



The taste of quality

FACT BOX



FULL NAME:

OJSC „Confectionery Factory Slodych”

OPERATIONS:

Confectionery Industry

ESTABLISHED:

1905

EMPLOYEES:

more than 600

www.slodych.by

The Slodych Confectionery Plant OJSC is the biggest confectionary manufacturer in Belarus. Controlling around 30% of the Belarussian market, it is an unquestionable leader in the industry. With the emphasis put on staff, innovations and high quality, Slodych seems to have found the perfect recipe, both for biscuits and success.

Steady path to success

Although the Slodych Confectionery Plant OJSC was named this way in 1994, its actual history dates back to 1905, when the the George Rachkovsky's cafe and bakery situated on Zakcharevka street was given certificate No 34 by the municipal authorities. After the October revolution the George's Confectionary in Minsk was turned into the First Belarussian Confectionary Plant. In 1936 the cake and gingerbread production department became a separate company, Belconditer, which underwent mechanisation in the years 1956-1961. As years passed by, it kept moving towards a highly modernised factory, constantly broadening its assortment and investing in new technologies. The production capacity increased from 500 tons in 1947 to 6 000 tons in 1966. This was accompanied by introduction of about 37 brand

names to the already existing 13 ones. In 1994 the Minsk Confectionary Plant No2 was renamed State Enterprise Slodych Confectionary Plant and in 2001, in view of the change of the ownership form, it was given the name by which it is known today. The Slodych Confectionary Plant OJSC has implemented and maintains the environmental management system (EMS), compliant with the requirements of the State Standard of Belarus ISO 14001-2005 as well as the occupational safety management system (OSMS), compliant with the State Standard of Belarus 18001-2005. These are in line with the policy of the country, as environmental protection and the safety of working conditions are among its priorities. In 2001 the plant implemented the State Standard of Belarus ISO 9001-2001. The company has also developed, implemented and certified





the HAACP system, in order to guarantee the safety of its products, which has significantly increased the Slodych's status and prestige as a company prioritizing health, safety and quality. The company keeps developing not only its quality standards, but also the line of the products it offers to customers. In 2001 it launched the production of crackers. Two years later the company added sugary biscuit figurines 'Slodych' and 'Minskoe' to its offer, while in 2006 it could already provide its customers with glazed and chocolate covered biscuits. Nowadays the bulk production has given way

to packaged products. With this in mind, Slodych developed a new packaging design in 2012. Yet the most significant of the recent developments has been the 2012' launch of a new production line for various sugar biscuits. As a result of these improvements, the company's share in the market has grown throughout the years, including new export destinations and areas of cooperation. Contemporary technology, highly efficient machines and mechanisms have surely played a crucial role in the plant's development, yet the Slodych Confectionery Plant OJSC has more aces up its sleeve.

The highly qualified and experienced staff is one of the company's greatest assets. Currently Slodych employs more than 600 people. As the leader in the Belarussian confectionery sector, 'Slodych' sets an example of a socially involved enterprise, taking part in the campaign to support Japanese children who suffered in the 2011 tsunami.

Customers' favourites

The company's recognition and customer trust which it enjoys can be attributed not only to the extensive experience of master bakers and confectioners earning the plant's excellent reputation, but also to the richness of recipes and broad assortment of high quality products manufactured without the use of artificial additives or preservatives. All this, combined with affordable price, makes the Slodych products irresistible to customers. At present the biggest confectionery plant in Belarus deals in the production of butter, sugar, hard, diet, oatmeal and glazed biscuits, as well as crackers, fruit cakes and wafer sheets. The assortment of the currently available products is really impressive. It includes over 100 brand names of mouth-watering products. The company's newest creations are soluble biscuits for pre-school and school children ('Znaykah-Zaznaykah'), dry and hard biscuits with oatmeal, barley, wheat and rye flakes,



sunflower seeds, sesame, mustard and apple fiber for adults ('Pohodnoe', 'Talisman' with mustard and sesame, 'Talisman' with flakes and raisins). Amateurs of oatmeal biscuits will surely be pleased to know that the company has broadened its line of seashell-formed oatmeal biscuits: 'Ovsyano Lux' with honey and seeds, 'Ovsyano Lux' with dried apricots, 'Ovsyano Lux' with spices. The biscuits 'K poldnyku' (with cheese) and 'Belarusky gostynets' (with dried apricots and raisins), in turn, represent the oldest confectionery traditions and are perfect for those who value classic taste. Assorted biscuits ideal for parties, decorated glazed biscuits which go best with coffee are just some of the most recommended products. In short – there is a little something for everyone here!

Medals and prizes

The continuously growing number of 'Slodych's satisfied customers is not the only proof of recognition that the company may boast. 'Slodych' is a frequent participant at confectionery fairs, both in the country and abroad, promoting its products, which have often been awarded for their outstanding quality. Year in, year out, the company is showered with prizes and diplomas in acknowledgement of its innovativeness and quality. Recently, 'Slodych' has won the gold medal in the category of confectionery production at the 21st international contest 'Best product – 2014', which took place at the 21st international fair of food products, beverages and raw materials for their production 'Prodexpo 2014', in Moscow. Taking into consideration that one of the company's primary objectives is constant quality development and competitiveness, such re-

sults can hardly come as a surprise. Apart from delivering the highest quality products to the national market, the plant continues to expand its export. At present, the Slodych's products can be obtained in Russia, the Commonwealth of Independent States, the Baltic states, the USA and Germany. The company's data speak volumes: last year's export was more than doubled. Naturally, the Slodych Confectionery Plant OJSC does not intend to stop at this. The interest which its products raise at international events leave no doubt as to the success of the company's export plans.

What next?

Undoubtedly, the philosophy of Slodych does not embrace stagnation. Plans for the near future include implementation of innovative technologies in the production process. Rest assured, there will also be new additions to the already rich assortment. The company is currently working on development of new products with functional features and balanced ingredients for dietary and prophylactic purposes. What is more, the Belarussian customers will soon be able to enjoy new types of products, such as butter biscuits and hard biscuits

of various shapes with fillings. Slodych's management aims at maintaining the company's prestige and recognition while constantly seeking to develop and broaden its market. Continuous efforts in modernizing the production and broadening the product can be made thanks to the high profitability of the company. It seems that Slodych's faithfulness to natural ingredients and traditional taste does not go unnoticed. Considering the emphasis put on innovativeness, constant development and strict quality control, the leadership position of Slodych Confectionery Plant OJSC on the Belarussian market can hardly be questioned or challenged. ■

Written by Aleksandra Lewandowska

