



Elixir Food



Elixir Food is the biggest processor and exporter of frozen fruit in Serbia. It represents the most advanced facilities, fully equipped for deep freezing and processing of fruit grown in all regions of Serbia.

Serbia as dominantly agriculture oriented country, due to its favorable geographical position and climate, is well known for its best fruit and vegetables taste and quality.

Origin of fresh fruits

Elixir Food owns cold store facilities which are located in the most important fruit growing areas of Serbia, with total storage capacities of 18,500 tons and 550 tons per day of deep freezing capacities.

Fully understanding the need to manage with the final product quality, starting from farming of fresh fruit and vegetables, Elixir Food operations rely on support of affiliated activities within the system of Elixir Group, which is organized to provide synergy and benefits to all parties:

- Cooperation with farmers through own retail network, supplying them with all raw material necessary for farming.
- Free advising, secure placement and other benefits for farmers organized in "Farmers Club".
- Free technical support of fruit farming in accordance with requirements of Global Gap, advising about adequate crop nutrition and protection, advice on just in time harvesting and secure placement for their products.
- Own orchards of sour cherry, plantations of raspberries and strawberries grown in accordance with requirements of Global Gap, sets an example to other producers/farmers and has a goal of expanding the certified fruit production, respecting Global Gap requirements.



Quality Management

Unique policy of quality applies to all Elixir Food facilities and operations. Quality control is carried out continuously from receiving of fresh material, during processing of frozen, and prior to each delivery, the final control of ready product is carried out in accordance with the parameters of producer's Product specification, or customer's if requested.

Analyses for presence of microorganisms, pesticides and heavy metals are an integral part of controlling process and they are carried out in accredited Serbian laboratories or abroad if necessary.

Certifications

In order to satisfy all principles defined by the policy of quality, Elixir Food operates according to clearly defined requirements:

- ISO 9001:2008 standard –Quality Management System
- HACCP system – Hazard Analysis Critical Control points
- BRC - British Retail Consortium standard



Locations and capacities

Elixir Food cold store facilities are geographically located in order to support purchasing and collecting points for fresh fruit and vegetables, strategically developed to cover all important fruit areas of Serbia. During the harvesting, fresh fruit and vegetables are directed to be deep frozen and stored in one of the three facilities, depending on growing area distance:

Main facility in Šabac

– fully equipped facility for fresh and frozen fruit and vegetable processing located in Agro-industrial area of Šabac, approximately 80km southwest of Belgrade, which geographically gravitated to agriculture areas of nearly 100,000t of fruit production:

- deep freezing capacity 250 tons of fruit per day
- storage capacity for approximately 10,000 tons of different kinds of frozen fruit and vegetables
- 11 freezing chambers with alternative operation modes $+0^{\circ}\text{C}$ to -22°C
- state-of-the-art equipment for processing and packaging of all purchased berry fruits, stone fruits and some vegetables

Supporting facility in Bajina Bašta

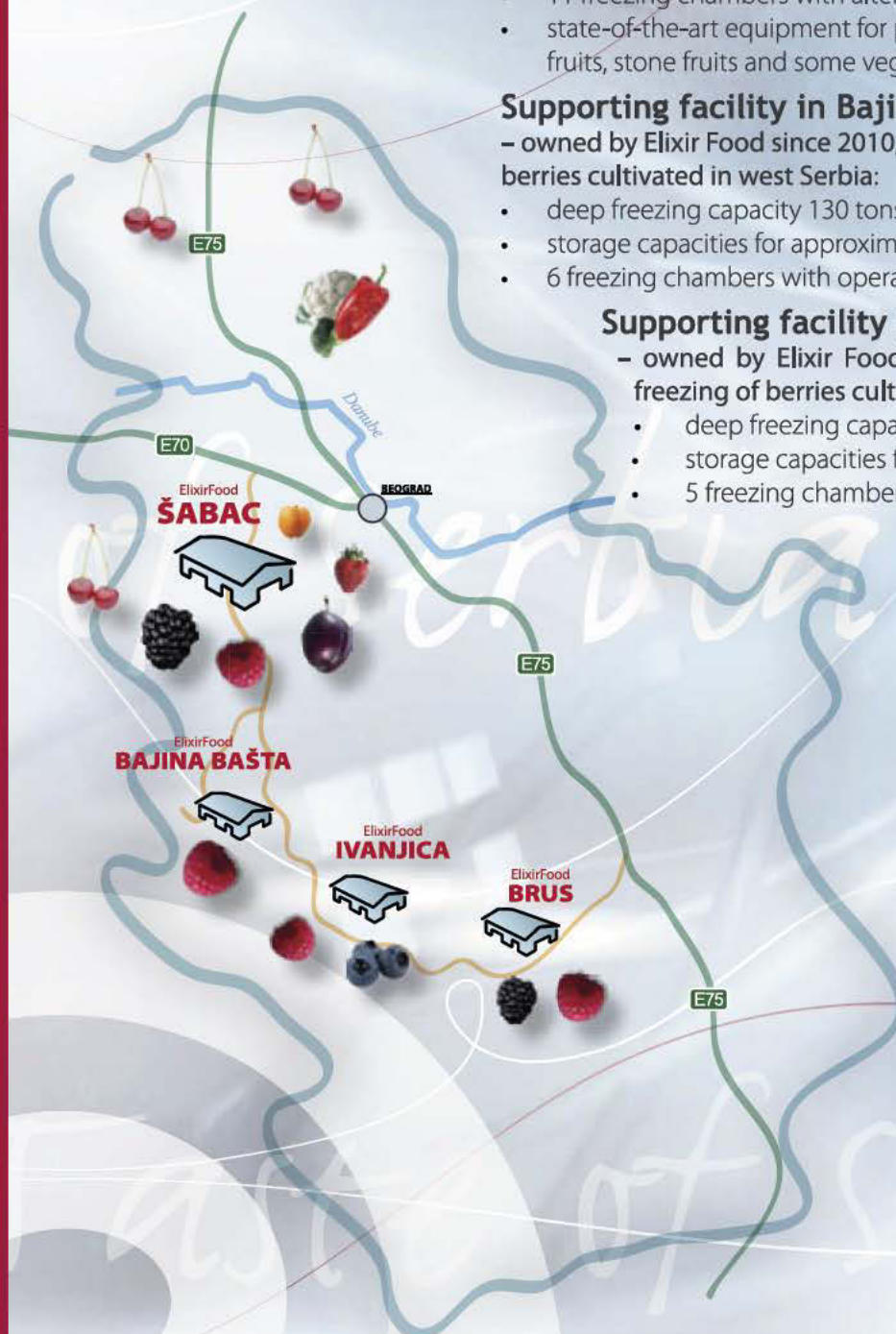
– owned by Elixir Food since 2010, set up for collecting and deep freezing of berries cultivated in west Serbia:

- deep freezing capacity 130 tons of fruit per day
- storage capacities for approximately 4,500 tons of berry fruit
- 6 freezing chambers with operation mode -22°C

Supporting facility in Ivanjica

– owned by Elixir Food since 2012, set up for collecting and deep freezing of berries cultivated in southwest Serbia:

- deep freezing capacity 150 tons of fruit per day
- storage capacities for approximately 4,000 tons of berry fruit
- 5 freezing chambers with operation mode -22°C



Technology improvements

The requirement for maintaining the leading position on the market considers continuous development. Therefore Elixir Food has improved production process and capacities as well:

Berry fruit processing:

Investment in 2011/2012 increase processing capacity up to 10,000 tons of frozen berries per year.

Berry fruit processing line includes:

- IQF tunnels
- 2 Laser and optical sorting machines for frozen material
- Automated packaging in PVC bags, range from 300 gr to 2,500 gr
- Metal detector

Stone fruit processing:

Investment in 2012 increase sour cherry pitted capacity up to 4,000 tons per season and machine cutted plums up to 2,000 tons per season.

Stone fruit processing line includes:

- Section for fruit washing
- Section for stalk removing
- Section with pitting machines
- IQF tunnels
- Laser and optical sorting machine for fresh material
- Laser and optical sorting machine for frozen material
- X ray detector of remained stone inside the fruits
- Automated packaging in 10 kg blue bags and carton boxes
- Metal detector

Frozen fruit mixes:

Laser and optical sorting of frozen material

- Preparing a mixture of 5 different kind of selected frozen fruit
- Automated packaging of ready fruit mixes in PVC bags, range from 300 gr to 2,500 gr
- Metal detector

Vegetable processing:

Vegetable processing line includes:

- Section for vegetable washing (5 washings prior to freezing)
- Section for calyx and stem removing
- Cutting machine (dices 10x10; 20x20, stripes)
- Blanching machine
- IQF tunnel
- Laser and optical sorting machine
- Automated packaging in 10 kg blue bags and carton boxes, 20 kg bags or octabines
- Automated packaging in PVC bags from 300gr to 2,500 gr
- Metal detector



Raspberry

(*Rubus Idaeus L.*)

Serbia is one among the most important producers and the biggest exporter of raspberries in the world.

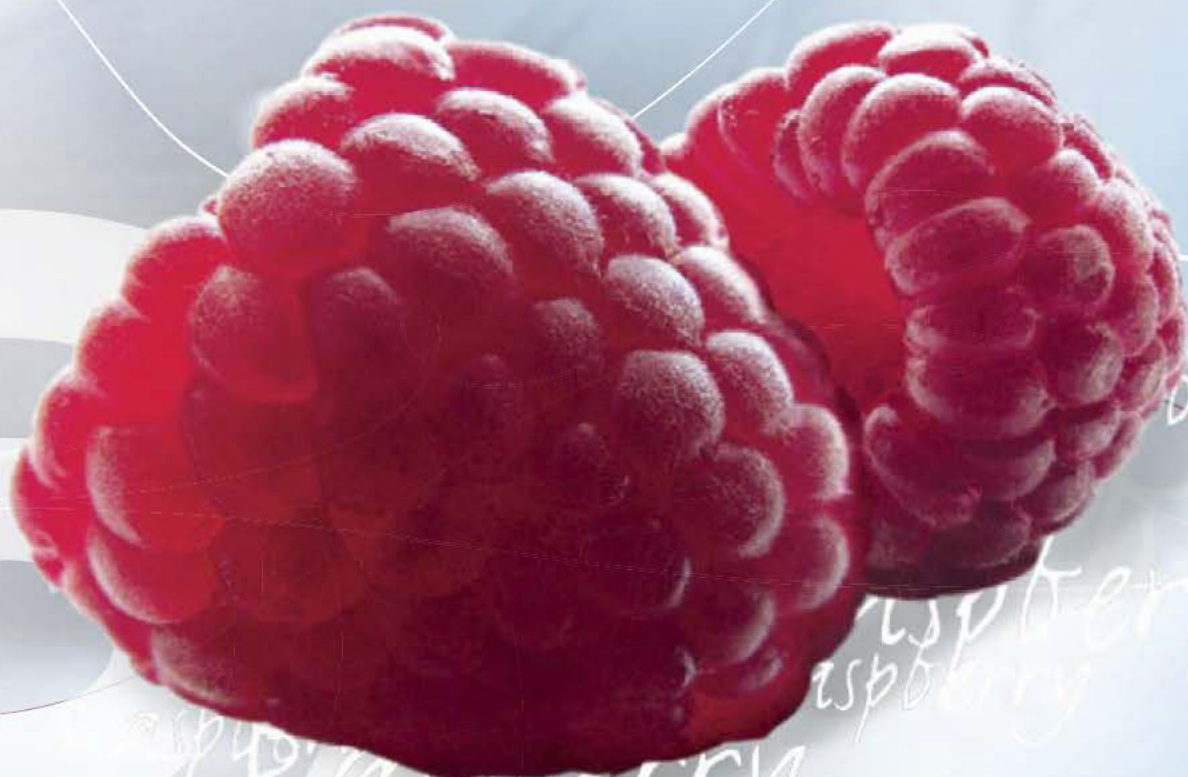
The geographical position, continental climate with an average annual temperature between 9.3 and 10.9 °C, also the 647 – 820 mm of rainfall contribute to the fact, that the quality of raspberries produced in Serbia distinguish from raspberries produced in other parts of the world by its organoleptic and chemical properties.

High percentage of dry matter 8 - 14 %, extraordinary taste and smell point out many advantages in quality, application and technological value of raspberries. Thanks to its properties it has become a national brand of Serbia.

The most cultivated variety in Serbia is the Willamette variety from North America. Other raspberry varieties cultivated in Serbia include Meeker and Heritage.

The Serbian raspberry harvest starts in early June and ends in July, depending on weather conditions and location of fields.

Numerous research showed that raspberries contains anthocyanins, which prevent overgrowth of certain bacteria in the body. Ellagic acid in raspberries help prevent unwanted damage to cell membranes and other structures in the body by neutralizing free radicals. Freezing and storing raspberries does not significantly affect their antioxidant activity.



raspberry

Elixir Food raspberries

Elixir Food offers raspberries available in different qualities according to the requirements or type of industry to which they are intended, pre-cooled or deep frozen.

Mainly deep frozen raspberries products requested from market are:

- IQF raspberries 95 % wholes 5% broken
- deep frozen raspberries 50% wholes 50% broken and crumbles
- deep frozen raspberries crumbles
- deep frozen in freezer plates
- and other according to customers requirements

Raspberries packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bags in a five layered cardboard box from 10 kg to 14 kg
- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layered cardboard box
- Plasticized two layered 20 kg Natron bag

Raspberries quality control

Collecting and processing of raspberries is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product, available at customers requests:

- analysis on the presence of microorganism, pesticides, heavy metals, radioactivity
- process control, optical and by laser sorter
- final control according to the parameters from product specification, metal detection
- other according to customers Product specification



Blackberry

(*Rubus fruticosus*)

Blackberries are an important export Serbian crop and most exports go to the European Union.

The main varieties of blackberries grown in Serbia include **Čačanka** and **Thornfree**. Most blackberries in Serbia are still grown on small farms according to traditional techniques of cultivation. Picking or harvesting is done only by hand.

The Serbian blackberries harvest starts in late July and ends in August.

The most promising benefit from consuming blackberries is their substantial quantity of phenolic acids which are antioxidant compounds known as potent anti-carcinogenic agents. Phenolics in blackberries include anthocyanins, ellagic acid, plus excellent contents of the antioxidant vitamins A and C.

Blackberries don't have to be fresh to be nutritious, as quick frozen retain most of the fresh fruit qualities.



blackberry

Elixir Food blackberries

Elixir Food offers blackberries available in different qualities according to the requirements or type of industry to which they are intended, pre-cooled or deep frozen:

Mainly deep frozen blackberries products requested from market are:

- pre cooled
- IQF 80% black 20% reddish
- deep frozen pure quality
- deep frozen in freezer plates
- and other according to customers requirements

Blackberries packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bags in a five layered cardboard box from 10 kg to 14 kg
- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layered cardboard box
- Plasticized two layered 20 kg Natron bag

Blackberries quality control

Collecting and processing of blackberries is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product, available at customers requests.

- analysis on the presence of microorganism, pesticides, heavy metals, radioactivity
- process control, optical and by laser sorter
- final control according to the parameters from product specification, metal detection
- other according to customers Product specification



strawberry

(*Fragaria ananassa* Duch.)

Production of strawberries occupies third position according to the importance and extent. Strawberries produced in Serbia are known for their rich red color and its ability to sustain fresh flavor even after freezing and processing.

The most common variety grown in Serbia is **Senga Sengana**, because they are adaptable to the growing system without plastic mulches and irrigation. In recent years, newly introduced varieties: **Clery**, **Elsanta** and **Alba** have shown excellent results.

Large amount of strawberries are sold at local market as fresh, but also exported as frozen.

Strawberries contain a range of nutrients, with vitamin C heading the group. They also contain significant levels of phyto nutrients and antioxidants, which fight free radicals. These antioxidant properties are believed to be linked to what makes the strawberry bright red.



of serbia

strawberry
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strawberry



Elixir Food strawberries

Elixir Food offers strawberries available in different qualities according to the requirements or type of industry to which they are intended, pre cooled or deep frozen.

Mainly deep frozen strawberries products requested from market are:

- pre cooled
- IQF without stem
- deep frozen pure quality
- deep frozen in freezer plates
- and other according to customers requirements

strawberries packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bags in a five layered cardboard box from 10 kg to 14 kg
- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layered cardboard box
- Plasticized two layered 20 kg Natron bag

strawberries quality control

Collecting and processing of strawberries is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product, available at customers requests.

- analysis on the presence of microorganism, pesticides, heavy metals, radioactivity
- process control, optical and by laser sorter
- final control according to the parameters from product specification, metal detection
- other according to customers Product specification



strawberry

Sour Cherry

(*Prunus cerasus* L.)

The favorable climate conditions and the excellent geographical position provide an extraordinary quality of cherries, which makes it one of the most significant Serbian export products.

The vast majority of sour cherries grown in Serbia are of the Oblacinska variety. Thanks to its properties, pit easily pitted, firm flesh, red color of the skin, this variety is recognized by all branches of industries.

Apart from fresh, sour cherries are consumed as preserves, jams, juices and liqueurs. Famous for its quality, cherries in liquor are suitable for liquor flavored chocolates.

Out of total Serbian sour cherry exports 49% are frozen, 36% are fresh and 15% are canned.

Consumption of sour cherries has many health benefits - from helping to ease the pain of arthritis and gout, to reducing risk factors for heart disease, diabetes and certain cancers. They also contain melatonin, which has been found to help regulate the body's natural sleep patterns, aid with jet lag, prevent memory loss and delay aging process.



Elixir Food sour cherries



Elixir Food offers sour cherries available in different qualities according to the requirements or type of industry to which they are intended, pre-cooled or deep frozen:

- Mainly deep frozen sour cherries products requested from market are:
- pre cooled
- IQF pitted from fresh
- deep frozen pure quality
- deep frozen roller pitted
- deep frozen in freezer plates
- and other according to customers requirements

sour cherries packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bags in a five layered cardboard box from 10 kg to 14 kg
- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layered cardboard box
- Plasticized two layered 20 kg Natron bag

sour cherries quality control

Collecting and processing of sour cherries is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product, available at customers requests.

- analysis on the presence of microorganism, pesticides, heavy metals, radioactivity
- process control, optical, laser sorter and x-Ray
- final control according to the parameters from product specification, metal detection
- other according to customers Product specification.



Plum

(*Prunus L.*)

Plums are considered one of Serbia's most traditional fruits. Serbia is famous for the Stanley variety of plum and different varieties of Čačanka and Požegača.

Harvesting starts in July and ends in September depending on areas of production.

Plum fruit tastes sweet and/or tart; the skin may be particularly tart. It is juicy and can be eaten fresh or used in jam-making or other recipes. Plum juice can be fermented into plum wine; when distilled, this produces a brandy known in Eastern Europe as Rakia.

Dried plums (or prunes) are also sweet and juicy and contain several antioxidants. Plums and prunes are known for their laxative effect. This effect has been attributed to various compounds present in the fruits, such as dietary fiber, sorbitol, and isatin. Prunes and prune juice are often used to help regulate the functioning of the digestive system.



Elixir Food plums

Elixir Food offers plums available in different qualities according to the requirements or type of industry to which they are intended, pre cooled or deep frozen:

Mainly deep frozen plums products requested from market are:

- pre cooled
- IQF machine cut or hand cut
- deep frozen roller pitted
- deep frozen in freezer plates
- and other according to customers requirements

Plums packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bags in a five layer cardboard box from 10 kg to 14 kg
- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layered cardboard box
- Plasticized two layered 20 kg Natron bag

Plums quality control

Collecting and processing of plums is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product, available at customers requests.

- analysis on the presence of microorganism, pesticides, heavy metals, radioactivity
- process control, optical and by laser sorter
- final control according to the parameters from product specification, metal detection
- other according to customers Product specification.



Apricot

(*Prunus armeniaca*)

Apricots have an important place in fruit production in Serbia. They are sweet with very good flavor and taste.

Most of the apricots produced in Serbia are consumed fresh, but exported as frozen, dried and canned. Harvesting starts in June and ends in July.

The varieties of apricots that are most often grown in Serbia are **Hungarian Best**, **Roxana** and **Keckemet Rose**.

Nutrients in apricots can help protect the heart and eyes, as well as provide the disease-fighting effects of fiber. The high beta-carotene content of apricots makes them important heart health foods. Beta-carotene helps protect LDL cholesterol from oxidation, which may help prevent heart disease.

Apricots contain nutrients such as vitamin A that promote good vision. Vitamin A, a powerful antioxidant, quenches free radical damage to cells and tissues. Free radical damage can injure the eyes' lenses.





Elixir Food apricots

Elixir Food offers apricots available in different qualities according to the requirements or type of industry to which they are intended, pre-cooled or deep frozen:

Mainly deep frozen apricots products requested from market are:

- pre cooled
- IQF hand cut
- deep frozen in freezer plates
- and other according to customers requirements

Apricots packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bags in a five layer cardboard box from 10 kg to 14 kg
- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layered cardboard box
- Plasticized two layered 20 kg Natron bag

Apricots quality control

Collecting and processing of apricots is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product, available at customers requests.

- analysis on the presence of microorganism, pesticides, heavy metals, radioactivity
- process control, optical and by laser sorter
- final control according to the parameters from product specification, metal detection
- other according to customers Product specification



Vegetables

Pepper (Capsicum Annum)

Pepper is one of the most significant farming culture in Serbia, grown on extensive surfaces or in greenhouses. It is widely used in many food industries.

Harvesting of peppers starts in July and ends in September. Peppers grown in Serbia excel in high nutrition and biological value. They are rich in carbohydrates, vitamins, malic and citric acids and carotenoids (color matters).

The most frequently grown pepper, mostly used in industrial processing, is the *Kania (Kapia)* variety.

Thanks to its high concentration of Vitamin C (pepper has more Vitamin C than lemon - around 250 mg per 100 g of produce) and a high percentage of dry matter (10% in a fresh pepper), this vegetable is highly important for a healthy and balanced diet.

Broccoli (Brassicaceae oleraceae)

Broccoli is a plant in the cabbage family (*Brassicaceae oleraceae*), whose large is used as a vegetable. Broccoli has large *flower heads*, usually green in color, arranged in a tree-like structure on *branches sprouting* from a thick, edible stalk. The mass of flower heads is surrounded by leaves. Broccoli most closely resembles cauliflower, which is a different cultivar group of the same species. Broccoli is high in vitamin C, as well as dietary fiber; it also contains multiple nutrients with potent anti-cancer properties, such as *diindolylmethane* and small amounts of selenium. It is less popular than cauliflower in everyday use although it has more carbohydrates, fat, vitamins and minerals than cauliflower. In fact, boiled broccoli has more vitamin C than an orange, and it contains more calcium than a glass of milk. Only a small portion of broccoli contains more fiber than a slice of wholemeal bread. Broccoli is also one of the best sources of vitamin A in nature.

Cauliflower (Brassica oleracea)

Cauliflower, is one of several vegetables in the species *Brassica oleracea*, in the family *Brassicaceae*. It is an *annual plant* that reproduces by seed. Typically, only the head (the white curd) is eaten. Cauliflower is low in fat, low in carbohydrates but high in dietary, fiber, folate, water, and vitamin C. A 100gr of the edible part of cauliflower has got only 25 calories. Boiling reduces the levels of these compounds, with losses of 20–30% after five minutes, 40–50% after ten minutes, and 75% after thirty minutes. However, other preparation methods, such as steaming, microwaving, and stir frying, have no significant effect on the compounds. A high intake of cauliflower has been associated with reduced risk of aggressive prostate cancer.





Elixir Food vegetables

Elixir Food offers vegetables available in different qualities.

Deep frozen peppers are available blanched and unblanched:

- deep frozen stripes (red, green or flamed)
- deep frozen cubes 10 x 10 or 20x20 (red, green or flamed)

Deep frozen broccoli and cauliflower are available calibrated 20-40, 40-60 or uncalibrated

Apricots packages

Private label packaging:

- PVC or PE bags from 300 g to 2.5 kg

Packages for industry and wholesalers:

- PVC bag 4 x 2.5kg or 2 x 2.5kg in a five layer cardboard box
- PVC bags in a five layer cardboard box from 10 kg to 14 kg
- Plasticized two layer 20 kg Natron bag
 - octabins

Vegetables quality control

Collecting and processing of vegetables is followed by reception, process and final quality control activities and reports. Several analysis are carried out from the fresh to the frozen final product and reports are available to the customers:

- analysis on the presence of microorganism,
- pesticides, heavy metals, radioactivity
- process control
- final control according to the parameters from product specification

























years of service



Harvest Calendar

	May	June	July	August	September	October	November	December
Strawberry								
Cherry								
Raspberry								
Apricot								
Blackberry								
Plum								
Pepper								
Cauliflower								
Broccoli								

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