

# 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.

## OUR VISION

- strengthen the leading position of the Vindija Group in the national market with high - quality, safe and authentic products
- the quality and safety of products are the result of the work of all employees
- continue on the path of winning international markets: neighbouring, regional, EU and other world markets
- fulfil the needs and desires of increasingly informed consumers, prove and develop trusted brands and thus increase consumer satisfaction gastronomically and with respect to healthy nutrition.

## OUR MISSION

- strengthen, complement and improve existing brands and create new brands under the unique sign of VINDIJA QUALITY with the constant development of creative innovations
- define and achieve goals for improving processes and systems of quality management, food safety and environmental protection
- using new knowledge and cutting-edge technologies, stand at the top of the world food industry, with a focus on a range of functional, dietary and healthy foods, products that have a preventive and general health effect, and with special emphasis on the healthy nutrition of children and young people
- create an assortment for the world tourist market, which is developing in our country as a European oasis of natural beauty, since nutrition is one of the main factors of the tourism offer
- develop an assortment of sports nutrition, especially in the field of sports tourism, from recreational to competitive disciplines.

## OUR STRATEGY

Apply modern knowledge in all areas of our activity:

- in measures of ecological protection of all work processes and raising the ecological culture
- in the implementation and application of the principles of sustainable development, environmental care while recognising environmental aspects, and reducing the negative impact on the environment in all spheres of business
- in the continuous development of the culture of food safety and quality
- in the scientifically based development and creation of healthy gastronomy and culinary arts

- in the modern technology of the biggest part of the production process - in the aesthetic design of food products, the design of their prepackaging and transport, safety and practical packaging - in the everyday supply of fresh products to the market, in new creations of modern design, in modern creative marketing - in general IT education
- in the regular process of acquiring knowledge and in the professional education of personnel responsible for performing their tasks at work and participating in the continuous achievement and improvement of the quality and food safety system
- in socially responsible and humane interpersonal relationships
- In the protection of health and safety at work of all employees
- in partnerships with suppliers, and in gaining trust and respecting consumer needs
- in listening to and examining the satisfaction of our customers and consumers
- in the policy of popular and affordable retail prices - in achieving positive public relations
- in social activities and sponsorship in the fields of ecology, sports, culture, etc.
- in constant preventive action and improvement of the quality management and food safety system
- in recognising the importance and implementation of food protection measures with the aim of preventing the misuse and counterfeiting of products
- in complying 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.

In this way, we are able to strengthen the tradition of existing brands and develop new ones that are recognisable as Croatian national brands in the country and in the world.

**Company Management**  
**Varaždin, January 2024**