



Good Food, Good Life

OUR VISION

**TO BE THE BEST FOOD & BEVERAGE COMPANY
AND THE RECOGNIZED LEADER IN NUTRITION, HEALTH
AND WELLNESS IN THE CZECH REPUBLIC AND SLOVAKIA.**

OUR MISSION

We embody the "Good Food, Good Life" concept by offering superior quality food and beverages to our consumers and customers. We develop nutrition, health and wellness solutions and we seek always to add value through:

- The continuous innovation and renovation of our products ensuring their superior quality.
- The constant application of best practices and processes in search of business excellence.
- Fully utilizing the potential of our brands and achieving the widest availability of our products.
- Providing reliable and prompt service to our customers and satisfying the consumers' demand for superior nutritional properties in our products.
- Caring for the motivation and professional growth of our employees.
- Conducting our business in a socially responsible and sustainable manner; adhering to the highest legal and industrial standards in food safety, labour safety and environmental protection.



Torben Emborg
General Manager

