

d'arbo Seit 1879

THE MARKET

The slogan "A breakfast for an emperor" is still a tradition among Austrians. According to a recent study, three quarters (77 %) of Austrians say they do not like going without breakfast and that they see preserves and honey as an essential part of the meal (Source: Spectra, 2010).

That's why food retailers in Austria sell around ten million kilogrammes of preserves every year, and estimates extrapolated from preserving sugar consumption indicate that a similar amount of preserve is made in private households. This means that every Austrian consumes on average about 2.8 kg of preserve annually with their breakfasts.

The Darbo brand is the most popular preserve brand in Austria today. It is the clear market leader with a market share of 59.7 % (Source: Nielsen, Total Grocery Retail, 2014).

Honey is also one of the most popular breakfast spreads. On average, every Austrian buys 0.3 kilogrammes of honey from food retailers every year, and about 0.5 kilogrammes from beekeepers. With a market share of 34.4 %, Darbo is also the Number 1 on the Austrian honey market (Source: Nielsen, Total Grocery Retail, 2014).

Darbo also operates in the premium segment as a syrup producer. Few producers can match Darbo's quality with a fruit content of up to 95 % – and success in the segment proves the wisdom of this quality approach.



ACHIEVEMENTS AND SUCCESSES

"The production and marketing of top-quality natural and innovative foodstuffs to consumers, catering establishments and the further-processing industry in Austria and on the global market" is the successful company philosophy behind A. Darbo AG, based in the Tyrolean town of Stans. A big name from a small village that now has a reputation worldwide.

Following the innovations of his grandfather Rudolf with his "fruit steamery" and his father Adolf with his miniature portions, Klaus Darbo had an inspirational idea after reading extensive research documentation into consumer needs and wants. The brand name "Darbo All Natural" was born. The law states that only natural ingredients such as fruits, sugar, concentrated lemon juice and the gelling agent pectin may be used in All Natural preserves. This made Darbo Austria's most popular preserve brand within the space of a few years and since then it has been able to extend its market leadership. In 2014, it achieved sales of 123.5 million Euros. Exports make a significant contribution to Darbo's success and have already reached a quota of 50 %. People in approx. 50 countries can enjoy the delicious Darbo products.

Darbo currently employs 330 dedicated staff. The human factor is at the centre of Darbo's social policy, because only satisfied employees are able to successfully advance the company.

HISTORY

In 1879, the Darbo family founded a "fruit steamery" in Görz and is so doing laid the foundations of the company that is today one of the most successful in Austria. When Görz found itself on the front line during the First World War, the family moved north and finally arrived in Stans in Tyrol.

The Darbo family ran the "Gasthaus Stanser Hof" in the town and also produced honey and preserves. Adolf Darbo worked in the company from a young age and one day he had a real brainwave. "People would call it an innovative idea today", says Klaus Darbo in praising his father's creativity. He was the first to develop and market miniature portions for catering establishments. This was more than just a product. It was a service which solved the problem of sticky tablecloths. Klaus Darbo joined the company in 1970. "I was the general dogsbody", recalls the former company boss, "and turnover back then was around 1.8 million Euros". As far as the quality of the products was concerned, Klaus Darbo built on the company's tradition. For him, the route to success was clear from the start: The future could only be secured by further tapping into the food retail trade.

Consequently, in addition to catering establishments, food retailers increasingly became another supply outlet, and this made end consumers customers of the company. In the 1990s, the German preserve maker Schwartau GmbH & Co.

KG bought a stake in A. Darbo AG and then transferred the shares to the Swiss company Hero AG. In 2009, the shares were sold back to the Darbo family, with the result that since then the company has once again been 99 % family-owned.



In 2009, Martin Darbo took over the chairmanship of the Tyrol-based food producer. Klaus Darbo, who had headed the company since 1970, handed over the chairmanship to his son Martin.

PRODUCTS

There are many reasons why Darbo products are so unique and have such good quality: Not least among these is the fact that only fruits from the world's best growing regions are used in Darbo products. Decades of experience and fruit purchasing relationships have given Darbo a certain edge when it comes to sourcing especially high-quality fruits, which are then turned into preserves in a careful production process. And this knowledge leads to high-quality, tasty and exquisite fruit creations.

Darbo preserves and fruit spreads also have a unique and extensive product range. Darbo markets four preserve and fruit spread lines to appeal to different target buyers (All Natural, Calorie-Reduced, Double Fruit and Reform). All are offered in various flavours to bring variety to the breakfast table.

Darbo Double Fruit spreads cater to the taste of fruit lovers. With their high fruit content of up to 70 %, they're a guarantee of an unforgettable taste and flavour experience.

In addition Darbo also makes with the Reform line preserves, syrups and a honey substitute especially for diabetics.

When it comes to honey, Darbo is also ahead of the competition. Honey is part of the trend towards natural nutrition. Darbo spotted this trend, extending its product range by adding both Austrian-made honey and speciality honeys from many different countries of origin such as Mexico and New Zealand.



A range of premium-quality syrups was introduced onto the market in 1994. Within a short time, it had gained a high market share and was revolutionising the syrup sector. The twelve syrups represented a genuine innovation on the part of the company, because products of such high quality had not been available before.

In 1998, Darbo came up trumps with yet another innovation: Darbo Fruchtikus, the first Austrian breakfast snack for spooning. The hallmark of this fruit snack is its high fruit content of up to 90 % and its vitamins.

In 2002, Darbo also launched compotes onto the market in particularly appetising glass containers. As always, Darbo relied here on classic recipes and special, careful preparation. But it isn't just among end consumers that Darbo is popular and well known. The company is also held in particularly high esteem by catering establishments, where it enjoys especial renown in the breakfast market.

In 2006 was the Austrian retail launch of Darbo fruit bars. These bars deliver an "energy boost" between meals. The 40 g bars with a high fruit content are available in the flavours rose apricot, fruits of the forest, wild logberry and blackcurrant.

Darbo calorie-reduced preserves are low in calories but make no compromises when it comes to flavour. Containing no more than 80 calories per 100 g, they have about 67 % fewer calories than ordinary preserves. The high fruit content of 60 % makes them ideal for weight-watchers to spread on their bread.

CURRENT DEVELOPMENTS

An important pillar of Darbo's success is the constant search for new products to attract consumer interest and the on-going development of range extensions in terms of both breadth and depth.

Since March 2013 a combination that's really something: The new Darbo fruit syrup strawberry and lime. The intensive flavour of fruity strawberry combined with a fresh and tangy hint of lime that's particularly refreshing. It also owes its superb flavour experience to a high fruit content.



In the spring 2014 Darbo has once again come up with a novel idea: All Natural strained sea buckthorn orange preserve. Tart and tangy sea buckthorn harmoniously combined with sweet oranges in a balanced ratio are used to make the new, finely strained Darbo All Natural sea buckthorn orange preserve. And what makes it really special is that in addition to the high Vitamin C content of sea buckthorn and orange, the finely puréed consistency delivers an unforgettable breakfast experience.

Since April 2014 the low-calorie preserves range has included the new variety rosehip and acerola. Tart and aromatic rosehips refined with fruity sweet & sour acerola cherries form the basis of this unusual fruit combination. At just 79 calories per 100g, the new rosehip acerola flavour has 67 % fewer calories than ordinary preserves. The high fruit content of 62 % makes it the ideal thing for weight-watchers to spread on their bread. And so the message remains the same for all those who are conscious of their figure and what they eat: stay slim, but still enjoy life to the full. Diabetics can also enjoy the new low-calorie preserves without any worries.

ADVERTISING

"It's not enough just having an excellent product. It needs to be promoted correctly." This is also the opinion of Martin Darbo, who every year invests a significant part of the company's turnover in his marketing and advertising concept. Strategic planning and targeted creativity have been successful.

When selecting advertising media, Darbo relies on a colourful mix of TV, cinema, print and online advertising. For many years, the TV advertising has had the same backing music, which has now become almost the Darbo signature tune.

Darbo advertising has also won a significant number of awards: In 1988 and 1994, Darbo won the prestigious "Austrian Marketing Prize". In addition there were the "State Prize for the Best Advertising" and the "Print-Oscar" for 1988. In terms of advertising efficiency, Darbo won an Effies Gold award in 1990, 1993, 1998 and 2002. Effies silver came in 1988, 1994, 1997, 2000, 2004 and 2008, with Effies bronze in 2006 and 2010. The highest Effie award (Platinum) went to Darbo Fruchtikus in 1998. In 2010, a TV commercial took 2nd place in the ORF vote for the most popular TV commercials. In 2012, the trade magazine Regal chose Darbo as Austria's most trusted brand across all product groups. In 2013, Darbo took 2nd place in the Art Direction category in the CCA advertising prize „Golden Venus“ for its fruit syrup TV ad. In 2014, the trade magazine Regal chose Darbo as the brand with the highest penetration in the commodity group preserves.

For Darbo, perfection is in the detail. It's not just the contents that are important. Great value is also attached to attractive packaging. Elegant jars and lovingly designed labels make Darbo products a visual treat as well. The outside of the jar gives you a clear indication of what you'll find inside: High-quality preserves or genuine top-quality bee's honey. Darbo has been awarded a "state accreditation" and a "Clio" in New York for its exemplary packaging.

Darbo is also particularly proud of the gold medal from Monde Selection in Brussels for its elder-flower syrup. In 2009, Klaus Darbo received the Brand Life Award in recognition of the sustained development of valuable brands.



BRAND STRATEGY

For the Tyrol-based fruit specialists, the tradition of the Darbo family and the careful processing of absolutely top-quality, choice fruits are at the forefront of the brand's endeavours. Darbo operates a policy of consistent brand development and brand strategy, which is reflected in clear design guidelines and their implementation across all products.

In addition, Darbo secures customer loyalty in the long term by ensuring only high-quality products with an optimum price-quality ratio are marketed. In Austria, the Darbo brand enjoys prompted awareness of 89 % for preserve, 63 % for honey and 67 % for syrup (Source: Karmarsin, 2014.)

www.darbo.com

Did you know that...



- Görz, where Darbo was founded in 1879, was previous Austrian and is known today as Gorizia, a town divided between Slovenia and Italy.
- In addition to Martin Darbo, other three brothers work for the company, thus ensuring that it will stay in the family for another generation.
- On average, one jar of Darbo preserve is sold per second in Austria during shop opening hours.
- The Darbo family name was written with an apostrophe until the mid 19th century, which is why it was reactivated for the Darbo logo.
- The slogan "In Darbo Naturrein kommt nur Natur rein" is one of the most wellknown in Austria, with surveys showing it is recognised by 72 % of people (Source: Kamarasin, 2014).
- The renowned San Francisco Chronicle voted Darbo All Natural blueberry preserve the best preserve of 2005.