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Atlantic is Taking Over the Distribution of Mars Company Products in Croatia

The new contract is expected to generate over 100 million kuna in additional revenue in 2018

Atlantic Grupa is set to become the official distributor of the Mars Company's entire portfolio on the Croatian market from the beginning of February 2018. The new contract is expected to generate over 100 million kuna in additional revenue in 2018 through the distribution of three new product categories – Mars chocolate program, Mars food and Mars pet care. The new product assortment includes brands such as Twix, Mars, Bounty, Snickers, M&M's, Pedigree, Whiskas, Kitekat and Uncle Ben's. Atlantic Grupa had been distributing the Wrigley product assortment since 1991 prior to it becoming a part of the Mars Corporation in 2008. In light of the distributor's excellent results and the quality of service, the partnership has expanded to the remaining portfolio.

Proven as Reliable Distribution Partner

The new partnership is expected, due to the synergy in the management of the wider Mars portfolio, to increase the market share of the Mars product assortment and a higher growth rate of individual products in comparison to their respective categories.

"We have excellent experience and significant expectations from the partnership with Atlantic Grupa in the distribution of Mars products in Croatia. Through the long-time distribution of Wrigley assortment we are convinced that we have a partner from whom we can expect continuing extraordinary cooperation. This Contract expands and rounds up the existing cooperation between Mars and Atlantic, ensuring an even better total result by all relevant market parameters", said Mrs. Darja Šušteršič, Market Director for Croatia, Slovenia and B&H in the Mars Company, while signing the Contract.

"We are exceptionally proud to announce the conclusion of the new distribution contract. This confirms that we were serious about our plans of further expansion and strengthening of Atlantic's distribution operations, as well as our dedication to very high distribution goals. We are especially glad that Mars, as a globally renowned corporation with a vast experience, has recognized Atlantic as a stable, valuable and ambitious partner. We have excellent preconditions, given our previous results and mutual trust we are bringing into the new deal, to continue our excellent cooperation", commented Mr. Slaven Romac, General Manager of the Strategic Distribution Unit Croatia in Atlantic Grupa.

Best with the Best

Mars is one of the largest companies worldwide with over a century of tradition and some of the globally best known brands for humans and pets. Mars has an annual turnover of nearly 35 billion dollars and deals with numerous global categories, encompassing: pet care, sweets, food and beverages. The company operates in over 80 countries worldwide.

Atlantic Grupa is the leading regional FMCG distributor with a network of 19 distribution centres, over a thousand delivery vehicles and direct access to more than 60 thousand retail outlets in Southeast Europe. As one of the pioneers of modern distribution in Croatia, Atlantic has a highly developed knowledge in category management, key account management, logistics and trade marketing.

Atlantic Grupa d.d.