




*Cards are on the table.
The trump card is, of course,  .*

Pik's best salami now have a new look. Finely sliced and handy, prepared to be practical no matter where you are; at home, at school, on a picnic or at work.

The taste? Still exceptional.



PIK



Meat industry PIK from Vrbovec has a 50 year long tradition of meat production and meat processing, although the very beginning of production activities dates from 1938. Built on traditionally solid agricultural and cattle-breeding production foundations, over decades PIK established itself in the region, and beyond, as an important producer of fresh meat and meat processor.

In spring 2005, PIK Vrbovec becomes a part of Agrokor Group which almost instantly leads to important improvements in all business segments. These improvements include constant and intensive work on technology, recipes and the overall quality of the products. Also, the entire organization and functioning of the organization is starting to develop rapidly.

PIK uses HACCP (Hazard Analysis Critical Control Points), as a systematic preventive approach for the control of food safety, based on modern scientific achievements which were developed by NASA.

Along with its own laboratory which is controlling health regulations and the quality of the products, health status of the employees, working surfaces and equipment, quality and safety in the production process is assured by the 24 hour control by the veterinary inspection.

PIK is today oriented towards the consumer and the market offering fresh meat products, processed meat (durable, smoked or cured), semidried, boiled and dried sausages, canned meat, frozen meat and other meat products which are today strongly branded with PIK and SLJEME brand and sub-brands such as PIKO and PIK ŠUNKE.

Market orientation and constant improvements in

all segments will continue in the future, setting up PIK as one of leading meat industries in Croatia.

Mesna industrija PIK iz Vrbovca ima tradiciju proizvodnje mesa i mesnih prerađevina dugu oko 50 godina, s time da njeni počeci sežu i ranije (oko 1938.g.) Izrasla na tradicionalno dobrim temeljima ratarske i stočarske proizvodnje, kroz desetljeća poslovanja, etablirala se u regiji, pa i šire, kao značajan proizvođač mesa i mesnih prerađevina.

U proljeće 2005.g., PIK Vrbovec ulazi u sastav Agrokor koncerna, čime gotovo trenutno dolazi do značajnih poboljšanja u svim segmentima poslovanja, pri čemu treba posebno naglasiti intenzivan i konstantan rad na poboljšanju tehnologije, receptura i ukupne kvalitete proizvoda, te cjelokupne organizacije i funkcioniranja kompanije.

PIK primjenjuje HACCP (Hazard Analysis Critical Control Points), kao sustavni preventivni pristup sigurnosti hrane temeljen na suvremenim znanstvenim postignućima koja je razvila američka NASA.

Pored vlastitog laboratorija koji kontrolira zdravstvenu ispravnost i kvalitetu proizvoda, higijenski status djelatnika, radnih površina i opreme, kvalitetu i sigurnost u proizvodnom procesu jamči 24-satna kontrola ovlaštene veterinarske inspekcije.

PIK je danas orijentiran tržišno, prema potrošaču kroz širok asortiman svježeg mesa i mesnih prerađevina; polutrajnih, kuhanih i trajnih kobasica, mesnih konzervi, zamrznutog oblikovanog mesa i drugih proizvoda koji su snažno brandirani PIK i SLJEME brandom i sub-brandovima kao što su PIKO i PIK ŠUNKE.

Tržišna orijentacija i stalna poboljšanja u svim segmentima nastaviti će se i u budućnosti, svrstavajući PIK među vodeće mesne industrije u Hrvatskoj. ■