



CORPORATE COMMUNICATION

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## MEDIA RELEASE

### **Podravka receives 23 awards for the quality of its products in Brussels**

Podravka beat its record from last year's award in Brussels and this year received as many as 23 Superior Taste Awards.

Out of 27 applied products, as many as 23 Podravka's products received this award, which confirms the excellence of taste in categories they were competing. With all the awards given, Podravka also received a special „Crystal Taste Award“ for Podravka tea Lemon Line. This award is for those products which have for 3 years in the row been awarded with the highest 3 STA stars by 3 various panels of tasters.

Apart from this, Superior Taste Award was given this year among others to Podravka Ajvar, Podravka tomato puree, Podravka nettle soup with cheese, Dolcela puding vanilla, Eva mackerel fillets, Lino Lada milk, Delikates chicken pate with cracklings, Delikates hummus spread, Podravka cream of spinach soup, Podravka cream of tomato soup with mozzarella and Vegeta Grill BBQ marinade.

As evaluated by the expert jury of the International Taste & Quality Institute, Superior Taste Award as the confirmation of quality of Podravka products was awarded at the ceremony of the held on 2nd June in Brussels. The jury is comprised of renowned European chefs and sommeliers from culinary institutions, by blind test method, where, among others a special emphasis is given to evaluation of taste, aroma, texture and product appearance.

„Superior Taste Award Institute awarded the excellence of taste of Podravka's product range, but also our inovativeness and courage in taste design. We see these awards additionally as a motivation for development and combination of new tastes, i.e. ingredients, which will definitely be applied by our experts, and we are sure our consumers will recognize them too“ – dr.sc. Jasmina Ranilović, Podravka R&D director pointed out at this year's ceremony for the highest product quality in Brussels.

Namely, when in 2008 Podravka participated for the first on this competition, and up until today more than 70 Podravka's products climbed to the top of this



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culinary scale, which with their tastes, flavours and design daily attract consumers in more than 40 countries around the world.