

BARON[®]
INTERNATIONAL

Key facts

- **Private owned company**
- Established in the year 1992 in Slovenia
- Located in the center of Slovenia
- **AAA – Highest Creditworthiness Rating**



Main Objective

- **Main objective:**
 - Seasonal products
 - Licence products
 - Private Label
 - Manufacture licence items



Distribution

- **Slovenia:**

- 20,273 km²
- 1,992,690 population
- EU member since 2004
- EURO since 2007



- **Croatia:**

- 56,542 km²
- 4.290.612 population
- EU member since 2013

- **Distribution Slovenia & Croatia**

- Covering plural channels
- All major chains
- DTR
- Gas stations
- Toy stores
- Corner stores

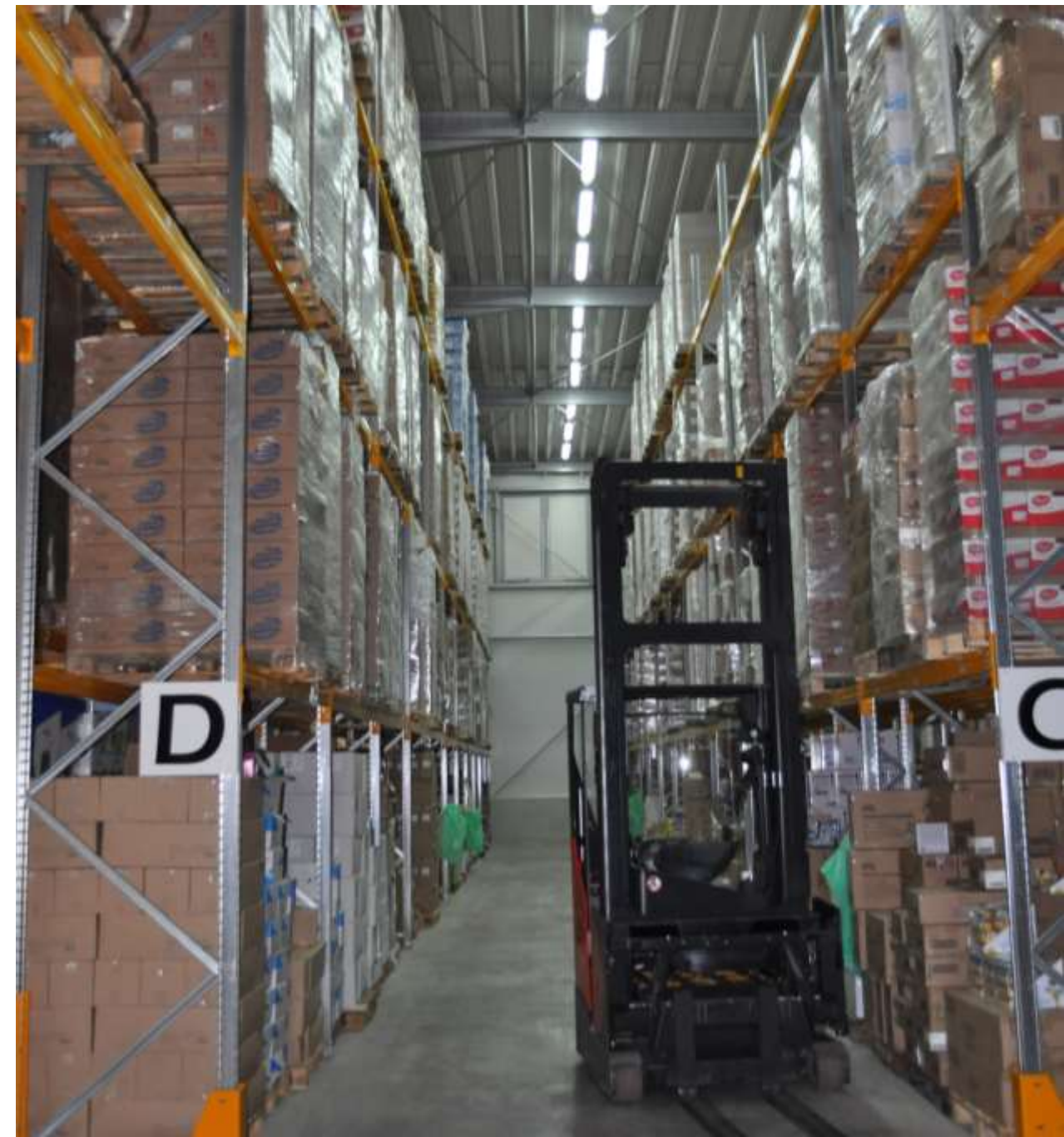
- **Distribution outside SI & CRO**

- Sub-distributors in other countries:
Serbia, BIH, Macedonia, Montenegro



Logistic center

- **75 km from Ljubljana (capital SI) and 67km from Zagreb (capital CRO)**
- Own distribution responsible for deliveries in SI & CRO
- **Logistic center located in Radeče:**
 - 4000+ pallets capacity
 - Temperature regulated 15-17°C
 - Fleet of trucks and vans
- **Major advantages:**
 - Temperature control environment
 - Fast response on additional demand
 - Quality control management
 - FIFO



Structure

- Baron has a flexible structure that combines different employees strengths into a well functioning group
- We give our leading employees the opportunity to grow with Baron to source and develop new products
- Our structure gives us the possibility to react fast on the customers demands
- **25 employees:**
 - 4 – Brand Managers Slovenia
 - 2 - Brand Managers Croatia
 - 7 – Sales team
- **In-house:**
 - Design
 - Marketing
 - PL –development support



Private Label

- Baron Private Label department is giving it's very best to source the right product for the specification of the buyer
- We are working consistently on new private label projects and have in the last 2 years developed over 50 new private label products
- **Products categories:**
 - Chocolate
 - Cookies
 - Swiss Rolls
 - Gummies
 - Salted snacks
 - Hardball candies
 - Pralines



Marketing support

- **Support and positioning of our brands in stores**
- **In-store merchandisers**
 - Contracted out-sourced staff that refill four times daily our positioning in all major stores during Xmas and Easter (100 top stores)
 - Of peak season we have daily refill plus a check of our sales team members
- **Material**
 - POS – displays, stickers, wobblers
 - TVC / Magazine advertisements
- **In-store secondarily positioning**
 - Full / half-pallet positioning
 - Check out area
 - Permanent positioning of floor stands
 - Additional positioning in-store



VSI MEDENJAKI IN KEKSI LAMBERTZ, KINKARTZ IN WEISS*
Popust se obračuna pri blagajni. Slika je simbolna.



In-Store

- **Baron represented products/brands**
 - marked in green squares, to give you an idea of our in-store positioning share



In-Store

- Check out area
 - marked in green squares, to give you an idea of our in-store positioning share



In-Store

- Permanent positioning of floor stands



In-Store

- Additional secondary positioning



In-Store

- Additional half/full-pallet



In-Store

- Private Label – positioning



In-Store





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