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Let's make life sweeter!

OUR COUNTRY



Bulgaria is a small, but colourful country, situated on the crossways between Europe, Asia and Africa. Its geographic position allowed the forming of a millennia old lifestyle and culture – from the Thracians, Greeks and Romans to the modern society.

A land of ancient civilizations and modern cities and a part of the European Union since 2007.

Welcome!



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OUR COMPANY

ZIV Ltd

is a fast growing Bulgarian company, one of the largest manufacturers of bakery and confectionery products in Bulgaria.

Our trademarks

“Sweet + Plus” and **“Salza”**

can be found in over 50 countries in 5 continents.



What we rely on the most to
support that image:



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EXPERIENCE AND TRADITION



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1994

THE BEGINNING

and our first products:
Cake bars Diana and
Assorted biscuits Negrita.

1999

The purchase of our
FIRST PRODUCTION BASE

2002

The beginning of the
SWEET PLUS Trade Mark.

2003

PRODUCTION BASE IN BALCHIK
opens doors. Now it hosts our administration
offices and seven production lines for wafers,
biscuits, salty snacks and honey cakes.

2004

The beginning of our **EXPORT TRADE**.
First in the Balkans
and the Caucasion region and now:
across five continents.

2010

**COMPLETION OF
CERTIFICATION PROCESS:**
ISO 9001, ISO 22000,
IFS, Global Standart for Food Safety

2012

**PRODUCTION BASE IN
VELIKO TARNOVO**
is purchased, which specializes
in wafers production.

2014

The first
TWO FACTORY OUTLET STORES
open doors – in Balchik and Sofia.

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PRODUCTION




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Two factories:
in Veliko Tarnovo
and Balchik



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PRODUCTION




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Constant
modernization of
production
facilities: 9
production lines in
the factories in
Balchik and
Veliko Tarnovo with
more than 600 full-
time employees.

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EMPLOYEES

Skilled and highly
motivated personnel



600 men and women
work together to
assure our partners'
and customers'
needs.



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Our main
principle is to
respect and honor
our employees, to
invest in them and
give them career
advancement
opportunities, to
offer them an
opportunity for
personal growth
and motivation to
work.

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MODERN MANAGEMENT METHODS

The Management of ZIV Ltd. states its personal commitment and responsibility for meeting the company's goals and achieving a higher quality of corporate activities.



Award for
Best Power
Efficiency Project,
2010

By having in mind the environment and the inside factors, as information, planning and control mechanism and job design, we search for innovation and creativity.

We are proud to have our own team fully responsible for inventing new products for our assortment. The team is consisted from technologists, technicians and designers .

The main objective of our project team is to find new niches and improve the present assortment.

The results of this activity:



Project Management and R&D

*Biscuits with
Duo cream*



*Biscuits with
Caramel*



*Biscuits with
Cream and Jelly*



*Biscuits with
Marshmallow*



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Introduction of new product lines which are innovative not only for the

Bulgarian market, but for the foreign also - such as:

Biscuits with duo cream, with caramel, with cream and Jelly, with marshmallow;

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Project Management and R&D



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*Wafers with
Coconut*

*Wafers with
Candy*



wafers with
coconut or candy;
cake bars;



Sugarfree



Musli



healthy and diet
products –
Sugarfree biscuits
and Biscuits with
musli.

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Quality policy:

“We produce quality”

- 🍪 Quality is determined by our customers
- 🍪 Quality is part of every process
- 🍪 Quality needs each employee
- 🍪 Quality is manufacturing of safe products

Quality



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In 2010 our company was certified with 4 main quality certificates at highest level, namely:

IFS.5,
BRC.6,
ISO 22000 and
ISO 9001.



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LOGISTICS




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Well-adjusted
logistics
infrastructure
serves both
factories.

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TRADE PERFORMANCE

We understand and observe the changes in the needs of each partner and customer. We seek constant improvement in our communication with them. Throughout the years we've created very strong trade structure, differentiated in:

Foreign Market,

Domestic Market and

Modern Market.



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FOREIGN MARKET



Our experience in **foreign trade** has already 10 years of history.

Over the years, our export activities have been developing extremely fast, covering more and more countries, while offering a professional service corresponding to the requirements of our partners.



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The main specifics of our Export Policy could be briefly presented as follows:

Long-term cooperation.

1 country – 1 representative.

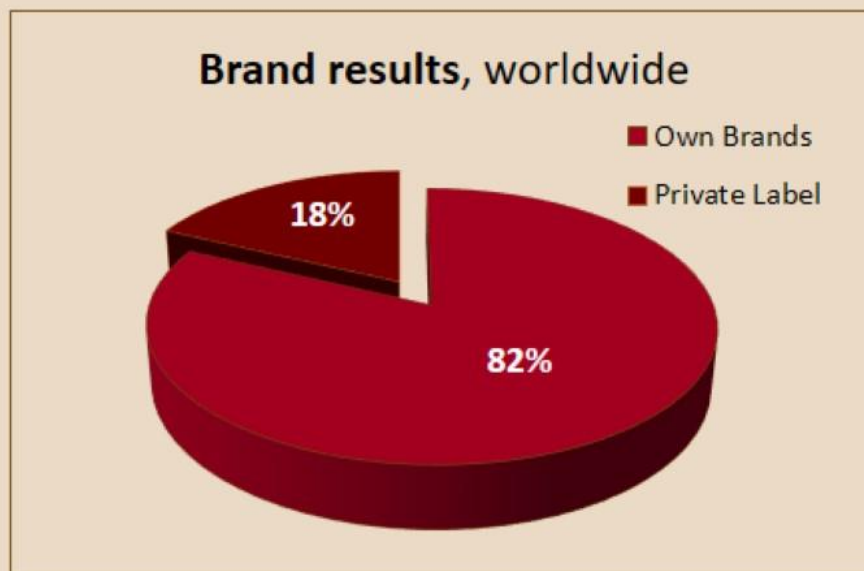
Individual approach.

Individual projects .

Results

Leading Bulgarian confectionery producer and food exporter;

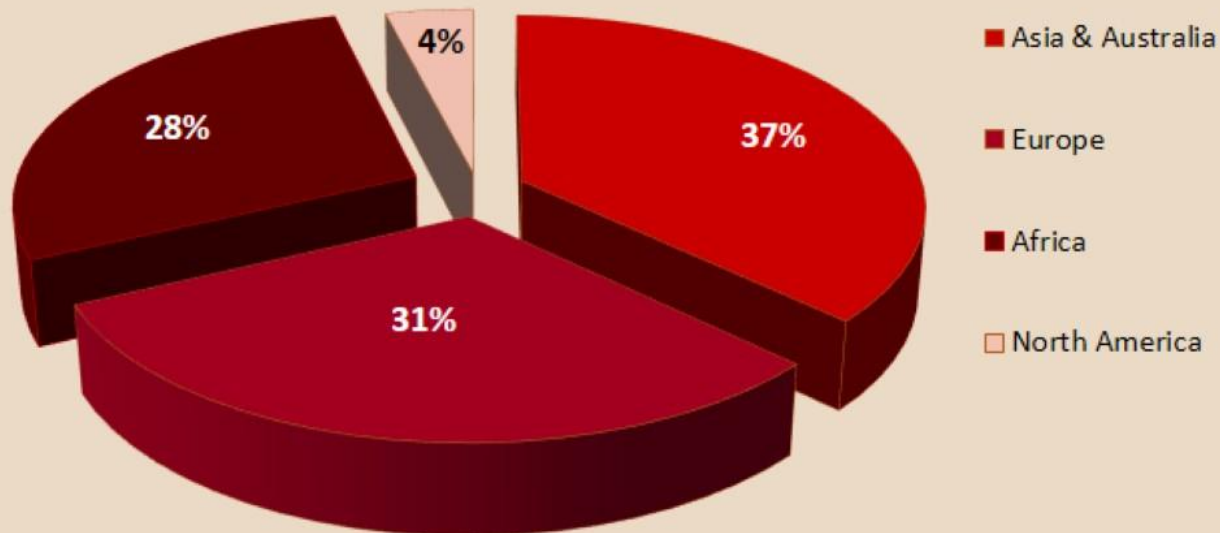
Sales in more than 50 countries worldwide;



Own brands / private labels:
82 % / 18 %;

SALES BY CONTINENTS, AS % OF TOTAL EXPORT SALES

Sales by continents, as % of total export sales



TOP 10 COUNTRIES IN TERMS OF EXPORT SALES FOR 2014

/LISTED IN DESCENDING VOLUME RESULT/

LIBYA

AZERBAIJAN

CZECH REPUBLIC

ROMANIA

IRAQ

FRANCE

ISRAEL

CANADA

YEMEN

TURKEY



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FOREIGN MARKET

Evidence

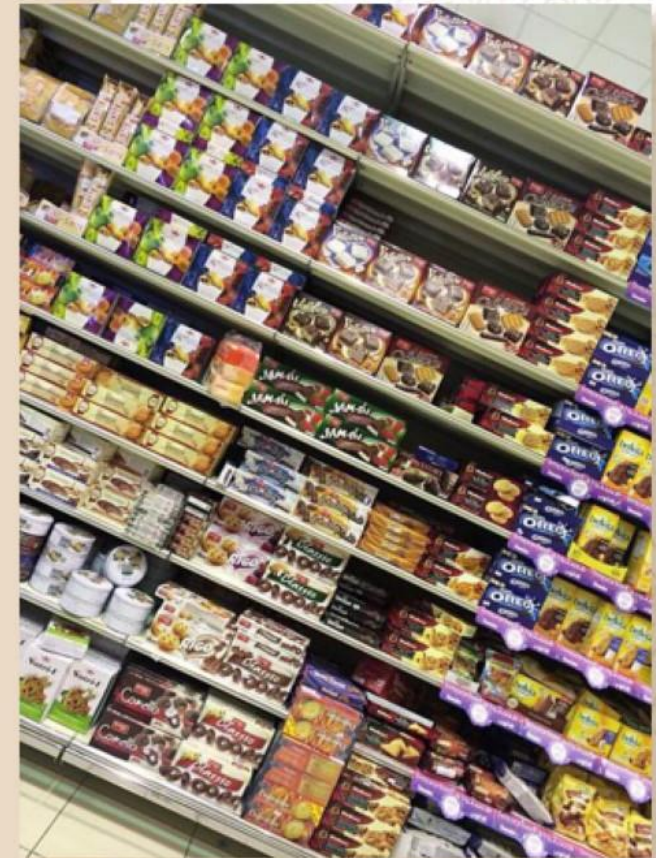


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ISRAEL



SAUDI ARABIA



KUWAIT



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FOREIGN MARKET

Evidence


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CHINA

JAPAN

KOSOVO

Increase in the 2014
turnover,
compared to 2013: 14%



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DOMESTIC MARKET

ZIV Ltd.

is one of the **Top 3** companies
in the sector in the domestic market.

Increase in the 2014 turnover,
compared to 2013: 15%




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DOMESTIC MARKET



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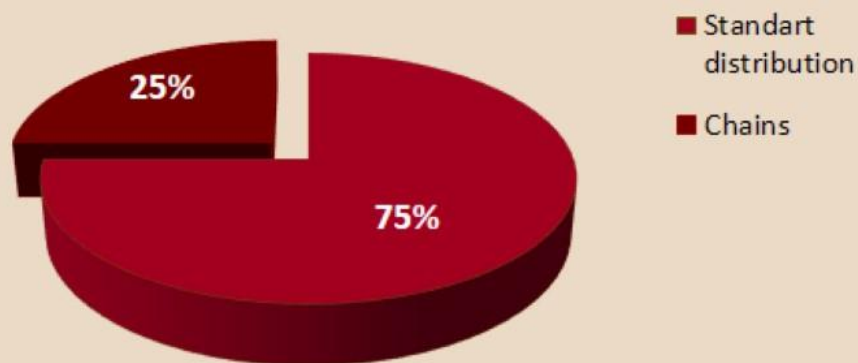
Number of distributors:
28 of the biggest delivery companies
in the respective regions
(with over 300 representatives).
Average products, supported by the
distributors: 117



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DOMESTIC MARKET

Turnover divided by standard distribution
channel/chains, domestic market



Average products, supported by the
key customers: 45


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DOMESTIC MARKET



In the past year, we've opened three,
FACTORY OUTLETS.

On 800 sq.m. (8600 sq.ft.), all the company's products can be found at the lowest prices, daily deals, smiling personnel and a modern interior.



Currently our Outlets are in Sofia and Balchik, but the net is soon to be expanded all around the country.

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MODERN MARKET

Key partners: All national and international chains present on Bulgarian market, such as:

Metro,



Kaufland,

Billa,



Carrefour,



Penny Market,



Plus,



Lidl and



Mercator.



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MODERN MARKET

Key export partners: At present our products could be found in some of the most solid international chains based in Europe, both under our trade mark or as private label.

LIDL Romania;



TESCO Turkey;



ALDI Netherlands;

ALDI France;

METRO Ukraine;



AUCHAN France;



KAUFLAND CEE.



MAXIMA Lithuania, Estonia and Latvia;

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MODERN MARKET

HAPPY CHOICE – for Kaufland Central Europe –
with 15 products;

MES P'TITS SECRETS – ALDI France and
Netherlands – with 5 products;

FINE FOOD – for METRO – with 14 products;

TASTINO – for Lidl – with 1 product;

S & B Co. – for Brierleys Imports, UK –
with 6 products;



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MODERN MARKET



KIPA – for TESCO Turkey – with 12 products;

LADY SARAH – for Magid Brothers Distribution,
Canada – with 6 products;

BAMBASKA – for Kafkas, Turkey – with 3 products;

DA – for MONOLITH Germany – with 1 product;

AIPTY – for VICTOR JAPAN – with 10 products;

DOMACI KEKSI – for Burgas Promet, Croatia –
with 1 product.



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Products

HOME-MADE BISCUITS



115 g


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Biscuits, made by a traditional Bulgarian recipe and adored in Bulgarian homes for ages. You wouldn't resist those delicate sweets with a slight lemon taste, served with hot herbal tea or traditional yogurt.

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Products

Biscuits NEGRITA



160 g



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Your favorite cocoa biscuit – for you or for the child beside you, for the jolly colleague or your loved one.

The rich cocoa flavor leaves no space for doubt why those sweets take a special place amongst our favorites.

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Products

Cocoa-coated biscuit-fingers
SLIM original



140 g



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You will be
most delighted
when you taste
those slim biscuit
fingers, delicate and
able to sweeten
your whole day!

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Products

Biscuits JAM-BI with
wild berries jam



170 g


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Who doesn't love wild berries jelly? In a perfect symbiotic accompaniment of white biscuit and mouthwatering cocoa coating you can enjoy the favorite strawberry, raspberry and blueberry!

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Products

Sandwich biscuits RIGO

- with wild berries
- with peanut cream



165g



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Rigo are the perfect biscuits to take you away from the boring everyday's life. In your lunch break or Saturday morning, before the next business meeting or during a long travel, they are always with you.

With their wonderful peanut or wild berries filling, they will charge you with good mood.

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Products

Cocoa biscuits CAMELLIA with cream and jelly

- Strawberry
- Mint
- Orange



150 g



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Exotic orange, summer strawberry or refreshing mint, enjoy the extraordinary taste of our most loved biscuits. Dive into the rich flavor bite by bite and let yourself daydream.



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Products

Cocoa biscuits GO-TINY with
milk cream and coconut



120 g



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Who doesn't love a
little sneak treat in
the middle of the
day?

Well, now you have
the perfect excuse,
our cocoa biscuits
with coconut are so
delicious you
couldn't resist. Have
them in those hot
summer days or in
the cold, cuddly
winter evenings!

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Products

ZEFFO Marshmallow cakes with coconut



115 g


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Summer coconut passion will always find a place in our day.

The wonderful marshmallow cream in a combination with a fresh juice or a summer cocktail will momentarily take you to a tropical island.

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Products

Wafer cakes VAFELICE with coconut



170 g



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One can never have enough coconut.

170 grams of divine pleasure in your hands. What else could a person need?

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Products

VARNA wafers family pack with
cocoa cream



280 g



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It's always great to share the little joys in life. What better way to do that than with wonderful mini wafers with the best cocoa cream.

Little wafers, big family, that's what we call a good spent time.

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Products

PRETZELS poppy



125 g



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Special occasions
require
extraordinary
snacks. It is always
nice to have
something tasty you
guests would enjoy.
Those wonderful
snacks will remind
you of the greatest
moments and it's
certain you won't
have just one.

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