



Mindig jókor!

DETKI KEKSZ LTD.

The biggest factory with 100% Hungarian family ownership since 1983



100% Hungarian
ownership



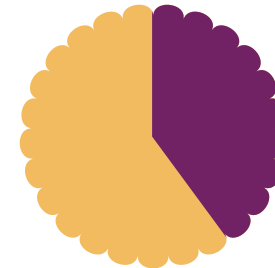
150
employees



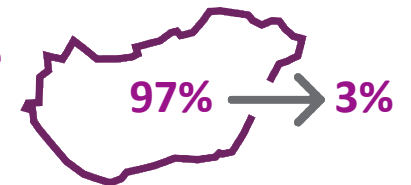
EUR 14M
annual turnover



11.000 tons
annual sold
quantity



Big marketshare



97% domestic,
3% export sales



Mindig jókor!

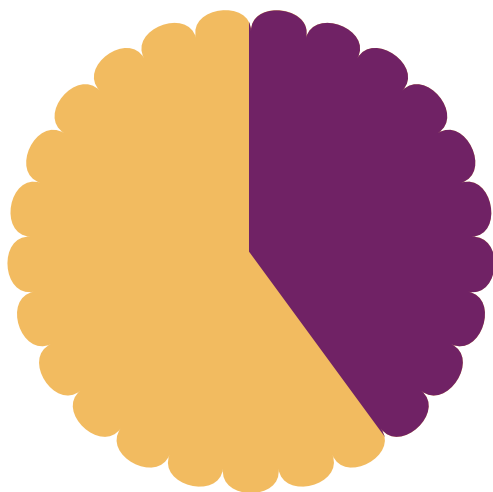
MAIN TECHNICAL NUMBERS OF THE FACTORY



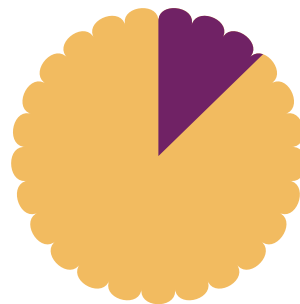
Mindig jókor!

MARKET SHARE

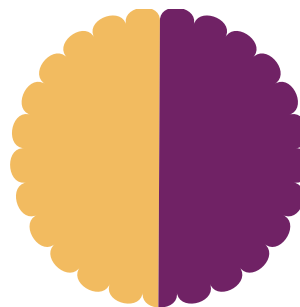
Total Hungarian
biscuit market



Brand



Private
Label



- **2nd largest player**
in domestic biscuit market
- **Market leader:**
 - in household biscuit category
 - in sugarfree biscuit category
 - in PL category

■ Detki Keks Ltd.

*source: Nielsen market research
2019. Q1 in value*



Mindig jókor!

DETKI KEKSZ MILESTONES



Mindig jókor!

QUALITY STANDARDS

HACCP

IFS

BIO quality (organic products)

Audits made by our partners



Mindig jókor!

MAIN PRIZES & TITLES



Superbrands



Mindig jókor!

PRODUCT GROUPS

Household biscuits



Traditional products



Organic and sugarfree items



KID biscuits with added vitamins and minerals



Oat biscuits



Savoury items



HoReCa



B brand products



Novelties



Mindig jókor!

CONTINUOUS INNOVATIONS– PRODUCT DEVELOPMENTS



2016: Mini Rings



2018: Cookies



2020: Mini Pretzel, Vital, etc.

2015: KexChips, Crackers



2017: Crunchy



2019: Derby, vanilla rings



Mindig jókor!

MAIN PARTNERS IN HUNGARY



A magyar üzletlánc

privát



ROSSMANN



Mindig jókor!

MARKETING ACTIVITIES IN HUNGARY

MARKETING CAMPAIGNS



Mindig jókor!

DIFFERENT PRIZE GAMES



Mindig jókor!

SOCIAL MEDIA CAMPAIGNS



Mindig jókor!

FESTIVALS



Mindig jókor!



THANKS A LOT FOR YOUR ATTENTION!

Detki Keksz Kft.

3273 Halmajugra, Kossuth u. 178., tel: +36 37 375 503, fax: +36 37 375 507

E-mail: detkikeksz@detkikeksz.hu, www.detkikeksz.hu, Facebook/Detki Keksz