

# Food Industry in Hungary



**HEPA**

Hungarian Export  
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# Food Industry







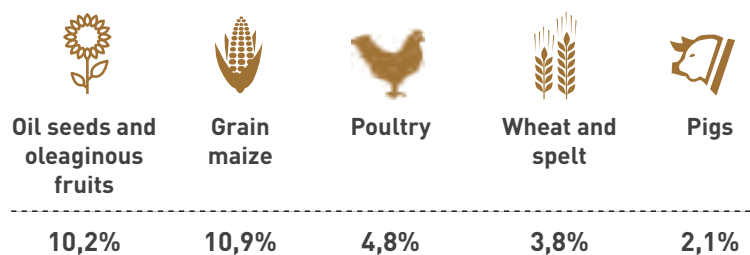
# Food Industry

The Hungarian food industry has favourable conditions, with 5.3 million hectares of its territory used for agriculture. This is an outstanding proportion in the EU, as it equates to 60% of the country's total area. Due to its conditions, the Hungarian agriculture sector traditionally holds a strong position, and the country has been dubbed 'the pantry of Europe'. Many Hungarian products have been granted recognition in the course of past centuries. The Sun King, Louis XIV, recommended Tokaji wine to Madame de Pompadour as 'C'est le roi des vins et le vin des rois', that is, 'The wine of kings and the king of wines'

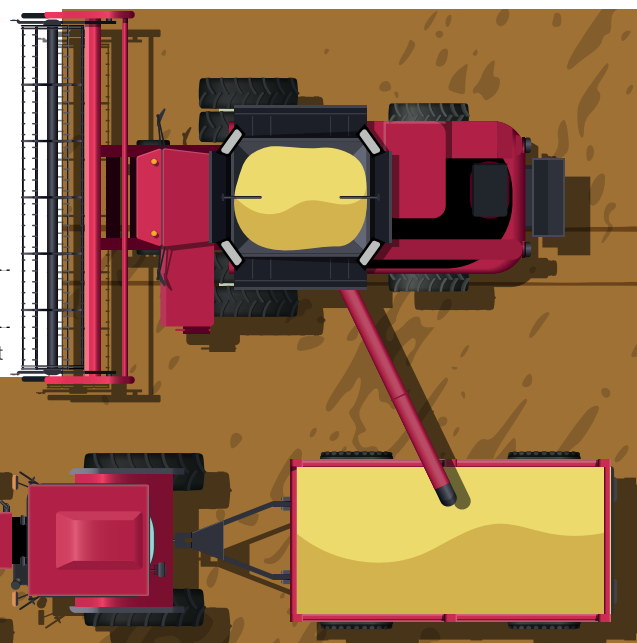
[in Latin: Vinum Regnum – Rex Vinorum]. It was hardly a coincidence that when the Iron Lady, Margaret Thatcher, visited beyond the Iron Curtain in 1984, she bought Hungarian honey and paprika in Budapest's Great Market Hall.

Based on 2018 data, food business performance contributed 2.2% to the GDP, which makes it the third biggest processing sector in Hungary. Altogether, 5,400 food businesses are in operation, with around 100,000 direct employees. The Hungarian food industry processes 65% of all domestic production. Consumers were able to ex-

HUNGARY'S SHARE OF EU AGRICULTURAL OUTPUT IN 2019



Source: Eurostat



dustrial developments have also taken place within food processing sectors in recent years, resulting in Europe's most modern industrial plants. Such projects were primarily implemented in the pork and poultry processing sectors, while a Hungarian plant claims the continent's most gigantic milk yield. In recent years, significant modernisation has commenced in meat processing, dairy farming, and the production of farinaceous products and soft drinks. Moreover, Hungary is one of the biggest pet food producers in the EU. Large enterprises constitute 85% of the sector's entire turnover and more than 90% of its export income.

The quality of national food products is excellent, even on an international level, as domestic production strictly complies with one of the most rigorous food safety regulation systems in the EU.

The ban on cultivating genetically modified crops was laid down for the first time in the EU in the Hungarian Constitution. High-quality, strict control requirements, GMO-free agricultural cultivation and great expertise are a major competitive advantage for Hungarian companies on foreign markets.

perience the significance of its availability throughout the entire continent during the COVID-19-related transport restrictions. The Hungarian food industry continued to operate, even during this period.

The production value of the food industry reached HUF 3,235 billion in 2018. Despite this, Hungary ranks 92nd according to its population; domestic food industry exports contribute significantly to the fact that the country is the 34th largest global exporter. The Hungarian food industry is represented by traditionally well-known products such as Tokaji aszú, Hungarian goose-liver, Pick salami and Szegedi paprika. The industry pays attention to so-called 'Hungaricums', which are quality products manufactured following national patented procedures.

Small businesses across the industry specialise in producing quality products with added value thanks to their conditions (e.g. in the wine sector). A few large-scale in-





# GALLICOOP PLC.

Gallicoop is the largest integrated closed system turkey meat producer, founded in Hungary, Szarvas, in 1989.

It has the highest professional and quality assurance certificates used and recognized in Europe. The journey of its own products now takes place “from the field to the table” and the company controls all work phases itself. Gallicoop produces forty thousand tons of meat products and ten thousand tons of breaded products a year. These are shipped to all countries in Western Europe, the rest are sold domestically.

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[export@gallicoop.hu](mailto:export@gallicoop.hu)  
+36 66 621 506  
H-5540 Szarvas, Ipartelep út 531/1.

## PRODUCTS & SERVICES

In addition to fresh turkey meat, it has a wide range of high quality products for direct consumption. The product range includes sausages and hams, cold cuts and liver pates, cooked-smoked products and dried sausages, lyoners and frankfurters and breaded products. Gallio, the new premium product line of Gallicoop already includes more than thirty new products.

The company’s mission is to produce safe and high quality products for consumers. Their goods are present in most European countries, and are successfully exported to Japan, South Korea and Hong Kong.



## ADVANTAGES

The company believes its primary responsibility is the principle of operational sustainability.

The food industry and especially poultry farming and processing can place a significant burden on the environment, so the company puts great emphasis on all areas to use environmentally friendly solutions, and thus Gallicoop wishes to set an example to its competitors.

## REFERENCES

Lidl, Auchan, Spar, Tiszacoop

## PRIMARY TARGET MARKETS

Japan / Hong-Kong / Germany / Singapore





# MASTER GOOD LTD.

Master Good Ltd. is Hungary’s biggest vertically-integrated poultry production system. The company is 100% owned by the Bárány family. The family has been breeding chickens for four generations and is one of the oldest chicken breeding dynasties in Central Europe. Master Good supplies major supermarket chains (Tesco, Spar, Aldi, Auchan) across Hungary and Western Europe. The company holds a strong position in the Hungarian, Eastern European, Western European and UK markets. It sells its products to Asia, South Africa as well as Canada. Master Good is a proud supplier of the McDonald’s supply chain.

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+36 45 501 100  
H-4600 Kiskováda, Ipari út 9.

## PRODUCTS & SERVICES

Master Good’s factory in Kiskováda is the highest capacity chicken slaughterhouse in Central and Eastern Europe. The company places special emphasis on satisfying animal welfare rules when transporting livestock and the slaughtering procedure.

Master Good produces meat and convenience food products, steamed and roasted chicken products at its factory in Petneháza. The company also makes marinated products for the domestic market and convenience food for export markets. All products are available as fresh or frozen, pre-cooked and BBQ lines in different flavours.



## ADVANTAGES

Master Good serves customers with an increasing demand for high-quality, healthy and safe poultry products. The company has been striving to launch consistently unified packaging and branding. At the same time, consumers insist on fresh products with a longer shelf life and packaging methods maintaining freshness. Several of Master Good’s domestic and foreign customers use their brand names on the packaging. The product marking and the packaging methods are harmonised with the food safety laws effective in the European Union.

The products are transported by Master Good’s vehicle fleet to ensure product preservation and on-time delivery. Its products are available in any area of the country thanks to domestic and foreign store chains.

## REFERENCES

McDonald’s supply chain, Tesco UK, Iceland UK

## PRIMARY TARGET MARKETS

USA / Japan / Germany / China



# MERIAN FOODS LTD.

Merian Foods LTD is one of the largest poultry companies in Hungary. It was founded in 1890. At the time, the region paid special attention to the breeding of waterfowl and due to this fact, Orosháza has become the home of Hungarian goose liver.

During the 1980s, the Rex Ciborum goose liver canned family was developed on the French model with the most modern equipment available at the time.

[www.rexciborum.hu](http://www.rexciborum.hu)  
[goblyos@rexciborum.hu](mailto:goblyos@rexciborum.hu)  
+36 30 533-2211  
H-5900 Orosháza, Szarvasi utca 16.

## PRODUCTS & SERVICES

Premium canned food made exclusively of Hungarian fattened goose liver, which is a unique Hungarian product, is still popular today. Continuing this tradition, our company strives to further the consumption of goose and duck liver and take advantage of the opportunities to continuously improve the product, including the development of new flavours.



## ADVANTAGES

The Rex lifestyle, or Rexperience, is a unique, sophisticated sensation that anyone can experience while consuming our products. Whether it's a family lunch or a business meeting, Rex Ciborum products hold their own.

These products are popular amongst Hungarians and foreigners alike. Souvenir shops, the Hungarian Duty-Free Shop at the airport and orders for export all show that Rexperience is still very much present on the market.

## REFERENCES

- Russia (distribution)
- Hong Kong (distribution)
- Croatia (hotel)

## PRIMARY TARGET MARKETS

China / Japan / Middle East / Russia / Europe



# HAJDÚHÚS 2000 LTD.

Hajdúhús 2000 Ltd. is one of the leading meat processing operators in eastern Hungary running meat works pursuing production activities at high standards. The company holds export licenses in Canada, Russia, Japan, South Korea and Brazil.

In 2020, Hajdúhús 2000 Ltd. started building a cold storage warehouse with a capacity of 1,700 tons.

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+36 52 470 921  
H-4030 Debrecen, Diószegi út 7.

## PRODUCTS & SERVICES

The plant’s main activities include livestock purchasing, slaughtering, deboning, cutting, meat packaging, sales and transportation. It has permission to slaughter 800 pigs per day. Deboning, cutting and packing at a capacity of 150 tons a week all occur here.

In 2014, Hajdúhús 2000 Ltd. obtained the high-quality pork (KMS) qualification.

In 2017, the company opened a new 1,000 m2 processing plant.



## ADVANTAGES

Hajdúhús 2000 Ltd. has its own slaughterhouse and meat processing plant. The company also produces Mangalica products.

## REFERENCES

Tesco, Spar Hungary Trading Ltd., Auchan Hungary Ltd.

## PRIMARY TARGET MARKETS

Japan / Canada / China / USA / South Korea





# MCS SLAUGHTERHOUSE CO.

MCS Slaughterhouse Co. runs one of Hungary’s most modern slaughterhouses, equipped with cutting-edge technology on 26,000 m2. It was built as a greenfield project in 2016. The company has a total annual slaughtering capacity of 1 million pigs, and operates in compliance with the strictest food safety and hygiene regulations. The plant produces chilled and frozen pork cuts and packaged meats for domestic sales and export. MCS Slaughterhouse Co. is a strategic partner of the Bonafarm Group and the basic raw material supplier of Pick Szeged Ltd. Together with its strategic partners, MCS Slaughterhouse Co. continuously works on product development in order to meet its customer requirements.

www.mcs.hu  
info@mcs.hu  
+36 69 887 651  
H-7700 Mohács, Pick Márk út 1.

## PRODUCTS & SERVICES

The slaughtering capacity is 4,000 pigs and 400 sows per shift and 150 tons of packaging per day. Swine flesh is sold as fresh, minced meat or as a variety of sliced or cut meat pieces. Different deboning lines designed for various parts of the carcass significantly enhance MCS Slaughterhouse Co.’s efficiency. With its prime standard and special packaging techniques, all of MCS Slaughterhouse Co.’s products are of exceptional quality and have an increased shelf-life.

The company offers MAP and vacuum-packed meat for extended shelf life and preserved quality, high-quality raw materials for meat processing and top-quality carcasses.



## ADVANTAGES

**Crop production:** Bonafarm Agriculture uses the most modern technology to ensure the production of top-quality animal feed.

**Feed:** Bonafarm-Bábolna Feed guarantees that pig food is always suited to the animal’s age and health condition.

**Pig breeding:** Bonafarm pig breeding focuses on the DanAvl hybrid pig – a guarantee for consistently high meat quality and excellent flavour.

**Slaughtering:** Raw materials comply with the strictest animal health requirements, quality control and food safety standards.

**Traceability:** Due to its fully integrated system, MCS Slaughterhouse Co. can trace each pig’s information of origin.

## REFERENCES

HACCP, IFS 6.1, ISO 9001:2015, TESCO TFMS, Japanese licence, US licence, GMO-free production (Agrovet GmbH)

## PRIMARY TARGET MARKETS

USA / Canada / Romania / Spain / Italy



# PICK SZEGED PLC.

The history of Pick Szeged Zrt. dates back to the 19th century. For more than 150 years, Pick has been a significant operator on the European food industry market and the leader of the Hungarian meat market, offering top quality products widely known and appreciated all over the globe.

Pick Szeged Zrt. has the largest dried meat manufacturing capacity in Central Europe.

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+36/62-567-000  
H-6725 Szeged, Szabadkai út 18.

## PRODUCTS & SERVICES

As member of the Bonafarm Group it is crucial for us to use Hungarian raw materials when possible, employ Hungarian labour and produce top quality meat products while remaining a Hungarian-owned company.

In Hungary, PICK is the best-known meat industry brand name. We actively export to more than 30 countries and we also have a subsidiary company in Germany.

Each year we produce over 30,000 tons of meat products. Our product selection includes premium products satisfying wide-ranging market needs: salamis and dry sausages, cold cuts, liver pastes and frankfurters. The flagship product of our company is the world-famous PICK Original Wintersalami. This unique Hungarian product has been produced according to the original, secret recipe of Márk Pick for more than 150 years.



## ADVANTAGES

The strategic objective of Pick Szeged Zrt. is to satisfy the needs and requirements of our customers by continuously improving our manufacturing technology focusing on environmental protection.

Carefully selected high-quality raw materials, full compliance to well-defined work processes and a strict quality assurance system guarantee that we provide our consumers with top quality products at the end of the manufacturing cycle.

## REFERENCES

Most major retailers in multiple markets (Kaufland, Rewe, Marks& Spencer, Lidl, Aldi, etc.)

## PRIMARY TARGET MARKETS

Germany / Czech Republic / Austria / Slovakia / Romania



# KÖRÖSTEJ CO.

Founded in 1989, Kőröstej Group is Hungary’s leading cheese producer and exporter.

The company’s success is based not only on the extraordinary number of cheese products they specialize in (more than 150 SKUs) but also on the continuous product development and cutting-edge innovation they represent. The vast portfolio of high-quality cheeses sets Kőröstej apart, providing their partners with a complete range of products, both eastern and western. Kőröstej – a one-stop shop for all your cheese needs!

www.korostej.hu  
nemeth.orsolya@korostej.hu  
+36 30 7683169  
H-1138 Budapest, Népfürdő utca 22.

## PRODUCTS & SERVICES

**Kashkaval:** Kőröstej is one of the biggest premium quality Kashkaval cheese producers in the world and undisputedly the market leader in the Middle East region. Available in many flavours, made from cow’s milk or sheep’s milk.

**Labneh:** Kőröstej is the biggest premium quality Labneh producer in Europe. Available in different styles and textures.

**Grill Cheese:** Kőröstej is one of the biggest producers of Grill Cheese in the world. Halloumi-style products are available in many flavours, both in traditional shapes and innovative forms.

**Processed Cheese:** Available in many flavours, in blocks, tins, triangles, squares or slices.

**White Cheese:** Feta-style products, available with pure milk fat or vegetable oil.

**Pasta Filata:** Mozzarella, Parenica, Jadal and Rolled Cheese.

**Semi-hard cheese:** Block, shredded and sliced versions.

**Cream Cheese:** Available in many different flavours and textures.

Kőröstej offers both Branded products and Private label solutions.



## ADVANTAGES

One-stop shop for all your cheese needs.

## REFERENCES

Global brands:  
Buda, Saphir, Hajdú, Róna, Levanta, Kőrösi, Hungarita, Talléros, Double Ban

Private label partners:  
Tesco, Gazi, Kaval, Bihar, Moni, Auchan, Spar, Aldi, Lidl, Morrisons, Nadec, Bel, FrieslandCampina, Plein Soleil

## PRIMARY TARGET MARKETS

France / Romania / Slovakia / Austria / Czech Republic





# FINO-FOOD LTD.

Fino-Food Ltd. is a Hungarian family-owned milk processing company in the heart of Zselic, Somogy county. 65% of the company’s raw material is supplied by its 5,400 cattle on 6,000 hectares of cultivated soil.

The cows receive forage cut from the ancient turf of Somogy, which contains more than 15 different herbs. Fino-Food Ltd. believes that it is essential to maintain traditions, while staying open to innovative solutions, to maintain the high quality of its products.

www.fino.hu  
info@fino.hu  
+36 82 529 140  
H-7400 Kaposvár, Izzó utca 9.

## PRODUCTS & SERVICES

Halloumi grilling cheese  
Truffle cheese



## ADVANTAGES

**Grilling cheese:** This halloumi cheese has Cypriot and Greek roots. Its moisture content is very low, which prevents the cheese from melting during cooking. Ideal for being cooked on the grill or in a pan at any time of the year. Cooking time is 3-5 minutes at 200 degrees. The cheese should be cut into 1 cm slices and is best prepared if turned once when cooked. When done, it becomes soft on the inside with a delicious brown, outer crispy layer. To be consumed while hot!

**Truffle cheese:** This fatty, semi-hard cheese is made with real truffle according to a special recipe. Store at 6-10 degrees and eat at 12 degrees. Easy to cut or grate, this gourmet delicacy adds elegance to a creamy soup. Best accompanied by a fresh Rosé or any late-harvested wine.

## REFERENCES

Region: International  
Partner: Lidl Magyarország  
Total project value: over EUR 10 million

Region: Hungary  
Partner: Auchan Magyarország Ltd.  
Total project value: over EUR 300,000

Region: Hungary  
Partner: Metro Kereskedelmi Ltd.  
Total project value: EUR 300,000

## PRIMARY TARGET MARKETS

China / Iran / Saudi Arabia / Croatia / Italy



# SOLE MIZO CO.

Sole Mizo Co., the milk processing company from the Bonafarm Group, is Hungary’s largest dairy company. The company processes over 400 million litres of milk each year using a strict quality control system and high technological standards. As a result, its four plants - in Szeged, Bácsbokod, Marcali and Csorna - produce top-quality fresh and preserved milk products, whose original Hungarian flavour are popular in both Hungary and abroad. Sole Mizo Co. exports its products to more than 23 countries worldwide.

www.bonafarmcsoport.hu/en  
info@bonafarm.hu  
+36 1 801 9061  
H-6728 Szeged, Budapesti út 6.

## PRODUCTS & SERVICES

Sole Mizo provides a constant supply of products to Middle Eastern countries. Its main focus is cheese. The company has significant experience in the production of HALAL and kosher dairy products.

Aside from producing its own brands, Sole Mizo provides its business partners with the ability to market their private label products. The company places great emphasis on innovation and new product development. The production capacity and level of technology available at its production sites comply with the most stringent EU standards.



## ADVANTAGES

One of the cornerstones of a healthy diet is the consumption of milk and dairy products. These popular foodstuffs are essential ingredients in authentic Hungarian or international dishes, whether consumed on their own or used as an ingredient.

Sole Mizo milk, sour cream, kefir, yogurt and cottage cheese or yellow and white cheese are all made of high-quality domestic milk. They come in various packaging formats, retail sizes and with varying fat content, which allows consumers to make their own choices.

## REFERENCES

Sole Mizo’s overall turnover in 2019 was over EUR 25 million, 30% of which from export sales.

## PRIMARY TARGET MARKETS

Romania / The Balkans / MENA countries



# TOLNATEJ PLC.

Tolnatej PLC is the largest semi-hard cheese manufacturing dairy company in Hungary. The company is proud to declare that it belongs to one of the few businesses with Hungarian owners representing dynamic and indefinite growth in the dairy market. Its outstanding quality is ensured by using only the best raw material and introducing a strict hygiene and quality control system to meet full meet high customer expectations, while keeping pace with the ever-changing market demand. The dynamic improvement is due to continuous investments in product and profile updates as well as production modernisation. The level of technology at Tolnatej is compliant with EU regulations and standards. All products are marketed under the brand 'Tolle'. The entire product range is available in all parts of Hungary and even abroad, with the aim of promoting healthy nutrition.

www.tolle.hu  
tolnatej@terrasoft.hu  
+36 74 528 240  
H-7100 Szekszárd, Keselyűsi út 26.

## PRODUCTS & SERVICES

Various dried products form a special segment of the product line. Dried milk and whey powder preserve their valuable nutrients, and due to Tolnatej's spray and dry technology, they also preserve their vitamin content. The water content of milk and whey powder ranges below 5%. Drying extends the shelf life of the milk, simultaneously reducing its weight and volume, which also reduces transportation and storage costs. With a set fat content or zero fat milk, milk and quality whey is evaporated and crystallised before spray drying. DWP 90 is whey powder that is 90% free of mineral acid. Tolnatej processes 90 million litres of whey per annum.



## ADVANTAGES

Tolnatej's high-quality dried milk and whey powder preserve valuable nutrients and their vitamin content. They have a long shelf life and are easy to transport and store. These products are of high purity and free of milk protein. DWP is a low-mineral product that contains whey proteins as easily digestible ingredients; therefore, it has excellent biological value.

It is anti-carcinogenic, abundant in immunostimulants and promotes antioxidant synthesis. It is an important nutrient for infants and anyone focusing on a healthy lifestyle.

## REFERENCES

China, Germany, Malaysia, The Netherlands, Cameroon

## PRIMARY TARGET MARKETS

Near East / North America



# GOF HUNGARY LTD.

Gof Hungary Kft. has built the biggest Gluten-free Oat Factory in Central Europe, whereas they execute and control the whole process from cultivation to packaging, which allows them to offer premium quality, gluten-free oat products and oat pasta.

Gof Hungary Kft produces oats on several hectares throughout the year in order to guarantee the Mill's continuous raw material supply and processed oat products to companies worldwide. It achieved the IFS certificate with outstanding results.

www.avenagofit.com  
+36 70 383 3609  
H-4400 Nyíregyháza, Debreceni út 293.

## PRODUCTS & SERVICES

The company has launched 100% gluten-free oat pasta products, which is unique in Europe and are allergen free. Products are available in all sizes. For industrial use they offer 25kg bags and big bags, mainly the 2.5kg package is used for Horeca purposes while 400-500g packages are offered for end users. Private label services are also available!

Main products include:

- gluten free hulled oats
- gluten free premium oat flakes,
- gluten free fine oat flakes
- gluten free instant oat flakes
- gluten free oat flakes flour
- gluten free oat flake bran

- gluten free oat flake grits
- gluten free steel cut oat
- gluten free pasta (fusilli, penne, frilly)

The company fulfils special requests at the demand of customers regarding the size and shape of the products.



## ADVANTAGES

- Unlike most other companies, Gof Hungary kft. has 2 seeding periods (fall, spring) during the year, which guarantees the continuous supply of raw material
- Following the Field to Fork concept they control the entire process
- Gof Hungary Kft. has 2 internal laboratories which guarantee the cleanliness of its products
- Thanks to its multiple packaging machines, Private Label services are quick, easy and cooperation is smooth
- They are less exposed to negative economic changes due to new energy sources, such as solar energy
- The logistics department provides for cost-efficient transportation

## REFERENCES

White and Green Natural S.A. - Portugal – EUR 100 000  
Bezgluten s.r.o – Poland – EUR 50 000  
Calbuco s.r.o – Czech Republic – EUR 35 000

## PRIMARY TARGET MARKETS

Czech Republic / Croatia / Italy / Spain / Portugal



# GYERMELYI GROUP

Gyermelyi Group is a key player in Hungary’s food industry and across the region. Gyermelyi pasta is made from wheat grown and ground in-house. Eggs from the laying farms of the Gyermelyi Group are always processed when fresh.

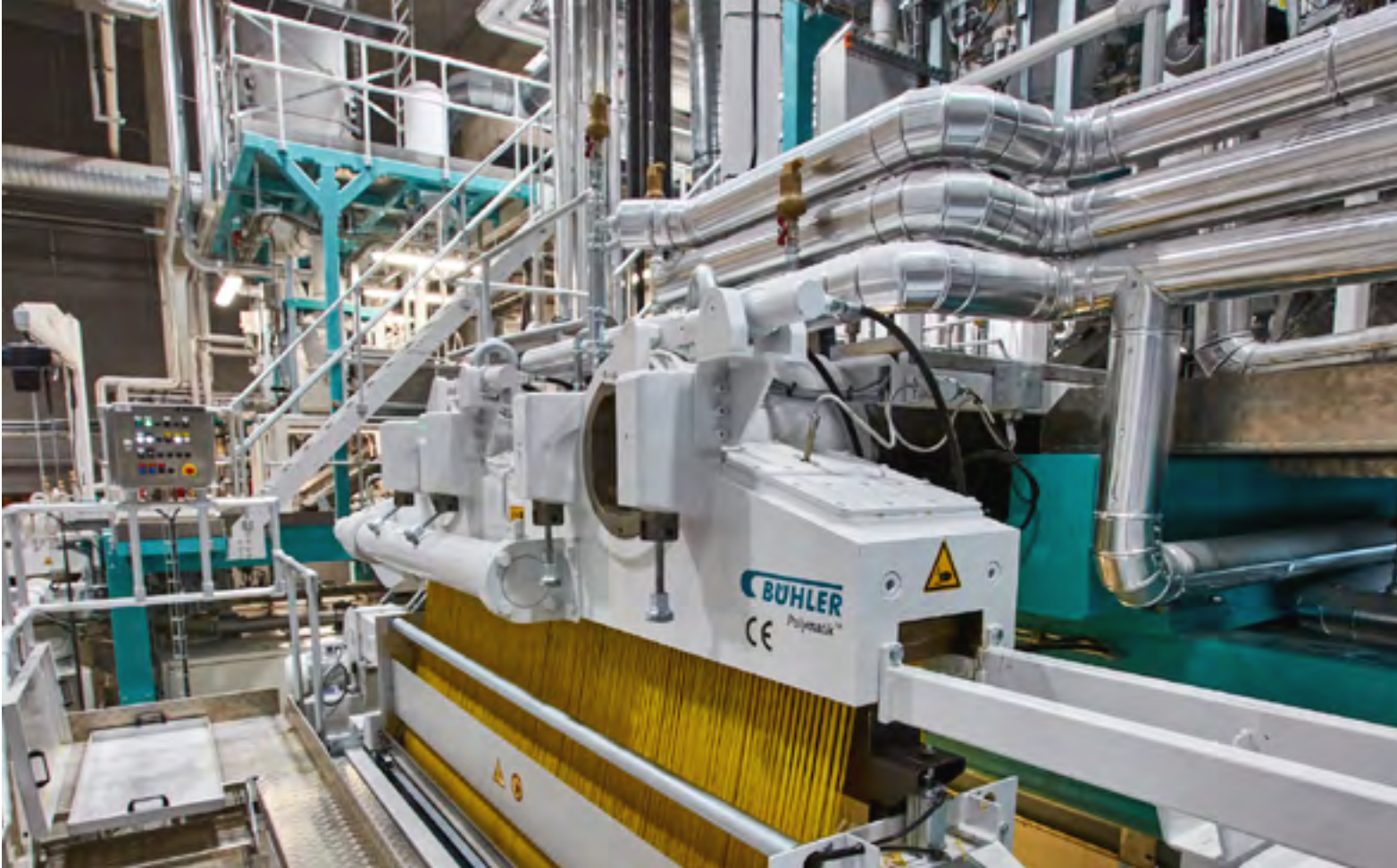
The company manufactures more than 35,000 tons of dry pasta every year, in 40 different shapes and on six production lines. This capacity has been doubled as a result of a new investment project. Own ingredients, modern facilities and decades of experience guarantee the premium quality of Gyermelyi products.

www.gyermelyi.com  
export@gyermelyi.hu  
+36 34 570 645 / +36 34 570 549  
H-2821 Gyermely, Bajnai út 1.

## PRODUCTS & SERVICES

Gyermelyi has a vast selection of pasta, including all types of egg pasta (1-4-8 eggs/kg). Among the 24 types of 4-egg pasta, there are shapes ideal for soups, side dishes, salads and even for desserts. Golden yellow 8-egg pasta made from fresh eggs is an essential part of classic soups and pasta dishes. The soft wheat or durum semolina egg-free pasta is also very popular.

Durum pasta may be preferred by customers with a low-cholesterol diet. The company sells pasta to end consumers in retail packages (250-400-500 or 1,000 g pillow bag or brick) and its products are also very popular with Horeca partners (4-5 up to 10 kg bulk packages).



## ADVANTAGES

The Gyermelyi Group is a privately-owned group of companies. Operations are based on the efficient control of manufacturing processes. The company produces wheat seeds in its seed factory, farms crops on over 9,000 hectares (Gyermelyi Grain Crop Ltd.), mills 140,000 tons of wheat in two of its own mills annually, processes over 140 million eggs in 4 proprietary facilities of the Gyermelyi Egg Ltd. and manufactures almost 40,000 tons of dry pasta in its pasta factory every year. Gyermelyi has versatile shipping solutions and highly transparent sales processes.

## REFERENCES

Gyermelyi has long-term national and international supplier relations in Hungary and Central Europe with companies such as Tesco, Aldi, Auchan, Cora, Metro, Penny, Spar, Kaufland, Selgros, Profi, Coop and many others. Therefore, Gyermelyi can ensure that even the highest quality standards are met (IFS Food certification). All products are labelled in 11 languages.

## PRIMARY TARGET MARKETS

Austria / Croatia / Germany / Poland / Romania



# PEK-SNACK LTD.

Pek-Snack Ltd. is one of the largest bakery franchises in Hungary and Central Europe, offering a wide variety of fresh and tasty baked products every day to consumers. In addition to franchise stores, Pek-Snack is also a valued partner of local and international retail chains.

The company has been producing frozen bakery products since 1998. Production takes place in Igal, Somogy County, at a 6,000 square metre state-of-the-art bakery factory in Hungary. In 2021, due to a large investment, capacity was increased by an additional 40%.

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info@peksnack.hu  
+36 82 573-930  
H-7275 Igal, Pf. 19.

## PRODUCTS & SERVICES

Fresh, tasty, diverse – this is Pek-Snack’s philosophy. The company is producing high quality pre-leavened, pre-baked and ready baked bakery products. A wide range of savoury and sweet pastries is available to satisfy consumers’ needs, including pizza slices, maxi products (e.g. hot-dog, cocoa roll), mini snacks, donuts, muffins, fitness and premium products (e.g. blueberry cheesecake).

Pek-Snack supports its franchise partners with constant product innovation and joint sales promotions, allowing them to remain competitive and meet the needs of consumers.



## ADVANTAGES

Pek-Snack is continuously working on new product developments based on customer needs. The Premium product line with exceptionally high filling ratio and unique flavours, or the Fitness products with reduced carbohydrate content are just some of the results of continuous innovation.

Thanks to the customer-oriented approach and the high quality of the products, Pek-Snack won the Superbrands Award in 2021 and 2022 in Hungary.

## REFERENCES

**Hungary:** Lidl, Aldi, Auchan, Tesco, Spar, Coop, Tom Market, more than 1,800 franchise partners

**Croatia:** Lidl, Spar, Kaufland, Plodine, Eurospin and 400 franchise partners

**Bosnia:** Tropic, MCI, Nestro Petrol, Robot and franchise partners

## PRIMARY TARGET MARKETS

**Serbia / Slovakia / Czech Republic / Denmark / Sweden**



# MIRELITE MIRSA CO. LTD.

MIRELITE MIRSA Co. Ltd. has been producing various kinds of deep-frozen vegetables, fruit and filled pastry products on its three premises for more than 30 years, to the greatest satisfaction of its customers. MIRELITE MIRSA Co. Ltd. has a vision of producing high-quality frozen products from the best raw material.

The company is proud to have been creating value by focusing on manufacturing quick frozen vegetables with a high nutritional content.

www.mirelitemirsa.humirsa@mirsa.hu  
viranyi@mirsa.hu  
+36 53 570 126 / +36 53 570 126  
H-2730 Albertirsa, Baross utca 78.

## PRODUCTS & SERVICES

The product range includes sweetcorn kernels; corn on cobs (whole and halves); green peas; green, yellow and broad beans; sorrel; spinach (chopped); diced onion; diced and sliced carrot; courgettes; diced potato; cauliflower; broccoli; bear's garlic; orange pumpkin; French fries; fried onions; sour cherries (whole and pitted); blackberries; diced apples; plum halves; red currants; apricots; peaches; pastries such as croquettes, dumplings; and some meat products: meat dumplings, liver dumplings, sirloin balls.



## ADVANTAGES

MIRELITE MIRSA Co. Ltd. has a long-term business relationship with Hungarian farmers, as the key to the perfect product is high-quality raw material. The company controls the process end to end, from seeding until harvesting, and checks the incoming raw material. The company uses only the latest technology, tracking controls, and complies with HACCP standards.

## REFERENCES

LIDL – EUR 230,000

Manufacturing own-brand products:

ICA – EUR 135,000

GARDENGOLD – EUR 85,000

PRITAVIT – EUR 20,000

## PRIMARY TARGET MARKETS

Japan / England / France / Germany / Jordan





# KORONA MUSHROOM UNION

The Korona Mushroom Union was established via the collaboration of family-run businesses while maintaining traditions and commitment and utilising the latest technology. To date, it has evolved into one of the most pivotal members in Central Europe’s mushroom industry. The Union encompasses the entire mushroom cultivating sector: producing mushroom spawn to making mushroom compost and performing high-standard growing, to processing in the canning industry.

Primarily collaborating with national suppliers and hundreds of colleagues, it strives to supply Hungarian and numerous international markets with its fresh products of the highest quality every day.

www.koronagomba.hu  
info@koronagomba.hu  
+36 36 550 500  
H-3395 Demjén, Albert major

## PRODUCTS & SERVICES

The Korona Mushroom Union offers white and brown mushrooms and an exceptionally wide range of exotic mushroom varieties, all representing excellent quality and available in different packages. Product cooling is completed within an hour and delivery is performed by its fridge trucks following product classification and packaging.

When fresh, a picked mushroom used as a basic material for canned products remains crispy and keeps its high mineral and vitamin content, even after undergoing gentle heat treatment.



The mushroom compost and substrate production plants produce white and brown mushroom compost, oyster mushroom, shiitake and king oyster mushroom substrates under constant control.

The mushroom spawn plant produces propagation materials on an industrial scale. The high quality of the produced spawns is well indicated by the fact that the Korona Mushroom Union’s products are not only sold in Hungary but also on international markets.



**KORONA**  
GOMBAIPARI • EGYESÜLÉS

## ADVANTAGES

Hungarian fresh mushrooms are produced on 45,000 m2, one of the largest mushroom growing areas in Central Europe, in approximately 100 automated Dutch-type cultivation houses, utilising cutting-edge technology combined with decades of experience. The long-lasting freshness of products is guaranteed by vacuum refrigerators, high-capacity classification, packaging lines and the company’s proprietary truck fleet. Mushroom cultivation is an activity that requires plenty of attention and firm commitment. The Korona Mushroom Union has been engaged in this activity, capitalising on its expertise acquired over 30 years, under close supervision of the most significant certification institutes, to its partners’ satisfaction. Several decades’ experience has been combined with the latest, state-of-the-art technology and the demand for high-quality products. The proximity of mushroom growing facilities guarantees the maximum freshness of the mushrooms processed. Once they are carefully selected, the products are cooked using gentle technology and preserved via heat treatment.

## REFERENCES

- As regards fresh mushrooms, the Union is the main supplier of
- Lidl GmbH in Hungary, Slovakia, Austria and Romania
  - HOFER GmbH in Austria
  - SPAR Hungary
  - REWE Group

## PRIMARY TARGET MARKETS

Germany / Slovakia / Slovenia / Greece / Italy



# SZEGEDI PAPRIKA CPLC.

Szeged Paprika cPLC was established in 1748. The market economy, multiple realignments, set of joint-stock companies, change of ownership and the European Union membership influenced the current production structure and the product assortment, which made the company the biggest canned meat product manufacturing company in Hungary. The traditional core activity of Szegedi Paprika Fűszer- és Konzervgyártó cPLC (Szeged Paprika Herb and Canned Product Private Company Limited by Shares) is the production and marketing of paprika products. Today, ground paprika is produced in its stone mill that boasts a long tradition. Thanks to improvements and investments and cutting-edge technology, Szeged Paprika cPLC is the market leader in Hungary.

[www.szegedipaprika.hu/en](http://www.szegedipaprika.hu/en)  
[export@szegedipaprika.hu](mailto:export@szegedipaprika.hu)  
+36 62 568 466  
H-6725 Szeged, Szövetkezeti út 2.

## PRODUCTS & SERVICES

The portfolio includes many popular Hungarian products. Szegedi Paprika cPLC's most popular products are its traditional delicatessen, noble sweet and hot paprika, pâtés, canned foods, luncheon meats made from pork and poultry, premium category products made from fatted goose and duck liver (the products made from goose liver received 'Hungaricum' recognition in 2015), hot sandwich spreads (Hungarian style, Mexican style and flavours like Hamburger, Pizza, Provence and Ham) and food seasoning mixes.



## ADVANTAGES

The products are preserved using heat treatment. No preservatives are added. With ongoing market research and product development, Szegedi Paprika cPLC keeps introducing new products that meet consumer expectations. In turn, these innovations increase both consumer satisfaction and sales volumes. In Hungary, Szegedi Paprika cPLC's products are distributed by almost all international and local commercial networks. The company exports a significant portion of its products to neighbouring countries. In addition to the production of traditional products, the company is also committed to continuous renewal. Szegedi Paprika cPLC regards challenges as new opportunities. In addition to securing the consistently high quality of ground paprika products, the company endeavours to win and maintains partner satisfaction and confidence by offering a wide range of canned and prepared meal products and meeting consumers' need for a healthy diet. The products have a unique taste and all reflect authentic Hungarian flavours. The premium category products are of exceptionally high quality and made from fresh raw material only.

## REFERENCES

Serbia, Slovakia, Romania

## PRIMARY TARGET MARKETS

Romania / Germany / England / Ukraine / Russia



# ABONETT LTD.

As a market leader in Hungary, Abonett Ltd. has been producing healthy, natural and tasty extruded crackerbreads and snacks since 1946. Its strong financial background helps the company to continuously innovate and deliver high-quality products. Abonett Ltd. supports its partners by bringing their cracker product brands to international markets by providing them with access to its product development experience and a flexible approach. Abonett Ltd.'s aim is to now grow its presence on international markets with branded and private label products.

[www.abonett.hu](http://www.abonett.hu)  
[export@abonett.hu](mailto:export@abonett.hu)  
+36 70 455 6708  
H-2740 Abony, Füzesér dűlő 16.

## PRODUCTS & SERVICES

Its goods are fast-moving convenience foods striving to meet consumer expectation, committed to a health-conscious lifestyle.

The portfolio contains a wide range of healthy, tasty and unique crackerbread products, including classics such as whole grain and fibre products, gluten-free, bio and organic products and a high-protein version made of lentils and green peas that is also gluten-free.

The sandwiches are made of two slices of Abonett gluten-free bread with delicious cream in between. Perfect for a quick snack on a busy day. Comes strawberry, hazelnut, cheese and chive and pumpkin seed flavours.



## ADVANTAGES

The range consists of gluten-free, bio/organic and protein-rich products. Abonett Ltd. uses no preservatives or additives. Thanks to its young, innovative and devoted management team, the company is able to quickly adapt to local customer needs. Abonett Ltd. is proud of its quick and flexible product development procedure used in serving private label productions.

## REFERENCES

All products are listed in Tesco, Spar and Lidl in Hungary. Abonett Ltd. produces private label goods for the Swedish, Greek, Israeli, Ukrainian and Italian markets.

## PRIMARY TARGET MARKETS

Scandinavia / DACH region / Italy / Spain / Russia



# BOMBASEI DECOR LTD.

Bombasei Decor is a manufacturer of chocolate, sugar, marzipan and fondant decorations. The company is also your competent partner for printed chocolate transfer foils. Personalisation is one of Bombasei Decor’s core competencies. Bombasei Decor would be happy to realise your desired motif on chocolate, marzipan or transfer film.

The company’s size and strong service concept allows it to respond individually to your needs, requirements and wishes, without high minimum purchase quantities. Bombasei Decor looks forward to your online visit and its team is happy to assist you.

[www.bombasei.hu](http://www.bombasei.hu) / [www.bombasei.de](http://www.bombasei.de)  
[a.kuszmann@bombasei.hu](mailto:a.kuszmann@bombasei.hu)  
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+36 46 596 331 / +36 46 596 332  
H-3800 Szikszó, Bajcsy Zsilinszky utca 26-28.

## PRODUCTS & SERVICES

Bombasei Decor specialises in the production of printed foods. The range of in-house productions extends to chocolate, marzipan, sugar and sponge cake products.

Its focus is to offer customers everything from a single source. Many other products for confectioners and restaurateurs complete the range.

Bombasei Decor offers unique products (made of fondant, sugar, marzipan, chocolate, transfer films) for all events and holidays throughout the year.



## ADVANTAGES

The Bombasei Decor team offers special knowledge and practical solutions and serve its customers professionally.

Bombasei Decor is proactive and straightforward; customers appoint the company at an early stage to develop new creations. Individuality and creativity are its core competencies.

Bombasei Decor has the know-how and the technology, resulting in its reasonably priced products. Its success factors are pioneering experience, advice, quality, flexibility and speed.

## REFERENCES

Germany:  
Bombasei Decor GmbH  
Wela-Trognitz Fritz Busch GmbH & Co. KG

Austria:  
Anna Gold Handels GmbH

## PRIMARY TARGET MARKETS

Germany / Austria / UK / Czech Republic / Croatia



# CANDYFOUR LTD.

Candyfour Ltd. is a sugar production company, established in 2008. The company’s main product is the candy stick, which is made by the company in Mórahalom Industrial Park. Candyfour Ltd. is owned by 3 Hungarians and has 40 employees in production and 3 as office heads. The company sells more than 95% of its product portfolio in the EU.

As it has extra capacity, Candyfour Ltd. is looking for new markets within the EU, the US, Russia and the Middle East. Its philosophy is to give everybody a small piece of luxury. The product portfolio is unique; at present, Candyfour Ltd. faces no direct competition across the EU that could achieve its trade volume.

www.candyfour.hu  
nlgreen@nlgreen.hu  
+36 30 921 9160  
H-6782 Mórahalom, Papírgyári út 3.

## PRODUCTS & SERVICES

Products are available in brown, white and many other colours. A new development is the flavoured candy stick to make coffee more enjoyable. The flavours available are chocolate, vanilla, caramel, hazelnut and almond.

Another part of the portfolio is the ‘FIGURETTO’-shaped sugar, a type of sugar cube in fancy shapes. Candyfour can produce almost any logo and format based on customer requirements. These products can also be made from sugar and erythritol. Sugar-based products come in different colours.



## ADVANTAGES

These are small luxuries that anyone can afford. The product portfolio helps restaurant, coffee shop and teahouse owners to make a difference when promoting hot drink consumption.

For increased profit, Candyfour’s products come in a packaging format that allows takeaways. For those on a sugar-free diet, Candyfour offers the erythritol-based version of its items.

## REFERENCES

Petrovitch Confiserie Holland, the largest Western-European distributor, has worked with the company since 2008. Its annual volume is approx. EUR 800,000

## PRIMARY TARGET MARKETS

Russia / Baltics / Germany / Italy / Austria



# CORN & JOY

We are a Hungarian company founded in 1993. We consider it our mission to produce high-quality, healthy and accessible, innovative products for everyone.

Our products include snacks and crackerbreads, rich in dietary fibre, gluten-free, free of GMO, soy and added flavour enhancers. Suitable for athletes, children or people with lactose or gluten sensitivity. A great choice for those striving for conscious nutrition options!

www.cornandjoy.com  
edina@cornandjoy.com  
+36 70 652 7963  
H-4400, Nyíregyháza, Irsai Gusztáv utca 4-6.

## PRODUCTS & SERVICES

We have two types of natural products, extruded bread and snacks. Our extruded crackerbread line is a healthy option that can be used as a daily substitute for bread. With only 15 Kcal/slice it is a light, yet tasty and crunchy option. Now available in comfy 5 slice and family 20 slice packaging.

We aim to be present on all continents and have strategic partnerships with retailers and distributors as well. We also offer private labels! Our experienced marketing team provides location-specific targeted online and influencer marketing campaigns that help our partners worldwide.



## ADVANTAGES

Premium design, healthy option, regular price. Now with an attractive display box design! Our products have a 12 month shelf life! We are sustainable, we use solar power and a short supply chain, we work with local farmers and have a higher level of quality control. Our products are not fried and are ideal as part of a healthy and balanced diet. They have high levels of dietary fibre and protein and are free of gluten, lactose, GMO and soy, and are also suitable for vegan diets. Compared to traditional bread, its storage time is much longer.

## REFERENCES

**Romania OMV Petrol Station:** The products are available at all OMV stations at the VIVA stores.

**Wizz Air Airlines:** The pizza snack is available on all Wizz Air flights in the onboard menu, which amount to more than 1000 daily flights.

**dm – Drogerie Markt – Hungary:** The products are sold at the healthfood and organic sections of stores.

## PRIMARY TARGET MARKETS

Switzerland / Canada / Italy / Netherlands / Germany



# DETKI KEKSZ LTD.

Detki Keksz Ltd. has been a significant player in the national confectionery industry for almost four decades now. It works as a 100% Hungarian private company owned by three families. Thanks to its professional experience, continued innovation and a well-established trade system, Detki Keksz Ltd. delivers over 10,000 tons of biscuits and Linzer biscuits to several million households per year. Detki Keksz Ltd. built the company on this foundation: the renewal of its traditional products originating from the 1930s, complete with novelty extras.

www.detkikeksz.hu  
detkikeksz@detkikeksz.hu  
+36 37 375 503  
H-3273 Halmajugra, Kossuth Lajos utca 178.

## PRODUCTS & SERVICES

Detki Keksz Ltd. produces many different kinds of biscuits and snacks. All products are premium-quality; the company works according to HACCP, IFS's quality standards. Detki Keksz Ltd. is ready to fulfil individual requests in taste, size and packaging.

The company is well connected to international hypermarkets and domestic chains; it also delivers many private label items.

Detki Keksz Ltd. has diabetic and gluten-free items, cereal and oat biscuits. The company also has a unique product line for kids: it offers biscuits and snacks for children depending on their age – from babies to teenagers.



## ADVANTAGES

Detki Keksz Ltd. has a relatively broad technological background to be able to fulfil individual requests for the recipe, packaging, etc. As a private company, it can also be quick and sufficiently flexible in decision-making.

As Detki Keksz Ltd. has 'free-from' items, it can offer good alternatives for consumers and those with diabetes, or those who pay special attention to the 'eat well - be well' philosophy.

## REFERENCES

- Broken biscuits for large multinational chocolate factories (Russia, Ukraine, Greece)
- 5-6 containers (mainly animal-shaped biscuits) for Chinese partners
- Maxima, Lithuania (sugar-free items)

## PRIMARY TARGET MARKETS

Bulgaria / Czech Republic / Slovakia / UAE / China



# FELFÖLDI CONFECTIONERY LTD.

Felföldi Confectionery Ltd. is a Hungarian family-owned company offering quality confectionery, bakery and snack products. Felföldi’s mission is to deliver happiness on a global scale with a personal touch. Felföldi offers a winning combination of tradition, fun and innovation.

The company exports to over 40 countries worldwide and is currently expanding. Felföldi’s success, ever since its establishment in 1986, has been based on quality, service, the passion of its skilled staff and responsible operation.

www.felfoldi.hu  
sales@felfoldi.hu  
+36 52 437 293  
H-4030 Debrecen, Diószegi út, Keleti Ipartelep 6.

## PRODUCTS & SERVICES

Felföldi is proud to introduce its product families: Quick Milk Magic Sipper, Classic Kitchen, Innovative Sweets, Let’s Cheese, MiraWell and StrawAmore.

The original milk-flavouring straw, loved by millions around the world, comes in natural flavours and colours. The gluten-free ‘Quick Milk Magic Sippers’ have been turning milk-time into fun-time for 25 years.

‘Classic Kitchen’ focuses on tradition but with an innovative twist that aims to provide a solution to modern lifestyle challenges and make home-baking fun.



‘Let’s Cheese’ is primarily about fun but is reinforced by the quality of a traditional family company operating since 1985. It provides an innovative solution for healthy snacking, increasingly in-demand around the world.

The edible/biodegradable straw is another innovation providing a solution to plastic waste’s pressing problem. Felföldi is a family company and cares about safeguarding the environment for future generations while providing children with fun.



## ADVANTAGES

The products are free of artificial preservatives or flavour enhancers, combining quality ingredients with novelty and fun for children and adults.

With unique production technology, the company produces over 30 different products, with a few more already in development.

## REFERENCES

Germany: Let’s Cheese 100% cheese snack line, listed in international retail chains.

North America: licensed Quick Milk, milk-flavouring straws listed in major retail chains.

United Kingdom: Quick Milk, milk-flavouring straws listed in up to 4,500 stores.

## PRIMARY TARGET MARKETS

Germany / Poland / Russia / USA / UK



# F&F LTD.

F&F is a family-owned handmade lollipop and hard candy producer established in 1991. It has two production facilities, both located in Hungary, Europe.

The “Lollipop Manufactory” brand stands for high quality, handmade products and a reliable supplier for retail and wholesale partners. The Lollipop Manufactory products are present on the shelves of shops in more than 14 countries all around Europe and the company is also a partner of Disneyland Paris. The products always meet the highest quality standards as they are handmade so each product undergoes multiple quality check during the production process.

www.lollipop.hu  
Tamas.regi@foltinandfoltin.hu  
+36 70 40 92 086  
H-2142 Nagytarcsa, Cinkotai utca, Hrsz: 0128/172

## PRODUCTS & SERVICES

**Handmade traditional lollipops:** only natural colours are used in the products, handmade production- multiple quality checks, flexibility in satisfying individual needs- private label possibility, highest quality requirements applied in production facilities- IFS Food (High level), with a shelf life of over 2 years

**Sugar-free lollipops:** the products have the same features (colouring and taste) as the traditional sugar-based lollipops, which make them unique on the market

**Hard and soft candy products:** only natural colours are used, outstanding price-quality ratio, individual colour and taste requests can be satisfied



## ADVANTAGES

F&F has extensive experience in the production of confectionary products. Over recent years, the quality of the products has been continuously improving and recently they can be considered one of the best on the market. As it is a medium-sized company, the major advantage is its flexibility – the unique needs of partners regarding packaging, size, weight, colour and taste can be fulfilled. The production facilities are located in Hungary, therefore the transportation of goods is fast and reliable to all European countries.

## REFERENCES

F&F Ltd. is a proud supplier of Disneyland Paris

## PRIMARY TARGET MARKETS

United Kingdom / Spain / France / Belgium



# STÜHMER LTD.

Frederick Stühmer, Master Confectioner from Hamburg, founded Hungary’s first and largest chocolate factory in Budapest in 1868. From the initial ideas to the moment the products arrive on the shelf, Stühmer Ltd. takes special care and provides pleasure for all through its chocolate.

Many things have changed over the last (almost) 150 years, but high-quality confectionery was and is essentially now in all of Europe. Frederick Stühmer’s message is still the same: ‘quality above all else’.

www.stuhmer.hu  
export@stuhmer.hu  
+36 30 9482 977  
H-3397 Maklár, Stühmer Frigyes utca 1.

## PRODUCTS & SERVICES

Stühmer produces various kinds of confectionery, such as chocolate bars, pralines, snack bars, chocolate figures, Christmas and Easter products. The master of confectioners uses only top-quality raw material to guarantee the excellence of the chocolates.

Production is continually developed to fulfil increasing technical and food safety requirements. The Stühmer brand has been an innovation leader in chocolate production and development since 1868.



## ADVANTAGES

Stühmer’s principal mission has been ‘quality above all else’ since 1868. Innovation, quality and traditions are what the company continues to achieve. Stühmer top-quality products have distinctive packaging created by modern and historical art designers. The company provides chocolate for every mood and occasion.

## REFERENCES

MAXIMA GROUP (508 stores in the Baltic region Lithuania - Latvia and Estonia and Bulgaria)

TJX Companies Inc. (4,300 stores in 9 countries)

KAUFLAND ROMANIA (120 stores)

## PRIMARY TARGET MARKETS

Germany / Austria / Scandinavia (Norway, Sweden and Denmark) / USA / Canada



# SZAMOS MARCIPÁN LTD.

Szamos Marcipán Ltd. is a family-owned company and its profile is the production and sale of premium-quality confectionery products. The company started in the 1930s, when Mátyás Szamos, founder of Szamos Marcipán Ltd., mastered the art of making marzipan roses. Since then the company has grown to employ hundreds of people, and its product list has been significantly extended. It offers a wide range of chocolate and marzipan desserts, decoration boxes, coffeehouse cakes and chocolate bars. Szamos Marcipán Ltd. has a confectionery network in Hungary with more than 20 shops, and its products can also be found in international retail chains.

www.szamos.eu  
kovacs.dora@szamos.hu  
+36 30 397 0877  
H-2085 Pilisvörösvár, Szent Erzsébet utca 109.

## PRODUCTS & SERVICES

Szamos has various product groups to suit every need. If your customers are marzipan-lovers, it can offer delicious chocolate-covered desserts with different fillings. If they prefer chocolate, they will like its pralines and chocolate bars. The range also features gift boxes and impulse packaging versions.

Szamos produces hundreds of types of handmade marzipan figurines, perfect for decorating cakes. The coffeehouse cakes are an excellent treat for your loved ones, yourself or business partners. Szamos is open for private label collaborations.



## ADVANTAGES

Szamos Marcipán uses traditional recipes and premium-quality raw materials. Its colleagues are highly-qualified professionals who have worked together for decades. The company offers a wide range of products with different flavours, sizes and packaging solutions. Due to its specialised production plants, Szamos is flexible and the company is happy to produce small batches. Thanks to the robust processes, Szamos can react swiftly to any upcoming challenge. The company has more than 30 years' export experience, so Szamos is well-versed in the process.

## REFERENCES

- Austria**  
Haderer GmbH, EUR 1.5 million/year: marzipan figurines
- Austria**  
OMV, EUR 60,000/year: coffeehouse cakes
- Slovakia**  
Mondelez, EUR 30,000/ year: walnut marzipan

## PRIMARY TARGET MARKETS

Czech Republic / Poland / Slovenia / Slovakia / Croatia



# DR HONEY

The core value of DR HONEY® is producing natural, unprocessed, and unblended raw honey. We ensure that our honey originates exclusively from Hungary, is collected from pure GMO-free areas, most of them from natural parks and is never blended with honey from other countries. For the best quality products, we source from trusted, sustainable apiaries that work with great care and share our passion for honey. All seasonal batches are regularly tested in an independent laboratory in compliance with the European Community Standards.

Our aim is to deliver the finest, most natural and authentic food experience, improve well-being and promote healthy lifestyles.

www.drhoney.eu  
andrea.vizslai@drhoney.hu  
+36 20 463 2802  
H-1221 Budapest, Madarász köz 4.

## PRODUCTS & SERVICES

DR HONEY® is committed to small-scale authentic production under strict standards, to achieve honey of outstanding quality and purity. Monofloral or flavoured honey – there is something for everyone. In our assortment we offer monofloral honey, gourmet honeys e.g. acacia honey with walnuts or chilli, Honeycocktails with freeze-dried fruit, in retail and HoReCa sizes.

All our honey filled in high-end jars were matured by real bees in their hives. Only this form of matured and unprocessed honey offers all the health benefits of honey: vitamins, antioxidants, enzymes and minerals coupled with a distinctive flavour, colour and fragrance.



## ADVANTAGES

We believe in a process that preserves the RAW HONEY’s inner values and natural goodness. Our honey is gently strained at a low temperature to maintain the pollen and enzymes in the finished product – all the healthy components the bees put in. Our honey is never pasteurized nor fine filtered; it is unprocessed and free from additives.

Our products won numerous international awards for its inner and outer quality in the USA, UK and UAE.

## REFERENCES

World’s Best Tasting Honey (USA) – contest finalist with our Linden honey

16 Great Taste Award from the „food Oscar” of the UK  
Finalist at Gulfood Innovation Award

Luxury Collection Hotel supplier  
Selfridges (UK), Ryubo Corporation (Japan), Honning Katrine Klinken (Denmark)

## PRIMARY TARGET MARKETS

Japan / USA / Middle East / Germany / UK



# FULMER APIARY LTD.

Great-grandfather György Fulmer established the apiary with only a few hives in 1929. With four generations of tradition and care, Fulmer Apiary Ltd. has grown to provide a home to a beautiful myriad of busy little bees.

Fulmer Apiary Ltd. feels lucky to have delivered its honey to thousands of families worldwide in the past 90 years. Today, the company continues to do its best to fully serve the increasing demand: Fulmer Apiary Ltd. guarantees the best possible quality by working directly with other beekeepers.

www.fulmerapiary.hu  
office@fulmer.de  
+36 24 483 122  
H-2336 Dunavarsány, Vörösmarty Mihály utca 2438.

## PRODUCTS & SERVICES

Fulmer Apiary Ltd. is the number one Hungarian honey packer, producer and holder of the largest European apiary with over 10,000 colonies.

The company produces the highest-quality honey and honeycombs of authentic European origin. It offers all varieties of honey that are naturally found on the continent from selected beekeepers across Europe. All of Fulmer Apiary Ltd.'s honeycomb exclusively comes from its very own apiary, from Hungary's dense acacia forests.



## ADVANTAGES

Fulmer Apiary Ltd. sources exclusively from its apiary or from other European beekeepers, never through distributors, exporters or traders, in order to ensure its authentic source. Honey is at its best in its original form in the beehive; it cannot be improved, its quality is only degraded by reprocessing. Fulmer Apiary Ltd. not only tests and re-tests the quality many times during production, but it is committed to using state-of-the-art technology to not harm but preserve honey's natural values.

## REFERENCES

Turnover between 3-5 million kg honey depending on crop yields. The main markets are EU supermarket chains, Japan and the Middle East.

## PRIMARY TARGET MARKETS

USA / Japan



# NOBILIS LTD.

Nobilis Ltd. is a traditional family-run company, established in 1992, the leading producer of premium-quality, conventional and organic dried apple and sour cherry products. The factory is located in north-east Hungary, the region renowned for its apple, cherry and plum orchards.

Through the innovative, delicate drying process, vitamins and minerals are retained, along with full aromas and flavours. BRC and IFS-based quality control systems guarantee that food safety and quality are of the highest standard. 2020 sales: CAD 5 million

www.nobilis.hu  
info@nobilis.hu  
+36 30 456 5930  
H-4700 Mátészalka, Almáskert utca 14.

## PRODUCTS & SERVICES

The company’s dried apple and Belgian chocolate coated, dried apple products are fun and exciting snacks which provide a delicious and easy way to support healthy eating habits, whilst contributing to the recommended daily intake of 5 portions of fruit.

Nobilis also produces raw materials for the food industry and its apple and sour cherry pieces are nutritious additions to countless recipes and blends, and are used by many chocolate factories, muesli producers and bakeries all over Europe.



## ADVANTAGES

Nobilis is a highly innovative company with 30 years’ production experience and has no direct competition. Its products have received several awards, including a ITQI - Superior Taste Award, Gold at the International Chocolate Awards and 4 Great Taste Awards.

In addition to the company’s extensive product range, Nobilis is more than happy to discuss any specialist requirements, and regularly engages in joint product development projects with other food industry players.

## REFERENCES

XOX (Germany) has been distributing the apple crisps range for 20 years, while Flying Tiger (UK-Spain-Denmark) sells the natural and cinnamon apple crisps.

## PRIMARY TARGET MARKETS

Worldwide



# VIRGIN OIL PRESS LTD.

Virgin Oil Press Ltd. has been manufacturing cold-pressed oils in its factory in the eastern part of Hungary since 2009. It combats excessive waste in the food industry through patented zero-waste technology.

The company has brand name ‘Grapoila’ and sells bulk sizes, offering private label production. The factory holds all the necessary food industrial certifications (FSSC, HACCP, gluten-free, GMP), facilities and credentials for manufacturing organic products.

www.grapoila.hu  
varga.t@grapoila.hu  
+36 30 236 7597  
H-1224 Budapest, Szakiskola utca 33-43.

## PRODUCTS & SERVICES

The machinery developed in-house enables Virgin Oil Press Ltd. to press seeds of varying characteristics and hardness. There are 18 different kinds of oils, with such rare and unique oils such as rosehip seed, black cumin seed or milk thistle seed oil.

In addition to premium-quality cold-pressed oils, the company offers gluten-free seed flours, gourmet creams and natural cosmetics. Grapoila products are high-quality food products that serve as raw materials for food, animal feed or cosmetics.



## ADVANTAGES

Virgin Oil Press Ltd.’s goal is to create delicious, natural and healthy products, while having a minimal environmental impact with no waste. It supplies raw materials locally (or in the EU, as available) and manufactures all of its products with pure cold-pressing technology in its factory to ensure the highest quality.

Technology and the highest food standards ensure that all final products are as nutritious and tasty as the fine, selected raw seeds. The company’s efforts to produce high-quality products are reinforced by several awards won over the years.

## REFERENCES

Grapoila products can be found in Auchan stores in Poland. Virgin Oil Press Ltd. partnered with a Swedish biscuit producer and a Slovak health-food company that buys gluten-free seed flours and other raw materials from the company.

## PRIMARY TARGET MARKETS

Sweden / Poland / Slovakia / Germany / Denmark



# BONAVENTURA GOLD LTD.

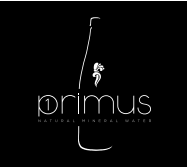
Bonaventura Gold Ltd. specialises in bottling mineral water and processing mineral water-based products. Its flagship product is the brilliant, fresh-tasting Primus mineral water from the Carpathian Basin, rich in minerals straight from the heart of Europe.

The stainless steel well is 452 metres deep. The production line is controlled by a computer system. The filling system is made entirely of stainless steel. Bottles are manufactured on location, in a closed system, and are rinsed before being filled with pure mineral water.

www.1primus.com  
water@1primus.com  
+36 20 974 5774  
H-2072 Zsámbék, Herceghalmi út 078/15 hrsz.

## PRODUCTS & SERVICES

Primus natural mineral water comes from ice-age glaciers in the Carpathian Basin, in the heart of Europe. As the ice melted, water seeped 452 metres underground through the sinkholes of karst layers and remained there for the following 18,000 years. It took the company a decade of research to locate this unique water source. This magnificent water was purified by nature and protected from contact with humans, microbes, even air. It contains calcium, magnesium, silica and other minerals vital to human health, leached from the surrounding 235-million-year-old karst. Its pH is slightly alkaline, similar to the human body. The water needs no treatment or additives. Bonaventura Gold Ltd. bottles it as is, on-site, in pre-produced bottles and rinses only using the mineral water itself.



## ADVANTAGES

The hydrology of the source is primarily determined by Hungary's position in the heart of the Carpathian Basin, partially surrounded by the Carpathian Mountains.

The water cycle is exceptionally long. The layers above the water base are tightly closed, so the water has a very long purification time, during which it is enriched with noble minerals.

Bottle filling technologies are used with no water treatments.

## REFERENCES

Embassies of Hungary worldwide  
Asia: Online and offline - Shanghai, China  
Africa: Offline - Ghana hotels  
Europe: Hungary, Romania, Spain

## PRIMARY TARGET MARKETS

Australia / Russia / GCC countries / Mexico / China / USA



# HELL ENERGY MAGYARORSZÁG LTD.

One of the world’s most dynamically developing FMCG brands, HELL ENERGY, provides exceptional-quality energy drinks at an affordable price. The owner company was founded in Hungary in 2006 as a privately-owned small business. By 2010, the HELL brand had become the domestic market leader. Due to its excellent concept and sales strategy, its expansion has rapidly grown beyond borders. HELL is now available in more than 50 countries. Since 2017, it has also been manufacturing its product packaging in-house, in a state-of-the-art aluminium beverage can factory, QUALITY PACK. With this triple combination – well-known brand, ultra-modern own can factory and filling factory – HELL is now considered a global player on the beverage market.

[www.hellenergy.com/hu](http://www.hellenergy.com/hu)  
[tamas.jenei@hellenergy.com](mailto:tamas.jenei@hellenergy.com)  
+36 20 996 0465  
H-1062 Budapest, Andrássy út 126.

## PRODUCTS & SERVICES

HELL produces and distributes ten permanent and four limited (2-2 seasonal) edition energy drinks. Special flavours and sugar-free variants are available in the portfolio as well as energy drinks with additional functions. In 2013, the company upgraded its range with soft drinks – ice teas and carbonated soft drinks – from the brand XIXO, and six years later with ready-to-drink iced coffee, ENERGY COFFEE. The milk-based iced coffee line with real coffee extract comes in three variants: Cappuccino, Latte and Slim Latte. The company provides 20 countries with Hungarian milk-based drinks from its new factory completed in September 2020.



## ADVANTAGES

The top two pillars of HELL ENERGY drinks’ benefits are exceptional quality and affordability. The products contain only the best ingredients, real sugar, caffeine and no preservatives.

r the whole family. With its premium composition, it represents a new generation of soft drinks. Its sugar content allows for distribution in schools. They are made with stevia and fructose; the sugar-free version does not contain aspartame. All XIXO products are pasteurised.

ENERGY COFFEE is made with real milk (75%) and natural coffee extract (Arabica and Robusta), without preservatives. The Slim Latte line provides an option for those who wish to avoid added sugar in their iced coffee. All three types are packed in 100% and infinitely recyclable aluminium cans.

## REFERENCES

HELL ENERGY, the company’s flagship brand, is available in over 50 countries worldwide and is the market leader in 10 countries, including Romania, Bulgaria and Greece.

## PRIMARY TARGET MARKETS

- HELL:** Great Britain / Czech Republic / Germany / Portugal / Morocco
- XIXO:** Portugal / Croatia / Serbia / Cyprus / Greece
- ENERGY COFFEE:** Great Britain / Ukraine / Greece / Cyprus / Italy



# MÁRKA LTD.

Márka is one of the oldest Hungarian soft drinks brands, with the first Márka product made in 1973. In 2007, Márka soft drink distribution became a family business with the launch of Márka Üdítőgyártó Ltd. by Gábor Pécskövi and Tibor Pécskövi. The new company, a 100% Hungarian-owned family business built on decades of tradition, has quickly become a significant player on the soft drinks market.

www.markaudito.hu  
info@markaudito.hu  
+36 70 477 4652  
H-6055 Felsőlajos, Márka ipartelep 1.

## PRODUCTS & SERVICES

The first Márka product was created in 1973 according to the formula created by Dr Miklós Kállay and Péter Sárkány, from Hungarian fruit only. The production of the first, grape-flavoured variant has gradually become popular with Hungarian wineries.

Today, Márka has a much broader range of products, including carbonated soft drinks, carbonated lemonades, fruit drinks, ice teas and energy drinks for export markets.



## ADVANTAGES

The company focuses on innovation in terms of healthcare as well as flavour development. The latest addition to the product line is a vitamin-enriched soft drink. Another integral part of its focus is environmental protection.

The packaging is 30% recycled PET bottles, and they are 100% recyclable. Additionally, Márka has recently finished building a new, environmentally friendly wastewater treatment plant.

## REFERENCES

Romania: EUR 300,000/year  
Italy: EUR 300,000/year  
Ukraine: EUR 100,000/year

## PRIMARY TARGET MARKETS

Serbia / Croatia / Slovenia / Austria / Germany





# MELLICULUM LTD.

Melliculum Ltd. was founded in 2006 by a food engineer and a pharmacist. The company trades in original Hungarian honey and 100% lemon juice pouches for the Horeca sector. In 2011, the Mixtea brand made a name for Melliculum in Hungary. This innovation triggered a development. In 2019, a new, environmentally friendly factory built with 400 square metres of storage increased the company’s capacity. In the future, Melliculum would like to expand its client base.

[www.melliculum.hu](http://www.melliculum.hu)  
[melliculum@gmail.com](mailto:melliculum@gmail.com)  
+36 70 386 0045  
H-6500 Baja, Paprika utca 20.

## PRODUCTS & SERVICES

Mixtea is a new generation of filters. Black, green, rooibos and fruit teas reborn in visible, practical package. No need to open the filter, simply stir hot water in a cup and the taste and colour will appear. The filter can be separated into a compostable herbal part and a recyclable plastic part.

Twelve flavours are available. Mixtea coloured boxes that match the multicoloured honey, sugar or brown sugar packets. The company obtains tea leaves, fruit, lemon juice and honey from certified suppliers. The company’s products have labels in three language.



NEW GENERATION

## ADVANTAGES

Nowadays it is important to ensure that products are hygienic, eco-friendly, practical and that they provide a unique experience. You could garner a great deal of credibility with today’s customers if you deal in something individual and distinctive, such as Mixtea. In the current market, it provides a major advantage.

Mixtea supplies Horeca sectors with an appropriate and quick solution. Melliculum offers a copyright-protected product with accessories able to meet emerging needs. The company is committed to high quality, precision and competence.

## PRIMARY TARGET MARKETS

Worldwide



# PÉCSI BREWERY PLC.

Pécsi Brewery is an independent brewery, founded in 1848. The 4th largest brewery in Hungary has a wide portfolio of beers, including “Szalon” one of Hungary’s most popular lager beers. In addition to its conventional premium range, Pécsi started to successfully market craft, organic and gluten-free beers.

The brewery operates under the highest quality standards: IFS, ISO14001, EU-Bio, AOACS Gluten-Free and OK Kosher.

Pécsi Brewery’s goal is to establish long-term relationships with distribution partners worldwide, and to become a leading supplier of craft, organic and gluten-free beer in the EU and overseas.

www.pecsisor.hu  
laknerd@pecsisor.hu  
+36 30 456 6179  
H-7624 Pécs, Alkotmány utca 94.

## PRODUCTS & SERVICES

Pécsi Brewery’s portfolio includes mainstream lager beers, a premium beer family that includes an unfiltered wheat beer, a dark lager, Vienna lager, an unfiltered Pils and a sour cherry lager.

In the non-alcoholic category, Pécsi has a non-alcoholic lager and a 0.0% Radler beer family with three flavours. Pécsi proudly introduced its APA on the market and started to produce Organic Beers, including Hungary’s first gluten-free lager. The Hirschfeld Original brand is part of a Kosher Beer family.



## ADVANTAGES

Pécsi Brewery is an independent small brewery as provided for in Council Directive 92/83/EEC. Therefore, its products are eligible for reduced excise duties in EU countries.

With its abundant supply of special and conventional beers, Pécsi Brewery can satisfy a wide range of customer needs.

Pécsi uses only high-quality ingredients from pure sources. Its beers are made only from water, malt and the finest hops. A long shelf life and constantly high quality ensures its smooth trade relations.

## REFERENCES

Carrefour/Taiwan  
ALKO/Finland  
Auchan/Romania

## PRIMARY TARGET MARKETS

South-Korea / China / Malta / Poland / Serbia



# PÖLÖSKEI ITALGYÁRTÓ PLC.

Pölöskei is a settlement located in the middle of the Zala county between two hills with a thousand residents. The company produces syrups and soft drinks under the brand name ‘Pölöskei’. The company started off as an individual entrepreneurship in the early 1990s. With continuous improvements in new machinery with increasing capacities, Pölöskei has today become a definitive player on the Hungarian soft drinks market. The plant is equipped with cutting-edge automatic machinery. Pölöskei works according to the strictest technological, hygiene rules and regulations of the HACCP and IFS food safety system.

info@poloskeiszorp.hu  
www.poloskeiszorp.hu  
+36 92 362 628  
H-8929 Pölöske, Petőfi Sándor utca 1.

## PRODUCTS & SERVICES

Its main categories are fruit syrup, flavoured syrup, fruit juice, lemon juice and ice tea. Pölöskei produces its syrups in more than 30 flavours with low energy content. It also produces diabetic and low-carb products in several flavours.

In Hungary, the private label products of several national and international store chains are also made on its production lines. Pölöskei can bottle in PET or glass bottles from 0.33 litres to 5 litres.

## Limited editions



## ADVANTAGES

The company uses Pölöskei mineral water for products coming from its own nationally-acknowledged and registered 300-metre-deep well. The fruit content of the syrups has been carefully calibrated to market needs. At the factory, four filling lines are operated simultaneously and its modern, automatic blow moulding machine produces the PET bottles required for packaging. Pölöskei uses no or very low amounts of preservatives.

## REFERENCES

Tesco, Auchan, Spar, Lidl, Penny, CBA, Reál, Coop

## PRIMARY TARGET MARKETS

Croatia / Slovenia / Slovakia / Czech Republic / Romania



# SHRUB HUNGARY LTD.

Shrub Hungary was established in 2016. Its core business is the production and retail of SHRUBBIE, a 100% natural, gently sparkling drink with mother of vinegar. The company's owners are a group of investors and an expert who produces the vinegars on which the products are based. The company works with subcontractors and employs a managing director. The production limit is yet unknown, but it can certainly produce at least 1 million units (330 ml) annually. Profits are reinvested in marketing and product development. To date, the company has no notable export activity.

www.shrubbie.hu  
sales@shrubbie.hu  
+36 20 379 9613  
H-3910 Tokaj, Tarcali út 95.

## PRODUCTS & SERVICES

SHRUBBIE, the natural soft drink, comes in 4 flavours. Quince and Lavender, Sour Cherry and Mint, Ginger and Hemp, Raspberry and Rosehip. It is free from gluten, lactose, added sugar, preservatives, added aromas and colourants, vegan and low in calories. It is recommended for and can be consumed by all ages. It carries the health benefits of the vinegars it is made of. It is recommended instead of coffee (caffeine-free), when doing sports (replenishes electrolytes), in case of acidic stomach or reflux (heals both), but above all for quenching thirst.



# SHRUBBIE

## ADVANTAGES

SHRUB drinks are usually syrups; they need added water and once mixed, go off easily. Shrub Hungary's products are ready-made and, without preservatives, last for 18+ months.

The drink's unique raw material (vinegar) and the packaging (clear bottle) are attention-grabbing. There is no other product that carries all of the SHRUBBIE health benefits. And last but not least, there is no other SHRUB drink on the global market that is made of such fine-quality raw material as this drink.

## PRIMARY TARGET MARKETS

UK / Poland / USA / UAE / Germany



# YUVA LTD.

Yuva Ltd. is a family business owned by Zoltán Szabó and Ágnes Mágel. Its main activity is the production of soft drinks and syrups. Headquartered and located in Hidas, Baranya county, in the form of a production plant that meets all requirements, in compliance with European Union regulations (HACCP, IFS). One of the company's main goals is to develop quality and unique products found in the retail and HORECA segments. Thanks to technological developments, Yuva Ltd. is also able to offer private label production. The company achieved an average annual sales growth of 30-35%.

www.fruttamax.com  
panovics.tamas@yuva.hu / sales@yuva.hu  
+36 30 602 4457 / +36 20 526 6815  
H-7696 Hidas, Dózsa György utca 12.

## PRODUCTS & SERVICES

Yuva Ltd. manufactures its products under the name FruttaMax.

The Bubble12 fruit syrup is packaged in 500 ml bottles with 50% fruit content. 12 litres of soft drink can be made out of it due to its high concentration (1:23). The cap functions as a measuring cup, but it can also be fitted with a metering pump. Gigant is a 62.5 ml 'pocket syrup' sufficient to make 1.5 litres of fruit drink. The company also makes the syrups in sugar-free versions.

The latest product is SÖRP, the Radler syrup. The 330 ml beer and malt-flavoured 1:8 dilution syrup can be used to make 3 litres of non-alcoholic soft drinks.



## ADVANTAGES

FruttaMax syrups have a high fruit and reduced energy content. Yuva Ltd. also produces sugar-free versions for diabetics and customers on a diet. They are ideal for soft drinks, lemonades, cocktails. Also suitable for use in drinks machines. An excellent choice for HORECA customers. Fewer plastic bottles are needed due to their high concentration. Bottles are 100% recyclable.

## REFERENCES

Germany, Slovakia

## PRIMARY TARGET MARKETS

Germany / France / Sweden / The Netherlands / Romania



# AMUREX GM LTD.

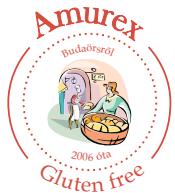
Amurex GM Hungária Ltd. (Budaörs Food Allergy Specialist Store) has 10+ years of experience in distributing and marketing gluten-free food products. The company began baking bread and pastries five years ago, continuously adapting to trending market needs. Its products are unique, with a taste and consistency almost identical to their regular versions. The company is the exclusive gluten-free supplier of Lipóti Bakery, several local organic shops and has been a supplier of the Coop supermarket chain since 2017; it has also been available in Tesco supermarkets since 2018. Amurex GM Hungária Ltd. collaborates with several major food companies (Matusz-Vad, Mirbest csoport, Helit, Delifrance, Delforg) and public catering companies (Hungast and Hajdúsági Sütödék).

www.amurex.eu  
glutenmentesrendeles@gmail.com  
aronin2010@gmail.com  
+36 30 456 4357  
H-2040 Budaörs, Szabadság út 14.

## PRODUCTS & SERVICES

The company added street food products to the existing product lines - such as hamburger buns, pittas, pizza crusts, hot dog bread rolls - in the autumn of 2016, enjoying real success in bistros and buffets.

As a niche service, it opened the gluten-free Cöli Shop and Bistro at Nyugati tér in the first half of 2016. This created an opportunity to test its latest innovations on customers, even on the strictest gluten-free diet in gluten-free products 24/7, which will be sold directly via wholesale.



## ADVANTAGES

Amurex GM Hungária Ltd. has 15 years' manufacturing experience in the industry. With its wide product range, the company occupies an outstanding position in the gluten-free market and has experience of working with multinational companies. All of Amurex GM's products are handmade, with a glorious taste and assortment.

## REFERENCES

The company is the exclusive gluten-free supplier of Lipóti Bakery, several local organic shops, and it has been listed as a supplier of the Coop supermarket chain since 2017. Moreover, the products have also been stocked at Tesco supermarkets since 2018. The company cooperates with several major food companies (Matusz- Vad, Mirbest csoport, Helit, Delifrance, Delforg) and public catering companies (Hungast and Hajdúsági Sütödék).

Tesco - Hungary  
Matusz-Vad - Hungary, Austria, Slovakia  
Helit - Hungary, Austria, Slovakia  
Lipóti Pékség - Hungary, Slovakia

## PRIMARY TARGET MARKETS

Slovakia / Ukraine / Romania / Serbia / Croatia / Slovenia



# BALATON-KER-TÉSZ CO.

BALATON-KER-TÉSZ Co. was founded in 2003. With its 216 members, the company grows fruits on an area of 3,000 hectares, with more than 25,000 tons of fruit per year. The buyers of its fresh products are distributors, wholesalers and chain stores, while the industrial product partners are juice and canning factories from countries in the European Union.

BALATON-KER-TÉSZ Co. ensures that its products meet the highest EU quality requirements.

www.balatonkertesz.hu  
balatonkertesz@gmail.com  
+36 20 422 7200  
H-6237 Kecel, Császártöltési utca 75.

## PRODUCTS & SERVICES

For the fresh market and the industry, the main products are sweet cherries, sour cherries, apricots, plums, pears, walnuts and apples.

The company offers a wide range of services to its partners, such as personalised offers tailored to buyers' needs, while producers benefit from personalised markets for their products. Services also include packaging, storage, transport organisation and GLOBALG.A.P.

BALATON-KER-TÉSZ Co. is committed to its key value, which is to provide excellent agricultural practice to its partners.



## ADVANTAGES

As a company with GLOBALG.A.P. and IFS certification, BALATON-KER-TÉSZ Co. standardises the products of various producers, making sales easier, as it is able to work with larger quantities and excellent quality. Even fruits from the smallest producers can be placed on export markets. The company is owned and controlled by its members, so it is more autonomous compared to businesses controlled by their investors. This is why BALATON-KER-TÉSZ Co. is different from other types of companies because it is formed and operated for the benefit of its members. In that sense, BALATON-KER-TÉSZ Co. ultimately works as a non-profit company.

## REFERENCES

- Czech Republic:** Cerozfrucht, Prague
- Austria:** Austria Juice GmbH; Feldbacher Fruit Partners GmbH
- Hungary:** Auchan Hungary

## PRIMARY TARGET MARKETS

Austria / Germany / Czech Republic / Slovenia



# DIABET TRADE LTD.

D-life products have been developed and patented by Diabet Trade Ltd. and the Cereal Research Institute, Szeged. The Diabet Trade Baking Industry Research Trade and Service Ltd. was formed in March 2004. The company's primary activity is the development of bakery products with a new composition, its production technology and marketing the latest products. Moreover, it focuses on producing dietetic foodstuffs, finding domestic and foreign markets for the products, giving technical advice on diets and production technology for dietetic food.

One of its products' main features is that their carbohydrate content is reduced by a minimum of 30% compared to standard products. Furthermore, they provide a novel absorption inhibitory effect, while natural ingredients are manufactured without preservatives.

[www.d-life.hu](http://www.d-life.hu) and [www.diabettrade.hu](http://www.diabettrade.hu)  
[tothmelinda@d-life.hu](mailto:tothmelinda@d-life.hu)  
+36 70 535 7878  
H-1158 Budapest, Késmárk utca 9.

## PRODUCTS & SERVICES

The company produces five kinds of dry pasta - spaghetti, fusilli, wide noodle, farfalle, frilled square - packed in 200 g packs, and four types of reduced-carbohydrate flour, which are packed in 500 g packs.

Diabet Trade Ltd. is also developing its own reduced-carbohydrate chocolate bars.



## ADVANTAGES

D-life products are delicious and made exclusively from natural ingredients, containing white and wholemeal flour. Consuming the same amount of carbohydrates in these bakery products will result in a 40% lower blood sugar load over 3 hours than standard products. Any solid or liquid food, consumed together with Diabet Trade Ltd.'s bread, will only be partially absorbed, which explains the company's products' weight-loss effect. Reduced absorption not only applies to carbohydrates; it will also lower your cholesterol.

## REFERENCES

The products are distributed by Hungarian wholesalers and chains, such as CBA. Flour products sold to bakeries and cake shops in 25 kg bags. The pasta is used by restaurants that are coping with the increasing demand for low-carb meals. D-life pasta is sold by Tesco in Hungary, the Czech Republic and Slovakia.

## PRIMARY TARGET MARKETS

Germany / Great Britain / Poland / France / Spain



# FITOREX LTD.

Fitorex Ltd. is an innovative project company founded in 2008 by individuals Dr Andrea Jednákovits, Dr Jenő Szilbereky, Dr Gábor Barla Szabó and Ms Barla Szabó, with many years of R&D experience.

Fitorex Ltd. is dedicated to the development and production of YASO®, a wild sprouted soybean product. Fitorex has pioneered the world’s first high-yield, industrial-scale sprouting soybean process with unique patented technology and a composition known as YASO®.

www.yaso.hu  
hajas.gabriella@yaso.hu  
+36 1 453 0564  
H-1037 Budapest, Montevideo utca 3/A

## PRODUCTS & SERVICES

YASO® is a novel, premium-quality, culinary raw material that opens up new nutritional possibilities. YASO® can be used as a key protein source or used as an ingredient to create new, functional food.

Fitorex has developed a wide range of new YASO®-based retail reference products - gluten-free crackers, crisps, roasted snacks, vegetarian products, the YASO® roll, ‘hybrid’ meat products, YASO milk & tofu, etc. - focused on both consumer segments.

Fitorex is looking for distributors and private label partners for its premium gluten-free, high protein products, and joint venture partners to establish local production plants for YASO® sprouted soybean and YASO®-based products.



## ADVANTAGES

YASO® can be used in almost all segments of the food industry. Fitorex experts eliminated all disadvantages of soybeans (aftertaste, flatulence, etc.), and YASO® has the highest nutritional value of all soybean derivatives. YASO® is a premium-quality meat substitute offered at a competitive price. It is rich in high quality, complete protein and dietary fibres, a source of vitamins C, E, K, Magnesium, Zinc and Omega 3. YASO® is a perfect raw material for healthy new food products.

YASO® is an internationally recognised brand, having won several prestigious awards, e.g. Weight and Hunger Management Innovation of the Year, NuW Excellence Awards (HI Exhibition), European Frost & Sullivan Award for Product Differentiation Excellence and SIAL Innovation Canada.

## REFERENCES

Mainly private label partners across the EU, UK, Finland, The Netherlands.

## PRIMARY TARGET MARKETS

Germany / France / Sweden / Norway / Austria



# FINE FACTORY LTD.

Fine Factory Ltd. and the brand Hester’s Life started out in 2016, in the founder’s hometown Veszprém.

“Our mission was - and still is - to make products that can be communicated honestly and satisfy genuine needs. Products that we ourselves were looking for, but couldn’t find in any stores. Something that is creative, exciting, new in appearance and valuable in its contents. Our credo, which is to show our table of contents bravely and proudly, shows our vision and attitude towards food products that support a healthy lifestyle.” – Eszter Porkoláb, owner and dietician.

www.finefactory.hu  
info@hesterslife.com - info@finefactory.hu  
+36 30 111 4670  
H-8200 Veszprém, Kistó utca 11.

## PRODUCTS & SERVICES

Hester’s Life granolas and muesli do not compromise between enjoyment and functionality. All our products are sweetened naturally, exclusively using dates. In addition to gluten-free oats and special spices, our product variations include high-quality freeze-dried fruits and various oil seeds and sugar-free chocolate. The variation options are limitless, so in addition to our brand products, we also undertake the development and production of private label products.

Our products, which have received multiple Great Taste awards, are the guarantee for preparing a deliciously conscious breakfast.



# HESTER'S LIFE

## ADVANTAGES

Hester’s Life products make healthy and conscious diets simple without compromises. Our products contain no added sugar, gluten, milk or soy.

They can be used by people living with food intolerance or allergies or by those who simply feel better without these ingredients in their everyday diet. Our recipes and product development carried out by a dietician are the proof that a free-from-all granola and muesli can be enjoyed just as much as other cereals.

## REFERENCES

- Romania:  
1 distributor with a range of organic shops and Hungarian-based chains (Amigo, Merkur) approx. EUR 25,000/year
- Czech Republic:  
1 distributor with a range of webshops such as kosik.cz approx. EUR 10,000/year
- Slovakia:  
1 distributor, only commenced in Q2 2022. Webshop and retail focus. Hungarian-related owners

## PRIMARY TARGET MARKETS

Austria / Italy / France / Benelux region / Scandinavian region



# FRESH FRUIT TÉSZ CO.

Fresh Fruit TÉSZ Co. was founded in Kecel in 2002. Its activity includes the packaging, storage and wholesale of fresh fruits and vegetables from member farmers. The company's goods are currently produced on an area of 1,800 hectares, with more than an 8,000-ton annual turnover. Fresh Fruit TÉSZ Co. mainly supplies its goods to EU countries. Its partners are distributors, wholesalers and chain stores (Aldi, Lidl, Metro, Norma, Rewel), juice and canning factories. The Cooperative is the first recognised producer organisation in the region with 430 farmers. Fresh Fruit TÉSZ Co. is GLOBALG.A.P.- and IFS-certified; products comply with the highest EU quality requirements.

www.freshfruit.hu  
info@freshfruit.hu  
+36 30 945 7390  
H-6237 Kecel, Császártöltési utca 75.

## PRODUCTS & SERVICES

For the fresh market, the company's main products are sweet cherries, sour cherries, plums, paprika, cabbage and Chinese cabbage. For industrial use, the range also includes elderberries and apples.

The team of experienced traders and professionally trained agricultural engineers are always ready to provide support to the company's members as well as its customers.

Services include the packaging, organisation of transport and storage of products.



## ADVANTAGES

Fresh Fruit TÉSZ Co. is able to supply its products in large quantities and excellent quality in the shortest possible timeframe. Its clients do not need to worry about organising transport; they can rely on Fresh Fruit TÉSZ Co.'s connections in the transport business and its experience of handling fresh goods. The company is organised for the purpose of improving the bargaining power of the individual members and the product or service quality provided by the members. Fresh Fruit TÉSZ Co. also aims to reduce costs incurred during the production process, to remain competitive against larger companies and to expand opportunities in the market and take advantage of them.

## REFERENCES

Cerozfrucht, Prague, CZ/EUR 150,000  
Bardini & Keller, CH/EUR 120,000  
Stollenwerk GmbH/EUR 90,000

## PRIMARY TARGET MARKETS

Austria / Germany / Belgium / The Netherlands / Croatia



# HERBÁRIA CO. LTD.

Herbária Co. Ltd. was established in 1949 to collect, produce and process medicinal plants and manufacture herbal teas. Today, Herbária Co. Ltd. is the market leader in the herbal product sector in Hungary. Most of its products are sold in approx. 100 Herbária brand shops and franchise shops across Hungary.

In addition, the company produces private label teas for Tesco, Auchan, Spar, Lidl and other super- and hypermarkets. The raw materials are exported globally to the pharma, food, tea and cosmetics industries.

www.herbaria.hu  
oxana.jenei@herbaria.hu  
+36 30 4979443  
H-1135 Budapest, Csata utca 27.

Seven decades' experiences in the field of herb collection and processing gives the name Herbária its firm association with the notion of excellent quality.

The modern herbal-based products help to preserve the balance between nature and people.

Researchers and product developers combine traditional Hungarian knowledge with the latest scientific results. Herbária products are manufactured from GMP-quality, medical plant raw materials, according to ISO and HACCP quality assurance systems.



## PRODUCTS & SERVICES

Herbária produces the following products: herbs in bags and filters, herbal tea blends, functional teas, refreshing teas, cosmetics, hair, body and oral care products, food supplements. Herbária's main advantages are the following: long history, great experience, high quality, customer orientation, liability and responsibility, problem-solving attitude, traceability.



## REFERENCES

Japanese partner purchasing the mono (one-component) herbal teas.

Canadian partner purchasing a broad selection of the mono (one-component) herbal teas.

Polish distributor selling large quantities of the hair care products.

Hungarian pharmacies, drugstores, and supermarkets have also become important sales channels in recent years.

## PRIMARY TARGET MARKETS

Middle East / South Korea / Japan / Scandinavia





# NATURGOLD HUNGÁRIA LTD.

Naturgold Hungária Ltd. is located in Hungary and sells high-quality organic grain products. Since the 1980s, the company's main focus has been organic spelt products. In addition to spelt (*Triticum spelta*), its activities have now expanded to include more ancient grains, such as organic einkorn (*Triticum monococcum*) and organic emmer (*Triticum dicoccum*). Naturgold Hungária Ltd. has built its reputation on quality and service to any type of customers, from small businesses to large food markets in Hungary and several European countries.

www.naturgold.hu  
naturgold@gmail.com  
+36 20 530 7549  
H-3531 Miskolc, Kiss Ernő 15/2.

## PRODUCTS & SERVICES

NaturGold Hungária Ltd. produces more than 150 different kinds of organic grain products, including flour, milk products, pasta, breakfast cereals, muesli, salty and sweet snacks, biscuits.

All products are certified to EU bio standards. NaturGold Hungária Ltd. also provides its products under the brand names of its customers. The company can produce unit packaged products or bulk packaged products and is happy to take orders with low quantities.



## ADVANTAGES

The key to quality is traceability from the ground to the table. NaturGold Hungária Ltd.'s mission is to convince more and more farmers to turn to organic farming. Customers have always demanded high quality and transparency throughout the food chain.

Naturgold predominantly chose to work with organic farmer contractors rather than acting as a trader in the classic sense. The company is proud to have won the national award 'Bioproduct of the year' for its gingerbread product.

## REFERENCES

Hungary: Lidl, Aldi, Spar

Manufacturing of their own branded products, sale of NaturGold branded products and conducting joint operations, sales promotions.

## PRIMARY TARGET MARKETS

Croatia / Romania / Slovakia / Slovenia / Bulgaria



# NATURLAND MAGYARORSZÁG LTD.

Naturland is a dynamic and respected producer of natural pharmaceutical treatments, herbal medications and dietary supplements based in the European Union. Good health is everyone’s greatest asset.

Naturland strives to improve the quality of people’s lives by focusing on preventative healthcare products that promote well-being and safe, natural alternatives for the treatment of common illnesses and ailments that are free of unwanted side effects. Naturland combines traditional natural remedies with the rigours of contemporary medical science.

www.naturland.eu  
export@naturland.eu  
+36 1 431 2019  
H-1106 Budapest, Csillagvirág utca 8.

## PRODUCTS & SERVICES

The current product portfolio includes finished pharmaceutical products and raw materials, paramedicines, food supplements, herbal and fruit teas, cosmetics as well as essential oils.



Naturland®

## ADVANTAGES

Naturland’s products are manufactured according to GMP requirements. All raw materials are identified and controlled by its quality control laboratory. All supplier certificates are repeatedly inspected. Used raw materials, including herbs and essential oils, are of high quality, according to the European Pharmacopoeia, which guarantees active ingredients, heavy metal- and pesticide-free content.

Naturland is continually working on developing products with no artificial colours or preservatives. Its research and development activity is based on the traditional application of Hungarian herbs combined with modern science.

## REFERENCES

Naturland products and other brands manufactured by Naturland can be found in many European countries, the Middle East and the Far East. Consumers can find the products in chemists and pharmacy networks in Taiwan and Malaysia, among others. These regions are utilising Naturland’s current export expansion with no less than a similar volume to its non-domestic European operations.

## PRIMARY TARGET MARKETS

Indonesia / Thailand / Vietnam / Nigeria / Philippines



# NEBAR LTD.

Nebar Kft. focuses on developing vegan, gluten-free, lactose-free and healthy products with natural ingredients for health-conscious food lovers. Nebar is a rapidly growing company, exporting its brand worldwide and also has extensive experience in the private label production of crackers, crisp breads and confectionary products (such as 100% pure nut- and seed butters / pastes and sweet spreads).

Nebar products come have an outstanding quality, so it's no wonder that it already has long-lasting business relations even overseas, across four continents.

www.nebar.eu  
sales@nebar.hu  
+36 30 252 9663  
H- 6500 Baja, Szegedi ut 121.

## PRODUCTS & SERVICES

Conventional, gluten-free, organic, high protein-low carb and meal replacement crispbreads, paper thin, extremely crunchy crackers with a wide variety of flours for health-conscious consumers. 100% natural nut- and seed butters / pastes and also sweet spreads for individual consumers (for cakes, cooking, salad dressing, smoothies or as spreads) as well as industrial use (for ice cream or chocolate factories, bakeries... etc.).

Nebar can be a partner both in private label manufacturing and mutually beneficial distributor-manufacturer relationships.



## ADVANTAGES

Bakery products made with a wide variety of flours and flavours, containing natural ingredients & super seeds produced by unique technology. All products are baked, not fried, using GMO-free ingredients with no added sugar, no palm oil and free from preservatives and artificial colouring.

Nut butters are pure and natural, with 100% nut content. Nebar sweet spreads are available in unique mixtures and have higher nut/seed ratio than the market leading brands.

## REFERENCES

China, bakery and confectionery products under private label, EUR 80,000/year  
USA, bakery and confectionery products under private label, EUR 650,000/year  
Italy, bakery and confectionery products under private label, EUR 550,000/year

## PRIMARY TARGET MARKETS

USA / Canada / United Arab Emirates / China / Japan



# CONTACT

## INFORMATION

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HEPA

Hungarian Export  
Promotion Agency