



# De Care

PRZYSMAKI ŚWIATA

The story of Asian  
success in Poland







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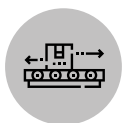
PRZYSMAKI ŚWIATA

Company background



# 35 years of experience on the market with best-in-class solutions

## Unique business model



All products imported  
**DIRECTLY FROM MANUFACTURES**



Cooperation with  
**100 SUPPLIERS FROM 27 COUNTRIES**



All products are **CERTIFIED FOR QUALITY**



Product portfolio includes  
**OVER 500 SKU's**



# We have a unique portfolio and support our partner's development

We develop our own brands



We are a distributor of external, authentic brands



We provide innovative solutions for private labels of our key partners





- All activities are based on the requirements of GMP, GHP, HACCP, International standards of quality and safety of food production: BRC, IFS, and the production of organic and gluten-free food.
- We offer not only production services but also a full range of co-packing services including confectioning, labeling and creating personalized product sets.

## OUR CERTIFICATES:



PL-EKO-07



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## AGENDA





# Roadmap for today's presentation



## **POLAND:**

Key facts and  
market overview

## **HOUSE OF ASIA:**

The journey of  
the brand

## **HOUSE OF ASIA:**

Key achievements  
and marketing  
support

## **NEW HORIZONS FOR THE BRAND:**

Local approach and  
International  
development



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POLAND

key facts and market  
overview

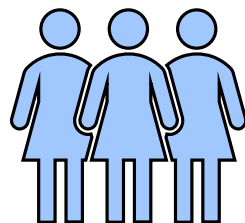




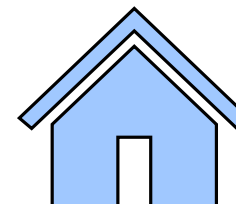
# The Republic of Poland – key facts



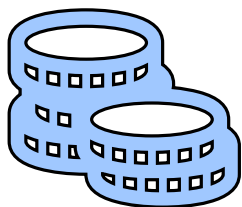
**TERRITORY:**  
312 000 km<sup>2</sup>  
No. 9 in the EU



**POPULATION:**  
37,8 mln  
No. 8 in the EU  
No ethnic-Asian community



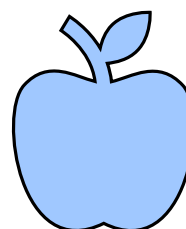
**NUMBER OF HOUSEHOLDS:**  
13,8 mln



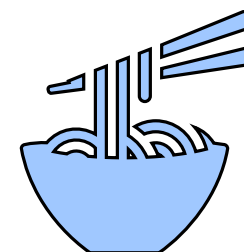
**CURRENCY:**  
Polish zloty  
1 USD = 4,70 zloty



**GDP:**  
TOTAL: 1,5 BLN USD  
PER CAPITA: 41 685 USD



**GROCERY MARKET VALUE:**  
68,5 BLN USD



**ETHNIC MARKET VALUE:**  
80 MLN EUR

# Fun fact: flagship polish dishes

- pierogi (filled dumplings),
- kielbasa (sausage),
- bigos (hunter's stew),
- kotlet schabowy (breaded cutlet),
- gołąbki (cabbage rolls),





# In Poland we observe massive changes in retail landscape

1

Growth of Discounters  
with 40% share in food  
basket

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2

Traditional trade is still  
very important in Poland

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3

The total number of shops is shrinking by  
5%. Bancrupcy of Premium SuperMarkets  
(Alma, Bomi, Piotr&Pawel)



4

Growing inflation and consumer  
uncertainty drives pressure on pricing

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5

Rapid increase of e-commerce boosted  
by the COVID



# Polish retail is dominated by discounters standing for 40% of the market



3350 stores. Biggest Polish retailer. 25% of total Markets Shares



840 stores best rating Discount chain

**Discounters > 4000 outlets**



648 stores. Took over Tesco business



**Kaufland**

282 stores De Care is category captain



**Hypermarkets >300 outlets**



**Carrefour**



8500 franchise convenience stores.

**Small Format > 28 000 outlets**



**SELGROS cash & carry**

**C&C**



**Carrefour**

**Supermarkets > 4000 outlets**



**E-Commerce**



# Private labels are the biggest competition







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the journey of the  
brand





# 35 years of our journey

1987

Started from the small shop with handcraft...



2022

...to the clear leader of the category in Poland



# House of Asia brand history



2006

Brand launch with 10 SKU's



2022

...and now, the brand with >200 SKUs and 7 product ranges!





# House of Asia – market leader in the key product categories

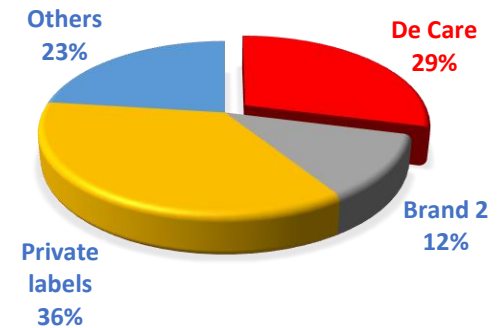


## Oriental noodles

Top products:



## MARKET SHARES (VOL.)

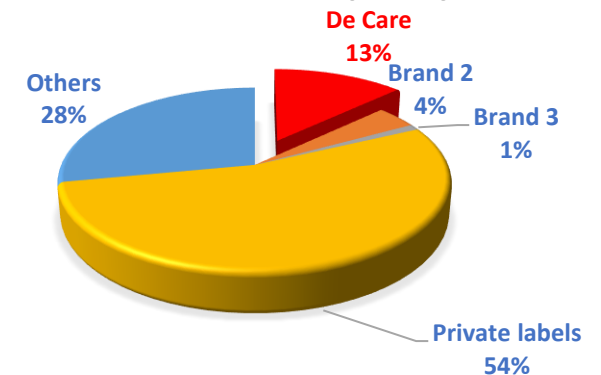


## Coconut milk

Top products:



## MARET SHARES (VOL.)





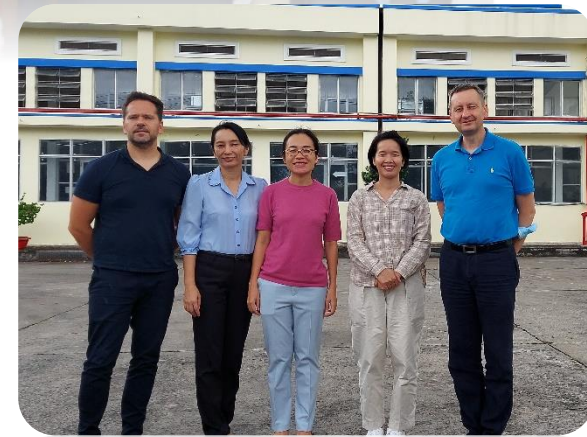
# The brand you can trust



All products certified and controlled for **quality**:



Close cooperation with suppliers







# Supported by people with unique know-how



Aneta Korzeniecka  
Clinical dietitian



Monika Wodyczko  
Clinical dietitian



Jaroslaw Owczarczyk  
Culinary chef



Pongthep Aroonsang  
Culinary chef

# Who is constantly looking for new opportunities and inspiration



SIAL PARIS



THAIFEX BANGKOK



GULFOOD DUBAI



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key achievements and  
marketing support





# What makes the brand the leader in the category?



**Authentic origin** of each product.



**One brand with 7 cuisines** = expert  
The trusted brand **educates** consumers through the culture of Asia and **inspires** them to cook!



Deliver **authentic tastes** from all over Asia!



# Hallmarks of the brand - spectacular in-store placements





# Building visibility out of stores!

The biggest OOH in the brand's history



1000 m2



600 m2



# Supported by TOP food influencers



Futomaki with salmon, asparagus and wasabi paste





# Achieved 2 mln views on YT!



Culinary videos with our chefs  
Japanese salad with snow fungus mushrooms



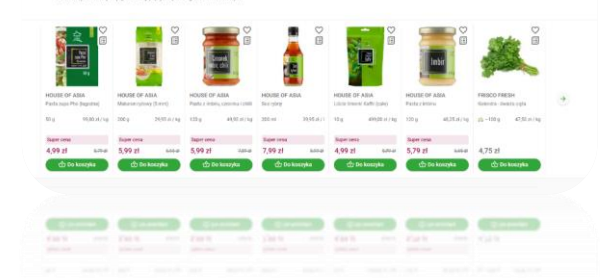
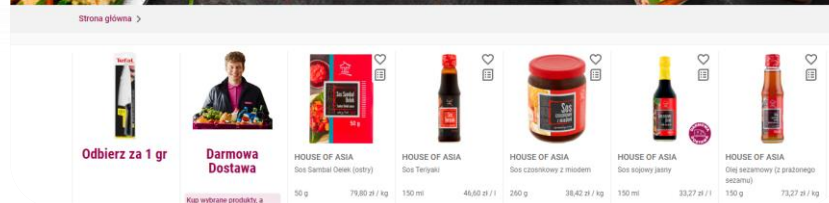
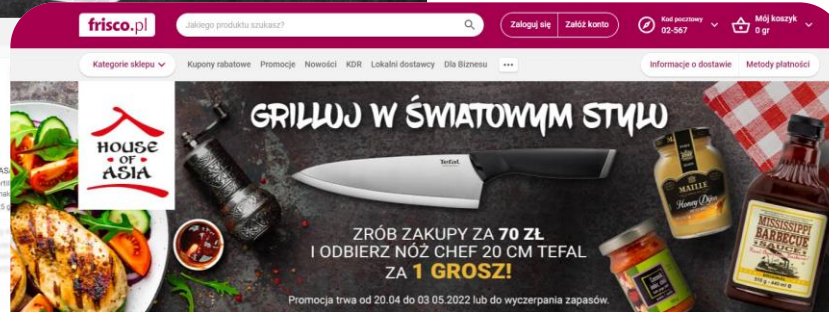
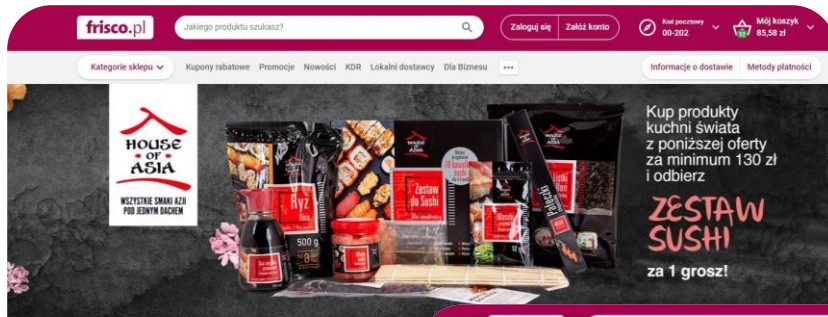


# E-commerce – cooperation with Frisco

E-grocery with ~120k active clients

Big campaigns each year with House of Asia

Dedicated content for the brand







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**New horizons for the brand:  
local approach and  
international development**





# Polish cuisine - local approach

Reaching new, less advanced cooking consumers by showing possible usage of House of Asia for typical Polish dishes! Oriental twist to everyday cooking!



House of Asia

PONGTHEP AROONSANG  
SZEFEF KUCHNI

JAROSŁAW OWCZARCZYK  
SZEFEF KUCHNI

**DODAJ FANTAZJI**  
DO KUCHNI POLSKIEJ

zeskanuj kod i sprawdź





# Local approach: cooperation with influencers

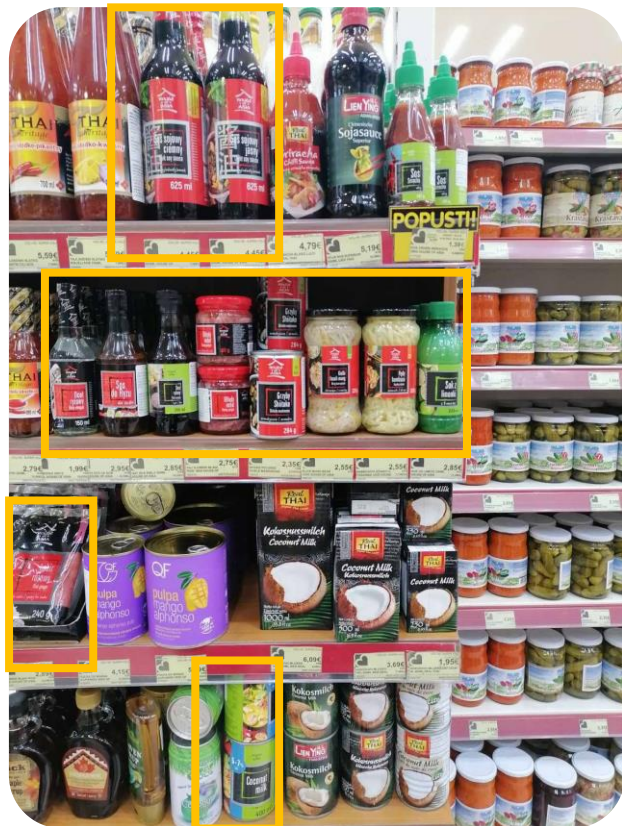


Polish kotlet schabowy made in Panko breadcrumb  
with Tonkatsu sauce



A world map with a grey background and white outlines of continents and countries. Red dots indicate sampling locations. There is one dot in the central United States, one in Iceland, a cluster of approximately 15 dots in Europe (spanning from the British Isles to the Balkans and from Scandinavia to the Mediterranean), one in Madagascar, and one in the Indian Ocean south of India.

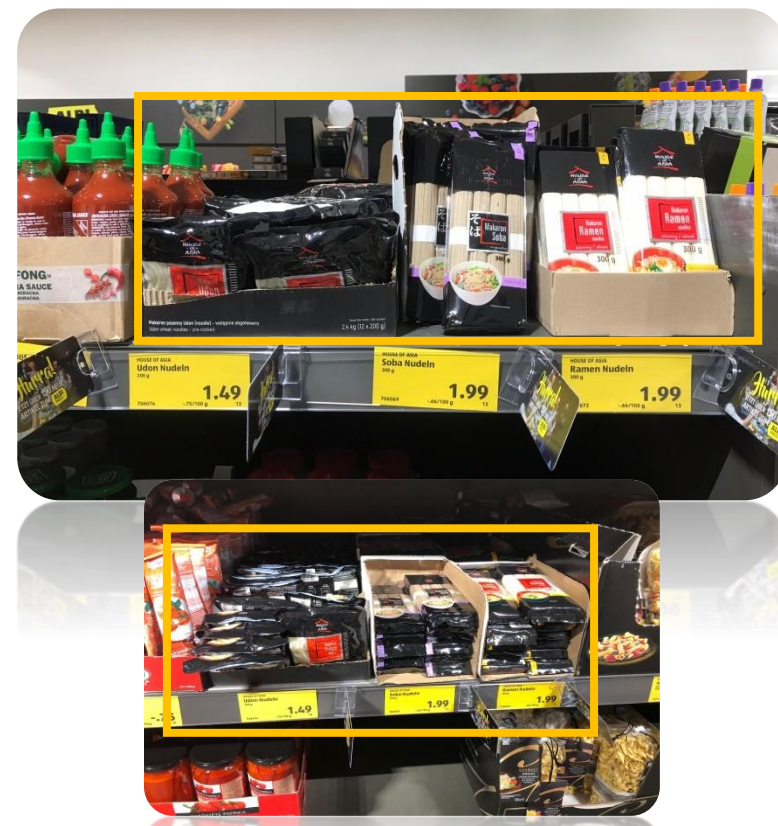
# Brand achievements abroad



Montenegro



Bulgaria



Switzerland



# Further expansion

## Newly opened **sales office in Munich**





# Your contact at De Care



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We invite you for  
cooperation.

