

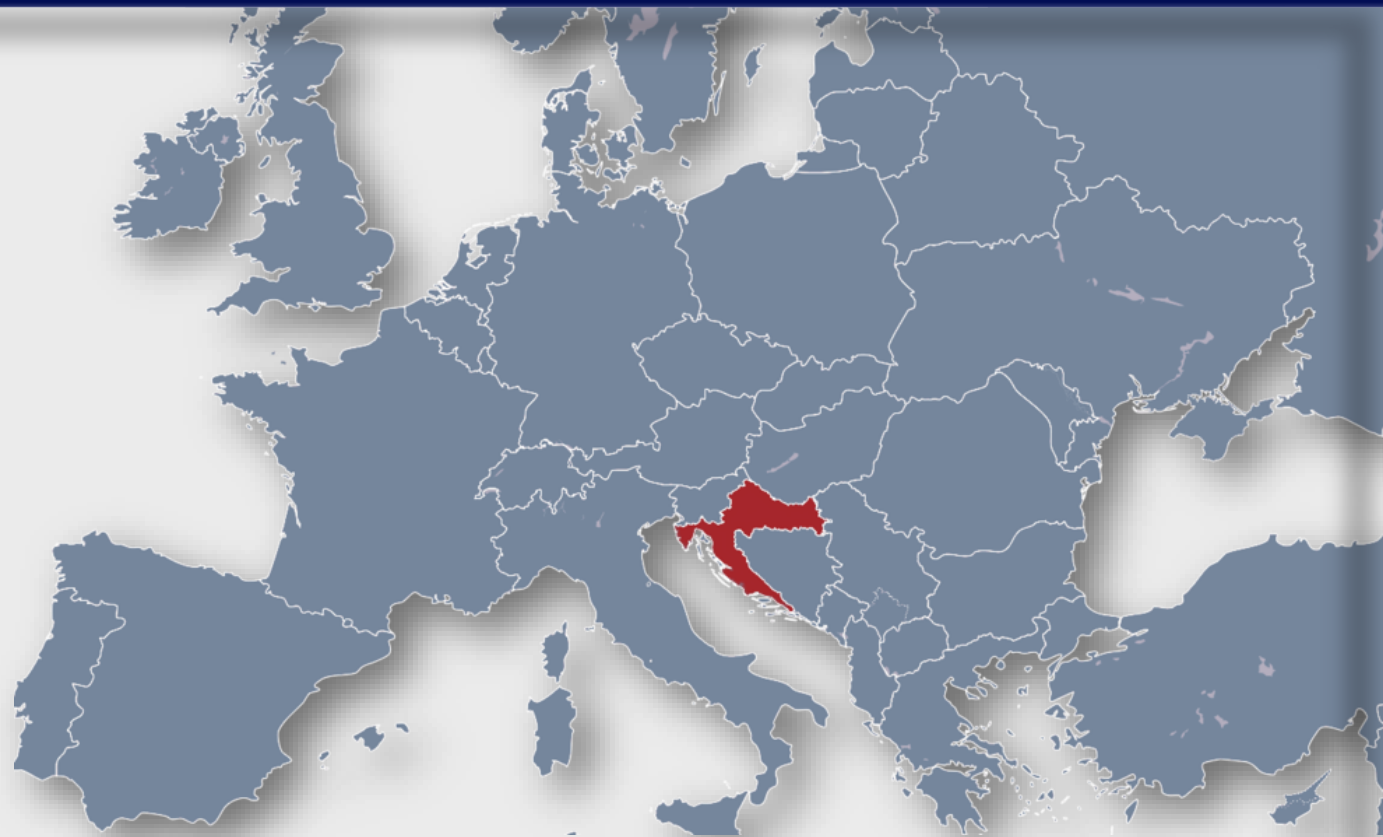


Zdenka

dairy products



Zdenka



- One of the leaders in the Croatian dairy industry
- Market share in the domestic market: over 70% in the category of processed cheeses
- Total revenue in 2023: over 34 mil €
- Annual production in 2023: 7.500,00 tons
- Milk is sourced from 150 farms
- Storage capacity: 1.500,00 tons in an area of 1.200,00 m²
- Over 270 employees



Zdenka

Zdenka

Brand Story

Zdenka Dairy Products Ltd., a company that specializes in processing quality dairy products, was founded in Veliki Zdenci in 1897. This modest steam dairy was established by a Slovak immigrant, Matija Macášek.



In the beginning, Macášek's dairy processed between 600 liters (winter) and 1000 liters (summer) of milk per day. The initial products included Trappist, Grojer, and Brinza cheeses (Slovak specialties), as well as butter (packaged in 5 kg) and whey. After Matija's passing, the dairy was taken over by his son Josip.



Zdenka

Zdenka

Brand Story

Josip Macášek's dairy faced challenges during the late 1920s global economic crisis. In 1928, he sold the dairy to Viktor Hrešić, a merchant from Čazma. Hrešić named the company after his only daughter - Zdenka. Eager to share his pride in the newly acquired production and the joy of his beautiful daughter with the world, he chose to adorn his products with Zdenka's photograph, framed by a horseshoe and a four-leaf clover. Unknowingly, he created one of the most defining features of the brand as well as the oldest and most



recognizable factory logos in this part of Europe. The Zdenka company logo became a symbol of progress and double happiness. Besides being a marketing visionary, Viktor Hrešić proved to be a pioneer both in production and sales. By modernizing production from 1932 to 1938, he managed to produce a surplus of spreadable cheese. Trying to sell additional quantities, he established himself as a pioneering globetrotter. He initiated the export of his products and successfully launched them to the markets of Germany, England, America, and Cyprus.

Zdenka

Export markets

Germany



Slovenia



Bosnia & Herzegovina



Serbia



Bulgaria



Montenegro



Kosovo



North Macedonia



Following the visionary path charted by Hrešić, Zdenka has evolved into a modern industry leader, dominating the domestic market with over 70% market share in processed cheeses. A century later, Zdenka continues to set trends in the dairy industry, standing as a flagship of Croatian exports.



Zdenka

Zdenka *Overseas markets*

In addition to European markets, Zdenka's products have also found customers in the United States market. The expansion into the African market commenced with the introduction of products in Libya, and in the next phase of development, Zdenka is focusing on Asia and Eastern markets.





Zdenka

Zdenka *Certificates*



Croatian Quality





Zdenka



Zdenka

Processed cheeses

Zdenka's processed triangle cheese is synonymous with processed cheese in every household. It is prepared according to the original, secret recipe. Rich in flavor, with a beautiful creamy texture, it is excellent as a spread but also as an ingredient for various dishes and sauces. Zdenka's processed cheeses come in a wide range of flavors...





Zdenka



Zdenka
Classic



Zdenka

Zdenka





Zdenka



Zdenka
Šunka



Zdenka



Zdenka
Sandwich



Zdenka



Zdenka *Čardaš*



Zdenka *Mediteran*



Zdenka



Zdenka *Sausage*



Zdenka *Special*





Zdenka



Zdenka *Olive*



Zdenka



Zdenka

Wild Garlic



Zdenka



Zdenka
Light



Zdenka



Zdenka *Truffe*



Zdenka



Zdenka *Dimljenjak*



Zdenka



Zdenka

Classic Retro



Zdenka



Zdenka *Čardas Retro*



Zdenka

Zdenka mliječni proizvodi d.o.o.

Trg kralja Tomislava 15

43293 Veliki Zdenci

Croatia

e-mail: zdenka@zdenka.hr

Danijela Oršić, mag.oec.

Head of Commercial Affairs

mob: +385 98 493 361

e-mail: danijela.orsic@zdenka.hr