



Adriatic Group

Food connects



Who are we?

Adriatic Group is the leading company in distribution and production of food and beverage products from the Balkan region for the EU market.

The company's headquarters are situated in Vienna.

Together with its daughter companies in Germany, Holland, UK, Ireland and Croatia, it distributes its products in 16 EU countries.

OUR MILESTONES:

... and the 100 M. € success story

... to the inventors of the Adriatic Shelf
in the supermarket chains

From ethnic Market leaders



The Adriatic Shelf

Adriatic Group history



2002

Brajlovic GmbH, (situated in Vienna, Austria) is the company where the successful Adriatic Group story began. A group of enthusiastic founders, with a vision to bring products from their childhood to Vienna and to take the European Ethnic Food Market in storm, started the production of traditional smoked meat products, specific for the Adria region

2005

Brajlovic begins with the distribution of food and beverage products from the Adria Region in Austria



2009

Natura GmbH is established in Schorndorf, Germany. This step represents an important milestone for the international expansion

2014

Incorporation of Adriatic Group



2015

With the acquisition of Edex Food Groothandel in Holland and foundation of Adriatic UK in London, UK we continue to develop and rise within the European food market

2020

The youngest member of Adriatic group - Adriatic Taste is established in Dublin, Ireland



2021

With 5 distribution companies in the EU and 2 production companies in Bosnia and Herzegovina, Adriatic Group continues to grow and thrive

Adriatic Group Members



Adriatic Group Distribution Network



Brajlovic GmbH – Vienna, Austria

- Adriatic Group headquarters
- Distribution to
 - ALL Austrian Key Accounts and
 - over 350 ethnic shops!



Natura GmbH – Schorndorf, Germany

- 2 distribution centers (Stuttgart and Hanover) that maximize the speed of delivery all over Germany
- Present in
 - 90 % of Key Accounts and
 - over 1000 ethnic shops (50% of the ethnic market)
 - Strong wholesale ethnic network (covering the other 50%)



Edex Food Groothandel B. V. – Breda, Holland

- Distribution to major KA and ethnic shops in
 - Holland
 - Belgium
 - Luxemburg



Adriatic UK – London, England

- Distribution to major KA in the UK such as
 - ASDAand more than 250 ethnic shops



Adriatic Taste – Dublin, Ireland

- youngest member of the Adriatic family
- Listing by SuperValu supermarket
- The biggest growth rate in numerical distribution in the whole Group!

Adriatic Group Production Facilities



Vocar Promet – Zvornik, Bosnia and Herzegovina

- organization of primary agricultural products and processing of fruits and vegetables



Natura Food – Bijeljina, Bosnia and Herzegovina

- Processing of fruits and vegetables



BRAMS – Sarajevo, Bosnia and Herzegovina

- Administration
- Export of products manufactured in Bosnia and Herzegovina





**We ACCOMPANY our partners from
the warehouse to the end customer
all over Europe...**

... and PROVIDE additional distributor services:

1. Coordination and fast implementation of new listings and trade marketing activities in KA
2. Proactive and transparent partner approach
3. Strong and long term partnership with regional key accounts



Special placement



Leaflets & special 1/3



Displays

The Adriatic Group value chain



Our partners

Savory snacks
& Sweets



Beverages



Cereals and their products



Prírodno za Vaš užitek!



kvalitet sa tradicijom

Meat/Fisch products



Geographical origin of our suppliers

- Germany
- Austria
- Slovenia
- Croatia
- Bosnia and Herzegovina
- Serbia
- Albania
- Macedonia
- Greece
- Holland

- South Korea
- Indonesia
- USA



Our customers

Retailer



Discounter



Wholesale



Online





ADRIATIC
— GROUP —

The End