



Atlantic Grupa and Rauch have signed contract on distribution worth 36 million kunas

ZAGREB, 22 September 2010. – Atlantic Grupa and the renowned Austrian producer of fruit juices and tea beverages Rauch have signed contract on distribution of the entire Rauch's portfolio through all distribution channels in Croatia. By signing this contract, Atlantic and Rauch have reached a new milestone in their cooperation, which earlier encompassed distribution of the Rauch's product range through the HoReCa channel (hotels, restaurants and cafes).

By this contract, which is about 36 million kunas worth, additional space for joint growth is opening up through all distribution channels in which Atlantic Grupa is present with its highly developed know-how in the field of key account management, management of product categories, management of procurement chain and trade marketing which all have been continuously harmonised with the market trends.

“We are exceptionally pleased that these two family companies from Austria and Croatia, who share long history and have excellent cooperation, have started working together. In Atlantic we have found a compatible and reliably partner”, said Jürgen Rauch, owner and Vice-President of the Management Board of Rauch, upon signing of this contract.

“We are happy that this contract as well as widening and strengthening of the distribution in both networks will enable increase in the Rauch’ market share to the level which corresponds to the consumers’ real perception of the Rauch’s brands. We are glad that the partners from Rauch have recognized Atlantic as a company which can make this possible”, said the President of the Management Board of Atlantic Grupa, Emil Tedeschi.

Increased cooperation will enable additional synergic effects in various beverage categories in which Atlantic also has a respectable product range. Based on this contract, Rauch’s juices will find their way into 9000 retail shops as well as in the sales outlets of the HoReCa channel, whereby Rauch becomes Atlantic’s fifth biggest international principal in terms of turnover.

ATLANTIC GRUPA with its Distribution Division is the leading distributor of the high quality consumer goods in the South-East Europe whose brands are regional and world leaders. The distribution product range is continuously increasing and Atlantic is nowadays the exclusive or authorized distributor of renowned Croatian and international brands on various markets in the region, such as: Wrigley, Ferrero, Hipp, Vivera, Johnson & Johnson, Lorenz, Karolina, Manner, Durex, Duracell, Duyvis, Schwartau, TDR, Nescaffe, Scholl, One2play and Rauch as well as of its own brands Cedevita, Melem, Plidenta, Rosal, Multivita.

RAUCH - With the turnover of 669 million euros in the year 2009, the Rauch Group is the biggest producer of fruit juices and tea beverages in Austria at the same time being one of the juice market leaders worldwide. Rauch, together with its brewery Fohrenburg, has over 1400 employees and it exports its products to over 90 countries. With its export share exceeding 58% it has reaffirmed its position as an international production company with its famous brands such as BRAVO, HAPPY DAY, CAFEMIO, NATIVA, SPORT ISOTONIK.