

KÖRÖSTEJ

A WORLD OF CHEESE





We are Köröstej Ltd, founded and owned by Lebanese-Hungarian surgeon-turned-businessman **Dr. Riad Naboulsi**.

We are one of the **biggest cheese producers** in Hungary, and its **biggest cheese exporters**.

We are renowned for our **vast portfolio** composed of both popular and one-of-a-kind products.

We are driven by **innovation**, while staying ever true to **tradition**.

We are a bridge between **East** and **West**, and their cheeses, customs and traditions.

We are flexible for our partners needs, but immovable with our **high standards of quality**.



Ultimately, we are best defined not by ourselves, but by the words of those with whom we work, whose satisfaction we have always prioritised above all else- and it shows.

JUST THE FACTS

- Our cheeses are made across **4 factories**:
Hajdúböszörmény, Köröstétlen, Barcs & Kacsóta.
- We employ about **1,000 people** across all our sites.
- We produce a total of about **40,000 tons** of cheese per annum at our four plants.
- We have **over 150** unique SKU's.
- We sell our cheeses to over **50 countries**,
including the Middle East, Europe, Africa, North America, Australia, New Zealand and the Far East.

Hajdúböszörmény

A town near regional capital Debrecen, in a countryside famed for its rich agricultural pedigree.



Our flagship Hajdúböszörmény factory. during a visit by Hungarian Minister of Foreign Affairs and Trade, Mr. Péter Szijjártó (pictured below).



Köröstetétlen

A small, quiet village of some 800 inhabitants in central Hungary, not far from Budapest.



The charming rustic building around which our modern Köröstetétlen factory is built.



Hand-rolled swirls of smoked Parenyica cheeses, freshly produced at Köröstetétlen.

Barcs

A historic town along the Drava river, on the other side of which lies Croatia.



Fully upgraded and expanded in 2020-2021, our state-of-the-art Grilling Cheese production line at Barcs is one of the finest in the world.

Kacsóta

A tiny village of just 252 inhabitants, in the south-west of Hungary.



**Masterful milk-less processed cheese production at Kacsóta,
all made with modern, world-class machinery.**

Production Sites Across Hungary



WHY WE STAND OUT



A One-Stop Shop:

Our vast portfolio of high-quality cheeses really makes us **stand out**: we provide our partners with a truly *complete* range of products, both eastern or western. **We are a one-stop shop** for cheeses from several regions, including a full complement of the cheeses enjoyed in the Middle East, traditional and modern, as well as a rich portfolio of truly global cheese products.



Tireless Innovation:

Our product development is cutting edge, and constant. We are always at work, whether it is **further growing** our expansive range of cheeses, **creating new twists** on age-old classics, or indeed creating **entirely new** and unique items that can only be found here, at Köröstej. We invite you to explore some of our innovations later in this presentation.



Quality, Tradition & Excellence:

We take pride in being **a bridge between countries and cultures**. Our cheeses are lovingly produced, true to tradition, across four factories spread throughout the scenic Hungarian countryside. Whether hand-wrapping Hungarian smoked *Parenjica* cheese, meticulously folding *Halloumi* in the Cypriot tradition, or artfully braiding Middle Eastern *Jadal* cheese, we take the utmost pride in the **cross-cultural cheesemaking traditions** that we help to keep alive.

OUR GLOBAL BRANDS



Some of
**OUR PARTNERS &
PARTNER BRANDS**



KAVAR

G[®]AZİ



TESCO



METRO

SUCCESS STORIES

Just a few of our product success stories from across the world...



- In **Hungary**, our **Grill Cheese** opened up the grilling cheese market domestically, and remains the market leader with a share of **70%**. It was us who married Hungary's love of grilling to a newfound love of grilling cheese.



- Our **Grill Cheese** also has a unique certificate of authenticity: we sell it to **Cyprus** itself, the home of Halloumi. If the Cypriots themselves cannot get enough of our Halloumi-type Grill Cheese, then we are certainly doing something right.



- In **Lebanon**, our famous Kashkaval has no peer. Our factory code has become the litmus test for the quality of Kashkaval there. **If it has our famous code, it's in.**



- In **Saudi Arabia**, our Hungarian Double Cream White Cheese gained such acclaim with its famous mark of "**HUNGARI**" stamped onto the cheese, to the point where consumers were asking for the cheese by this name: Hungari, i.e., *Hungarian*.

Domestic Branding

Welcome to Budapest!

Our Hajdu brand greeting incoming travellers
at the VIP Lounge at Budapest airport.



Champions attract champions...



We have been proud sponsors of the ETO
women's handball team of the city of Győr, who
are regularly Champions of Europe in the sport.

Domestic Branding

[Click Here](#) to Watch Ad



Still from a TV spot for our Hajdu “Joghurt Cheese” starring members of the Győr ETO team. This cast were some of the best women’s handball players in the world at the time.

Domestic Branding

The lucky winner of the
2020 edition of our
annual competition
receives the keys to her
brand-new car



www.hajdugrillsajt.hu

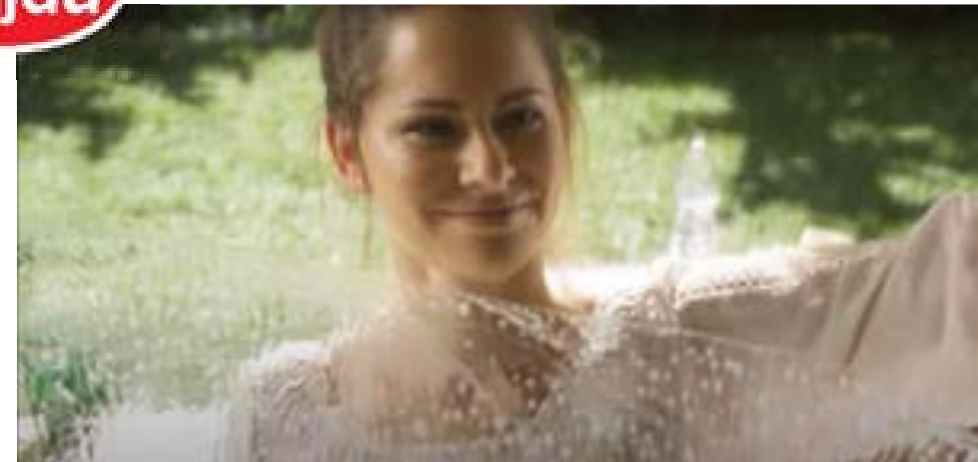
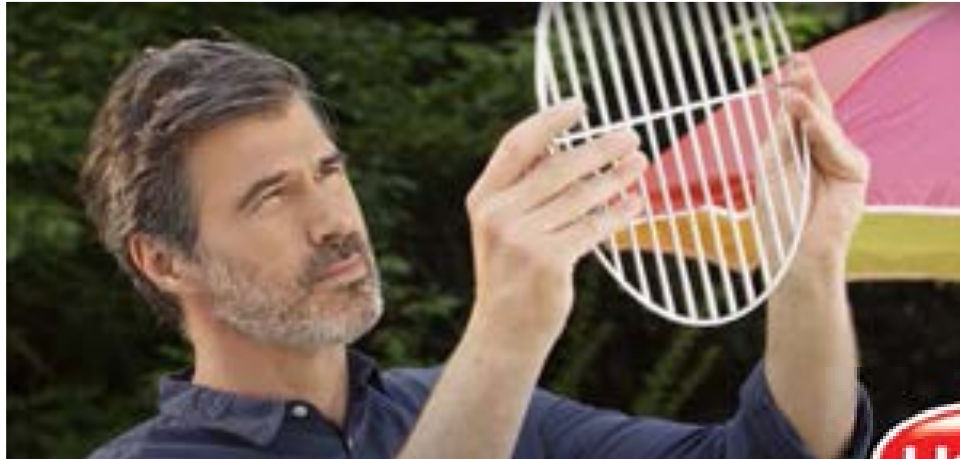
GRATULÁLUNK A GYŐZTE

Hajdú

Sajtol
és Nye

TV SPOT - HUNGARY

Grilling Cheese



[Click **Here** to Watch Full Ad](#)

TV SPOT - LEBANON

Kashkaval Cheese



[Click **Here** to Watch Full Ad](#)

EXPANDING HORIZONS



We marked a new high in our continuous expansion via our participation in the first internationally-acclaimed **China International Import Expo (CIIE)**, held in Shanghai in **2018**.

There we showed off our range of Cream Cheese flavours engineered specifically for the Chinese market, and began the process of introducing our cheeses to new fans.



One of our plants (Kacsota site) featured in an [article](#) [\(click to view\)](#) about Hungary's participation in CIIE.



An [interview](#) with the son of company owner Dr. Riad, also aired with Chinese subtitles on Chinese national television.



's Growing World of Cheese



COMPANY AWARDS

Medals, prizes, agreements and certifications

2014



Strategic Cooperation Agreement

Long term strategic co-operation with the Government of Hungary

2016



Silver Medal HAJDÚ Grill Cheese

Most Successful Promotion of the Year

2018



Hungarian Innovation Grand Prize

2014



Gold Medal: HAJDÚ Labneh

"Sajtmustra" Hungarian Cheese Producers Competition

2014

Käsiade: Austrian Cheese Olympics



Silver Medal HAJDÚ Labneh

Gold Medal HAJDÚ Grill Cheese

2016



Gold Medal HAJDÚ Labneh

Käsiade: Austrian Cheese Olympics

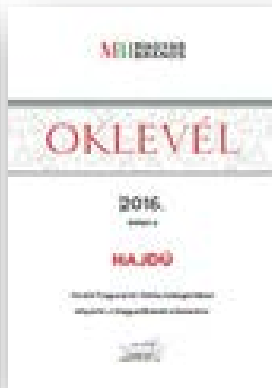
MORE COMPANY AWARDS

because our awards do not fit on one page...

MB | MAGYAR BRANDS



2014
HAJDÚ
Most Popular
Traditional Brands



2016
HAJDÚ
Innovative Brand



2016
HAJDÚ
Outstanding Brand



2017
HAJDÚ
Outstanding Brand



2018
HAJDÚ
Excellent Brand



2018
HAJDÚ
Innovative Brand



2020
HAJDÚ
Innovative Brand



2020
HAJDÚ
Excellent Brand

PRODUCT OF THE YEAR AWARDS



2014



HAJDÚ
Grill Cheese



Consumer Survey of
Product Innovation
2016



HAJDÚ
Labneh



Consumer Survey of
Product Innovation
2017



HAJDÚ
Parenyica



A fogyasztók döntése alapján
2018



HAJDÚ
Cream Cheese



Whatever the year, whatever the circumstance, we at Köröstej are always working on something new, whether a novel innovation or the development of a new product line we did not have before: our already vast range is always growing.

New Products

2020-2021

CREAM CHEESE SQUARES



NEW

SANDWICH SLICES



NEW

HAPPY DIPS - WITH BISCUITS



NEW

Masters of the GRILLING CHEESE





Halloumi-Type Grilling Cheese

What else can be said for our prize-winning Grilling cheese, but that **we sell it to Cyprus itself- the home of Halloumi- where it is in high demand?** To us, this is the highest mark of honour.



Simply put, our Grilling Cheese is special.

 We use an authentic, traditional **Cypriot Halloumi recipe**, except ours is made from pure cow's milk.

 Our Grilling Cheese is exported to **Cyprus**, the home of Halloumi.

 Our Grilling Cheese **dominates 70% of the domestic Hungarian Grill Cheese market.**

 Our Grilling Cheese has been **sold to over 30 countries**, between Europe, the Middle East, Australia and New Zealand.

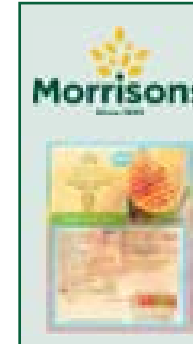
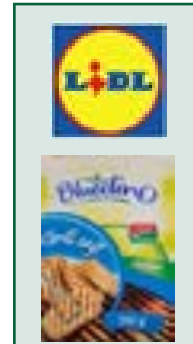
Prize-Winning:

**Product of the Year, Hungary
2014** (year of launch)



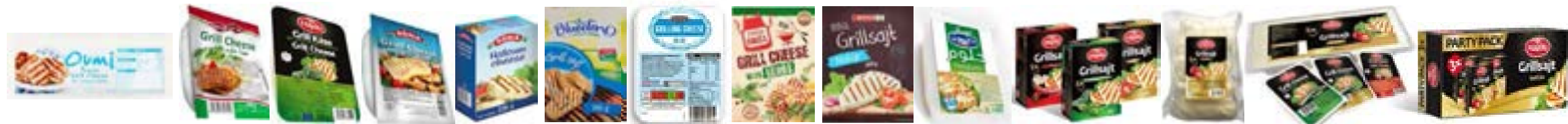
**Gold Medal in "Kaisade"
Cheese Olympics, Austria**

Packed under Private Label for:



...and more

Halloumi-Type GRILLING CHEESE



Masters of Grilling Cheese Innovation

Halloumi-type BURGERS



Masters of Grilling Cheese Innovation

Naturally-Smoked
Grilling Cheese



Light Halloumi-type
Grilling Cheese



Halloumi-type **FRIES**



Also Available
Lactose Free



Köröstej
Exclusive

Light & Airy Grilling Cheese



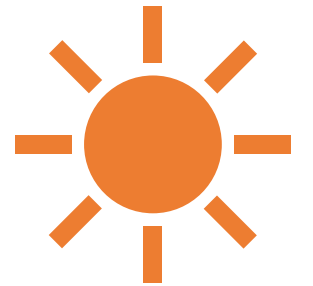
Lavender



Chili & Lime



Kebab Spices



SEASONAL
FLAVOURS
SUMMER

Domestic ad campaign, Summer 2018

FOR THOSE WARM & COSY WINTER DAYS

Hajdú

Grill Cheese

JUICY AROMATIC
ORANGE PEPPER

240 g

Hajdú

SEASONAL
FLAVOURS
WINTER

Apple &
Cinnamon

Orange
& Pepper

Domestic ad campaign, Winter 2019



Middle East

Full Product Range

We are *the* one-stop-shop for all cheese in demand in the Middle East
No other company can boast such a range.

KASHKAVAL CHEESE

Our Kashkaval needs no introduction:

- We are the biggest single producers of Kashkaval in the world.
- In Lebanon- *the* Kashkaval market- it is the market leader by far, without peer.
- Our Kashkaval is also beloved across the Arab world by locals & expats alike, including **Jordan, Iraq and the Gulf.**

The leading Kashkaval brands in Lebanon... **all produced by us:**



We do not rest on our laurels. We innovate:

Re-sealable packaging, to make the Kashkaval experience even easier...



A Traditional Delight...

*The traditional **Sheep's Milk** Kashkaval recipe preferred by connoisseurs? We have it too, of course.*

KASHKAVAL CHEESE

LIGHT & DELICIOUS



LABNEH SPREAD

We offer the *richest spread* of spreadable Labneh products, including all the major regional variations on this highly popular Mediterranean cheese that functions both as a dip and as the filling of millions of sandwiches every day, in the Middle East and beyond: **as ever, we have it all.**



Also Available

Lebanese-style Labneh

packs a tangy, sour punch and is beloved not only in its native Lebanon and the Middle East, but increasingly across the world.



Turkish-style Labneh

is a sweeter, softer take on Labneh, beloved in its own right by its fans across Turkey and beyond.



Köröstej Exclusive

Our innovative Labneh won a Gold Medal at the Käsade Cheese Olympics in Austria

“Hungarian Labneh” is a **prize-winning invention of our own, found nowhere else.** It is a middle-ground between the sour Lebanese original and the sweet Turkish take, providing the best of both worlds in succulent synthesis.

HARD LABNEH

Salty and firm, our **Hard Labneh** is quite different to our usual Labneh spreads, and wonderful in its own way.



It is available **rolled into balls** that come in **glass jars with oil**.

It also comes in **rolls**, to be balled by hand at home:



Both are available with **thyme, chili, & mint** flavours

FULL WHITE CHEESE RANGE

Our complete range of white cheeses is spectacular:

We Have It All!



Our wide White cheese range is also available in metal tins.

White Cheese in Brine Jars



Naboulsi



Twist



Chiral: Balls



Chiral: Strings



Jadal/Majdoul

FULL WHITE CHEESE RANGE

Our complete range of white cheeses is spectacular:
We Have It All!

Hungarian Double Cream White Cheese – 16kg Tins:
The famous “Hungari” cheese, beloved in Saudi Arabia and the GCC.

Also Available



**Halloumi-type
Grilling Cheese**



**Baladi Cheese,
Jeben Arab**



**Soft Cheese,
Anari**



Köröstej
Exclusive

**‘Traboulsi’
Cheese**



Naboulsi Cheese



**Hungarian
Double Cream**

FULL SPREADABLE CHEESE RANGE



Processed Cheese in Jars

A highly popular product in the Middle East - salty, creamy and perfectly preserved in glass.

CHEDDAR also available.



Processed Cheese in Plastic Cups

The same salty creamy goodness, also available in plastic cups instead.

CHEDDAR also available

LILY CREAM CHEESE



A creamy spread for the perfect sandwich.



CALIFORNIA CREAM CHEESE

Versatile and delicious, perfect for sandwiches, bagels, sushi or baking the perfect cheesecake.

California Cream Cheese

- Ideal for the **catering market**, thanks to its rich, luxurious taste while retaining competitive pricing.
- There is **growing demand** for this product across both retail and catering markets.
- **Innovations:** we have engineered a range of flavours that work sublimely with the creamy flavour of this cheese.



Featured:
The famous Buddha Bar
Restaurant **Cheesecake
Bites**, made using our
California Cream Cheese
- a heavenly match.



We have developed exotic flavours for our California Cream Cheese for the Chinese market, which we exhibited at the Chinese International Import Expo in Shanghai in 2018.



NEW AT KÖRÖSTEJ



Cream Cheese Squares

Highly popular cream cheese in the Middle East, perfect for quick wraps, and forms the core of the snacks children are sent to school with. High quality cream cheese.

Processed Cheese Slices
These American-style slices are used abundantly for filling burgers, toasted sandwiches and much else besides



Happy Dips



The perfect snack for school!

PROCESSED CHEESE RANGE

- Long-lasting, affordable products with a great taste.
- Even our vegetable-fat products maintain an outstanding, natural taste.
- Competitive on price-lead markets while retaining our customary touch of quality.



Processed Cheese
in Metal Tins



Processed Cheese
in Carton Box



Processed Cheese
Triangle Portions

MOZZARELLA

Perfect for pizza, pastries and *mana'ish* in shredded form. Also available in blocks, for all utilities.



"Jadal" means braids, and refers to the hand-braiding of this cheese into playful, shapely knots



JADAL

Available in vacuum-wrapped individual pieces, as well as shredded for a similar use to mozzarella.

Kashkaval



Spreadable Cheese in Jars/Cups



California Cream Cheese



Labneh Spread



Cream Cheese Delights



Grilling Cheese



Baladi White Cheese



Lily Cream Cheese



Double Cream White Cheese



Hard Labneh



White Cheeses in Brine



Jadal



Mozzarella



Processed Slices



Processed Blocks



Processed Tins



Processed Triangles



**CHEESE OF THE
MIDDLE EAST -
WE HAVE IT ALL!**



Smoked Grill Cheese



Grill Cheese
 (70% of Domestic Grill Cheese Market)



Smooth & Light Grill Cheese



Gourmet Cream Cheese
 (Formerly "Yoghurt Cheese")

CHEESES OF HUNGARY



Smoked Parenyica Cheese



Trappist Cheese



Cheese Spreads

CHEESES OF THE WORLD



For us at KorosteJ, innovation is an ever-going, never-ending process. We live and breathe invention and innovation, and our constantly growing portfolio of unique and outstanding products is testament to that.

2015



KörösteJ
Exclusive

2016



KörösteJ
Exclusives

2017



KörösteJ
Exclusives

2018



2019



2020



Innovation

NEVER ENDS

Innovation NEVER ENDS



Dr. Riad Naboulsi receiving the Innovation Award in the Hungarian Parliament in 2018

And the best is yet to come...



Thank you for your attention.

**Please get in touch and join our world of
cheese - details on the following page.**

The beautiful green field in the image below lies directly in front of our Barcs production site, in the south-western Hungarian countryside.

www.korostej.hu



Get in touch and join our world of cheese:

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