



Koprivnica, 18.1. 2013.

Podravka and Badel 1862 sign a distribution contract for Slovenian market

Two Croatian companies, Podravka and Badel 1862 signed a distribution contract, according to which the food processing company from Koprivnica becomes an exclusive distributor of products for Badel 1862 for the market of Slovenia. As of 1st March Podravka will distribute in Slovenia strong alcoholic beverages, vines and juices by Badel 1862.

The significance of this contract for Podravka is primarily expansion of its product range and increased cost efficiency for the company in Slovenia, while Badel 1862 will have a partner with great international experience and strong and expanded distribution network for its renowned products, which will enable better and more efficient distribution of its production program.

Podravka is one of the biggest food processing companies in Central Europe whose products are being sold on almost all continents of the world. Owing to its good and developed distribution network that extends all the way from the Adriatic to the North Sea, it presents an interesting partner to many companies, and it also has much experience with commercial goods distribution.

Badel 1862 is the biggest and oldest manufacturer of vines and alcoholic beverages in Croatia. Badel 1862 is a synonym for strong alcoholic beverages in Croatia and wider, where in the category of strong alcoholic beverages Badel 1862 is traditionally holding a leader position, but also in export to other foreign markets. Today Badel 1862 is exporting to more than 25 markets around the world. By signing a joint venture with one Chinese partner in early 2012, it is achieving significant export results to the Chinese market, already in the first year.

Synergy between the two companies is the first step towards stronger cooperation and possibilities of expanding to other markets.

Podravka d.d.
Corporate communications