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Atlantic Grupa takes the distribution of Unilever for Croatia and Slovenia

Atlantic Grupa and Unilever signed a contract by which Atlantic takes over the Croatian and Slovenian distribution of one of the leading global producers of fast moving consumer goods with an annual revenue of over 50 billion euros. Unilever's portfolio consists globally renowned brands such as Knorr, Rama, Lipton, Bertolli, Hellmann's, Dove, Axe, Rexona, Cif, Domestos, and many others. The contract, taking the annual sales on the two markets, is worth a total of 32 million euros. The new partnership reaffirms once again Atlantic Grupa's status as the leading FMCG distributor in the region, with a high level of distribution service and realization of distribution parameters.

„It is a great acknowledgement when a successful international corporation that Unilever is, recognizes the value and the potential of distribution business we have been developing for over 20 years now, and decides to confidently give trust to our experienced management and distribution operations, with excellent service, customer relations and market expertise. Through our cooperation we will justify this trust and our well deserved reputation, to our mutual benefit as well as the benefit of all our customers and consumers“, commented Emil Tedeschi, President and CEO of Atlantic Grupa.

„Unilever is looking forward with great expectations to this cooperation with Atlantic Grupa in Slovenia and Croatia. We are strongly committed to these very important markets, and by signing this agreement with the leading distributor of the region we would like to strengthen our operations, accelerate growth, but most importantly serve our customers and consumers in a much higher quality than before“, said Harm Goossens, Unilever Executive Vice President Central Eastern Europe.

Atlantic Grupa is the leading distributor of fast moving consumer goods in the region of South Eastern Europe, with 16 distribution centers in these markets, over a thousand vehicles and direct access to over 53 thousand sales point, and highly developed know how in key account management, category management, logistics and trade marketing.

Unilever je is one of the leading multinational companies whose products, in a range of 400 brands focused on health and wellbeing, are consumed by two billion people every day. Unilever portfolio ranges from nutritionally balanced foods to indulgent ice creams, affordable soaps, luxurious shampoos and everyday household care products. The scale of Unilever corporate and brand recognition and success is best proven by the bare fact that 15 of the company's brands generate sales in excess of 1 billion dollars a year.

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