

## **Would Polish biscuit giant conquer the Hungarian market?**

Dr Gerard, one of the biggest Polish biscuit manufacturer strengthens with its own subsidiary with a Hungarian team of experts on the Hungarian market. The company sold a total of 36.1 thousand tons of products in 2015; this volume is equal to the two third of the complete Hungarian biscuit, wafer and cracker consumption. Dr Gerard is present in the whole region, the company, operating as a holding today, is represented in the Check Republic, Romania and Slovakia in addition to Hungary. It managed to reach a yearly 25-30% growth on the Hungarian market in recent years. *„With this dynamic growth, Hungary became the biggest export market of Dr Gerard, thus it was logical and inevitable to establish a subsidiary in the country”* – said Noémi Gárdonyi, head of Dr Gerard Hungary Kft.

*„We arrived with huge plans to Hungary, where our goal is to become one of the biggest players of the market in 3-5 years”* – said Maria Dąbrowska, the company’s director of business development and strategy. *„We have had our products on the Hungarian market for more than ten years, thus we know exactly which biscuits and salted crackers are the biggest favorites. We utilize this knowledge during the product development too, meaning that the product compositions are adjusted to the Hungarian consumers’ tastes too. For example, the sugar content of the biscuits is important for the consumers here, while in Romania people like the sweeter snacks.”*

Dr Gerard has a uniquely wide, diverse, and family friendlily priced portfolio. Whole grain breakfast biscuits, cream filled sandwich biscuits, chocolate coated and plain wafers, filled wafer bars can be found in the offer of nearly 200 sorts of products just like the chocolate and fruit biscuits for children, crunchy, chocolate coated biscuit balls, chocolate and honey-ginger gingerbread puffs or the sponge cake disk with fruit jelly, but the portfolio also includes sweet tea cakes, coated biscuits and salty snacks. The delicacies of Dr Gerard can be bought in Penny, Tesco, Coop and Aldi hypermarkets, and in many more food stores, where the products are delivered by independent wholesale partners of the company,

### **About the company**

The predecessor of the company, Lider SKG was founded in 1993 by Gerard Kolanowski. The current owner, the British Bridgepoint investment fund bought the company from the French Groupe Poulit in 2013, and in 2015 it merged with the Polish Artur confectionary industry company. In the two big factories of the company in Poland 23 modern production lines operates complying to the requirements of the BRC, IFS, HACCP and ISO 9001 quality assurance systems. The turnover and results dynamically grew in the recent years, in 2015 net sales revenue grew with 18%, export with 10%, and EBITDA with 14% year-to-year.