



We find the trust of our consumers our biggest success.
We have built it for decades and thanks to it we have become
a leading food brand in the region.

VEGETA Brand



1958
Prof. ZLATA BARTL
created Vegeta



1959
Vegeta was launched on
market



1960's
Vegeta first TV
commercial



1967
First sales abroad
HUNGARY
EASTERN EUROPE



1973
First sales in WE and
Australia



1974
Culinary show „Little secrets
of great chefs” on air



2000
New Vegeta factory in
Koprivnica



2009
Vegeta Natur concept
launched



2015
VEGETA ORIGINAL
redesign



2017
Monospices under VEGETA
brand launched



2018
VEGETA NATUR
concept relaunch



2020



2021
VEGETA BIO
universal launched



2023
VEGETA & SPIRULINA
launch

Introducing
VEGETA



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Vegeta.us.com • Podravka.com

Be creative, experiment with new exciting tastes

“Based on NIQ Retail Index data for the “Dehydrated (Dry) Seasonings” category (defined by Podravka) for the twelve-month period ending with September 2023 for thirty (30) European country (Austria, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Italy, Ireland, Latvia, Lithuania, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine) total retail market as per local specifics (Copyright © 2023, Nielsen Consumer LLC, all rights reserved)”;



VEGETA... All purpose seasonings

VEGETA... The #1 food seasoning in EUROPE

A strong international culinary brand with 91% of its sales from 55 International markets

A great tasting all-purpose seasoning made from a special blend of the finest vegetables, herbs, spices and select natural ingredients. First created over 65 years ago from the culinary traditions of Croatia's famous Mediterranean cuisine. Add Vegeta seasoning to your favorite chicken, meat, seafood, stew, pasta, salad, risotto or soup dish and experience the taste magic. Vegeta inspires its chefs and cooks to be creative, experiment and cook freely with guarantee that their dishes will have great taste.

Ingredients:

Salt, dehydrated vegetables (carrots, parsnip, onion, potato, celery, parsley leaves), monosodium glutamate, sugar, corn starch, black pepper, nutmeg, disodium inosinate, riboflavin.

- No Artificial Flavors
- No Preservatives
- No GMO
- No Animal Ingredients
- Gluten Free
- Lactose Free
- Fat Free

Vegeta gives foods the Umami sensation known as the "fifth taste".

Certified Halal – Kosher



Available in 500g (17 oz), 1kg (2.3 lb), 2kg (4.6 lb)

VEGETA... Organic

Recipe with 95% organic material

ORGANIC INGREDIENTS & CLEAN LABEL RECIPE

Vegeta Organic is **produced according to the rules of organic farming and contains an organic certificate**, is intended for all those who pay special attention to the well-being of life and the sustainability of the product. Vegeta ORGANIC is a product that delivers excellent taste that will meet the highest consumer standards. (Produced without the use of artificial flavors, colors and fertilizers, without the use of pesticides, no GMO)

Ingredients:

Sea salt, dehydrated vegetables (carrot, parsnip, onion, tomato, celery root, leek, red pepper, parsley leaves), lovage, black pepper, garlic, turmeric.

- ORGANIC and VEGAN certificate
- Contains more than 10 types of organically grown vegetables and spices
- Contains sea salt
- An average of 374g of fresh vegetables per 120g of product
- Suitable for plant-based diet
- Wide usage
- Convenient meal preparation



Available in 280g (9.9 oz)

VEGETA... No MSG

NO MSG ADDED All purpose seasoning

Vegeta No MSG added makes meal preparation fast and easy and improves the taste of any dish at the same time. The unique combination of dehydrated vegetables and seasoning herbs found in Vegeta no MSG Added, will enrich and enhance the existing flavor of your meals.

A savory seasoning mix made from a special blend of the finest vegetables, herbs, spices and select natural ingredients. It is free from MSG, artificial flavors, preservatives,

Ingredients:

Salt, dehydrated vegetables (potato, carrots, parsnip, onion, celery, parsley leaves), sugar, corn starch, spices, turmeric, riboflavin.

- Top taste
- The richness of vegetables
- NO MSG
- Following trends and attracting new consumers by offering the choice for different segments of consumers

- Same great taste as our original formula, using carefully selected vegetables and spices, – without the added MSG.



Available in 250g (8.8 oz), 500g (17 oz)

VEGETA... Natur

All purpose seasoning

Vegeta Natur, perfect blend made from 9 different sun-kissed vegetables, will enrich every meal and add the best nature has to offer to every plate.

Finest vegetables give Vegeta Natur its superior taste and quality. Made to satisfy those who look for the most natural ingredients that bring out the finest flavors in every dish.

Ingredients:

Sea salt, dehydrated vegetables (carrots, parsnip, onion, potato, celery root, tomato, leek, paprika, parsley leaves), sugar, lovage, black pepper, turmeric, garlic, dill

- 100% natural ingredients
- Sea salt from Adriatic sea
- Richness of vegetables
- No added flavour enhancers
- Gluten free
- No preservatives

Consumer insight:

A natural seasoning mix in tune with current trends and fit for all kinds of meats and vegetables, destined to inspire you for new culinary adventures. No flavor enhancers, no additives, no artificial colors, lactose free and non-GMO, just vegetables and chosen spices!



Available in 300g (10 oz)