



FOODCARE COMPANY

...because we care

FOODCARE Information

- Gellwe company was created in 1984. In 2008 it has changed its name to Foodcare.
- _Mission of the company: To achieve maximum satisfaction of the customer via systematic rapid development of production systems and customer service
- Main strategic goal is to achieve leadership in Poland and stable growing position Worldwide in terms of numerical share.
- Most important advantages are top quality of products, competitive prices and effective distribution.
- Consumers appreciate not only the perfect taste but also attractive packagings of products. These make our brands easy to find on the shelf, recognise and buy.



FOODCARE Information

Company has been represented on FMCG market for almost 30 years.

The biggest polish producer and distributor of desserts, instant cakes branded Gellwe, corn flakes and muesli Fitella, energy drink BLACK, N-Gine, BLOW La Feminine edition isotonic drink 4Move and FRUGO fruit drink

Employs approximately 900 highly qualified specialists.

Manages production of approx. 800 different SKUs with overall production of 2 mln pcs a day

Important producer of Private Labels in CEE, thanks to high quality of products, elastic solutions in production, good logistics and competitive prices

Market success has solid foundations in procedures: ISO, IFS, BRC and HACCP system. All mentioned procedures allow to keep the highest standards in management, production and sales.



FOODCARE COMPANY

FoodCare is an innovative and dynamic growing company.
In 2009 the most modern drink production plant in Poland was built by Foodcare.

Plant was built in Special Economic Zone in Niepolomice near Cracow.

Plant is equipped with the most modern technologies, innovations and patents that guarantees the best quality of production. They also allow to protect the environment in the best possible way.

Safety is a priority for us, that's why all drinks produced in our plant are previously tested by means of laboratory methods.



FOODCARE BRANDS

Our brands – leaders of the market



FOODCARE GELLWE BRAND

Brand Gellwe offers cake mixes, traditional and instant desserts, baking and functional additives, cocoa, chocolate drinks and instant tea. It is the oldest brand in the company (almost 30 years of tradition), perceived and positioned as the Premium brand.



Gellwe is known from traditional recipes, high quality, modern packaging, innovation and competence, that are results of experience and know-how.



FOODCARE GELLWE LA MATTINA BRAND

La Mattina is a combination of original Italian recipes and the best coffee, which guarantees the highest quality beverage. The real Italian cappuccino La Mattina with a delicious milky foam make each day more pleasant.



La Mattina Coffee Creamer make every coffee milky and delicate.



FOODCARE FITELLA BRAND

Fitella, with its unique set of modern products is targeting young, active female segment, where healthy lifestyle and nutrition are important, and where the fashionable and aspiring aspects of the offer are appreciated.

Fitella offers tasty and high in fiber products in convenient and handy packagings.



FOODCARE FITELLA NICE TEA BRAND



- Market potential - Fitella Nice Tea is the first tea ICED TEA for women
- The original variant flavor: green tea with cranberry and aloe vera
- Most consumed in the market: black tea with peach
- The high content of tea extract



FOODCARE FITELLA NICE TEA BRAND



HANDY FORMAT - CAN FORMAT 250 ML

EXCEPTIONAL,
WOMEN'S BOTTLE DESIGN
themed crystals

AVAILABLE IN THREE FLAVORS

MOST FAVOURITE FLAVOURS
LEMON, PEACH
AND CRANBERRY & ALOE

NATURAL INGREDIENTS

GOOD PRICE



FOODCARE FITELLA NICE TEA BRAND



Promo material /tray/
for the additional expositions
Trays on a Qpallette



MIKE TYSON COLLECTION

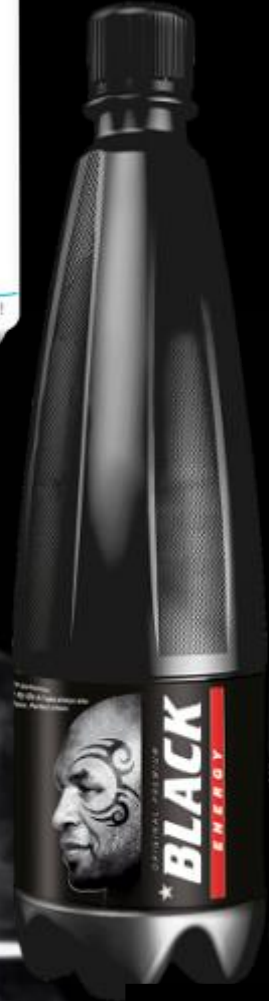
A white cursive signature of Mike Tyson, reading "Mike Tyson", is positioned in the upper right area of the image.

Why we've decided to work with
Mike Tyson?

Because he represents
common ideas:

the strength of character;
the will of fight in true life & success.

ORIGINAL PREMIUM
★ BLACK
ENERGY



Created by
**PORSCHE DESIGN
STUDIO**

Can's design

N'GINE
ENERGY



BIG BRAND and SPORTY STYLED LOGO – TO GET BETTER VISIBILITY ON THE SHOP'S SHELF

MAIN COLOR OF THE CAN – BLUE – AS IT HAS STRONG ASSOCIATION WITH REFRESHMENT

BRAND CELEBRITY: KUBICA TEAM

DISTINCTIVE GRAPHIC DESIGN – VERY SIMILAR TO F1 IDEA & OTHER MOTOR SPORTS (INSIGHT OF THE BRAND)

N-GINE is the new brand of energetic drink, targeted to males aged 16-25 interested in motorsport and computer games.

N'GINE

ENERGY

PORTFOLIO



CAN
250 ml
CLASSIC
NGEPENE988



CAN
250 ml
MOJITO
NGEPMOJ994



4x250ml
CLASSIC

NGEPENE987



4x250ml
MOJITO

NGEPMOJ99

FOODCARE

BLOW La Feminine Edition



BLOW

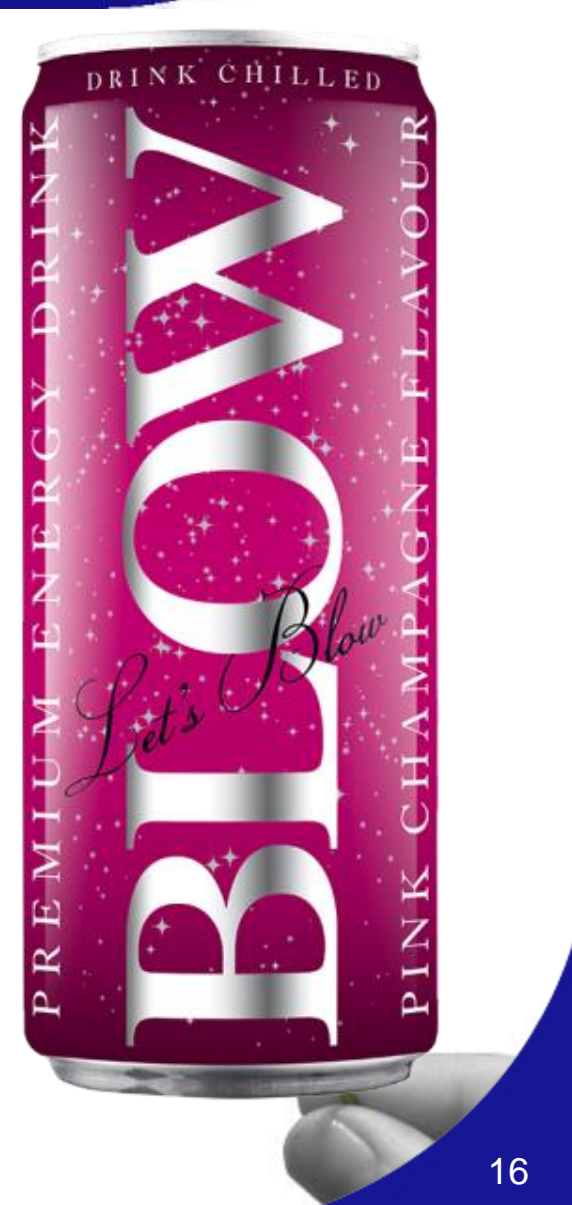
Let's Blow is the new brand of energetic drink,
only designed for women.

Inspired from a cult taste of pink champagne, a
synonym of luxury, excitement and endless fun!

It's unique character is emphasised not only *by its quality
of taste*, colour of the drink, but also *beautiful layout.*

*Designed especially for modern women who value
quality at a reasonable price.*

In new Blow we keep the world's MOET attributes: colors,
style, glitter!



FOODCARE

BLOW La Feminine Edition



Readable, elegant font –
grater brand recognition on
store shelves

Determination of taste – PINK
CHAMPAGNE close to the
logo

Marking energizing function –
PREMIUM ENERGY DRINK

Call to action – LET'S
BLOW!
We encourage consumers
to interaction



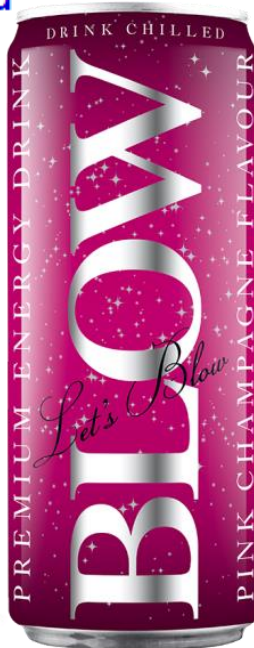
FOODCARE BLOW La Feminine Edition



first energy drink for women in Poland



Pleasant fragrance



Appendix Anthocyanin



Color inspired drink champagne



reasonable price



FOODCARE 4Move ISOTONIC DRINK

4MOVE
ISOTONIC SPORTS DRINK

NEW EDITION - CHAMPION of CHAMPIONS

Isotonic drinks have been designed for those who like to be on the move. Consumers identify these drinks with regeneration after various activities, rehydration, refreshment and an immediate quench of thirst.

4MOVE is mostly chosen by young active people who do sports, not necessarily at a professional level.

They reach for isotonic drinks because they are required by their lifestyle and the belief that everybody has a right to be the best.



FOODCARE

4Move Vitamin 4move

vitamin 4MOVE

VitamIn DRINK - is innovative composition of vitamins, micro and macronutrients to meet 100% of our daily need, in the form of beverages for immediate consumption in two unique flavors:

100% magnesium (berry flavor)

100% vit. B (taste tropic) with guarana



Logo of FCB Escola Varsovia – we support young football talents

FOODCARE FRUGO BRAND

FRUGO®

8 colours = 8 flavours



FOODCARE FRUGO BRAND

FRUGO[®]

EXOTIC FRUIT CLOSED IN THE BOTTLE



FOODCARE FRUGO BRAND

FRUGO[®]



ULTRA BLACK



ULTRA RED



ULTRA



ULTRA WHITE



ULTRA GREEN



ULTRA
ORANGE



ULTRA YELLOW



ULTRA PINK

250 ml

FOODCARE FRUGO BRAND

FRUGO®



ULTRA BLACK



ULTRA RED



ULTRA WHITE

750 ml



ULTRA GREEN



ULTRA YELLOW



ULTRA PINK

FOODCARE FRUGO JELLIES

FRUGO[®]

do GRAPY zienia



100g

FRUGO Jellies have
the same
exotic flavour



FOODCARE FRUGO BRAND

FRUGO[®]

STAND for Jellies

FRUITY JELLIES

Try one...
and you won't stop
until the bag will be empty.

4 flavours:

RED, **BLACK**, **ORANGE**, **GREEN**
mixed in one bag!



FOODCARE PRIVATE LABELS

FoodCare is the regional leader in Private Label production.

FoodCare is the biggest producer in CEE of gellies, puddings, cappucino and energy drinks.

FOODCARE delivers the best products to the biggest chains in Europe

Thanks to :

- renowned and confirmed quality (certificates IFS, BRC, ISO, HACCP) ,
- experience in branch,
- production capabilities,
- flexibility and individual approach
- longlasting stable business relationships.



FOODCARE PRIVATE LABELS



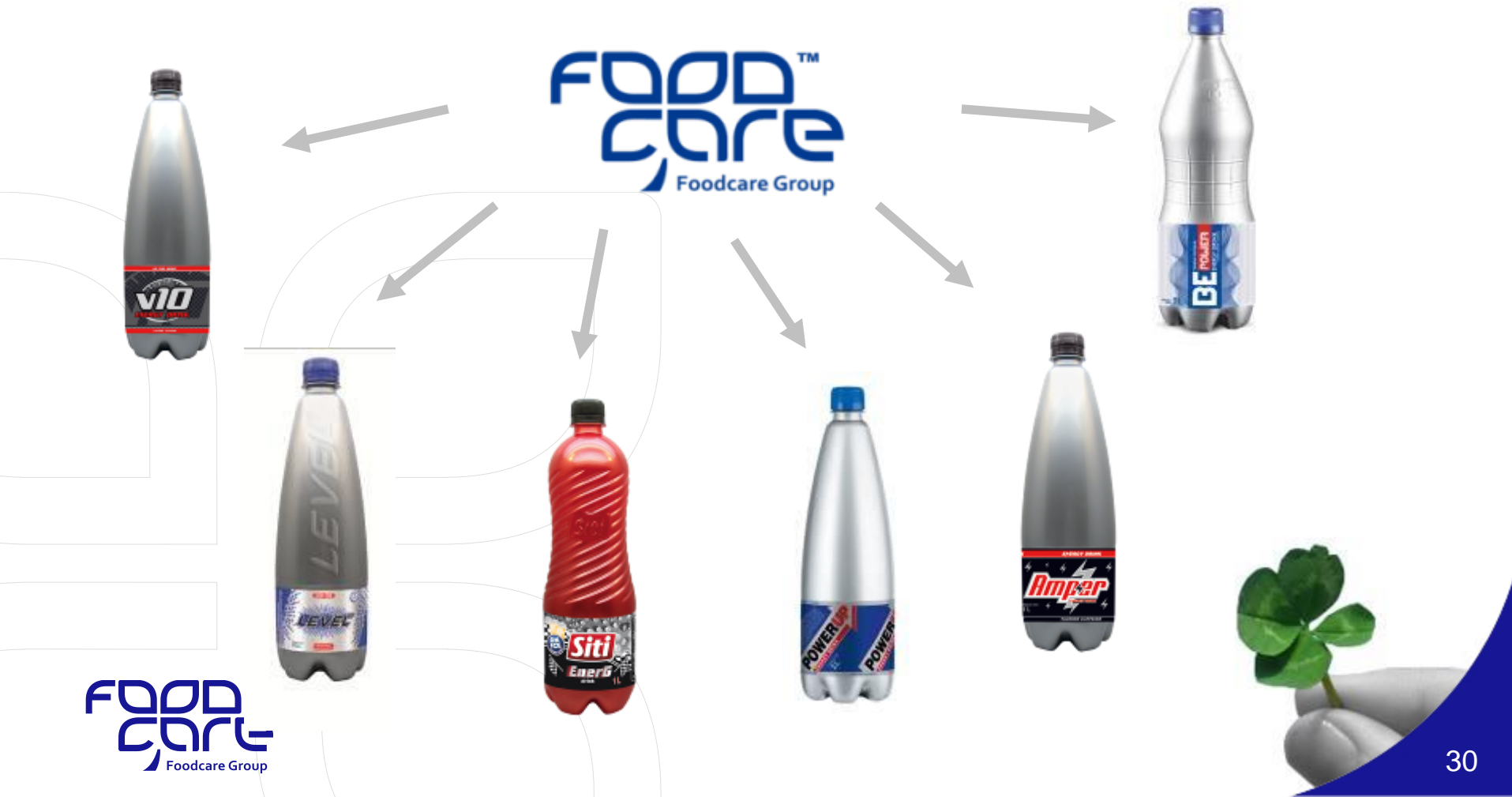
FOODCARE PRIVATE LABELS

ENERGY DRINKS IN CAN:



FOODCARE PRIVATE LABELS

ENERGY DRINKS in PET BOTTLE:



FOODCARE WORLDWIDE

Foodcare supplies its products to over 45 countries,

- Europe:
 - United Kingdom, Ireland, Germany, Austria, Holland, Denmark..
 - France, Turkey, Spain, Italy, Greece..
 - Poland, Russia, Ukraine, Bielaruss, Czech, Slovakia,
 - Bulgaria, Romania, Croatia, Hungary, Slovenia
- Asia and Africa:
 - Saudi Arabia, Iran, Iraqe, Egipt, and more
 - Nigeria, Ghana, Rpa, Angola, Tanzania, and more
 - CHINA, Korea,
- America



FOODCARE MISSION

Mission of the company is to achieve maximum satisfaction of the customer via systematic rapid development of production systems and customer service.

We aspire to:

- ➔ achieve leadership in Poland;
- ➔ achieve stable growing position in Europe.

We want to:

- ➔ continuously improve and expand our product range;
- ➔ be present in every household;
- ➔ be the world leader in making life easier and more enjoyable ...
make life taste better!

...because we care



STRATEGY

Our strategy is to research the market and its requirements, to satisfy customers and clients perfectly.

How do we do it:

- ➔ we research the market;
- ➔ verify the potential of new products and categories;
- ➔ we are open-minded and flexible – designing products according to market trends and expectations of customers (packings, formats, recipes);
- ➔ R' n' D department works continuously to make our products innovative.



THANK YOU!

Foodcare Company
Spokojna 4
32-080 Zabierzów
Poland

www.foodcare.pl
export@foodcare.pl

