

# Croatian dairy production company is looking for distributors

## Summary

Profile type	Company's country	POD reference
<b>Business Offer</b>	<b>Croatia</b>	<b>BOHR20240214017</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Noriko MITA</a>	<b>14 Feb 2024</b> <b>13 Feb 2025</b>	<b>14 Feb 2024</b>

## General Information

### Short summary

Croatian cheese company is looking for distributors. The goal of distribution is to reduce costs to the minimum, while maintaining the desired level of services. The key functions of distribution are geographical location and management of distribution centers, product handling, inventory control, order processing, selection of transportation means and methods transportation.

### Full description

Zdenka is a privately owned and a respectable, specialized dairy plant for production of dairy products based in Croatia. It is a market leader and a synonym of processed cheese at the Croatian market. With its focus on processed cheese production, the company also produces a wide range of other product groups such as semi-hard and hard cheese, butter, smoked cheese and cottage cheese. Along with our own branded products being distributed throughout the South Central Europe, United States, Canada and Australia, we also offer private labeling. Furthermore, the products we export are labeled with IFS and KOSHER and HALAL certificates.

Zdenka is one of the oldest dairy industries in Croatia. The headquarters is located in Veliki Zdenci, in the central part of Croatia, 35 km southeast of the town of Bjelovar. The beginnings of cheese production date back to 1897. The dairy was named Zdenka, after the name of the eldest daughter of Zdenka, one of the owners at the time. The picture, then of sixteen-year-old Zdenka, framed horseshoe and four-leaf clover as a double symbol of well-being and happiness, became a trademark. Increased quantities of milk dictate the expansion of processing capacity and

expansion into new markets. In the 1950s, there was a strong growth and development of the company and the purchase of milk, which preceded the expansion of production capacity and the market. In the 1960s, the reconstruction of the technological line for the production of processed cheeses began, and in the 1970s, the construction of new buildings for the production of processed cheeses and whey. In 2008, the company was privatized, since then intensive investments have been made in new equipment and development of new products. Today, Zdenka and its products have a strong presence in all the countries of the former Yugoslavia, where processed cheese was particularly valued. It is also exported to neighboring countries and countries of Western Europe, and can boast of exports to the USA, Canada, Australia and Africa.

#### Advantages and innovations

Zdenka is a respectable producer of dairy products, specializing in cheese production, market leader and synonymous with processed cheese. What makes our processed cheeses different from others is the high quality raw material and the high proportion of raw material in the finished product. We have never questioned the quality of the finished product, which is why we take great care of the quality of the semi-hard cheeses from which we make processed cheese. The origin of the raw material is important and we always respect the customer's requests regarding the origin of the raw material. And Zdenka's cheese, marked with the Croatian quality mark, has values that we all recognize in its unique taste, made from the finest domestic milk, always according to the same recipe.

#### Technical specification or expertise sought

Our most needed feature for distribution is apart from the competitive advantage that can be built from any element of the marketing, each of the elements should be developed maximally, use their internal potentials and external opportunities. Certainly, distribution is one of key success factors. Even if the best product exists, success will be absent if that product does not find a way to customers.

#### Stage of development

**Already on the market**

IPR Status

#### Sustainable Development goals

• **Goal 3: Good Health and Well-being**

## Partner Sought

#### Expected role of the partner

Type: retail.

Activity: distribution of dairy products.

Role: The key functions of distribution are geographical location and management of distribution centers, product handling, inventory control, order processing, selection of transportation means and methods transportation.

#### Type of partnership

**Commercial agreement**

#### Type and size of the partner

• **SME 50 - 249**

• **Big company**

## Dissemination

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Technology keywords

Market keywords

- **05009001 - Food & feed ingredients**

Targeted countries

Sector groups involved

- **World**