



#### PRECIOUS NATURE MAKES FOR A PRECIOUS LIFE.

WITH A TECHNOLOGY THAT ENHANCES QUALITY, PEOPLE AND NATURE.

The name Pfanner stands for one family, one company, one brand and one philosophy: "We do our utmost to produce precious products from nature's precious gifts".

People and their needs are at the heart of this philosophy, which aims to provide good taste and enjoyment, good health and refreshment, and great diversity and change: and that's just for starters.

We put great emphasis on the enormous care we take in selecting and processing choice fruit, on the manufacture of innovative products, a diverse product range and the highest levels of quality in each product.

This insistence on only the highest levels of quality has been rewarded. In the course of 160 years Pfanner has worked long and hard to successfully gain the trust and loyalty of millions of consumers.



The best fruit juices can only be pressed from the best ingredients. That's why the fruit and berries we use in our manufacturing processes come from specially chosen and reliable suppliers in Europe. We take our water from our own special water sources. And freshly brew our teas in our own special "tea kitchen".

The logical consequence of our focus on quality is our deployment of state-of-the-art - and thus extremely caring - technology, since this is the best way for us to preserve the perfectly natural taste of the fruits we use. During our gentle processing operations we take special care to ensure that none of the natural vitamins and minerals in the ingredients are lost.







### PROBABLY THE MOST MODERN PLANT IN EUROPE.

It must be our love of fruit, good taste and highest levels of quality. In recent years Pfanner has invested considerable sums in state-of-the-art manufacturing technology. Today, our plant is one of the largest and most efficient throughout Europe and is probably the most up-to-date of its kind.

Each and every day, up to two million litres of Pfanner fruit juices and iced teas leave our extremely modern production plant. Of this, our new high-performance PET filling unit with its in-built bottle production accounts for up to 400,000 PET bottles on a daily basis.

Our computerised production planning operations ensure that all Pfanner products can be produced within just 48 hours. So throughout the world, our consumers can be sure that a pack of fruit juice or iced tea with the Pfanner logo is a permanent guarantee of fresh, quality pleasure and enjoyment.

### QUALITY AND COST-EFFECTIVENESS NEED CONTROL.

Pfanner's extraordinary quality management sys-tem is based on ongoing organoleptic and analytical laboratory tests right through from receipt of the raw ingredients to release of the end product for sale. Each stage of the manufacturing process is monitored in our own, special laboratories to ensure constant quality.

Our love of fruit means that the careful handling of natural resources and energy goes hand in hand with our understanding of quality. Since nature is our most important supplier of raw materials, we naturally work hard to support and preserve it.

Our economic and efficient use of energy also plays a highly important role in the interest of our customers. After all, Pfanner products should remain what they are: the guarantee of great enjoyment that's a part of healthy everyday life.





### CONTINUOUS GROWTH THROUGH RESPONSIBLE DEEDS.

Established in 1856, Pfanner became today's high-performing business in the food industry due to its far-sighted deeds, innovative products and packaging, as well as its state-of-the-art manufacturing procedures.

Pfanner, a family-owned operation, is one of Austria's largest fruit processors. It concentrates mainly on processing apples, pears and red fruit. Over 100 tonnes of apples are processed daily at our main plant in Enns / Upper Austria during harvest season and transformed into delicious juice and high quality concentrate.

By identifying consumer wishes at an early stage, Pfanner has now become specialised in producing the popular screw-top gable packs that ensure a maximum of drinking pleasure, correct dosage, safety and freshness. What's more, Pfanner leads the European market in screw-top two-litre packs.

# A FRESH BRAND WITH A POSITIVE FUTURE.

The consumer's constantly growing awareness of quality brands goes hand in hand with his increasing willingness to opt for Pfanner products.

Worldwide, Pfanner is one of the most important manufacturers of iced tea and has gained a solid reputation for its wide range of fruit juices. The yellow and green logo with the apple is recognised today in some 70 countries a number that continues to grow each year.

Pfanner's growth in overall sales is significantly higher than the average for the industry. It's the logical result of its cautious yet targeted strategy. The components of this successful mix consist of a balanced approach to marketing, ongoing further development, high quality at fair prices, a wide range of products and a constantly updated design that boosts sales.

In this connection, we can also proudly mention the contact to our customers, from whom we regularly receive ideas and stimulation as to how we can further improve on the already very high levels of our operations.









### **1000** EMPLOYEES HELP TO KEEP THINGS RUNNING SMOOTHLY

## EACH YEAR WE FILL HALF A BILLION LITERS



### on average we process **120.000** tons **OF FRUIT** FOR OUR OWN PRODUCTION















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