



Creating flavours you love

# BRAND CATALOGUE

2021



ATLANTIC GRUPA is a vertically integrated multinational company whose business activities incorporate R&D, production and distribution of fast-moving consumer goods primarily in the region of Southeast Europe, with a significant presence in the Western European markets, as well as in Russia.

We are a leading food&beverages producer, a leader in fast moving consumer goods distribution, and one of the most dynamic business systems in the region. **OUR STRATEGY ENVISIONS PRIMARILY STRENGTHENING OUR CORE CATEGORIES** (coffee, savoury spreads, beverages, chocolate and salty snacks), and our lasting vision is to inspire people to add flavour to their everyday moments.



ATLANTIC  
GRUPA

In short...

Today, Atlantic Grupa is a company with sales revenues of 724,2 mil. Eur in companies in 8 countries (Austria, Croatia, Slovenia, Serbia, Bosnia and Herzegovina, North Macedonia, Montenegro, Russia), 14 modern production plants, and 8 own brands above HRK 120 million in sales, high market shares and consumer recognition.

Along with our own production portfolio, we are an exclusive distributor for many renowned international and local compa-

nies and brands, with a highly developed regional distribution infrastructure, a network of 16 distribution centers and direct access to over 60 thousand sales points. Additionally, Atlantic Grupa owns the leading private pharmacy chain in Croatia under the brand Farmacia.

We are a publicly listed company in the Prime market of the Zagreb Stock Exchange, delivering promised results continuously for over 50 quarters.

**WE CREATE FLAVOURS YOU LOVE, BY**



## **PRODUCING**

Coffee  
Beverages  
Savoury spreads  
Salty Snacks  
Chocolate



## **DISTRIBUTING**

RENOWNED EXTERNAL FMCG  
BRANDS





CARE

### CREATING A BETTER ENVIRONMENT

We are a company that cares - we take care of each other, we care about the well-being of our colleagues, we care about business relationships and we care what kind of world we are going to leave to the generations that come after us.



OPENNESS

### CREATING BETTER WITH OPEN MINDS

Whatever we do, we never stop being curious, always fearless (you can learn even from mistakes!) and thirsty for new ideas and new experiences. We embrace diversity, and different opinions knowing that they will lead us to better solutions of everyday tasks and challenges.



GROWTH

### CREATING NEW VALUE

Because we always aspire for more, we have an appetite for a steady and stable growth. We are stepping out of our comfort zone, always hungry for the next challenge, we strive to see our brands, markets and profits grow and our employees develop.



PASSION

### CREATING WITH ENTHUSIASM

It's not just what we do, it's how we do it. Like a special spice, the passion we put into our work makes us stand out and accomplish better results. Dedication is the secret ingredient that we use to make our products better and our future brighter.





# Coffee

This is a journey of coffee - from the plant to the cup presented by our flagship brands Barcaffè and Grand kafa.

# What's the secret to a perfect cup of coffee?

3 things are crucial:  
the bean,  
the roast and  
the brew.

Perfect combination of those three elements was always an inspiration for our range of products.



# barcaffé

For 50 years, this coffee brand has been making days more beautiful for Slovenians and Croats and later on for the whole Adriatic region.



Barcaffé brand is a winner of Trusted brand and Superbrand prizes.

Espresso blends have achieved numerous acknowledgements and prizes over the years.

No.1 in Roast and Ground category in Slovenia

No.2 in Roast and Ground category in Croatia



**barcaffé**  
ESPRESSO

Barcaffé espresso won two gold medals for its premium blends 100% arabica Barcaffé Prestigio and Barcaffé Divino at the International Coffee Tasting Competition, organised by the International Coffee Institute.



ROAST



GRIND



ENJOY

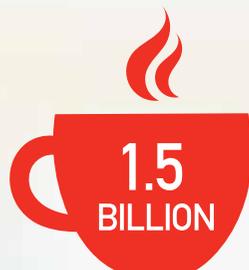


For more than 20 years Grand kafa has been the leading coffee producer and synonym for coffee in Serbia, Bosnia and Herzegovina and North Macedonia.

**No.1**  
in Roast and  
Ground category in  
Serbia, BiH and MK



of coffee was produced in 2019 in 3 production sites.



cups of roast and ground coffee was sold in 2019.



homes in the region start their day with the aroma and taste of Grand kafa.



grand  
**Insta  
grand**

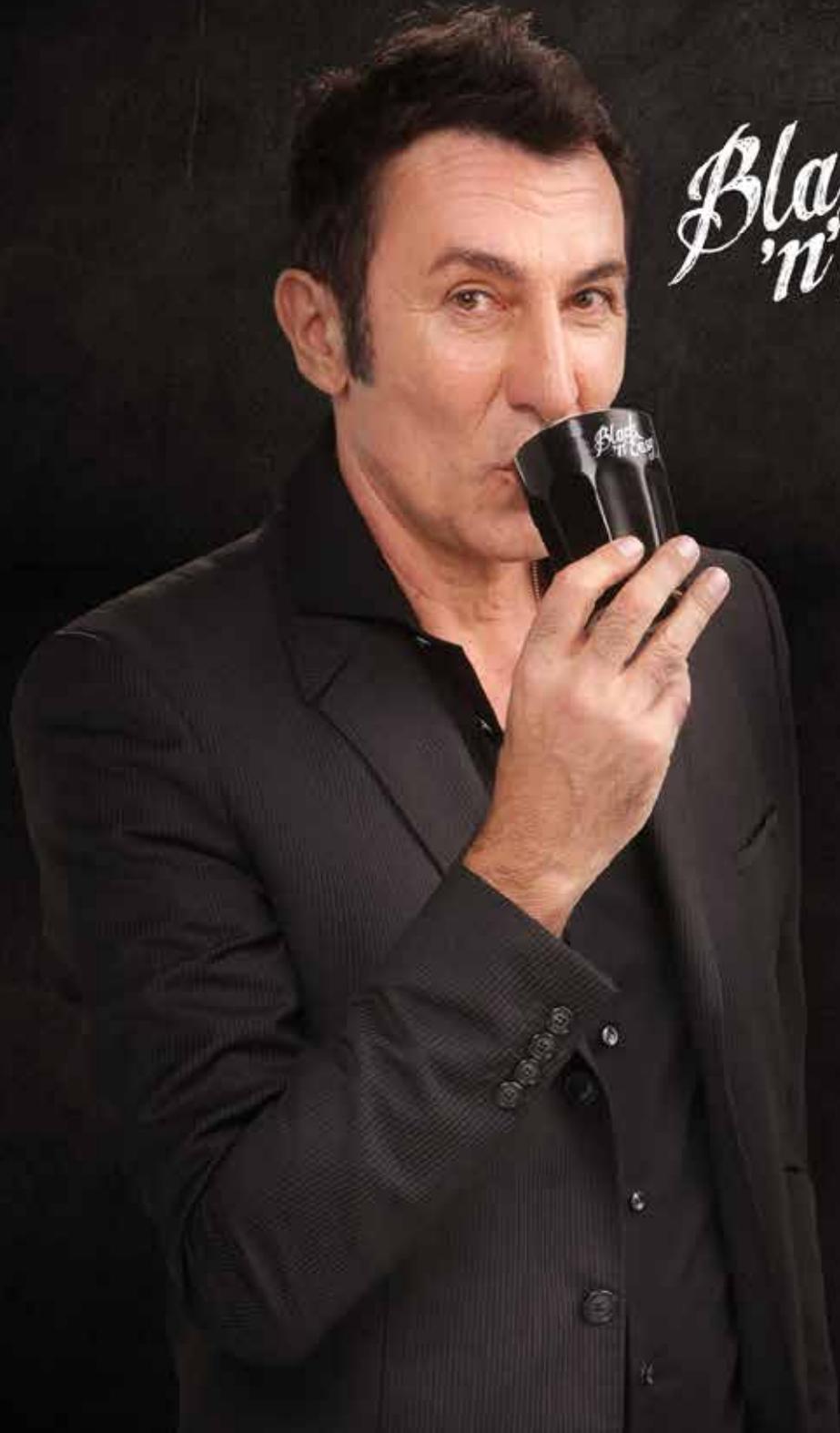
**barcaffé**<sup>®</sup>  
*Cappuccino*



## JUST PERFECT TO ENJOY

Gentle creamy taste, full mug beverage, variety of flavors, cooperation with a regionally important influencer are just some of the reasons why this coffee has been adored among gen Z.





*Black  
'n' Easy*

## **B&E - THE BIGGEST INOVATION IN R&G COFFEE OVER THE LAST DECADE**

Turkish coffee with instant preparation was almost immediately accepted on the market. Due to the great taste combined with its high convenience makes this coffee ideal for morning rush and all out-of-home coffee occasions.





# Savory spreads

Savory spreads portfolio offers convenient and nutritious meals for all occasions, especially ideal when you lack time. Argeta, our flagship brand is present in more than 30 countries worldwide.



For more than **50 years** we have had our customers in our minds and hearts in everything we do. Our mission is to produce **the best meal in the most sincere way**. We are constantly improving our recipes and preparation processes. We are the **biggest producer of pâtés** in the world, and Argeta's copyrighted orange colour is seen in more than 30 markets worldwide.

**ARGETA**<sup>®</sup>  
The good side of bread



# FREE FROM

PRESERVATIVES

ARTIFICIAL FLAVOUR ENHANCERS

ARTIFICIAL COLOURS

GLUTEN



We use only: **selected cuts of meat, fish or vegetables and 100-percent natural spices and vegetable oils.** In this way our products constitute a nutritious meal that our consumers can enjoy without any concerns.



# Argeta is ideal as a spread or a dip.

FOR THE YOUNGEST

## ARGETA JUNIOR

SOFT CREAMY SPREADS



FOR THE WHOLE FAMILY

## ARGETA

MEAT AND FISH SPREADS



FOR GOURMET LOVERS

## ARGETA EXCLUSIVE

EXCELLENT CULINARY CREATIONS



FOR THE WHOLE FAMILY

## VEGETABLE SPREADS

VEGGIE SPREADS



Life is what we make of it.



**No.1**  
meat pâté  
in Europe\*



Granny's Secret - All Granny's Secret products are made by following **authentic, traditional recipes**, using only handpicked and carefully selected fruit and vegetables.



Granny's Secret offers the original homemade Ajvar made **of the best peppers**. Granny's Secret Ajvar contains **4 ingredients only: the best quality red peppers, salt, oil, and vinegar**.

**Traditional way of preparing** by slowly cooking the ingredients, using low temperature guarantees **amazing taste**

**NO ADDITIVES**  
**NO PRESERVATIVES**  
**NO ARTIFICIAL COLORS OR AROMA**  
**NO SUGAR**

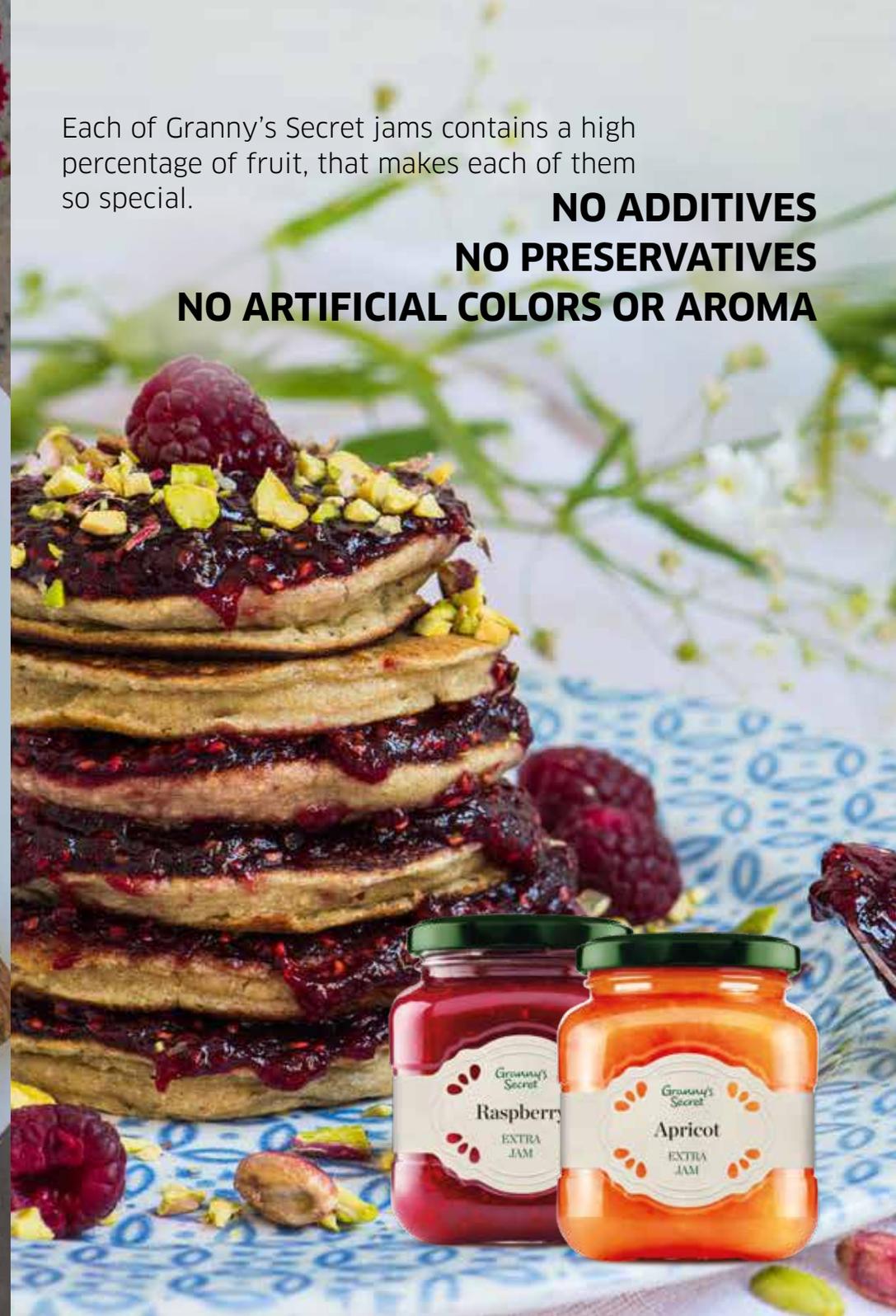


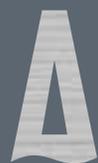


**Granny's Secret jams** are made in a traditional way that offers richness of flavor. Slow cooking at low temperature preserves all natural fruit juices and nutrients.

Each of Granny's Secret jams contains a high percentage of fruit, that makes each of them so special.

**NO ADDITIVES**  
**NO PRESERVATIVES**  
**NO ARTIFICIAL COLORS OR AROMA**





# Beverages

Cedevita - Vitamin Instant Drink, Donat - Carbonated mineral water and Cockta - Carbonated Cola Drink are the flagship brands of the Atlantic beverages portfolio.



# CEDEVITA<sup>®</sup>

This vitamin instant drink is considered to be a synonym for a unique tasting refreshment with 9 vitamins and everyone's favourite beverage.



## Getting to know brand Cedevita 50 years of Freshness

It all started in 1969 with the invention of revolutionary vitamin drink in granules. Our product formula contained Fresh dose of Vitamins, not only the precious C but also other vitamins the human body needs.

Fresh dose of 9 vitamins helped everyone to be more energetic and handle stress better while always staying cheerful and young. We have been constantly evolving and over time developed new flavors and different innovative packaging solutions which covered all occasions.

Today Cedevita can be enjoyed in your living room, at your local gym, in your favorite café or at some nice sunny beach. Ever since the beginning we have been constantly growing and more than 1.000.000 glasses of Cedevita are being consumed every day. After all this success we still continue to grow and we can't wait to see what's coming next.

More than 1.000.000  
glasses of Cedevita are  
being consumed every day





## THE PERFECT FORMULA

Cedevita is suitable for all age groups, and its presence in millions of households makes it a synonym for a healthy, refreshing, vitamin drink, favoured for everyone.

## DAILY DOSE OF VITAMINS

Cedevita is a food supplement and a source of 9 vitamins: C, E, B1, B2, B3, B5, B6, B9, B12. One serving contains 50% of recommended daily intake of vitamins.

## INSTANT REFRESHMENT

Cedevita is prepared right before it is consumed by dissolving multivitamin granules in a glass of water, so it can always provide, in a quick and simple way, a tasty source of vitamins.

**CEDEVITA won the hearts of our consumers in the region**

**No. 1** Non-Alcoholic Drink in Croatia

**No. 1** Non-Alcoholic Drink in Slovenia

**No. 2** Non-Alcoholic Drink in Serbia

\*IPSOS Research Brand Value Creator in the category Non-Alcoholic Drinks, TOP 5 brands per market, 2021



## **EXCELLENT THIRST QUENCHER**

Cedevita is quickly absorbed into the body, thus more effectively quenching thirst in contrast with other beverages that often make you even thirstier after drinking.

## **DOESN'T LEAVE YOU WITH A SWEET TASTE**

Due to a moderate sugar content, Cedevita drinks are excellent for quenching thirst, and due to the careful selection of sweeteners for sugar-free Cedevita light, you won't have that unpleasant sweet taste in your mouth after drinking it.

## **NATURAL AROMAS**

Cedevita does not contain preservatives and contains natural fruit flavours, that give it its special, recognisable taste.

# What's Your Favorite Flavour

## ORANGE

For generations the most renowned and most beloved source of vitamins with the natural flavour of orange, so popular that its orange colour has become the trademark for Cedevida itself. Everybody will surely agree: Cedevida orange is "The Cedevida!"

## LEMON

The well-known sweet and sour combination of flavours in Cedevida lemon is the best invigoration, but also a great, reliable source of vitamins throughout the year.

## RED ORANGE

The juicy and rich taste with a sharp note of the unique sweet and sour combination will certainly encourage you to spend your time at home, at your favourite café, or on the move, with a reliable source of nine vitamins with a new red flavour.

## LIME

Delicately sour, lime is not only an essential ingredient of popular cocktails - it can also be an excellent source of vitamins: we're talking about Cedevida lime, of course!

## ELDER&LEMON

Cedevida Elder&Lemon - The sweet and mellow taste of elder flower, reminiscent of the sunny days of our childhood, combined with a sharp note of lemon, source of vitamins, invites us to enjoy time in nature or on a café terrace.



## REVOLUTIONARY PACKAGING

Cedevita is the leader in innovative packaging on the Croatian market, and one example is Cedevita GO! with a unique cap that enables the preparation of fresh Cedevita on the move.



# Cockta

The secret of the special Cockta taste lies in a **unique blend of eleven herbs**, with **rosehip** as its main ingredient.



# Cockta

Cockta was **born different in Slovenia, in 1953**. The original recipe, proven over generations, brings that mysterious and exceptional touch that creates **the legendary Cockta taste**.

On her 65th birthday, its **original recipe and appearance was upgraded with a unique and premium look**, in blue, which pays tribute to the original Cockta born in 50s.

In 2019, its portfolio was enriched with a new proposition - besides Cockta Original, **there is also sugar-free option - Cockta Free**, which brings to the consumers **freedom of choice** to enjoy the legendary taste with or without sugar.



# HOW IS IT MADE?

## **FINEST HERBAL EXTRACTS**

Cocktail of eleven finest herbs is that special ingredient that makes Cockta so unique.

## **NO CAFFEINE AND ORTHOPHOSPHORIC ACID**

Cockta offers natural refreshment without caffeine and orthophosphoric acid for carefree enjoyment.

## **NATURAL CO2**

Natural CO2 from a deep, ancient source, protected and untouched for thousands of years, enhances Cockta's taste and brings the exceptional freshness.

## **NO GLUCOSE - FRUCTOSE SYRUP**

The irresistible Cockta taste respects the old, original recipe without glucose-fructose syrup and tastes legendary!

## **PORTFOLIO:**





Throughout the years, Cockta has been the voice of authenticity, a drink for people of different generations who stay true to their own beliefs and passions.

### IN TOP 5 MOST DESIRABLE BRANDS

in category of non-alcoholic beverages in CRO & SLO

\*Ipsos, 2020

### TOP 3 POSITION

in Slovenia, Croatia and Serbia in category of non-alcoholic cola csd\*

\*Nielsen, 2020, COLA CSD category, Value sales



A woman with long, wavy brown hair is standing in a field of dry, golden-brown grass. She is wearing a bright yellow, ribbed sweater and dark blue jeans. On the front of her sweater is a white graphic of a human digestive system, showing the esophagus, stomach, and coiled intestines. The background is a clear, light blue sky. The overall mood is bright and healthy.

Take care of  
your digestion,  
**take care of  
yourself.**

Donat<sup>®</sup>



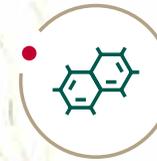
# Regular consumption of Donat **takes care of normal functioning of digestive system and ensures wellbeing.**

Donat affects different parts of the digestive system by supporting their normal functioning. Its effects have been **proven both in therapeutic** (functional constipation, heartburn) **and preventive use** (prevention of gallstones, better absorption of nutrients, excretion of digestive enzymes). **In 2015 we also proved Donat's effectiveness on the digestive system with a clinical study\*.**



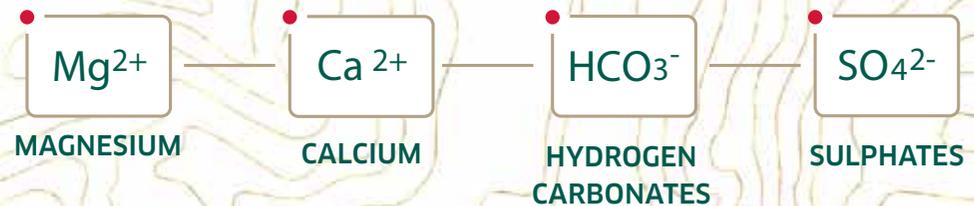
✓  
**CLINICALLY PROVEN TO SUPPORT DIGESTIVE FUNCTION**

In order to ensure normal functioning of the digestive system, we recommend drinking Donat on a daily basis, along with a balanced diet with enough fruits and vegetables, whole grains and dietary fibres, with an adequate intake of fluids and regular physical activity.



## Unique combination of minerals

Donat is truly a wonder of nature. A unique combination of minerals, key to the normal functioning of the digestive system, has been created by nature in the area of Rogaška Slatina in Slovenia.



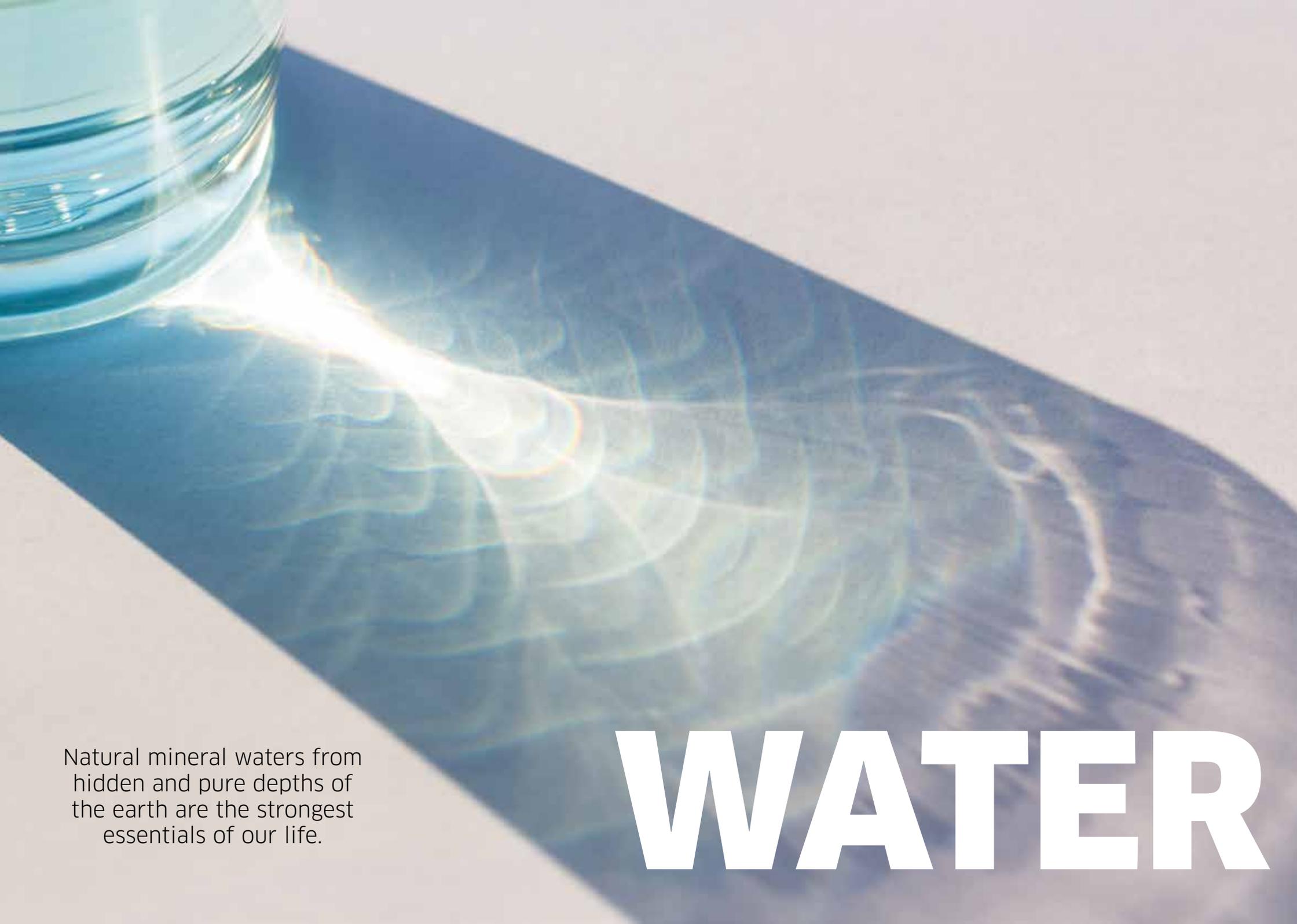
The minerals seep into the water through different layers of the earth in its 7,000-year path towards the depths. Precisely because of these unique circumstances made by nature, such a product cannot be found anywhere else in the world!



## Environmental sustainability

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Based on Donat's completely natural origins and the expectation of our loyal consumers, we are serious when talking about sustainability & responsibility towards nature. **That is why Donat is packed in 100% recycled PET bottles, by which we are reducing our CO2 emissions by 90%.**



Natural mineral waters from hidden and pure depths of the earth are the strongest essentials of our life.

# WATER

Water represents the **most important essential of our life.**

**ATLANTIC GRUPA HAS A WATER BOTTLING PLANT  
BASED ON HIGHEST STANDARDS AND EQUIPPED  
WITH MODERN TECHNOLOGY**

- PURENESS & QUALITY FROM THE WATER SPRINGS
- HEALTH & HYDRATION
- FOOD & DRINK COMPATIBILITY
- LONG TRADITION & HERITAGE
- BODY BALANCE



In Croatia consumers can buy **Kala**, a pure spring water, and **Kalnička**, natural mineral water, from springs hidden in the dense forest at the foot of the mountain Kalnik, northwest of Croatia.

In Slovenia consumers can buy **Tempel**, table water, which is filled from the hidden depths of the earth in Rogaška Slatina, where Donat has its sources.



In Serbia, consumers can buy **Karadorde**, natural mineral water rich with oligoelements, that are essential for our health.



The Apatovec spring location has been known since 1842, when its water was exported to the Imperial court in Vienna.



Stark  
**Smcki**<sup>®</sup>

Smoki is the first produced flips in Southeast Europe and so popular that it became a generic name for this group of snacks.





The dominant flavor of peanut and distinctive crispness made it a snack of all generations, an indispensable companion for traveling and socializing. Smoki is a totally natural snack, produced from the finest raw materials - corn grits, fresh, roasted peanuts and vegetable fat, without additives.

SMOKI  
IS NO. 1 BRAND  
IN FLIPS CATEGORY  
AND NO. 2 IN ALL  
SALTED SNACKS  
CATEGORIES IN  
ADRIA REGION

**ATTENTION:**  
ONLY FEW RINGS  
ARE EXTREMELY HOT!  
DARE TO FIND THEM!



Stark  
*Prima*



**Prima Grissini** are new product range with unique "home baked" feeling. These shorter and thicker sticks are specific in their combinations of several different kinds of flours, seeds and with no glaze that is characteristic of the baked product category. With naturally high fiber levels and without artificial colors and flavors, Prima Grissini becomes the right choice for snacking for all those who care about their diet, lifestyle, balance and naturalness.



**Prima sticks**, as salty snack simple in composition, "baked in the oven", crunchy and fresh, full of flavor, allows everyone to enjoy snacking without feeling guilty.





Enjoy the real  
taste of chocolate..

**With a  
full heart**

Thanks to chocolate masters who have been pouring their hearts into creating “Najlepše želje” for decades, it has become a synonym for chocolate. Due to its specific smell (aroma), long-lasting taste and firmness, day by day, Najlepše želje is filling the hearts of generations of chocolate lovers with the taste of childhood.





Enjoy the real  
taste of chocolate..

## With a full heart

Najlepše želje has a strong heritage with a long tradition.

For almost a century Najlepše želje chocolate has been made, without compromise, with abundance of love and a single goal - to fill the hearts of generations of loyal consumers daily and inspire them to walk through life with a smile on their face knowing that whatever comes, they will give it their best shot.

That's why the message that Najlepše želje convey is: "Everything you do, do it with a full heart".



EVERY YEAR WE PRODUCE OVER  
100.000.000  
BANANICA

   
**Bananica**

The first Bananica was created way back in 1938. and became a brand loved by all generations. It is produced of high-quality ingredients, covered with chocolate coating with a high content of cocoa. The specificity of the recipe remained a little secret which brings unique, delicious taste, unmistakably recognizable and in the vast sea of different desserts on the market.



Štark has a long tradition of producing high quality biscuits and wafers and its brands are among leaders within the categories they compete in.

Štark Napolitanke and Keksići are perfect for joint serving and sharing with family and friends.

The Štark logo is a stylized, cursive script of the brand name, enclosed within a heart-shaped outline. A decorative, golden, curved line extends from the bottom of the heart shape towards the product packaging at the bottom of the image.