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Atlantic Grupa and Marko Gross conclude the sale and purchase of Montana Plus

Marko Gross to take over the most famous Croatian brand of triangular sandwiches – Montana, as well as the company's entire assets and employees. Cooperation with Atlantic Grupa to continue in the form of commercial representation in the distribution and sale of products

Atlantic Grupa concluded a sale and purchase agreement under which Marko Gross, as the buyer, took over the company Montana Plus d.o.o., including the Montana brand, company assets and all the employees. The cooperation between Atlantic Grupa and Montana Plus will continue after the transaction in the form of commercial representation in the distribution and sale of products.

Montana Plus d.o.o. has been owned by Atlantic Grupa since 1998 and is recognised for its wide range of unique triangular sandwiches, as well as other extended shelf-life sandwiches, for which they use the modified atmosphere packaging (MAP) technology to preserve freshness without added preservatives. The company is the holder of the international standard ISO 9001:2000, while the production and distribution processes are HACCP certified.

Marko Gross has long-standing entrepreneurial and managerial experience in the field of cosmetics production, as well as the production of nutritional supplements. His strong connection with Atlantic Grupa is based on a partnership that began with the takeover of the cosmetics business in 2018. Marko's extensive experience in the marketing, sales and production segment serves as an excellent basis for further strategic development and stronger expansion of the Montana brand portfolio, improvement of the position in the on-the-go category, and thus the development of the entire category.

The sale of Montana Plus is in line with Atlantic Grupa's strategic orientation towards the development of key product categories and the disinvestment of non-core business segments. As part of this process, that has been ongoing since 2018, sports and baby food, nutritional supplements and cosmetics business have been disinvested.

Atlantic Grupa d.d.