

**Never stop searching**

**Emco**







**Corny at' nejsi z formy!**



**Corny**

at' nejsi z formy!

# PANZANI



**Emco**



# Defence of Brands Distribution

1

Provide your principals with wide range of services

2

Diversify your business as much as possible

3

Create your own Brand

# Defence of Brands Distribution

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# Defence of Brands Distribution

1

Provide your principals with wide range of services

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3

Create your own Brand

1991



1994



1995



1998





*Ing. Blanka Jahodová ze společnosti Emco*









Celebrating 30 years

1977 - 2007



**Thank you !**

**Emco**

# Milestones

**Distribution**



**Own Brand (Emco)**



**Own Production**



**Export**



**2nd Generation**

## Emco

- **Emco CZ**
- #1 in muesli, oat meals/flakes, FD fruit
- bars & biscuits
- **25 mil. €**
- **Emco Export**
- 25 Emco countries
- 35 PL countries
- **15 mil. €**

## Import

- **25 imported brands**
- Heinz, Barilla, Häagen Dazs, Santa Maria, Wasa, Joya, Bahlsen..
- **20 mil. €**



NEW WITH CHOCOLATE PIECES

Emco

MÜSLI

crunchy CHOCOLATE & HAZELNUTS

750 g

NO PRESERVATIVES  
NATURALLY HIGH IN FIBER



FAMILY BUSINESS SINCE 1976  
Solimk Jahoda

موسلي مقرمش بالشوكولاته والبنشق  
الوزن الصافي: 750 غ



Emco Müsli crunchy chocolate & hazelnuts  
750 g  
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750 g  
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**Emco**

NO  
ADDED  
SUGAR\*

PISTACHIO

NUTS &  
PROTEIN

25%  
PLANT-BASED  
PROTEIN

Vegan

GLUTEN-FREE CERTIFICATION PROGRAM  
BEYOND CELIAC  
GLUTEN-FREE  
WWW.GF-CERT.ORG

Barilla

SPAGHETTI n.5

**Barilla**

SPAGHETTI n.5



COTTURA 9 MINUTI

MASTERS OF PASTA®



500g e



NEW

**Emco**

**Emco**

**Super  
GRANOLA**  
→ **NO ADDED SUGAR\***  
CRUNCHY CHOCOLATE & COCONUT  
500g

CRUNCHY  
AND NO ADDED  
SUGAR\*

FAMILY  
COMPANY  
1990  
*Solomon J. J. J. J.*



UZAVÍRATELNÝ SÁČEK

NOVINKA

**Emco**

**JAHODY**

— PLÁTKY —

SUŠENÉ MRAZEM

30 g

RODINNÁ  
FIRMA  
1996

*Zelená Jahoda*



# Searching for new opportunities..

1

New categories

2

Online Sales



**2017**



**2020**



**New plant based brand**







# ORIGINAL

*Jemné plátky*

100%  
rostlinné



S hráškovou  
bílkovinou

Bez  
mléka



VYVINUTO V



# CHEDDAR

*Jemné plátky*

100%  
rostlinné



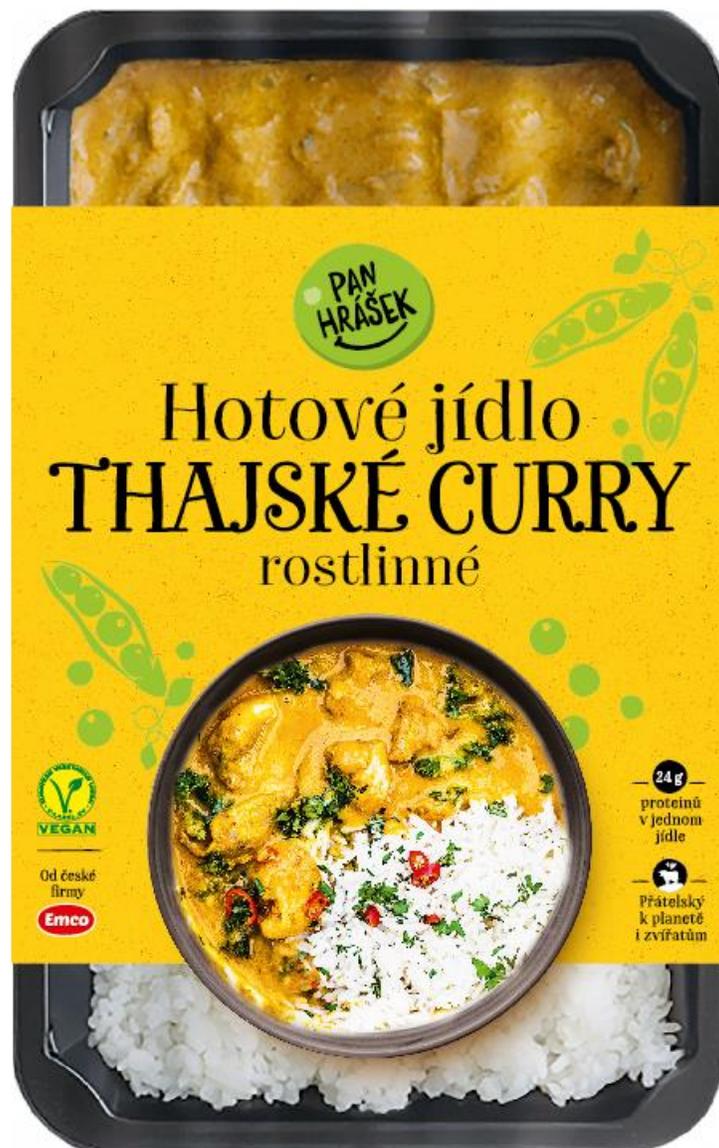
S hráškovou  
bílkovinou

Bez  
mléka



VYVINUTO V





**Distribution**



**Own Brand #1 (Emco)**



**Own Production**



**Export**



**2nd Generation**



**Own Brand #2 (Pan Hrášek)**

# Searching for new opportunities..

1

New categories

2

Online Sales

**11,4%** of total CZ  
turnover comes from  
**online**

**8,9 %**  
e-shops  
„**chains**”



**2,5 %**  
**own**  
e-shop





Eshop &gt; Výrobky Emco

Filtrovat podle parametrů

Super výrobky

Na vaše cesty

★ Novinky

+ Mysli

+ Tyčinky

+ Sušenky

+ Kaše

Nápoje

Vločky

Sušené ovoce

Krekry

Dětské

Ostatní

Produktové boxy

Biskiti mléční s  
jahodami69,90 Kč ~~49,90 Kč~~

Přidat do košíku

Ovesné krekry s  
rajčaty29,90 Kč ~~19,90 Kč~~

Přidat do košíku

Tyčinka s ořechem a  
proteinem – kokos a  
mandle24,90 Kč ~~20,90 Kč~~

Čtěte více

Super kaše protein &  
quinoa s čokoládou49,90 Kč ~~34,90 Kč~~

Přidat do košíku

Ovesná kaše s jablky  
a skořicí49,90 Kč ~~34,90 Kč~~

Přidat do košíku

Lehké & Křehké –  
mrkev a jablko99,90 Kč ~~64,90 Kč~~

Přidat do košíku

Eshop > Výrobky ze světa

Novinky ze světa

+ Alete

Barilla

Bristot

Cavanna

Cuétara Oceanix

Heinz

Jim Jerky

+ Joya

Ludwig

Santa Maria

Terra

Wasa



Schogetten hořká  
čokoláda

28,90 Kč **21,90 Kč** ⓘ

Přidat do košíku



Bolognese

109,90 Kč **69,90 Kč** ⓘ

Přidat do košíku



Joya Barista sójový  
nápoj, 1l

59,90 Kč **44,90 Kč** ⓘ

Přidat do košíku



Wasa delicate Sezam

79,90 Kč **54,90 Kč** ⓘ

Přidat do košíku



Soft tortilla

64,90 Kč **44,90 Kč** ⓘ

Přidat do košíku



Tortilla chips solené

52,90 Kč **31,90 Kč** ⓘ

Přidat do košíku

- Better **prices**
- Unique **products**
- New **launches**
- Special **deals**



Loyalty  
program  
„Emco Club“



- **Newsletter** = sales driver
- **Import** products support
- **Social media** link

Main customer KPI = **delivery time** = 3,6 days

**Thank you**

**and**

**never stop searching.. 😊**