

# FOOD QUALITY AND SAFETY POLICY OF THE VINDIJA GROUP

Our uncompromising principle is the genuineness and safety of products, as well as their nutritional value and gastronomic excellence

**Vindija**  
— EST. 1959 —

## OUR VISION

- strengthen Vindija Group's leading position on the national market by offering quality, safe and authentic products
- quality, health fitness and safety of products are the outcome of efforts of all employees
- continue the path of conquest of international markets: surrounding, regional, EU and other global markets
- fulfilling the needs and desires of increasingly informed consumers, prove and develop trusted brands and thus influence their satisfaction with the gastronomic aspect and healthy nutrition.

## OUR MISSION

- by constantly developing creative innovations, strengthen and complement, improve existing and create new brands unified under a unique brand VINDIJA QUALITY
- define and achieve goals for improving processes and systems of quality management, food safety and environmental protection
- reach the top of the world food industry with new knowledge and state-of-the-art technologies with focus on an assortment of functional, dietary, and healthy foods, products that have a preventive and general health effect with a special emphasis on healthy nutrition of children and young people
- create an assortment for the global tourism market, which is developing in our country - as the European oasis of the beauties of nature, since nutrition is one of the basic factors of tourist offer
- develop an assortment of sports nutrition, especially in the field of sports tourism, from recreational to competitive disciplines.

## OUR STRATEGY

Application of modern knowledge in all areas of activity, namely in:

- measures of environmental protection applicable to all work processes and in developing the culture of environmental protection
- the implementation and application of the principles of sustainable development and environmental care with recognition of environmental aspects, by reducing the negative impact on the environment in all spheres of business
- the continuous development of the culture of food safety and quality
- the science-based development and creation of healthy gastronomy and culinary arts
- modern technology of the major part of production processes
- the aesthetic design of food products, the design of their pre-packaging and overpack, safety and practical packaging
- the daily supply of fresh products to the market, in new creations of modern design, in contemporary creative marketing
- general IT education
- regular training and professional education of personnel responsible for performing their work tasks and participating in the continuous execution and improvement of the quality and food safety systems
- socially responsible and humane interpersonal relationships
- the protection of health and safety at work of all employees
- partnerships with suppliers and in gaining trust and respecting consumer needs
- hearing and examining the satisfaction of our customers and consumers
- the policy of popular and for consumer affordable retail prices
- achieving positive public relations
- social activities and sponsorships in the field of ecology, sports, culture, etc.
- constant preventive action and improvement of the food quality and safety management system
- recognising the importance of and implementing food protection measures aimed at preventing intentional misuse and counterfeiting of products
- compliance with certified standards of quality and food safety, legal regulations and the production of high-quality and safe products using the HACCP principle with a certificate of traceability from farm to fork.

Following this direction, we are strengthening the tradition of existing and developing new brands recognisable as Croatian national brands in the country and abroad.

**Management Board of the Company**  
**Varaždin, January 2024**

