

# Superbrands

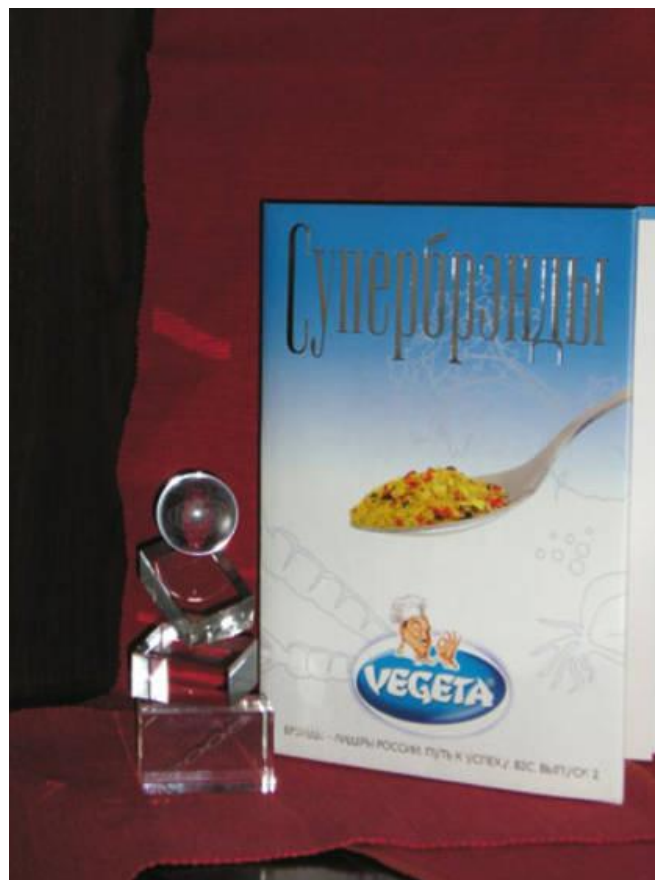
## Media Coverage

Country	Date	Publication
Russia	2006	Press Clippings

07.02.2007.

## **Vegeta wins Superbrand title in Russia second time in a row**

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prestigious award Podravka receives for the second time in a row for its most famous brand Vegeta.

The evaluation and classification of the brands was conducted by an independent jury, based on the data provided by research companies ACNielsen and COMCON. The jury was composed of leading experts in marketing and branding and consumers themselves, and they did a demanding job, choosing in the "sea of brands" those that really deserve the Superbrand status. About 770 brands on corporate market (B2B) and 1192 consumer brands (B2C) were shortlisted, holding their leading positions in sales volume and recognizability on Russian market. Vegeta thus entered a narrow circle of brands given the right to carry the Superbrand status for the very demanding Russian market and this is for the second time in a row. Among the winners of the Superbrand Russia award were recognizable brands of famous multinational companies – Western Union, MasterCard, Adidas, Audi, Danone, Nivea, Nokia... as well as domicile, Russian companies – Aeroflot, A.Korkunov, Gzelka, Beeline. Vegeta is one of the rare brands in this part of Europe given the status Superbrand for the Russian market.

The award was accepted by the director of Podravka representative office in Russia, Mr Damir Perlok, emphasizing on the occasion that this year is a year of a grand jubilee for Podravka in Russia – namely, it is 40 years as Podravka's products first appeared on USSR market. In the far 1967 the successful "Eastern story" was started for this universal food seasoning product Vegeta, in the Russian red packaging, as well as for classic Chicken and Beef soups. In a row of long years, maintaining its high quality and the taste of homemade meal, these products have become a part of

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Russian culinary tradition and till this day remain leaders in their market segments.

Vegeta brand on Russian market also sells universal and special food complements, powder bouillons, and this year it is planned to expand the product range with new groups of products under the Vegeta brand. Vegeta brand products are extremely popular and recognized by Russian consumers – Vegeta is the number 1 on the market of universal food seasoning products in Russia, as for brand recognizability and for its market shares.

<https://www.podravka.com/media/news/vegeta-wins-superbrand-title-in-russia-second-time-in-a-row/>