

# Superbrands

## Media Coverage

Country	Date	Publication
Poland	2015	Press Clippings

## Superbrands Created in Poland for Mokate, LOYD and Minutka

On Wednesday, 20 May 2015, in the undergrounds of Ufficio Primo in Warsaw, the 9th Closing Gala of the Superbrands Polska competition was held, during which we received statuettes for Superbrands Created in Poland 2014/2015 for our brands: Mokate, LOYD and Minutka.



It is worth adding here that this year's Superbrands Created in Poland award is the third one in a row for LOYD and Mokate and the first one for Minutka. The Superbrands award 2014/2015 was also given to Lavazza, for which Mokate is an authorised distributor in Poland.

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The statuettes for Minutka and LOYD which were presented by Monika Kowalewska were collected on behalf of the company by Sylwia Mokrysz from the Management Board of Mokate.

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The statuette of Superbrands Created in Poland 2014/2015 for Mokate was collected by Rafał Masiak - Director of Marketing in Mokate sp. z o.o. Żory (in the photo below).

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This year 24 Superbrands statuettes were awarded to the strongest consumer brands, 3 Business Superbrands statuettes for corporate and B2B brands. Thirty two brands received awards in the category Created in Poland Superbrands, which are addressed to brands developed due to the “Polish branding concept”.

The Honorary Superbrands Award was given to Robert Lewandowski, and POLIN Museum of the History of Polish Jews was awarded with a statuette Culture.pl Superbrands. The special guest at the ceremony was Stephen Smith, President of the Management Board of Superbrands Ltd.

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All the brands which were awarded successfully passed the Certification Process, in which the total number of respondents was 15 thousand and 60 experts from the Council of Brands were involved. The chosen brands are the most recognizable brands with the best image in their categories. The awards which were received within the framework of the Superbrands organization projects are deemed to be evidence of the exceptional power and recognisability of the award-winning brands.

Superbrands is an international organisation which has been active for the past twenty years in 80 countries all over the world, and has been present in Poland for 10 years. Its aim is to reward the best brands and to support their further development.

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More information about this year's Closing Gala of Superbrands Polska is to be found on the website: [www.superbrands.pl](http://www.superbrands.pl)

We wrote about the fact that Mokate, LOYD and Minutka won the Superbrands Created in Poland 2014/2015 Awards, and Lavazza won the Superbrands 2014/2015 Award last year in the note: [Mokate, LOYD, Lavazza i Minutka supermarkami!](#) (Mokate, LOYD, Lavazza and Minutka are super brands!)

About Superbrands Created in Poland 2013/2014 Awards for Mokate and LOYD in the note entitled: [Mokate and LOYD - great brands!](#)

Information about Superbrands Created in Poland 2013 Award for LOYD: [Superbrands dla Loyda](#) (Superbrands for Loyd)

Superbrands 2012 Award for Mokate - [Mokate nowym Superbrands 2012!](#) (Mokate - new among Superbrands 2012!)

<https://www.mokate.eu/press-center,superbrands-created-in-poland-for-mokate-loyd-and-minutka,54,369.html>

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