

PRESTIGE



SWEET, CARING AND INSPIRING

Welcome *Message*

AT PRESTIGE, WE BELIEVE YOU HAVE TO DREAM BIG!

Guided by this, PRESTIGE has become one of the biggest food-producing companies in Bulgaria and the № 1 company in all our product categories - biscuits, wafers and mini cakes. Prestige's branded products are present in more than 30 countries all around the world.





Our Identity

WE BELIEVE THAT EVEN THE BIGGEST DREAMS ARE ACHIEVABLE WHEN YOU CARE ABOUT THE SMALLEST DETAILS AND STRIVE FOR PERFECTION!

Inspired by this, we create authentic products which are not only indulgent and delicious, but also created with care and attention, products in line with the highest quality world standards, so you can enjoy our products and we can be proud of them.

We Are № 1 Company in Bulgaria

PRESTIGE



21 %

Value market share

Biscuits

24 %

Value market share

Wafers



21 %

Value market share

Mini cakes



WE HAVE LEARNED THAT SUCCESS COMES TO THOSE WHO PURSUE IT!

The company pursues an active investment policy to build a diversified portfolio of strong brands and to innovate.

We Have Strong and Modern Brands

PRESTIGE

Our Bulgarian brands



Our Export brands



PRESTIGE

Our Portfolio Local Market



Wafers



Biscuits



Mini cakes



PRESTIGE

Our Portfolio Export Market



Wafers



Biscuits



Mini cakes



We Have State of The Art Production Facilities



Since 2013 PRESTIGE has been operating in a new, modern plant at a world level with high-tech production equipment from leading European manufacturers



Our innovative warehouse management system guarantees perfect visibility and precise FIFO and FEFO inventory control



Specialized quality control departments monitor the implementation of the set high requirements with more than 800 different tests at every 24H

We Have Own R&D Department

We have advanced R&D department and the best food technologists!

Our own laboratories for physico-chemical, organoleptic and microbiological analyses, provide continuous control of the raw materials received, packaging, semi-finished products and finished products.



We Keep High Quality Standards

Our uncompromising attitude to the quality of the products in our portfolio is proven by a number of international certificates



The quality of the raw materials we use is of great importance to us, which is why we work with raw materials from the best producers in the world and co-operate with international experts in the food industry.



Excellent taste and superior quality are our main priorities



We Work With Top International Retailers



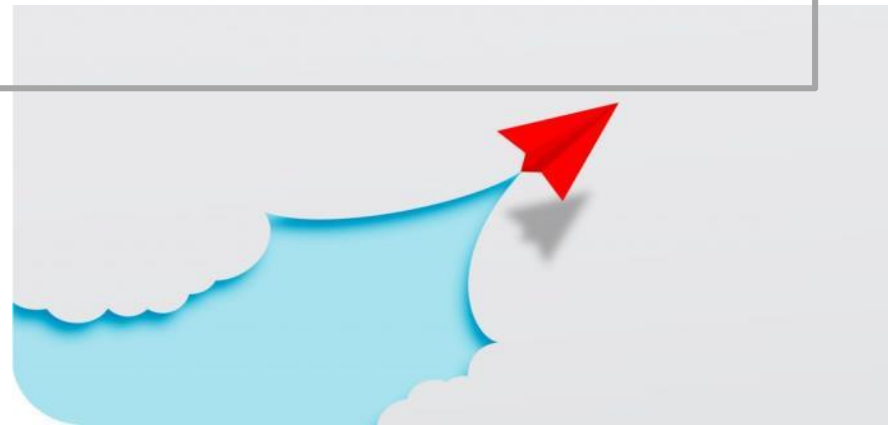
Our Vision, Mission and Values

PRESTIGE



There are two factors that are most important for the success of PRESTIGE. The first is our steadfast belief in the superior taste and excellent quality of our products and the second is the corporate spirit and culture of our team!

Darina Stoyanova
CEO of PRESTIGE



VISION

We are one of the best companies in the world for our ability of winning the moments of truth for consumers, creating the sweetest pieces of indulgence that bring the taste of light-heartedness and inspiration into each and every day of our lives.



MISSION

At PRESTIGE, we dream big and strive to provide great-tasting, superior quality branded confectionary products at an affordable price that bring joy to more and more consumers around the world.



VALUES

- ✓ Consumer
- ✓ Entrepreneurship
- ✓ Integrity

Our Awards and Recognition

- ✓ Top 10 Bulgarian Food Companies
- ✓ Investor of the Year 2012
- ✓ Building of the Year 2012



- ✓ Company of the year 2015, 2016, 2018, 2019, 2020 and 2021

COMPANY OF THE YEAR



- ✓ TRUE LEADER in 2012, 2015, 2016 and 2017



- ✓ Annual HR Awards 2017 – finalist



- ✓ Best Buy AWARD



- ✓ Superbrands AWARD



- ✓ FORBES Business Awards 2017, 2018 and 2021 finalist



- ✓ “My love marks” winner 2016, 2017, 2018 and 2020 and 2021
The favorite Bulgarian brand in biscuits and wafers category



Our Awards and Recognition

✓ European Business Awards - National Champion of Bulgaria



✓ Yummex Middle East Innovation Awards 2018 **BEST SNACK PRODUCT**



✓ Health and Safety Excellence Award 2018

✓ Best Production Practices 2019 acknowledged by the National Labor Inspection

✓ Employer Branding Award 2019, 2020 and 2021 by B2B Media



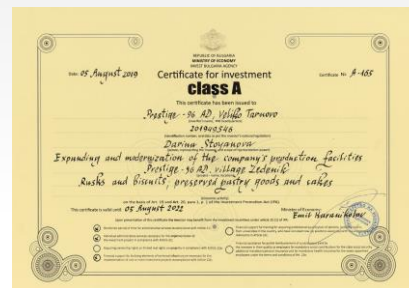
✓ Employer of the year 2016



✓ Partner in EDUCATION Award 2018



✓ Certificate for Investment class A 2020



Our Impact

ENVIRONMENT

The actions PRESTIGE undertakes to reduce the negative impact on the environment include:

- ✓ Reducing the paper used as it is over 75% of our packaging materials
- ✓ Recycling and recovery of waste
- ✓ Taste and quality made with care for you and the environment



Packaging designed to be recycled

&

Using as much as possible recycled content

OUR PEOPLE

We are truly engaged and committed to caring for the people in our organization and beyond:

- ✓ Healthy and safe working conditions
- ✓ Education and active lifestyle
- ✓ Diverse and inclusive work environment

We are members of:



RESPONSIBLE BUSINESS

We stand behind the best business practices and models that guarantee sustainable development and long-term economic growth.

- ✓ Competition based on quality and value
- ✓ Responsible and reputable employer
- ✓ Sustainable and reliable business partner

We are members of:



AMERICAN CHAMBER OF COMMERCE IN BULGARIA

Our Impact

PRESTIGE

AT PRESTIGE WE ARE DEDICATED TO SUSTAINABILITY AND INTEGRITY

We know that leadership is not only a privilege, but also a responsibility. At PRESTIGE, we believe that the success of a company is not only measured by the growth of financial statistics, but also by the values and the positive trace it leaves behind.

We are, and will always be, a socially engaged company with an active position regarding the future of society, a responsible employer and an active participant in initiatives to reduce the negative impact on the environment.



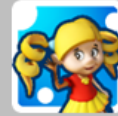
We Are Leading, Modern and Cool Company



Instagram & TIK TOK Activations



On pack Augmented Reality



Naya listens and talks



You can play with wafers



Naya plays with a ball



You can make a photo with Naya



Naya dances



You can make a video with Naya

At PRESTIGE we create those sweet moments that fill our days with joy, positive vibes and inspiration!

Be part of it and share good things in life!

