

Press release – FOOD:

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Maspex is one of the largest food companies in Central and Eastern Europe with sales revenues more than 3,7 bn EUR. It was established in 1990. The company produces fruit and vegetable juices, nectars and drinks, energy drinks, pasta and cereal products, salty and sweet snacks, cappuccino and instant drinks, chocolate dragees, jams, ketchups, sauces, ready meals etc. From 2022, it is also a leader on the vodka market and the largest importer of foreign spirits in Poland.

Products of Maspex Group are sold to 70 countries worldwide.

Brands like Tymbark, Kubus, Caprio, DrWitt, Tiger, Lubella, Łowicz, Krakus, Kotlin, La Festa, Coffeeta, Ekland, Salatini, Żubrówka, Soplica, Becherovka and Purcari are unquestionable leaders in their categories.

MASPEX PRODUCT CATEGORIES



Pasta and grain products - Market leader in pasta in **Poland**.
Vegetable and fruit preserves - Market leader in jams and sauces; leading producer in the ready meals, ketchups and vegetable preserves segment in **Poland**.
Instant products - Leader in **Central and Eastern Europe**.

Lubella is the undisputed leading producer of pasta in Poland and a well-known producer of products, such as cereals, flour, groats and breadsticks. Lubella is also known in European countries such as Lithuania, Latvia, the United Kingdom and Ireland as well as Iceland, Bosnia and Macedonia. Grain, which is one of the basic, and at the same time extremely valuable element of food, is the main ingredient of all Lubella products. Thanks to the diversity offered by the brand, you can enjoy it in many different ways. In Lubella, the highest quality and unrivalled taste has been a tradition for over 140 years. The company selects the best ingredients and takes care of every detail.

Łowicz is a family of fruit and vegetable products. An important and distinctive feature of the brand is a combination of tradition and openness to new challenges and flavors. Available since 1965 and constantly changing to meet current expectations, lifestyle and culinary preferences. Łowicz offers a broad range of products that consumers will find perfect for every meal of the day. Results confirm consumers trust in Łowicz – market leader in jams products, sauces and a strong player of tomato products, ready meals and fruit syrups. Łowicz products guarantee the highest quality and are simply ‘the best itself!’. Łowicz products are appreciated not only in Poland. Six of them have been awarded the International Award of Excellent Taste (Superior Taste Award).

Krakus is the market leader in pickled cucumbers, soups and soup concentrates brand. It is an icon of high quality traditional vegetable preserves, offering pickled and brined cucumbers, sauerkraut, red cabbage, horseradish, soups and soup concentrates. Company uses recipes that have been known for years, but also enhances them to make sure that Krakus products can be matched. The sweet and sour taste and unparalleled crispiness of Krakus cucumbers results from long years of perfecting the unique recipe. Krakus use selected ingredients and closely guarded secret proportions. Baby gherkins are the most delicate form of pickled cucumbers. We use only fresh, little cucumbers for this product. Krakus baby gherkins distinguish from others with their exceptional taste and crunchiness. All these features are possible due to a special sweet pickle with an exceptional mixture of spices.

Kotlin is a modern brand with a sense of humor and distance, identified with high quality products based on tomatoes. Taking a place at the forefront of the most-chosen ketchups, Kotlin as a vice-leader of the market in Poland is perceived as an expert in tomato products, especially among ketchups. The wide range of ketchups available in the brand’s offer is characterized by a delicious, tomato flavor and high quality based on innovative recipes.