ANNO 1998 INTRODUCTION

Dek

AGENDA



01 Pek-Snack short facts02 Key product lines

Peken Short facts

WHO ARE WE?



Pek-Snack ltd. was originally a Hungarian-owned family business founded in 1998

Since 2015, the company has been owned by a financial investment group



WHO ARE WE?

PRODUCTION SITE IN IGAL, HUNGARY

- In the beginnings, products were manufactured in a 600 square meter plant
- Now it is a modern and up to date 6000 square meter factory
- In 2020 and 2021 4 Million EUR will be invested on a fully automated production line and high capacity shock freezer and proofer
- New investments will increase our production capacity by 40% and further ensure high quality production capability



01 SHORT FACTS

WHO ARE WE?

OPERATION IN HUNGARY

- In the Hungarian market we are working with 1.800 franchise partners selling exclusively our portfolio to satisfy our consumers
- We are valued partners of local, regional and international retail chains





WHO ARE WE? OPERATION IN CROATIA

- Gaining market share in Croatia started in 1999
- Based on customer polls, Pek-Snack won SUPERBRANDS qualification in 2010, 2011 and 2012
- Currently we are working with 400 franchise partners and supplying local, regional and international retail chains





01 SHORT FACTS



2020 RESULTS:

8.0 K TONNES FROZEN BAKERY PRODUCED & SOLD YEARLY **20 MM EUR** ANNUAL REVENUE



WHAT ARE WE PROUD OF?

NO. 2 IN HUNGARY

Pek-Snack is the second biggest frozen bakery producer in the Hungarian market!

HIGH QUALITY PRODUCTION

- IFS International Food Standard
- Since 2005, food safety and uniform quality inspection of manufacturers worldwide
- Based on HACCP principles, quality and compliance with customer needs is standardized
- Consumer feedback are fully taken into account during product development and production!

SNACK

WHAT ARE WE PROUD OF?

WHAT ARE WE PROUD OF?

ECO-CONSCIOUS PROCEDURES

- Own waste pre-treatment plants only treated waste water gets in the communal system
- Selective waste collection and management
- Vehicle fleet own car wash with biological cleaning
- Waste heat is converted into producing sanitary hot water
- For all employees, "environmentally conscious behaviour" training program is held yearly
- Environmental management system based on MSZ EN ISO 14001 standard





01 SHORT FACTS

WHY CO-OPERATE WITH US?

CUSTOMER CENTRIC APPROACH

FLEXIBLE AND HIGH-QUALITY CUSTOMER SERVICE

CUSTOMER SPECIFIC, TAILOR-MADE SOLUTIONS IN

DRIVE FOR REAL INNOVATION





01 SHORT FACTS

WHY CO-OPERATE WITH US?

FROZEN BAKERY EXPERTISE



INNOVATIVE PRODUCT LINES (reduced & low calorie, enhanced, functional)



CONTINUOUS DEVELOPMENT OF PRODUCTION CAPABILITIES



CONSUMER UNDERSTANDING (trends, category development)

PRODUCT LINES

MINI SNACKS



02 KEY PRODUCT LINES // MINI SNACKS



MINI SNACKS

SALTY / SWEET FLAVOURS

Pre-proofed, puff pastry 21 types 22-52g

MAXI SNACKS



02 KEY PRODUCT LINES // MAXI SNACKS



MAXI SNACKS

SALTY / SWEET FLAVOURS

Pre-proofed, puff pastry 17 types 85-130g

DONUTS



02 KEY PRODUCT LINES // DONUTS



DONUTS

BERLINER TYPE, CLASSIC FILLED DONUTS

Ready baked, frozen 4 flavours

75g

MUFFINS



02 KEY PRODUCT LINES // MUFFINS



MUFFINS

DOUBLE CHOCOLATE / BLUEBERRY

Ready baked, frozen

2 flavours

90g

PIZZA, PIZZA BREAD



02 KEY PRODUCT LINES // PIZZA, PIZZA BREAD



PIZZA, PIZZA BREAD

Ready baked, frozen 7 types 130-150g

SPECIAL PASTRIES



02 KEY PRODUCT LINES // SPECIAL PASTRIES



SPECIAL PASTRIES

Pre-proofed, frozen

3 types

Low-carb, lactose-free

1. . . .

THANK YOU FOR YOUR ATTENTION!

