



MATAŠ-M.N. d.o.o.
za trgovinu, proizvodnju i usluge
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HACCP



PRŠUTOREZNICE

MALOPRODAJA

VELEPRODAJA

DELIKATESNI DUĆAN

CATERING

VLASTITA DOSTAVA

Zagreb

Miramarska 40
01 618 11 33

Tržnica Dolac
01 4812 230

Kolednička 3
01 2989 525

Zadar

Put Pudarice 13c
023 328 175

Split

Stobreč - Šine
Templarska 12
021 325 239



A small town Jesenice is located about 2500 meters from the bridge Maslenica and 1500 meters from the Novigrad Sea. It lies at the foot of the southern side of the mountain Velebit where the northeastern wind sweetly rushes to the sea embrace. Cold and dry northeastern wind from Velebit interlaces with healthy and salty sea air, forming a unique and constant micro-climatic airflow. In such particular climate, the inhabitants of this region knew from times out of mind how to adjust their way of life, food production and nutrition to such conditions. Just there, at Jasenice, in Croatia, was erected one of the largest modern plants for the production of the traditional dry-cured durables of the Dalmatian region - MATAŠ - M.N. Ltd.

Of all meat products, the production of high quality national dry-cured ham has the longest tradition in Dalmatia. Connoisseurs certainly know what is a good quality dry-cured ham. This is specially processed meat of pig hind leg, well salted, cold smoked and dried by the northeastern wind, of distinctive flavour and taste. Using the experience of the traditional dry-cured ham production and the empirical knowledge of the Dalmatian ham production in the cottage industry, the firm MATAŠ - M.N. has started the production of the Dalmatian dry-cured ham MATAŠ, an original ecological product of this area, with the aim of preserving its gastronomic heritage. Dalmatian dry-cured ham MATAŠ is produced according to the original recipe used for ages in villages at the foot of southern Velebit and Novigrad Sea, where microclimate is unique and where fresh mountain air is enriched with pleasant and gentle fragrances and constituents of medicinal herbs of Velebit and salty sea air.

MATAŠ products are sold directly to buyers on the

home and foreign markets, but it has also developed its own distribution network, which enables an easier access to all parts of our country and Europe.

The production of top-level, high quality products has been possible by adopting natural ecological standards in the production, modern technologies and world standards.

The ultimate objective is to achieve that our original Dalmatian dry-cured ham and other products from our range become well-known on the market as ecologically recognized products of the Dalmatian region, and at the same time to have contended customers, what is of our primary concern.

The firm MATAŠ - M.N. Ltd. is a true manufacturer of the traditional Dalmatian dry-cured products:

- DALMATINSKI PRŠUT (Dalmatian dry-cured ham)
- DALMATINSKA PANCETA (Dalmatian smoked bacon)
- DALMATINSKA PEČENICA (Dalmatian smoked sausage)
- DALMATINSKA BUDJOLA (Dalmatian smoked neck meat)
- DALMATINSKA PLEĆKA (Dalmatian smoked shoulder)
- DALMATINSKE KOBASICE (Dalmatian sausages)

MATAŠ - M.N. Ltd. has been registered under no. 1607 as an export industrial plant, which has introduced certificated in compliance with standards ISO9001:2000 and ISO 14001:2004, as well as HACCP system for food control and health safety. The annual production capacity is 700 t of dry-cured ham, smoked bacon, smoked neck meat, smoked sausages and shoulders, which ranks it among the biggest plants in the country.

Experience of individual producers of dry-cured ham in the traditional Dalmatian way, specific for this region, is of great help in the production, in addition to improved technological procedures and high standards of safety and veterinary control in food production, which meet both the home and foreign market requirements. The firm MATAŠ - M.N. Ltd. uses 100% original home-produced raw materials, local natural climate conditions, experience and tradition of individual local producers, certain technological expedients for correction of microclimate in extreme conditions, and modern hygienic-technological knowledge. ■