TORTILLAS

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MANY FLAVORS AND SIZES

Our products

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We see our business as a partnership and a joyful experience which we need to pass to our end customers. So, let us get together and make it real.

Have you an idea?
We are there!

A stack of several tortillas is shown in the bottom right corner. The top tortilla is a vibrant yellow color, while the ones underneath are a light beige or off-white color. They are stacked in a slightly overlapping manner.

PRODUCTS INCLUDED IN OUR STANDARD OFFER



Wheat Tortilla

A taste dating back to history of mankind which still preserves attractiveness and enjoyed with today's touch at your dining table.



Whole Grain Tortilla

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Curry Flavoured Tortilla

Brought to your joyful moments, with the complex combination of herbs and spices taking you to East.



Spinach Flavoured Tortilla

You will feel the lightness and true taste of the spinach if looking for a veggie taste in your snack.



Tomato Flavoured Tortilla

For the exact time when you want to feel like wandering in tomato fields. You should definitely have a bite then!

PRODUCTS





POLISH FOREIGN TRADE

The first half of 2016 saw a low dynamics in Polish foreign trade. A low growth rate of exports in relation to previous years, combined with a minimal decrease in imports, yielded a very significant growth of the trade surplus in goods. Exports grew by 2.1% to € 90.46 billion, and imports dropped by 0.2% to € 86.27 billion. As a result, the surplus in total foreign trade grew by 92%, to € 4.197 billion (moreover, it was 83% higher than the positive balance for the entire 2015!) The export share of agricultural products in total exports did not exceed 13%; in the case of imports, it clearly exceeded 9%. The significance of food exports in total trade saw a minimal decline, and the significance of imports slightly increased. In foreign trade of agri-food products, a high positive trade balance was recorded again, but the surplus decreased.

In the first half of 2016, the geographic structure of the total Polish foreign trade un-

derwent no significant changes. There was a substantial improvement in the positive balance, higher by 92% or slightly exceeding € 2 billion.

In the case of exports, developed countries maintained their dominant position, and their share increased by 1 pp to 87%. The growth rate of exports in this direction reached 3.1%, being higher than the total growth rate of exports (2.1%). 80% of exports in value terms reached the EU (the share remained unchanged y/y), and 57% reached the Eurozone (unchanged). The share of developed countries excluding the EU increased by 1 pp to 7%, mainly due to intensified exports to the USA. The significance of third countries excluding developed ones saw a drop to 13% by the same amount (largely due to a decline in exports to Turkey and the United Arab Emirates).

Imports from developed countries comprised 68% of total imports, 1 pp more y/y.

Purchases from these countries increased by 1.3% in view of total imports which reduced by 0.2%. A decline was recorded, above all, in imports from the CIS (-21.1%), and the share of this group dropped by 2 pp to 7%. This was caused, above all, by reduced imports from Russia by almost € 1.6 billion. Less purchases were also made in Ukraine and Belarus. 61% of the imported goods came from the EU (share unchanged y/y), the significance of the Eurozone grew by 1 pp to 49% (the positive growth rate of imports was quite high at 1.9%). Purchases from China, Singapore and the USA were more popular than the year before.

The low growth rate of exports (in 2015, exports increased by 8.3%) should be explained by a slight downturn in the economic situation. The International Monetary Fund projected that in 2016, GDP would grow by 3.1% worldwide (as it did in 2015), and by 1.8% in the developing countries (0.1 pp less than in

(FAMMU/FAPA), Foreign Agricultural Markets Monitoring Team – November 2016

Tea



Time



WE PLANT
WE HARVEST
WE PROCESS



packing



testing



processing



cultivating



drying



ready made



“Pszczołka” Candy Factory

- sixty years of sweet carefree moments

Products manufactured at the “Pszczołka” Candy Factory (Fabryka Cukierków “Pszczołka” Sp. z o.o.) have been capturing the hearts of sweets’ enthusiasts for over 60 years now. Today, this Lublin-based factory is one of the largest manufacturers of hard and filled candies in Poland. Our sweets are made of high-quality ingredients such as natural juice, finest chocolate and honey. Well-tested recipes and passion are the things which guarantee the invariably excellent taste. “Pszczołka” is constantly expanding its product range and introducing new products which appeal to customers with their unique taste, aroma and colourful packaging. Thanks to one of the most technologically-advanced production plants in Europe operating since 2017, the “Pszczołka” Candy Factory will enrich its extensive portfolio by introducing new premium products - pralines, chocolate candies and jellies.

Product diversity

Pszczołka’s vast product range includes filled candies, hard candies, chocolate-covered candies, sparkling candies, fudge and chocolate-covered dried fruit and nuts. All connoisseurs of sweets, no matter what their tastes are, will find something to their liking. Our top brands, consumers’ favourites, include *Jogusie*, candies which combine the intensive aroma of fresh fruit with delicate yoghurt cream. These candies are available in four tempting flavours: aromatic wild strawberry, sweet raspberry, sour lemon and juicy peach. Sparkling candies called *Musss...*, characterised by an original combination of sweet and sour tastes, have also gained our clients’ recognition. It is also worth mentioning the *Chocolate Name Day Mix*, a selection of chocolate-covered candies with strawberry or currant filling. In turn, coffee enthusiasts can enjoy the taste of *Coffee Amo* candies with their exceptional flavours: the strong aroma of black espresso, a mild milky latte, hazelnut-flavoured cappuccino and intensive Irish coffee with a hint of alcohol.

Following current trends in the confectionery industry and taking into account the tastes of consumers, the “Pszczołka” Candy Factory is expanding its portfolio to include new Premium products. These will be *Czekoladowe Fantazje* (Chocolate Fantasies), candies filled with a delicate coconut, advocaat, coffee, pistachio cream and *Czekoladowe Sympatie* (Chocolate Infatuations), pralines with a cream and hazelnut filling. Chocolate truffle enthusiasts will love *Piknikowe* (Picnic Candies), covered with a delicate dark chocolate. Our range will also include chocolate candies called *Michaśki*. In turn, enthusiasts of fruity flavours will like *Pychałki* which are strawberry crunchy chocolate-covered candies enriched with magnesium and calcium. The next completely new category of sweets, which will enrich our product range are jellies, including fruit jellies in sugar called *Słoneczne* (Sunny Jellies) with fruit juice and vitamin C.

Well-known and popular taste in Poland and abroad

Candies manufactured in our Lublin Factory have been gaining the recognition of both customers and specialists, which is shown by numerous awards and distinctions, i.a. *Wojewódzki Lider Smaku* (Voivodeship Taste Leader), *Dobre bo Polskie* (Polish means good), *Nejlepsze bo Polskie* (Polish means the best). “Pszczołka” Candy Factory joined a group of companies awarded the *Marka Regionalna “Lubelskie”* (“Lubelskie” Regional Brand) trademark, which is a symbol of quality, innovation and care for the environment. Pszczołka’s products also gained popularity on international markets. They can be found on shop shelves in the USA, Russia, United Arab Emirates, Jordan, Germany, Latvia, Slovakia, the Czech Republic, Estonia, Azerbaijan and Mongolia.



Jogusie

YOGHURT CENTRED CANDIES



*in four flavors:
wild strawberry, raspberry,
peach and lemon*

Coffee amo

CARAMELS
*covered
in chocolate*



*in four flavors:
Latte, Cappuccino, Irish and Espresso*

Słoneczne

SUGAR-COATED JELLY CANDY



*with lemon, orange,
cherry and apple flavours
with raspberry filling*

Pychałki

CRISPY CHOCOLATE CANDY

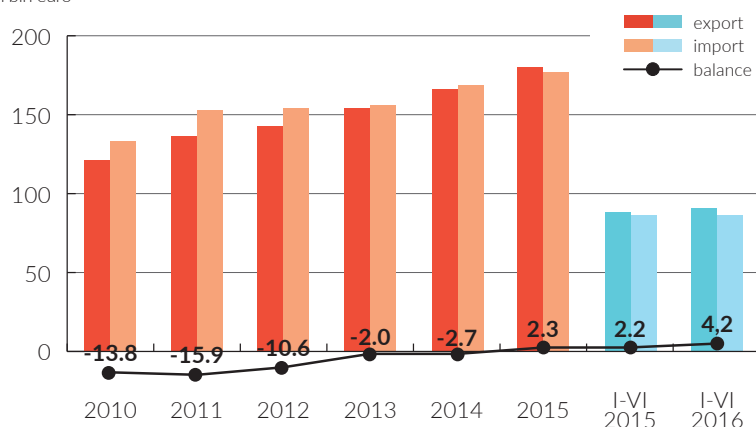
*strawberry
flavoured*



*with calcium
and magnesium*

Polish foreign trade 2010-2016

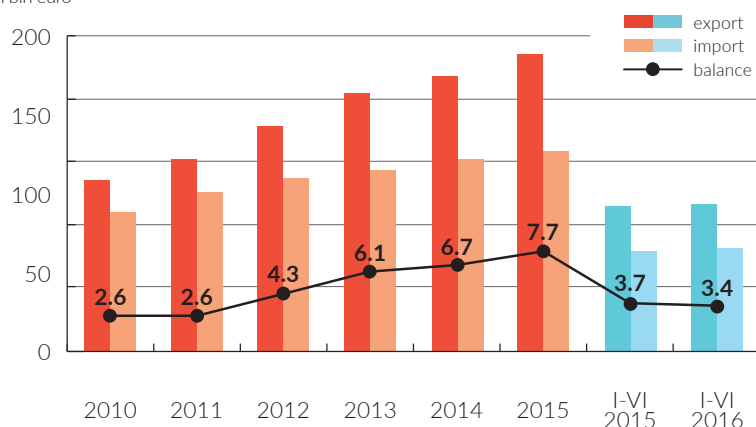
in bln euro



source: FAMMU/FAPA

Polish agri-food foreign trade 2010-2016

in bln euro



source: FAMMU/FAPA

2015). Importantly, the IMF cut its projection (in July 2016, in relation to the April projection), which means that the economy has not developed as assumed. Although an improvement of results is expected in Germany (by 0.1 pp, to 1.6%), the economy will also slightly accelerate in France (+0.2 pp, to 1.5%), but in the entire Eurozone, the GDP is supposed to increase by 1.6% in comparison with 1.7% in 2015. On the other hand, the GDP growth rate in the UK in 2016 was estimated at 1.7%, 0.5 pp less year-on-year (the second largest outlet after Germany). Exports were fostered by the depreciation of the zloty in the first half of 2016, particularly noticeable in comparison with the euro, and less so with the dollar. The weakening of the domestic currency was unfavourable for the imports.

Imports recorded a slightly negative dynamics of 0.2% (exports were positive; throughout 2015, imports increased by 5.2%). Purchases from Russia dropped by 24%, i.e. almost € 1.6 billion, being the main factor affecting the re-

sults. Lower purchases in Italy, the UK and the Czech Republic were less significant, especially that imports from China, Slovakia and the USA increased.

Of interest is the very high positive foreign trade balance achieved in the first six months of 2016. The surplus of exports over imports amounted to € 4.197 billion and was as much as 92% higher in comparison with the result from the analogous period of 2015. Moreover, for the entire year of 2015, after many markedly loss-making years, a surplus of € 2.3 billion was achieved, significantly lower than the one recorded for the first six months only. This augurs well for trade results of the entire year, but one should take into account the IMF projections on the global economic situation, as cited above. Economic underperformance in countries of key importance for Polish exports may result in a slowdown of exports. The exchange rate between the pound sterling and the zloty

will be important too – the British currency plummeted after the Brexit referendum.

For many years, Germany has been Poland's most important trade partner, both in terms of exports and imports. In the first half of 2016, sales to the German market grew by 3% year-on-year to € 24.6 billion, whereas imports increased by 3% to € 20.3 billion. In both cases, growth rates were higher than in total trade, however, it should be noted they recorded a strong drop in comparison with the entire year of 2015 (the growth rate of exports was even a double-digit then). As for imports, Germany's share in Polish trade grew by 1 pp to 24%, and in exports, it remained stable at 27%. Among the top ten largest outlets in terms of value, Russia (a 3% share) was the only non-EU country. However, it was closely followed by the USA. In the case of imports, the top ten largest suppliers included three third countries: China (12%, the second most important supplier), Russia (a 6% share) and the USA (3%). Trade with the top ten partners comprised 67% of total exports and 66% of total imports.

The first half of 2016 brought no significant changes to the share of agri-food products in the total Polish foreign trade, whereas the growth rate of exports was significantly higher than the total trade, in the case of imports, it was lower. The share of exports dropped by 0.1 pp year-on-year to 12.8%, and the share of imports grew by 0.4 pp to 9.4%. The dynamics of change to the share of trade in foods in total trade has undergone minimal changes in recent years. In the first six months of 2016, exports of foods strongly slowed down in comparison with the results from the entire 2015. The growth rate of exports was 1.1% in comparison with 7.7%. The case was similar with imports, dropping by 0.1 pp to 4.6%. The balance of trade in foodstuffs has been positive for years, and in the first half of 2016, it dropped by 6.3% year-on-year (at a growth of 14.3% for the entire 2015) to €3.4 billion. The deterioration of the positive balance resulted from the growth rate of imports being significantly higher than of exports. Exports to China and to African countries experienced a slowdown.



- POLAND -

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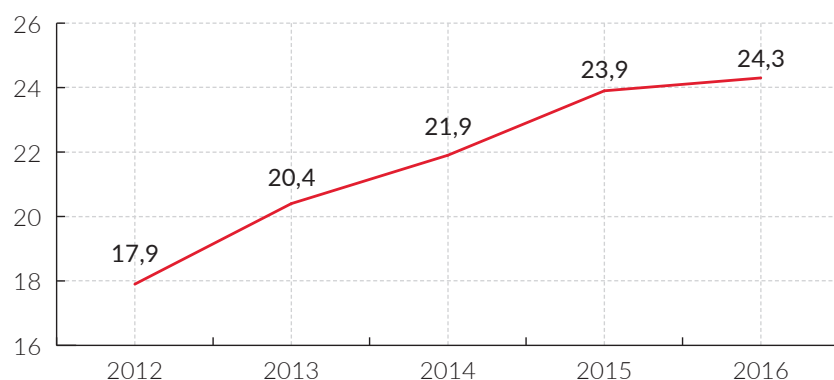
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POLISH TASTES – WHY DO FOREIGN CONSUMERS LOVE THEM

Each year, we can observe an increase in exports of food products from Poland¹. Their taste and high quality are appreciated by customers, not just in Europe but worldwide. The year of 2016 saw exports worth EUR 24.3 billion of foodstuffs from Poland, and the greatest purchaser was Germany.

Polish food commodity export 2012-2016

in bln euro



The predominant food commodity in Polish exports was meat, including, in particular, poultry. In 2016, EUR 1.8 billion worth of poultry meat, EUR 1.2 billion worth of beef, and EUR 0.8 billion worth of pork were sold abroad, whilst exports of sausages reached EUR 0.3 billion.

Confectionery and bakery products enjoyed much popularity. Chocolates and other food preparations containing cocoa were exported for an amount of EUR 1.4 billion, including filled chocolate products worth EUR 0.4 billion – mainly to the United Kingdom and Germany. The taste of Polish bread, biscuits and wafers was appreciated; exports of these products amounted to EUR 1.3 billion. The commodities of this group mainly reached Germany, France and the UK.

Another commodity group valued by foreign customers is Polish dairy products. Cheese and curd were sold for EUR 0.6 billion – predominantly to the Czech Republic

and Germany, while EUR 0.5 billion worth of milk and cream mainly reached Germany.

Poland is famous for its high-quality fruit and vegetables. Their taste can be relished in fruit and vegetable juices, which were exported for EUR 0.6 billion. After Russia imposed an embargo on such commodities as Polish apples several years ago, their exports dropped to EUR 0.3 billion (compared to EUR 0.4 billion in 2013), but the number of countries importing this product increased from 54 to 75. Belarus and Romania became the greatest recipients of this commodity. The taste of Polish champignon, sold for EUR 0.3 billion, was mainly enjoyed by the Germans, British and French.

The next group of products with significant foreign sales are alcoholic beverages. Vodkas, liqueurs and other spirituous beverages were mainly exported to France, while beer made from malt – to the Netherlands. The value of exports of these products were EUR 0.2 billion each.

Polish food commodity export in 2016 by major countries

in bln euro

1	Germany	5.5
2	Great Britain	2.2
3	Czech Republic	1.6
4	Netherlands	1.4
5	Italy	1.3
6	France	1.2
7	Slovakia	0.7
8	Hungary	0.6
9	Romania	0.6
10	Spain	0.6
17	USA	0.4
18	Saudi Arabia	0.4

source: Central Statistical Office of Poland

The largest non-European recipients of foodstuffs from Poland were the USA, where mainly pork was exported (for EUR 0.1 billion), and Saudi Arabia to which the main export commodity was wheat (worth EUR 0.2 billion).

Polish tastes are not just excellent meat, delicious confectionery and bakery products, or fresh fruit and vegetables. They are also tastes of thousands of other goods characterized by good quality, appreciated by consumers from more than 200 countries worldwide, including such distant ones as Zimbabwe, the Maldives, or Togo.



Ewa Adach-Stankiewicz
Director
Trade and Services Department
Central Statistical Office of Poland



Paweł Witkowski
Senior specialist
Trade and Services Department
Central Statistical Office of Poland



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FOOD FAIRS IN 2017

TALLINN FOOD FAIR	ESTONIA	TALLINN	25-27 October
INDAGRA FOOD & DRINK	ROMANIA	BUCHAREST	25-29 October
WORLD FOOD	KAZAKHSTAN	ALMATY	1-3 November
INTERFOOD & DRINK	BULGARIA	SOFIA	8-11 November
FOODEX SAUDI	SAUDI ARABIA	JEDDAH	12-15 November
PLMA CHICAGO	USA	CHICAGO	12-14 November
LATIN FOOD EXPO	PANAMA	PANAMA CITY	16-18 November
SIAL INTERFOOD	INDONESIA	JAKARTA	22-25 November
MONTE CARLO GASTRONOMIE	MONAKO	MONTE CARLO	24-27 November
ISRAFOOD	ISRAEL	TEL AVIV	28-30 November
FOOD & DRINK EAST AFRICA	KENYA	NAIROBI	28-30 November
PLMA SZANGHAJ	CHINA	SHANGHAI	28-30 November
MIDDLE EAST NATURAL & ORGANIC	UNITED ARAB EMIRATES	DUBAI	11-13 December
SIAL MIDDLE EAST	UNITED ARAB EMIRATES	ABU DHABI	12-14 December

FOOD FAIRS IN 2018

FOOD HOSPITALITY WORLD	INDIA	MUMBAI	18-20 January
ISM	GERMANY	COLOGNE	28-31 January
PRODEXPO	RUSSIA	MOSCOW	5-9 February
BIOFACH/ VIVANESS	GERMANY	NUREMBERG	14-17 February
SUPERMARKET TRADE SHOW	JAPAN	TOKIO	14-16 February
PRIVATE LABEL TRADE SHOW	JAPAN	TOKIO	20-23 February
EXPO ANTAD & ALIMENTARIA MÉXICO	MEXICO	GUADALAJARA	6-8 March
WORLD FOOD EXPO	KOREA	KOREA	March
INTERNORGA	GERMANY	HAMBURG	9-13 March
FOOD EXPO GREECE	GREECE	ATHENS	10-12 March
INTERNATIONAL PRIVATE LABEL SHOW	RUSSIA	MOSCOW	21-22 March
WINE & GOURMET	JAPAN	TOKIO	11-13 April
ANUFOOD EURASIA	TURKEY	ISTANBUL	April
FOOD & DRINK EXPO	GREAT BRITAIN	BIRMINGHAM	16-18 April

WE TAKE CARE OF EXHIBITORS SINCE 1990



Małgorzata Rytel
CEO at PPH MAXPOL

Two years since the previous ANUGA edition have passed quickly. We, as the organizer, do not need to advertise this event anymore. For many years, it "sells itself", which means one thing: as early as the previous edition, exhibitors were already reserving the exhibition space they had been occupying, and they will do so at this edition of the fair as well.

We have been the fair's organizer for 27 years. We are a family enterprise. The company was established by my father Tadeusz Michalak. I hope it will be continued by my son Wojciech who has already been working with us for several years. There are few companies like this in Poland, that would combine trade fair organization with the construction of stands and comprehensive service for exhibitors. Our exhibitors are offered a full package of services, from space rental to construction of stands and all auxiliary services, such as interpreters, hostesses, assistance in organization of hotels and flights.

We also offer comprehensive advertising in fair catalogues as well

as industry publications in a given country. The correct targeting of the needs of our exhibitors, the concern for their comfort, as well as responsibility for trade success of the participants of the events we organize, are the core values of our company.

Currently, the world of trade fairs has no limits for us. We hold fairs in all continents. Over the 27 years of our operations, the fairs we have organized have been attended by several thousand exhibitors occupying a space of tens of thousands square meters.

Our activities and the efforts of the entire team in everyday work are appreciated by individuals, companies and organizations with which we cooperate. We hold many diplomas and awards granted by our exhibitors and foreign partners. We are a member of the Polish Chamber of Exhibition Industry from the moment of its establishment. We hold the title of Leader of Trade Fair Services, recommendation of the Polish Chamber of Exhibition Industry, and the ISO 9001 certificate.





OVER THE 27 YEARS OF OUR OPERATIONS, THE FAIRS WE HAVE ORGANIZED HAVE BEEN ATTENDED BY SEVERAL THOUSAND EXHIBITORS.

We are very happy with the words of goodwill and recognition as well as declarations of further cooperation. We respect our exhibitors, meet their requirements concerning the appearance of their stands, and we organize many matters connected with an exhibitor's presence at a fair. We have a flexible approach to all matters delegated by the exhibitor. The exhibitor can select only those issues he specifically wishes to have handled by us.

I feel that the question about the new directions in the exhibition industry is about to be asked. This year, we have opened fairs in Vietnam and Mumbai, as well as in Malmö. It is often exhibitors themselves who direct us for choice of new parts of the world, and conse-

quently, of new fairs, often of a very specialist nature, with a narrow scope of subjects.

If you remember, when the computer age arrived, it was said that fairs will lose their importance and prestige. But this has been proven untrue. Fairs provide various benefits. Firstly, it is a personal survey of the market; secondly, research of new technological and construction solutions; and most importantly, becoming acquainted with the competitors' products and conditions of placing a commodity on the market. Trade fairs are and will remain one of the most important forms of promotion – the most effective one – no matter where they are held. Therefore, we seek to acquire new, interesting markets for our exhibitors and help them obtain grants from the EU resources.







Feria CRACKERS



**RARYTAS STAND NO. D 089,
HALL 1.1 PASASAGE**



www.rarytas.pl



Interview with Joanna Gąsiorowska, President of the Management Board, Rarytas Sp. z o.o.

Crackers, sandwich biscuits, regular biscuits – which category is undergoing the most rapid development? What new has appeared in the offer of Rarytas?

Currently, our company has been focussing on the development of salty snacks, so we are watching this category of products with particular attention. “Our shelf” includes increasingly more products with the addition of cereals, bran or flakes. One example of such a product in our offer is the Feria series of crackers with rosemary and sea salt. Moreover, a dominant trend among producers is to remove palm oil from the list of ingredients, which is what “Rarytas” has been offering in its portfolio for almost two years. Currently, a majority – approx. 80% – of our products are made without palm oil, and after we complete the expansion of our plant next spring, we will be able to bake all our products without it.

How exactly does the product offer of Rarytas meet the needs of foreign customers?

To an extent, the answer to this question was contained in my previous words. The trend for increasingly “healthier” products usually comes to us from foreign customers. It is during trade fairs, such as Anuga, that we fish out from conversations with customers visiting us what their needs are, what product they look for. Responses to such opinions include the creation of a new technology in cracker baking, without the aforementioned palm oil, as well as the establishment of the comprehensive “Zdrowy Rarytas” project we have already discussed in our previous conversation.

Can a product package alone be a deciding factor when shopping?

There is a belief that we “buy with our eyes”, and there is some truth in it. However, if it was entirely true, all products would

probably be beautifully packed and... expensive, as the consumer would buy them anyway. An important role is also played by the price of the product; the ratio of its value to the packaging costs determines the final result, i.e. on the appearance of the product. It is hard to expect the value of beautiful wrapping to be higher than of the content, I think this is not the point. Packaging is supposed to attract buyers, draw their attention, intrigue them, convince them that the products inside are worth the proposed price. However, the most important things are the quality and taste of the product, so that the customers would be willing to buy it again. A pretty, aesthetic and original packaging is intended to help them find the product on the store shelf again. In my opinion, the fulfillment of these three factors – design, price, and quality – determines the product’s market success.

How is foreign trade developing? In which export direction is Rarytas heading?

On foreign markets of salty snacks, as this is the area I have most knowledge in, the turnover of companies has been steadily growing by approx. 3% year-on-year. Rarytas, as I have already said, is constantly developing, trying to adapt its products to the buyer’s preferences. We focus on quality and an appropriate price in a nice package. Our traders adapt their offers to the needs of local markets which are highly diverse, this makes the portfolio of cookies baked by Rarytas very rich: from classic salty ones and a group of delicate crackers with grain to the hot taste of spicy ones, all of this combined with different shapes for individual tastes, which can change almost freely. As one can see, our company has enough possibilities and shopping variants for everyone to find something for themselves.

The export hits of Rarytas are...

Currently, what definitely comes to the fore are the lightly salted Joy cracker in a 200 g carton. The unique properties of the product, its delicious taste and quite an unusual package (carton) are the reasons why this cracker is faring increasingly better on the market. In Poland, we can buy them in one of the nationwide supermarket chains, while abroad, it can be bought in the UK, in the Middle East, as well as in Africa. In Scandinavian countries, we can find them under the brand One.bite Crackers Original. Details of supply agreements to other European and North American countries are being finalized. For the upcoming months, we will also focus on stronger presentation of the Feria series crackers in a 100 g package, namely, the aforementioned crackers with sea salt and rosemary; dried tomatoes and oregano; herbs de Provence; and finally, crackers with pepper and garlic. You are welcome to taste and buy at our stand no. D 089 in the passage of Hall 1.1.

Thank you
Joanna Kowalska

SILVAN LOGISTICS: A NEW APPROACH TO SUPPLY CHAIN

In Poland, a new logistics provider is starting to make its presence felt on the European stage: Silvan Logistics. Operating from the heart of Europe and specializing in temperature-controlled transport, Silvan Logistics has recently invested in its business, strengthening the company's position in the market.

Poland constitutes a large, 38.5-million potential customers market in the EU, located in the very heart of Europe, at the junction of its most important traffic routes. Silvan Logistics from Poland has strongly marked its presence of the transport market in the last 5 years.



"Until recently, the company's services have focused mainly on road transport in West Europe, Scandinavia, Baltic states and the Middle East. In the middle of the year it launched a new, cutting-edge warehouse in central Poland, equipped with a double-chamber cold store

and specialist software designed to provide comprehensive logistics services to different sectors. Following this investment, it has significantly expanded its logistics possibilities. Additionally, Silvan Logistics developed its facility at Gdynia seaport, meaning the company is now able to "organize maritime transport from and to every port worldwide" says Adrian Kwieciński, managing director.



Over the last 5 years (2012-2016) the company's ratios have soared: the number of employees has tripled, over four times

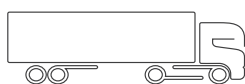
more orders have been fulfilled and the company has provided its services to ten times more clients compared to the initial period. Company offering comprehensive solutions for many sectors: starting from maritime and land transport to transshipment, storage, handling and distribution of goods in a refrigerated warehouse.

Positive financial forecasts for this year (expected revenue growth of 50% at the end of 2017) send the message to existing and future clients of Silvan Logistics that the company strengthens its position in the market and is on the ambitious road to the role of a logistics provider.

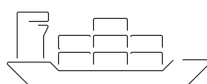
NEW MARKETS AND CUSTOMERS?

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- Fast and efficient cargo delivery across all Europe
- Excellent customer service



ROAD TRANSPORT



SEA FREIGHT



WAREHOUSING
& CONTRACT LOGISTICS



CONTACT US:
office@silvan-logistics.com
+48 61 625 69 69

WWW.SILVAN-LOGISTICS.COM



WE CARE
FOR YOUR BUSINESS
AND LOGISTICS
IS OUR PASSION...



Interview with Ryszard Pizior, President of the Board, OSM Włoszczowa

Polish tradition and Polish products. How the products of SM Włoszczowa are seen abroad?

There is a growing interest among foreign consumers who want the taste of traditional Polish products. OSM Włoszczowa is one of the strongest dairy brands in Poland, so our products are well known and appreciated also around the world. They are characterized by very high quality and attractive prices. Our products satisfy the needs, requirements and expectations of the customers.

Which export directions are the most important for You?

All export directions are important to us. We exposed our products to all markets, especially: Slovakia, Czech Republic, Hungary, Italy, England, France, Germany, Ukraine, Lithuania, Latvia, Belarus, Kazakhstan, China, Algeria, USA, Israel.



How does Your offer directed for foreign markets look?

OSM Włoszczowa is well known for producing high quality yellow ripening cheeses, dairy products and whey powder. The main export products are swiss type cheese (mazdamer), whey powder and cottage cheese.

The company has a wide range of products for further processing – curd cheese in 11kg packs, natural yoghurts in 11kg and 5kg patties, cheese shreads, Cagliata cheese for Mozzarella production.

OSM Włoszczowa also offers a wide range of products for restaurants, hotels, bakeries, and the catering industry. Thermized confectionery cheese perfectly suited to cheesecake, vanilla flavored confectionery cheese perfect for rolls, natural yogurt exquisite for gastronomy, cheese shreads perfect for pizza, casseroles, whey powder ideal for all kinds of sweets (cakes, sweets, biscuits, ice cream, cappuccino).

What Polish and foreign consumers can expect from your company's portfolio?

Our portfolio is very attractive – OSM Włoszczowa offers all kind of milk products – everyone can find product compatible with his tastes, even the most demanding consumers. Our clients can expect continuous pursuit of satisfying the needs and requirements of consumers, ensuring the health-safety of the products.

Do you have any plans for putting new products on the market?

We realize, that our success depends not only on quality products, but also on innovativeness. At the moment we are working on launching several products, but for now we will not reveal details.

Thank you
Monika Kociubińska





Turka
Tortilla & Breads



**WE SHARE OUR BAKING
WITH THE ENTIRE WORLD!**

Our Tortilla is the way to your global Success !



**Join us: Hall 2.2
Aisle E No. 006**

tortil love

We share our baking with the entire world ...



Interview with Łukasz Dominiak – General Director of the National Poultry Council – Chamber of Commerce.

Poland is the poultry power of Europe!

For many years, Poland has stayed in the top tier of European poultry producers. Since 2014, we have uninterruptedly held the first place in the European Union with regard to the volume of meat produced. In the first half of 2017 alone, Polish enterprises employing more than 50 persons produced over 1,3 million tons of poultry meat. This means we have an opportunity to break the record – the last year closed with a result exceeding 2.5 million tons. To compare, the United Kingdom, being second after us, ended the year of 2016 at a level of approx. 1.7 million tons. Therefore, one could say we produce 47% more meat than the British.

Moreover, we are the fastest and most dynamically developing EU country in this regard – we have maintained our growth rate on a two-digit level. Taking into account the still perceptible effects of the crisis and economic slowdown, our development in this sector is the most dynamic among all states of the European Union.

At what pace will exports develop? What are the predictions in this sector?

Due to its taste advantages and competitive price, poultry is continually gaining popularity. The demand for white meat on the global market is continuously growing. According to the Food and Agriculture Organization of the United Nations (FAO), poultry will be the world's most consumed meat in 2025. All of this contributes to an increase in production of poultry meat in our

country, and consequently, to an increase in significance and development of exports.

In 2016, we recorded an almost 16% increase in exports in comparison with 2015. This dynamic development is predicted to be maintained for several years to come. The growing exports are favoured, above all, by the constantly high price advantage of Polish poultry on the EU market and the expected development into non-EU markets.

What challenges is the Polish poultry sector facing, both on the domestic and foreign market?

A serious challenge is surely the myths concerning poultry, still very widespread among the Polish society: chickens riddled with antibiotics, hormones, etc. The National Poultry Council – Chamber of Commerce has been constantly implementing a range of measures intended to provide the society with facts about poultry meat. These are mainly information campaigns concerning the advantages and value of Polish poultry.

In view of the increasingly stringent EU regulations prohibiting the use of GMOs, we have to reckon with possible increases in feed prices, and consequently, with increases in poultry meat production costs. Within a timeframe between several and almost twenty years, the poultry sector will also have to prepare itself further for foreign trade, due to the saturation of the domestic market. This is what makes the development of exports so important.

On foreign markets, on the other hand, we will have to face the



NATIONAL POULTRY COUNCIL
CHAMBER OF COMMERCE



The National Poultry Council - Chamber
of Commerce invites you to visit the stand

POLISH POULTRY

at the International Food Fairs Anuga,
7-11 October 2017

hall 9.1 stand D-078 / E-078

Come and taste delicious dishes made from
the **Polish poultry** by the Chef Artur Moroz.



*Poland
tastes good*

United Kingdom's exit from the European Union. This country remains one of the main recipients of meat produced in Poland. Its share in the structure of our exports remains stable at the level of 9%. Within the next few years, renegotiation of trade agreements between the United Kingdom and the EU will be necessary. Therefore, it is very likely that additional instruments – duties, quotas or non-tariff restrictions – would be imposed. Additionally, after leaving the EU, the United Kingdom will be able to use non-EU suppliers to a much greater extent, which would make it necessary for Polish producers to compete with them.

Moreover, we should not forget that we struggle all the time with the occurrences of various diseases, such as the avian influenza that has contributed to reduction in exports, and thus to losses for the entire poultry sector, at the turn of this and the previous year.

Please tell us more on the subject of limitation in use of antibiotics.

The use of antibiotics remains one of the most widespread myths concerning poultry farming and production.

In Poland, administration of antibiotics is completely prohibited, unless a disease occurs in a flock. Under such circumstances, however, the entire treatment is carried out under strict supervision of a veterinarian. Moreover, an appropriate waiting period has to be maintained after completion of the treatment. This is a period within which medicine residues are removed from the animals' organism. Therefore, it is impossible for meat containing any amounts of antibiotics to reach our tables.

On the other hand, the use of antibiotic growth stimulators is completely prohibited, both in Poland and in the EU.

Both the treatment process and any possible cases of administration of prohibited substances are covered by nationwide monitoring – if such inspections reveal an excessive level of one of the prohibited substances in poultry meat, the entire batch would be outright withdrawn from distribution, and the breeder would receive a severe penalty.

Which development directions of exports will be the most extensive?

According to the estimates of the European Commission, despite a worldwide trend, the growth in production of poultry meat will not be as dynamic as in the last decade. The member states of the EU remain the major trading partners for Polish poultry producers. However, non-Community markets are increasingly significant in exports and it is them that we should focus on in a long-term prospect. This is also supported by predictions of the EC, according to which, sales of poultry outside the EU will reach almost 1.7 million tons in 2026 – 14% more than in 2016.

On 20 July 2017, three months passed since the elimination of



**NATIONAL POULTRY COUNCIL
CHAMBER OF COMMERCE**

*Poland
tastes good*

the last outbreak of avian influenza in poultry in our country. This means that, pursuant to the international law in force, Poland has become free of this disease. This allows Polish poultry producers to think of returning to non-EU markets. The will to reopen imports of our poultry was declared recently by such countries as Qatar, Macedonia, the Philippines, Angola, Saudi Arabia, and Hong Kong (applying regionalization). Talks with representatives of China are being conducted as well.

Poland is slowly becoming a serious competitor for such producers as the USA or Brazil. Third countries are starting to play an increasingly greater role in Polish exports of poultry meat and processing.

This is a great opportunity for our sector due to different shopping and nutritional preferences of the Asian and African population. Carcase joints regarded as less than valuable by Europeans are enormously popular there. This is the way Polish producers can cope with the relatively low profitability of production of this kind of meat.

**The quality of Polish poultry is our competitive advantage.
But the price matters too...**

Polish poultry has the most competitive price in relation to other European producers. However, current development strategies of the industry are based on building a competitive advantage more sustainable than a price-based one. We should not forget the remarkable taste qualities as well as the quality and safety characterizing Polish poultry. These features result from the total control of the entire process "from the field to the table". Thanks to enforcement of EU and national regulations, Polish meat is also completely safe in terms of both nutrition and health. Moreover, our domestic producers show very high flexibility in adjusting the offer to individual needs of customers. The assortment of products offered is continually expanded, meeting the changing needs and expectations of the market. The fact poultry is among the least expensive sources of protein does not change the fact that consumers increasingly expect it to be of high-quality and safe.

**Thank you
Monika Górka**



A leading Central and Eastern-European shop fitting company with over 100m EUR annual income: the Modern-Expo Group. The father of its success is Mr. Bogdan Łukasik, an entrepreneur from Lublin, Poland, chairman of the supervisory board of Modern-Expo.

No leading business, not even those now considered exemplary, had it easy at the beginning. Often they would be launched in a garage, with low cash and high risk involved. How was it in your case?

Very much the way you described. My first company was created in a garage. There was no cash but an enormous power for work and creation instead. The company's development required sacrifice, loads of work and constant learning.

What about funding?

We had no funding and a couple of failures at the beginning, also financial ones. It is a fascinating career path though. With clear objective and vision coupled with hard work and perseverance anything is achievable. Running your own company is to motivate yourself constantly; it is to improve and learn from your mistakes. Then, with time, the larger the company, the bigger the responsibilities: for each and every decision you make and for the people you hire.

Which were the most important stages in Modern-Expo's development?

After the plant opening in Lutsk (Ukraine) in 2000, we witnessed a great development leap. We took the lead within 2-3 years.. In 2005 we established a branch in Moscow and then in 2009 and 2010 in Berlin and Dubai. In 2013 we opened another production plant in Ukraine. Then we extended further branches in 2015 in Paris and London. In 2016 the third plant was opened in Vitebsk, Belarus. In 2017 we established a joint venture company by merging with Schweitzer on three markets: German, Austrian and Swiss. Schweitzer is a leader

in new concepts. We, as a partner, manufacture equipment for them. After a few years of cooperation, at this year's Euroshop trade fair in Düsseldorf we announced a joint venture company for German-speaking markets. This entails amazing development opportunities for us.

Three factories are already working full steam, but yet another one is in the making: in Lublin, Poland. What is the impact of this investment on the Group's business?

We are building an R&D center and a European logistics hub there. In the Lublin plant we shall focus on smart solutions, innovation and high-tech products.

Do you foresee any further investments?

Definitely! We do have a lot of investment plans and consider not only acquisitions of important European companies but also a close cooperation with those companies that offer complementary products for the retail segment. We believe that development and success of a company comes via such close cooperation, both with your clients and your partners. A synergy thus created provides us with swift development opportunities. Recently we signed the agreement with R.E.D. (Research Engineering Development), Ukrainian based company, software developer and manufacturer of POS-equipment for business automation. As a result of the deal, Modern-Expo Group added SMART solutions for retail to its assortment – touchscreen POS terminals, back-screen displays, self-checkout counters, PC scales and smart trolleys.

What is Modern-Expo Group's production and commercial capacity at the moment? How does the sales network look?

Are you capable of carrying out orders regardless the sales network location?

The production capacity in terms of surface exceeds 112,000 square meters, excluding the plants that are currently in construction. We employ 2,800 people. We are a holding; the mother company is registered in Amsterdam. We have nine subsidiaries responsible for CIS, Central Europe, Eastern Europe, Western Europe, Middle East and Northern Africa markets. We are ambitious, our premise is that the company must take the lead in every region where we establish its subsidiary. By “taking the lead” I mean to be one of the two-three largest operators. We are already an undisputed leader in Central and Eastern Europe. Now we are competing for the leader’s position in Western Europe. Our company in Dubai, UAE, is also faring very well, serving the entire Middle East and Northern Africa. Our heritage stems from a small trading company, therefore we know exactly the importance of identifying and understanding the needs of our clients. This allows us to respond quickly and flexibly to fluctuating market expectations, which translates into e.g. offering additional services. The tremendous in-house production capability we possess only boosts our advantage over the competition. There is no other company in retail in Europe that have the similar characteristics, structure and potential to Modern-Expo.

I assume you aspire to become a global firm?

Most definitely. This is embedded in our vision and objectives. I am responsible for the company’s strategy and development, so I envision our work in the Americas. We are also establishing relationships in Asia. We already operate in 60 countries, but we intend to become one of the largest businesses of the industry—globally.

What assortment groups do you offer in commerce? Which of them are dedicated to large surface chains? Are there products that can be of interest to small convenience stores?

Our principal clients are in the retail segment, i.e. trading firms and operators, as well as FMCG suppliers. We offer comprehensive store solutions: from shelving and checkout all the way to storage racks. We also manufacture all kinds of dispensers and stands for product display. Plus, for three years now we have been manufacturing refrigerating devices, branded fridges for FMCG suppliers included. We specialize mostly in permanent stands: those that are used for long time periods. In terms of store formats, we work with all of them, starting with convenience stores all the way to supermarkets and hipermarkets. Among our clients you will find DIY and Cash&Carry chains. In FMCG we work with the largest suppliers and global leaders. I am pleased to mention here that some of them have granted us the “Global Supplier” status, which refers to one of a handful of companies with global production and supply capability.

Intelligent checkout, scanner-equipped trolleys... Did you assume, at the beginning of your store fitting business, that the progress in technology and IT would be so significant in this industry?

Back in my early days computers were much less powerful. I couldn’t imagine the commerce of today, but I did try to make forecasts. I knew it was necessary to follow the trends. But to anticipate them was even better. In wholesale retail interactive communication will soon become a thing. Your cellphone will communicate with a shelf, a trolley and a cash register. New solutions are already emerging, allowing us to do the shopping without passing through checkout: the payment is charged directly against your bank account. Personalization is also on the rise. Dedicated offers are based on the analysis of data combined from online shopping and in-store retail. These tools make the e-commerce vs. traditional commerce division obsolete. Omni-channel is the buzzword of today. It connects both channels that overlap and penetrate each other. At Modern-Expo we are already working on high-end solutions that would actually support manufacturers and stores.

What technological novelties has Modern-Expo recently implemented in its commercial offer?

Our products are in constant evolution. More importantly, we keep working on innovations that anticipate and outrun current market offer. The intelligent shelves, for example, help to manage stocks. They can transmit data online directly to the manufacturer, e.g. on what kind of stock is depleted or deficient, or what products are not selling so well. They can also notify the store owner whether a shelf is full or whether the product that was delivered to the store has already made it to its shelf, or not. We also work on a new generation of smart refrigerating devices. The “Green Line” series is based on refrigerants different from traditional ones, such as propane. These devices are capable of heat recovery and fitted with communication features. They are equipped with failure prevention functions to analyze possible errors and send the data to technical support. Another example of innovation is a self-service shopping trolley that can scan the goods inside. This means we work on image recognition, customer tracking and analysis of sales effectiveness of our clients. Our products are supposed to bring them quantifiable benefits. It is a win-win strategy: we offer top-quality, optimized solutions, which in turn generate profits for the client and save their money and time. Our slogan is “European Low-cost Shopfitter”, i.e. what you buy is exactly what you need. To us low cost doesn’t mean cheap. It does mean, however, that we would not offer expensive and unnecessary solutions, but rather those that meet your needs perfectly.

Thank you
Monika Górka



02.1 E023

Z.P.H. ARGO Sp. z o.o.

16 Wiejska Street
37-100 Łańcut, Poland
Phone: +48 17 247 13 51
Fax: +48 17 247 00 42
biuro@argo.net.pl
www.argo.net.pl

We are Polish family owned business and we have been producing tasty and healthy sweets for nearly a quarter of century. We proudly collaborate as well as create Polish tradition of confectioner's trade. The high quality of our products is continuously being ensured since 1992. We are currently improving our product portfolio by adding more unique items in order to satisfy consumers needs. Our sweet treats ARGO offer not only consists of traditional lollipops, juicy bubble gum lollipops, hard and filled caramels, but also handmade products, e.g. Easter lambs, Christmas tree icicles or Valentine's lollipops "Hot Hearts". In our efforts we do not forget of milk and chocolate connoisseurs therefore, especially for them, we have prepared a delicious collection of CHOCO Jello sweets. The high class of our products is indicated by natural coloring and flavours, fruit juices, vitamins as well as lack of preservatives. ARGO produces over 5 million kg sweets per year including 100 million pieces of lollipops. Our products are available in the majority of European countries as well as outside the continent, e.g. USA, Canada, Uzbekistan, Libya, Mongolia, China, Kazakhstan, Azerbaijan and Israel. Our conscious approach to food safety and innovation is recommended by the International Food Standard (IFS) certificate on higher level.

08.1 A028a



Bifix W. Piasecki Sp.J

Górki Małe
33 Dworska Street
95-080 Tuszyn, Poland
Phone: +48 42 614 40 88
Fax: +48 42 614 41 20
bifix@bifix.pl
www.bifix.pl
www.zdroweherbaty.com.pl

Polish producer of fruit and herbal teas and jams

Bifix is a family company producing fruit and herbal teas from its own plantations for 25 years. The company has the largest offer on the market selling black, green, red and white tea as well. From 2010 Bifix opened a laboratory, so the quality and taste are under constant research. Company offers all possibilities of tea packaging as well as own products. Bifix produce brands for the largest suppliers in the world. Since two years the company has expanded, being also a producer of jams and concentrates. In addition, Bifix's offer includes fruit raw materials, ready-to-mix fruit and dried fruit.

02.2 A010



„Brześć” Sp.J. ZPC

19 Konarskiego Street
87-880 Brześć Kujawski, Poland
Phone: +48 54 252 19 69
Fax: +48 54 252 27 31
julita@brzesc.pl
www.brzesc.pl
www.crispico.pl

Brześć is a family company located in the very heart of an exceptionally picturesque region of Poland called Kujawy. It is here that since our beginning in 1984 we have made products of the highest quality and with a unique taste. The latest technology in conjunction with many years of tradition and our tried and tested recipes all help to make our company stand out. We are BRC certified, which assures you that our food is produced in accordance with the very highest standards. Because of this, the amazing taste of our products is enjoyed not just in Poland but in many other countries around Europe and the world. So, because of our steadily growing group of fans, we have launched a special export line – Crispico Little Snack.

09.1 E068



GRUPA CEDROB

Ujazdówek 2A
06-400 Ciechanów
Phone: +48 23 672 44 11
Fax: +48 23 672 44 12
cedrob@cedrob.com.pl
www.grupacedrob.pl

Cedrob Group is the largest meat producer, a leader in poultry and livestock production in Poland. We are a fully integrated meat producer, providing a wide range of production capacities through three complementary business units.

Cedrob S.A. is the largest producer of poultry, hatching eggs and animal feed in Poland, offering a wide selection of poultry meat – chicken, hen and goose, ready meals, as well as poultry and pork processed products. Gobarto S.A. focuses on the breeding, purchasing, slaughtering, cutting and packing of pork and game in various product lines.

Cedrob Passau GmbH sells goose meat under brand Krakauerland and game under brand Hunter Wild, mainly on German and Austrian markets.

Our great meat production figures are driven by our state-of-the-art facilities. We reach the highest industrial standards, for the best quality and marketing of products delivered to customers across Poland and all over the Europe. The innovative processing solutions position Cedrob Group among the industry leaders in global growth.

02.1 E021



Colian Sp. z o.o.

1 Zdrojowa Street
62-860, Opatówek, Poland
Export Department:
Phone: +48 62 590 33 08
export@colian.pl
www.colian.pl

We are a group of confectionery products cooperating under: Jutrenka, 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.

09.1 B046

Damak Kebab was founded by kebab enthusiasts – a specialized team with many years of experience in kebab production in Poland. In our plant, we produce chicken, beef, minced beef and roasted kebab, which is distributed by our refrigerated vehicles from Poland to all Europe. Our plant has all the necessary permits for production and is constantly controlled by veterinarians and food technologists. Also, we have implemented a system to ensure health safety HACCP. Additionally, we are working on the construction for our new factory and planning to move there by 2018.

Damak Kebab
42 Krakowska Ave.
02-284 Warsaw, Poland
Phone: +48 22 86 80 982
kebab@damakkebab.pl
www.damakkebab.pl



Dega Spółka Akcyjna has been in business since 1992. The company specialises in the production of mayonnaise salads, fried fish in Greek sauce, sterilised canned products and sandwich spreads. Delicate and unique flavour combined with high quality is a considerable asset in shaping the culinary preferences of consumers.

The company has an implemented, maintained and certified integrated Quality Management System for compliance with the requirements of IFS and BRC, the proper operation of which is determined by i.a.: implementation of HACCP product health safety.

During the 20 years of our operation we have been awarded numerous prizes, awards and certificates. The most important of them include: "Teraz Polska" [Now Poland] promotional logo, which is under the patronage of the President of Poland and "Poznaj Dobrą Żywność" [Try Fine Food].

Dega S.A.
Karnieszewice 5
76-004 Sianów, Poland
Phone: +48 94 36 15 100
Fax: +48 94 36 15 105
export@dega.pl
www.dega.pl



09.1 D075

Krajowa Rada Drobiarstwa – Izba Gospodarcza (The National Poultry Council – Chamber of Commerce), established in 1998, aims at developing and modernizing the Polish poultry industry, at protecting the interests of poultry producers and processors as well as at representing the Polish poultry industry before national and international organizations.

Currently KRD-IG has nearly 70 members from such fields as: farming, breeding, hatching, poultry and egg production, poultry meat and egg processing, trade, and poultry feed production, agricultural universities, and associations of poultry farmers. KRD-IG's members are responsible for approximately 70% of the total slaughter volume and 90% in poultry exports.

KRD-IG is a member of key international poultry organizations: a. v. e. c. – the European Producers' Association, Importers and Exporters of the Chicken Meat; CLITRAVI – the Liaison Center for the Meat Processing Industry in the European Union; ELPHA – the European Live Poultry and Poultry Hatching Egg Association and WPSA – the World's Poultry Science Association.

**Krajowa Rada Drobiarstwa –
Izba Gospodarcza
(The National Poultry Council
– Chamber of Commerce)**
3/5 Czackiego Street
00-043 Warsaw, Poland
Phone/Fax: +48 22 828 23 89
krd-ig@krd-ig.com.pl
www.krd-ig.com.pl



02.1 C013

Maspex Group is one of the largest food companies in Central and Eastern Europe with sales revenues more than 1 bn USD. It was established in 1990.

Company produces fruit and vegetable juices, nectars and drinks, energy drinks, pasta and cereal products, salty and sweet snacks, cappuccino and instant drinks, chocolate dragees, jams, ketchups, sauces, ready meals etc.

The highest quality of products has been always the priority for Maspex. Quality systems in Maspex facilities meet IFS Quality standards. Company has 13 plants as well as the most modern logistic center in this part of Europe with 80 tbs pallet holding positions. Brands like **Tymbark, Kubus, DrWitt, Tiger, Lubella, Salatini, Coffeeta, La Festa, Krakus, Lowicz, Kotlin** are unquestionable leaders in their categories. Products of Maspex Group are sold to more than 50 countries worldwide.

**MASPEX-GMW
Sp. z o.o. Sp. k.**
10 Chopina Street
34-100 Wadowice, Poland
Phone: +48 33 873 10 75
export@maspex.com
www.maspex.com



07.1 D047

MOKATE is one of the leading manufacturers in the Polish and European food industry and a recognised exporter of branded and high quality food products (coffee mixes, cappuccino, latte, instant coffee, roast and ground coffee, coffee beans, chocolate drinks, creamers and all types of tea). In the rapidly developing sector of food ingredients the company also plays strong role and is perceived as a proven supplier on B2B market.

One of the biggest advantages of MOKATE's business model is the wide offer, providing the customers opportunity of buying an extensive range of products and categories from one producer platform served by professional and experienced Team.

Mokate holds the majority of the quality certificates available: IFS, BRC, IQNet, HACCP, ISO 9001, HALAL, KOSHER included and its products have been awarded with numerous medals and prizes in Poland and abroad.

MOKATE Sp. z o.o.
48 Strażacka Street
44-240 Zory, Poland
Phone: +48 32 434 97 05
export@mokate.com.pl
www.mokate.com.pl



10.1 C072



Okręgowa Spółdzielnia Mleczarska w Sierpcu

2a Żeromskiego Street
09-200 Sierpc, Poland
Phone: +48 24 275 38 81
Fax: +48 24 275 22 68
kontakt@osm-sierpc.pl
www.osm-sierpc.pl

The city of Sierpc and the OSM Sierpc (Regional Dairy Cooperative in Sierpc) located in one of the purest regions of Europe: Northern Masovia. This is where the famous Ser Królewski z Sierpca (the Royal Cheese of Sierpc) is made. Loved by connoisseurs in Poland and many other countries. OSM Sierpc was established in the 1927. For almost a century the company protects the heritage of Polish cow-breeders and cheese-makers that settled in Masovia to make excellent cheeses. Nowadays, OSM Sierpc produces more than 24 000 tons of maturing cheese every year, with monthly milk purchase of 23 million liters from above 2000 cooperative member farms. Sierpc specializes in propionic bacteria maturing cheeses. The company offers wrapped slices, cubes, 4 kilogram-blocks and so-called "euroblocks". We specially recommend Królewski z Sierpca (the Royal Cheese of Sierpc) with varieties of taste: Wedzony (Smoked Royal) and low-fat Królewski Light (Royal Light). Also Kasztelan (Castellan) and Kasztelan Smietankowy (Creamy Castellan) cheese. Enjoy your cheese. Enjoy Royal Cheese, Castellan, Sierpc!

11.1 C050-C058



The Pszczółka Candy Factory

7 Ludwika Spiessa Street
20-270 Lublin, Poland
Phone: +48 81 463 22 02
export.pszczolka@fcpuszczolka.pl
www.pszczolka.pl

We have successfully co-operated with a great number of wholesale firms all over Poland and abroad. Our ace in the hole is reasonable price, high quality, variety and colourful packaging that catches the customer's attention.

The quality of our products is confirmed by the integrated quality systems ISO, HACCP, BRC and IFS. We have already manufactured caramel bonbons for over 60 years (since 1952).

Being experienced in this respect, we have been able to work out a unique recipe that combines tradition with the customer's expectations, which tend to change all the time.

Our offer includes as many as over 40 caramel bonbons, both filled and hard ones, with all kinds of fillings and flavours.

Thanks to one of the most technologically-advanced production plants in Europe operating since 2017, the "Pszczółka" Candy Factory will enrich its extensive portfolio by introducing new premium products – pralines, chocolate candies and jellies.

01.1 D089



Rarytas Sp. z o.o.

63 Piłsudskiego Street
73-110 Stargard, Poland
Phone: +48 91 578 35 11 int. 46
Fax: +48 91 578 35 14
l.marczyk@rarytas.pl
www.rarytas.pl

Rarytas, a company based in Stargard (north-west part of Poland), was established in September 1960. Since 1974 we launched, as one of the first Polish companies, production of original small CRACKERS, available in various shapes and flavours that became very popular among our customers. To meet expectations of our clients and following to latest nutritional trends, Rarytas created a special project:



Our products with this logo does not contain palm oil, and they have radical reduction its content for: acrylamide, 3 MCPD, glycidyl esters, saturated fatty acids, they are produced in new innovative technology.

Everything can change but the quality and the taste of our crackers, they must remain unchanged... and we even improved it.

This is for you to judge, we invite you to try our products!



SEKO S.A.

3 Zakładowa Street
89-600 Chojnice, Poland
Phone: +48 694 422 188
+48 669 091 830
export@sekosa.pl
www.sekosa.pl

SEKO SA is an advanced Polish company that plays a leading role in the fish processing industry, listed on the Warsaw Stock Exchange. The company was established in 1992.

The products are prepared at our site in Chojnice, the most advanced processing plant of this type in Poland and one of the largest in Europe. SEKO company has a quality management and food safety system confirmed by IFS, BRC, MSC, KOSHER certificates.

SEKO SA products are available on the foreign market both in supermarkets chains and wholesalers. They are purchased by clients from Germany, Czech Republic, France, Slovakia, Ireland, Great Britain, Hungary, Serbia, USA, South Africa, Canada.



Sertop Sp. z o.o.

58 Przemysłowa Street
43-100 Tychy
Phone: +48 32 217 08 38
+48 32 326 46 41
export-info@sertop.com.pl
www.sertop.com.pl

The company SERTOP is one of the leading manufacturers of processed cheese on the Polish market. The company has more than fifty-year tradition of producing high quality products based on proven recipes while maintaining strict quality control. For the production are used only natural ingredients, it does not apply any preservatives and colorings.

SERTOP offer includes more than 20 flavors of processed cheese in a variety of formats, such: round boxes 140 g and 280 g, cubes 100 g and 30 g, blocks 100 g and 100 g sausages.

SERTOP company meets all the requirements for the sale of processed cheese on the Polish and foreign markets. SERTOP sells its products to the Polish market and the markets of the European Union and the United States, Canada, countries of the Middle East, South Korea.

The company is certified BRC Global Standard Certificate and IFS (International Food Standard).

Silvan Logistics is one of the fastest growing companies in transport market in Poland. Established in 2005, has branches in Poland, Germany and Czech Republic and a new, cutting-edge warehouse in central Poland, equipped with a double-chamber cold store and specialist software designed to provide comprehensive logistics services to different sectors. We are an expert in fresh and frozen logistics. Our company offers transport throughout Europe as well as import and export of products from and to every port worldwide. We provide our Customers with comprehensive services: starting from warehouse and contract logistics services and ending with national, international and maritime distribution. We ensure the highest standard and quality of services at each stage of the supply chain, which is confirmed by the IFS Logistics certificate awarded to our company.

04.2 B099

Silvan Logistics
Sp. z o. o. S. K. A.
 16g/12 gen. T. Kutrzeby Street
 61-719 Poznań, Poland
 Phone: +48 61 625 69 63
office@silvan-logistics.com
www.silvan-logistics.com



„TURKA Tortilla & Breads is a place, where the flour turns into love” – TURKA is recognized by this original slogan. TURKA as one of the biggest producer of tortillas in Europe offers its products not only in its continent but also in the USA, Africa and the Near East markets. Among its customers are the biggest supermarket chains and HORECA sector. Since many years the company produces high quality products keeping precise quality control which is approved by numerous certificates like ISO 22000, IFS and QUALITY OF THE YEAR 2016. TURKA constantly improves technical modern level of factories and its skilled staff is working on introducing new types of products to anticipate customers' expectations.

2.2 E006

Turka Invest Sp. z o.o.
 10 Krakowska Ave.
 05-555 Tarczyn, Poland
 Phone: +48 22 727 00 01
info@turka.pl
www.turka.pl



We are one of the leading Dairy Producer in Poland. We are known mainly for our high-quality of Swiss and Dutch type of cheeses also very popular dairy products as cottage cheeses, spread cheeses, creams, curds, natural yogurts and kefirs. Let's taste our products!

Okręgowa Spółdzielnia Mleczarska Włoszczowa

1 Kochanowskiego Street
 29-100 Włoszczowa, Poland
 Phone: +48 41 388 33 00
 Fax: +48 41 388 33 07
osm@osmwloszczowa.com.pl
www.osmwloszczowa.com.pl



Zbyszko Company S.A. has been operating dynamically on the Polish market since 1993. With years of experience and excellent knowledge of the industry and customer expectations, we can boast a unique range of well-known and appreciated products.

Our offer includes carbonated and non-carbonated fruit beverages, mineral water and water with added fruit juice. Individual product lines address the expectations of adults, adolescents, and children alike.

We are gradually not only our portfolio, but also our infrastructure. We focus on new technologies and innovations, e.g. aseptic packaging. With two plants and 6 production lines, the company is able to produce more than 140,000 bottles of 1.5 liters per hour. We also have two high storage warehouses, with a total of 25,000 euro-pallets and the following certificates: BRC, FDA.

08.1 E060

ZBYSZKO COMPANY S.A.

239 Warszawska Street
 26-600 Radom, Poland
 Phone: +48 48 383 11 00
recepcja@zbyszko-company.pl
www.zbyszko.com.pl



ZBYSZKO has been present on the market for many years, boasting of its profound knowledge of the required production standards and how to apply them. This allows great scope in the possibilities in terms of the range of possible products. However, the brand philosophy and contact with retail and wholesale clients, maintained for many years, has never allowed it to move far from the high standards it set for itself in the very beginning. ZBYSZKO slaughterhouse specializes in beef and pork meat production on the other hand ZBYSZKO meat processing plant producing mainly pork and beef cold cuts. IFS, BRC and HACCP system used in new facility guarantee safety of or products.

09.1 B071 C078

Zakład Mięsny „ZBYSZKO” Zbigniew Kruk

Slaughterhouse and Meat Processing Plant
 9 Słowiańska Street, Bedoń Wieś
 95-020 Andrespol, Poland
 Phone: +48 608 438 820
p.wieloch@zm-zbyszko.pl
www.zm-zbyszko.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 confectionary products. Vobro's product range is made up of over 100 chocolate confectionery products (pralines and chocolate sweets), jellies. 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.

ZPC Vobro Wojciech Wojenkowski

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



TRADITIONAL POLISH SWEETS

VERONI[®] *active*



Preservatives free

RO[®] KO

FEEL THE POWER
OF FRUIT



Preservatives free

Joe&me

Decorated chocolate covered wafer filled with delicious vanilla flavoured cream and forest fruit filling.



www.COLIAN.pl

Decorated chocolate covered wafer filled with delicious chocolate flavoured cream and fruit filling with orange juice.



www.COLIAN.pl

Processed product MAZURSKI – 280g round box

www.SERTOP.com.pl



Processed cheese MIX “Your... favourite” – 140g round box

www.SERTOP.com.pl



Adore cinnamon?

This delicious combination of coarse grain sugar and aromatic cinnamon will blow your mind! Nothing goes better with a cup of hot tea, a glass of milk, or hot chocolate. Once you discover our cinnamon snack sticks, get-togethers will never be the same again!

www.BRZESC.pl



Love seeds?

Our savoury choux pastry is sprinkled with sesame seeds, black cumin, flaxseed and sunflower seeds making them the perfect nibbles and double the pleasure! Our seed Snack sticks are great for dipping in a spicy salsa, or dunking in sauces and dips. Ideal for every party!

www.BRZESC.pl

Eucalyptus Menthol

Hard candies, 90g

The novelty in ARGO's offer are hard caramels Eucalyptus

Menthol. Menthol and Eucalyptus flavour achieved thanks of natural oils, lack of gluten and allergens, natural colour are indisputable features, which have an effect of success of debut the product on polish as well global market. Caramels are packed in a 90g and 1 kg bag, 3 kg box.

www.ARGO.net.pl



Lemonade Drops

Candies filled with fizzy filling, 90g

Lemonade Drop's – it's one of recencies in the assortment of the

producer. The product includes bottle-shaped candies, lemonade-flavoured in 3 colours: yellow, orange, pink, filled with fizzing powder. Attractive package with transparent wrap exhibits the higher quality of the article. The product is packed in a 90g bag, 1 kg bag and 2,5 kg box.

www.ARGO.net.pl



Party mix

Candies covered in chocolate with strawberry and black currant flavor.

www.PSZCZOLKA.pl



Jogo mix

Yoghurt centered cand in four flavors: wild strawberry, raspberry, peach and lemon.

www.PSZCZOLKA.pl



Turka Tortilla Wraps

„TURKA Tortilla & Breads is a place, where the flour turns into love” – TURKA is recognized by this original slogan. TURKA as one of the biggest producer of tortillas in Europe offers its products not only in its continent but also in the USA, Africa and the Near East markets. Among its customers are the biggest supermarket chains and HORECA sector. Since many years the company produces high quality products keeping precise quality control which is approved by numerous certificates like ISO 22000, IFS and QUALITY OF THE YEAR 2016. TURKA constantly improves technical modern level of factories and its skilled staff is working on introducing new types of products to anticipate customers' expectations.

www.TURKA.pl



Mint tea

Mint contains essential oils, which includes free alcohols (especially menthol), as well as tannins and flavonoids. The tea is used to reduce gastrointestinal discomfort from increased gastric acid secretion; to decrease the risk of liver and biliary tract diseases; in the case of colds and inflammations of the mouth, can also be used in inhalation treatments.

www.BIFIX.pl



Raspberry tea

Raspberry fruits are a natural source of vitamins C, A, B2, PP, trace elements and minerals. It is an excellent supplement in the prevention and treatment of colds. Raspberries contain substances that exhibit antipyretic and cleansing properties. In drinking this tea you are supplying your body with vital substances, and in doing so you are supporting your body's natural immune system.

www.BIFIX.pl



Loyd

Try out our finest and premium quality loyd tea Only selected teas, which have earned the highest tea selector's grades can be packed into our newest red label LOYD box. Their selection is carried out under strictly defined conditions and usually only one in a hundred samples will be qualified for the final product. This process, makes our red label tea exceptional and remarkable.

www.MOKATE.com.pl



Mokate Gold Premium

NEW Mokate Gold Premium is exceptional - it enchants with its aroma and deep flavour hidden under a thick, white foam. A perfect combination of top quality ingredients enclosed in a convenient sachet, guarantees pleasant flavour sensations, and each cup makes you want to taste more and more of it. It has been produced with passion and love for perfect taste. Carefully selected ingredients, advanced technology, and first of all - the best quality and true love for coffee make us deliver an ideal product and a genuine treat to our customers.

www.MOKATE.com.pl



Roko

ROKO is a drink designed specifically for the mainstream youth who follow the modern style and the bold trends. ROKO is the essence of wild energy and life, where everything is possible, and gets everyone started with its dope flavors. ROKO is a naturally delicious: contains no preservatives, artificial sweeteners or artificial colors, and is always where there's fun.

www.ZBYSZKO.com.pl



Veroni Active

VERONI active Energy. Water with natural caffeine, witch provides as much Energy as a cup of coffee. Get your Energy from nature! VERONI active Sport. Natural, non-carbonated mineral water, ideal for those who appreciate a healthy and sporty lifestyle.



Veroni active Hydration. Enriched with electrolytes and minerals, water at pH 7,4 similar to the pH of human blood, witch provides a significantly better hydration.

www.ZBYSZKO.com.pl

Tymbark drink 250ml

Tymbark flavours blends are smooth and fruity. Tymbark also features unique bottle caps. The catchwords hidden underneath are funny, intriguing, expressive, and help to make contact and relate to others.

Refreshing Tymbark fruit drinks come in delicious flavours: apple-mint, lemon-mint, raspberry-mint, apple-cherry, apple-peach, apple-watermelon, orange-peach, apple-redcurrant, apple-white grapes. Tymbark drinks are available in 0.25 l glass bottles, 0.5 l and 2 l pet bottles and 1 l and 2 l cartons.

www.MASPEX.com



Kubuś mousse

Our mousse contains only fruits and vegetables without any added sugar. Kubuś Mousse is the perfect combination of a rich source of fibre with a daily recommended portion of vitamins (e.g. vitamin C) in a form of healthy snack. Vitamin C is especially important for children who are just beginning reception or school, when they are exposed to contact with many new harmful microorganisms – the vitamin C in Kubuś Mousse helps support proper immune system function.

www.MASPEX.com



Castellan Cheese

There is a cheese Poles loved for years. Maturing – but light in the taste and flavour. Noble but discreet. Charming but not imposing. A faithful fellow of everyday slice of bread. Ideal for breakfast, brunch, lunch and supper... Castellan Cheese comes in two flavours – Castellan Cheese Classic with stronger taste (in a black package) and Castellan Cheese Creamy with milder taste (in a white package).

www.OSM-SIERPC.pl



Royal Cheese from Sierpc

A noble and subtle taste with a note of the meadow herbs. Old recipes of regional masters of cheese. Milk from cows living in the fields of one of the purest corners of Europe: the Northern Masovia. A cheese “with holes” maturing for at least 4 weeks. Its opening allows to open and close the product safely for several times.

www.OSM-SIERPC.pl



Confectionery Cheese

Excellent for cheesecakes for bakers and confectioners

www.OSMWLOSZCZOWA.com.pl



Thermized Confectionery Cheese

Thermized Confectionery with vanilla flavour-excellent for rolls, irreplaceable for bakers and confectioners

www.OSMWLOSZCZOWA.com.pl



WWW.RARYTAS.PL



WWW.RARYTAS.PL



ZM Zbyszko

www.ZM-ZBYSZKO.pl

Our smokehouse is where all ZBYSZKO products receive their unique qualities. The selection of the alder smoke used in the process enhances their truly distinctive taste. Under the watchful eye of an experienced charcutier their colour becomes more intense and they receive their unique and juicy aroma. The hams, bacon, roast pork and gammon, seasoned in salt-water tanks, become more tender and gain a unique, rich flavour.

Whole chicken

High quality whole chicken produced in the safe closed production cycle, available either fresh or frozen and in elements as well. It is delivered to customers all over the world straight from Poland's biggest meat producer.

www.GRUPACEDROB.pl



Whole Polish goose

High quality whole goose produced in the safe closed production cycle, available either fresh or frozen and in elements as well. It is delivered to customers all over the world straight from Poland's biggest meat producer.

www.GRUPACEDROB.pl



Sliced & Grilled Kebab

We love eating kebabs when we go out. What about eating them at home? Damak Kebab produces sliced and grilled kebab for your kitchen. After producing the kebab, we grill and slice them for you. Our kebabs are freezing at the optimum temperature of -18 °C, which provides long-term quality and preserves all the aromas and taste. Roasted beef and chicken kebabs are available in packs of 800 g, 1 kg, 2 kg.

www.DAMAKKEBAB.pl



Damak Chicken Legs Kebab

Its taste makes it one of the most preferred kebabs in our offer. Its taste comes from the harmony of herbs, special seasonings and chicken legs. A tasty and healthy choice particularly for people who want to take care of their shape. It leaves unforgettable taste in your mouth. We produce and export it from Poland to Europe.

www.DAMAKKEBAB.pl



NEW



ZBYSZKO
GALERIA MIĘS I WĘDLIN

ZETKI
Vitamin
power team



SAUSAGES WITH INCREASED CONTENT
OF VITAMINS AND MINERALS I.A.: A, D, E, K, C, Mg, Ca

VISIT US AT ANUGA!

www.zm-zbyszko.pl

HALL 9 | POLISH MEAT STAND

Poultry pate for junior 125g

A new product line in the offer – for children and not only.
Sterilized pâté based on chicken meat. The product does not contain flavor enhancers, preservatives and dyes.
www.DEGA.pl



Trout pate for junior 125g

A new product line in the offer – for children and not only.
Sterilized pate based on smoked trout. The product does not contain flavor enhancers, preservatives and dyes.
www.DEGA.pl



Round'N'round herring with sweet chilli 200g

Herring round 'N' round can be eaten round 'N' round. With this in mind we have created a product, which not only looks good, but also tastes great. We propose the spicy marinated herring with sweet chilli. The product was prepared in a comfortable weight of 200 g and by placing pieces of the product around the packaging it will look perfectly among the snacks on each table.
www.SEKOSA.pl



"Kapitalne" fish fingers 250g

"Kapitalne" SEKO fish fingers owe their taste to the carefully selected ingredients. Made from 100% cod fish fillets covered in golden, crispy breading, they are a treat worthy of any captain! Delicious, easy and quick to prepare, they are sure to appeal to the taste buds of the entire family, especially children. The "Kapitalne" fish fingers make a tasty snack both fried and baked in the oven, without the addition of fat.
www.SEKOSA.pl



Polish poultry meat

Polish poultry meat can successfully compete with the offer of world leaders by:

- ✓ competitive pricing – which you can expect from Polish producers and which becomes the key factor, when the product is of impeccable quality in relation to the price;
- ✓ exceptional quality and taste, resulting from full control of the production process "from farm to fork";
- ✓ wide selection of poultry products: chickens, turkeys, geese, ducks and other types of poultry, offered as fresh meat: carcasses and different cuts (available also as frozen meat) and offal and preparations.

www.KRD-IG.com.pl



NOVELTIES

from **Vobro**

Delissimo

ROYAL PRALINES



Cocoa
& Dark Chocolate

Hazelnut
& Milk Chocolate

Milk
& White Chocolate

CHOCO Crispo



Cocoa

Milk

Frutti di Mare

PREMIUM PRALINES



Caramel flavoured

Hazelnut

Cocoa

Milk

Confectionery Production Plant Vobro
Commercial office:
61 Modlińska str., 03-199 Warsaw, Poland
export@vobro.com.pl

www.vobro.pl



**ROYAL CHEESE FROM SIERPC
REIGNS IN SEVERAL COUNTRIES
(WITH ITS ROYAL FAMILY, OBVIOUSLY)**