

 naturalicaFOODS

Basic information



Tante Frida

www.naturalicafoods.eu





TETA FRIDA®

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story

100% natural chocolate products,
chocolate cafes, the African village of
Molly - Koyata in Liberia, international
awards and top quality.



1 Closely connected with the African country of Liberia and the village of Molly - Koyata; **every purchase of Teta Frida products supports the village**

2 The story of the **Aunt from the end of the street**, which is full of interesting life stories and experiences and which is the **inspiration for chocolate products, local flavors and natural raw materials**

3 **Chocolate cafes** with a unique offer of natural products and sweets and a **chocolate village** in the Mari-borsko jezero landscape park.

4 **Internationally awarded products**, the most prestigious chocolate products and a position at the top of the **elite of gourmet chocolate producers**.

100% natural

- The best, fresh and **100% natural ingredients**.
- Free from trans fat.
- They do **not contain margarine or palm oil**, but milk and cocoa butter.
- They do not contain syrups, but real fruit and fruit purees.
- They do not contain stabilizers, hardeners, preservatives, but are
- quickly frozen.
- They do not contain artificial dyes, but fresh fruits and vegetables are used for coloring.
- They do **not contain artificial flavors**, but only natural extracts, fresh fruit and real Tahitian vanilla.
- **ADDED PROBIOTICS - CHOBOTICS**



own R&D

- 110 employees
- State of art factory
- 10+ years of experience
- Company of the year 2018
- 250 products
- IFS Food 8.0 standard
- PLMA member
- AAAbonus rating

in-house design studio



A clearly defined visual image of the brand and its own designers who take care of coherent and attractive packaging.

own R&D



Own department for research and development, which enables a constant offer of innovative and tasty products.

PL solutions



The possibility of producing products under PL for large retailers and recognizable brands on the market.

modern production plant



State-of-the-art technological equipment and constant upgrading of production lines and capacities.

highest quality



State of the art factory confirms the highest quality of equipment, and thus of production processes.

IFS Food certified



We assign the highest priority to rigorous quality management. Our strict food safety system compliance with all legal requirements guarantees an interrupted chain of inspections and documentation for each stage of the production process.



benefits of the brand

Quality of the products

100% natural products of premium quality and selected taste, chocolate with added probiotics.

Origin and availability

Our **own production** enables the constant availability of products; strategically located warehouse enables **easy loading and export**.

Brand recognition

In Slovenia, the **brand is well recognized**, very popular among consumers and has the status of a quality brand. Based on this it is possible to quickly **build recognition in any country**.

Investment and trust

Investment in marketing and willingness to cooperate with customers result in **successful sales**. Consumer trust and their **satisfaction** with our products are the most important **foundations of success**.

Sustainability and environmental friendliness

Recyclable packaging, care for the environment, sustainable orientation.





Academy of Chocolate

Great Taste 2018, 2020, 2021, 2023

International Taste Awards 2020



PRODUCTS





products

100% natural products made from certified chocolate or in combination with chocolate with added ChoBiotics for general consumption and all age groups.



Crunchies

Crunchy bites of nuts and dried fruit topped with white, dark or caramel chocolate with added Chobiotics



Fruit covered in chocolate

Choco Fruits: freeze-dried fruit covered in dark or white chocolate with cream and added Chobiotics

Choco Smoothies: concentrated fruit cores topped with milk, dark or white chocolate with added Chobiotics



Fridika chocolate bar

Handmade chocolate bars combined with biscuit, cake, soft cream and chocolate topping with sprinkles and added Chobiotics



Other

Chocolate lollipops, protein products
Just Fruits: 100% fruit balls and cubes;

Cheesecake balls: barley malt balls covered in chocolate





slovenian market

Available in:

Hofer

Lidl

Spar

Mercator

Jager

eLeclerc

DM – Drogerie Markt

Kea

Tuš drogerije

Baby Center, Müller

petrol stations:

Mol, Petrol, Shell



BabyCenter



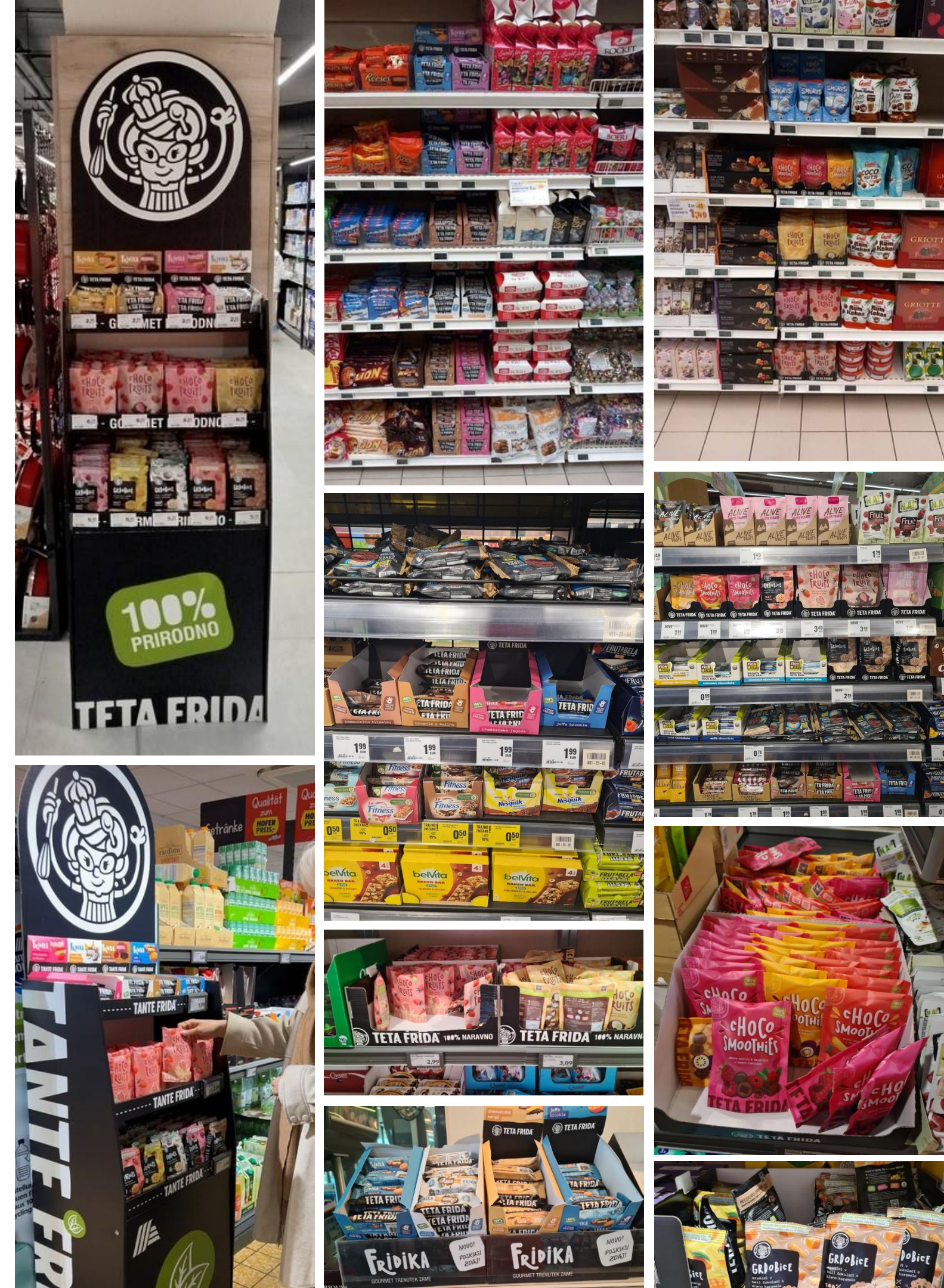
good practice

Countries

Croatia, Bosnia and Herzegovina, Hungary
Austria, Germany, Italy, Switzerland Spain,
France, Estonia, Latvia, Lithuania,
Iceland, Greece, Armenia, Czech Republic,
Slovakia, Montenegro etc.

Activities

IN/OUT promotions Aldi AT, CH & IT
Primaprix ESP & FR
Bingo & Tropic BIH
Parma Armenia
display with bestsellers
positioning on cashier
blok positioning on regular shelves
giveaway promotions



New products

Expanding the offer by adding always new, interesting and tasty products for mass consumption.

Build a network

Building sales and building a brand and recognition on the market.

Branding

Building recognition of the brand on each territory with the desire to open new countries and cooperation with sellers of international format.


Technological adjustment

Constant technological adjustments and investments in the improvement of existing production in order to optimize production processes and increase production capacity.






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AFRICA IN THE HEART



The village of Molly – Koyata, deep in
the tropical forest Liberia - West Africa

