



# Djordje Kontic

## Country Sales Manager

Vital a.d.

<http://vital.rs/>

## Bilateral Meetings

- Forum with Sweden 11:30 - 15:30
- Forum with Denmark 11:30 - 15:30
- Forum with Finland 11:30 - 15:30

## Description

Vital is one of the biggest and oldest oil and vegetable fats producer on the Balkans. It is a synonym for tradition and quality in this region. After privatization, on October 2005. Vital becomes part of Invej corporation and continues its part of undoubtedly important participant and leader of economic reality on Serbian and ex Yugoslavia market region. With technology improvement, using new ways of business and development wide product line intended for the most demanding consumer tastes, Vital managed to meet the expectations of not just domestic but even foreign markets which are becoming more prominent year after year. Changing the way of life, new research in the field of human health and its direct connection with nutrition, are the basic guidelines that lead the development team of Vital when creating new products. By applying a rigorous quality control system for all products, using its own laboratory and using modern methods of application of the latest technical achievements in product development, VITAL today achieves its goal of consolidating existing and taking on new market positions. What Vital distinguishes and makes special on the domestic market are many unprofitable activities in the form of permanent sponsorship and support for artists and cultural institutions. Vital proudly awards the literary award „Zlatni suncokret“ (Golden sunflower) for the highest literary reach in our country. Our pledge for the future is our customers trust. Focusing on nature and a healthy life justifies the quality of Vital's products. In product portfolio, beside oil, Vital has spreadable (table) margarine, margarine spreads, mayonnaise, ketchup and vegetable ghee.

## Organization Type

Company

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Country

Serbia

Areas of Activities

## **Food Industry**

Offer

### **Food products**

We offer Refined Sunflower Oil; spreadable (table) margarine (three tastes - regular, with whipped cream flavor and VITALFIT - Has reduced fat content 70%); margarine spreads (three tastes - regular, with reduced fat content margarine - 60% fat and margarine with only 25% fatty acids); Mayonnaise (delicatess and fat-free); Ketchup (mild, pizza and hot taste); Vegetable Ghee.

### **Cooperation Requested**

1. Distribution
2. Other