



CORPORATE COMMUNICATION

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Podravka won 14 Superior Taste Awards - the most prestigious world awards in the food segment

The stars among the winners are Lino Lada Gold and Žito buckwheat bread with walnuts with 3 STA stars and a crystal award for three consecutive award-winning years

This year, Podravka again achieved great success in the international quality assessment of the Superior Taste Award, the most respected award in the food segment in the world, with 14 medals won for the quality and taste of its products. Since 2008, when Podravka started participating in this big competition, its products have won 135 Superior Taste Awards.

The stars among this year's winners are Lino Lada Gold and Žito buckwheat bread with walnuts with three STA stars and a crystal award for three consecutive award-winning years.

Lino Lada Gold was launched in 2018 within the rich Lino product category. With its richness of hazelnuts, taste and texture, golden name and design, in a short period of time it conquered the domestic market of cream spreads and beat strong competition in this segment and delighted consumers in markets around the world. The maximum grades at the Superior Taste Award for three years in a row, as well as the Golden Basket 2019 for the product of the year in Croatia, speak in favor of that.

Wheat buckwheat bread with walnuts is a traditional Slovenian specialty that was unavoidable on tables for the holidays and on special occasions. In Žito, they revived this tradition and, using modern technology and handicrafts, the knowledge and skills of their bakers, created a special recipe and bread that is now part of the daily diet.

Also, Vegeta Natur special Asian dishes, Vegeta Natur special Mexican dishes, Vegeta natur, Eva delicacy sardines with rosemary and sea salt, Salut - salt with reduced sodium and Vatroslava - dry hot sausage won two gold stars each. Along with them, Vegeta Natur liquid supplement, Eva delicacy sardines with black olives, Blaženka – dry mild sausage, Vinka - dry sausage with wine and Jeger - semi-dry mild sausage and Žito gluten-free bread with seeds won one gold star.

The Superior Taste Award is given by the International Taste & Quality Institute - iTQi based in Brussels, and companies from more than 120 countries compete for this prestigious award. The Superior Taste Award is awarded by a jury of over 200 members from more than 20 countries. Prestigious awards are given to those



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products that successfully pass blind testing conducted by a jury composed of world-class chefs and sommeliers, who, among other things, give special importance to the evaluation of taste, smell, texture and appearance of the product.