

CORPORATE PRESENTATION

COOPERATIVE "POKÓJ"



The background features a warm, golden-orange gradient. At the top, there are several thick, glossy drips of a golden liquid, likely honey or syrup, that flow downwards. These drips are thick and have a high-gloss, reflective surface. They eventually merge into a wide, shallow pool of the same liquid at the bottom of the frame. The overall effect is one of richness and indulgence.

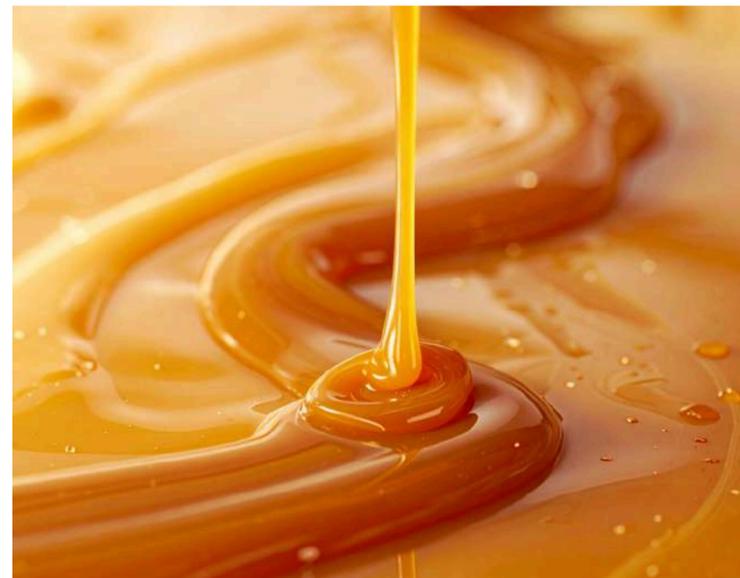
COMPANY

<https://www.sp-pokoje.com.pl/>



A COMPANY WITH A LONG TRADITION

The history of the “POKÓJ” Cooperative dates back to 1949. From the very beginning, the company specialized in producing popular sweets, mainly “krówki” - a traditional Polish confection and one of Poland’s signature specialties.





Drawing on the **long-standing traditions** of Polish confectionery and the extensive experience of its team, the “POKÓJ” Cooperative has developed its own original recipes, ensuring the highest product quality and exceptional taste.



The products of the Cooperative are true **delicacies** - recognized among the finest not only in the country, but worldwide. As a **pioneer in its field**, it sets the highest standards of quality, and its exceptional taste has earned the appreciation of customers across the globe.





PORTFOLIO

KRÓWKI

These are traditional Polish milk candies rooted in Poland's confectionery heritage and regarded as one of the country's most recognizable sweets.

The Cooperative's *krówki* stand out for:

- their rich, milky flavor - a symbol of tradition and quality,
- their smooth, caramel-like texture - soft and creamy on the inside,
- their attractive packaging, which highlights their distinctive character and Polish origin.





FLAVOURED KRÓWKI

Flavoured *krówki* are a variation of traditional milk *krówki*, offering richer and more surprising taste experiences. They are made from classic, creamy milk caramel, enriched with natural ingredients and flavors such as fruit, cocoa, coffee, or coconut.

As a result, each *krówka* gains a unique character - from fruity freshness to intense, distinctive flavor notes - making the product appealing both to lovers of tradition and to those seeking new taste experiences.



FRUIT CANDIES

Fruit candies are an option for those who appreciate bold, fresh, and juicy flavors.

Produced with great attention to quality, they combine traditional confectionery expertise with a modern approach to flavor composition.

Available in a variety of flavors, they offer an attractive alternative to classic milk-based sweets.



SAUCES

Sauces and creams combine a traditional recipe with a modern way of serving. Inspired by the classic flavor of *krówka*, they delight with a deep caramel-milk note and a perfectly creamy texture.

These products are created for those who want to enhance their desserts with an intense, naturally sweet touch.



TOFFI

Toffee is a confection with a rich, deep caramel flavor and a uniform, chewy texture. Unlike traditional fudge (krówka), which is more milky and combines a crumbly outer layer with a soft interior, toffee has a dense, cohesive structure without the characteristic “tear” in the center. As a result, its flavor is more concentrated, and its texture remains smooth and elastic throughout.



FUDGE CANDIES

Fudge candies are classic caramel-milk sweets with a distinctive buttery aroma and a pleasantly brittle texture. They are made using carefully selected ingredients and proven recipes, which allow them to retain their traditional character and high quality.

They are characterized by a balanced sweetness and a firm consistency. This is a product that has been appreciated for years by lovers of classic confectionery.

The background features a light orange gradient with several streams of thick, golden liquid dripping from the top edge. The drips are thick and glossy, creating a sense of movement and texture. The liquid pools at the bottom, forming a wide, shallow puddle.

PRODUCTION

PRODUCTION PROCESS



The production process at the Pokój Cooperative is based on **proven recipes** and carefully selected ingredients that guarantee consistent taste and high product quality. Every stage - from preparing the mixture, through cooking and shaping, to packaging - is carried out in accordance with **strict production standards**.

Modern technological facilities support traditional manufacturing methods, making it possible to preserve the sweets' characteristic texture and flavor.

Continuous monitoring of production parameters, along with quality supervision at every stage, ensures product **safety and compliance with applicable standards**.



CERTIFICATES AND QUALITY STANDARDS

The Pokój Cooperative places great importance on the quality and safety of its products, as confirmed by the certificates it has obtained and the quality management systems it has implemented.

The Cooperative holds the **IFS Food** certificate, confirming that its production processes comply with food safety requirements and good practices throughout the supply chain. In addition, the product range includes **HALAL-** and **KOSHER-**certified items, opening up distribution opportunities for specific consumer groups as well as international markets with high quality and cultural requirements.

The certificates held by the Pokój Cooperative **guarantee that both its production process and final products meet rigorous industry standards**, while the company continuously strives to maintain a high level of quality control.





SCALE OF OPERATIONS

DISTRIBUTION TO FOREIGN MARKETS



The Pokój Cooperative has been successfully **expanding sales of its products in foreign markets, promoting Polish sweets beyond the country's borders**. Many years of experience, consistent quality, and the distinctive taste of traditional products make our sweets appealing to customers in various parts of the world.

Exports include both classic *krówki* and other products from the range, adapted to the requirements of each market in terms of packaging, weight, and labeling. We work with trade partners and distributors, ensuring efficient logistics and timely deliveries. The development of international sales is an important element of the company's strategy, strengthening the position of the Pokój Cooperative brand as a producer of traditional Polish sweets with an international reach.



The background features a light brown, textured surface with several streams of thick, golden liquid dripping down from the top. The drips are thick and glossy, creating a sense of movement and texture. The liquid pools at the bottom, forming a wide, shallow puddle. The overall color palette is warm and monochromatic, dominated by shades of gold, brown, and beige.

DEVELOPMENT



NEW DIRECTIONS

Tradition and a Modern Strategy



The company is **continuously expanding its product portfolio** in response to changing market needs and the expectations of its business partners.

Launch of an Online Store



The Pokój Cooperative is expanding its online sales through the **launch of its own online store**, enabling customers to purchase products directly.

Entering the Polish Market



An important step in the development strategy is a **dynamic entry into the Polish market** and the strengthening of domestic sales.

Expansion and Investment



At the same time, the company continues to **expand its international sales** and invests in technological facilities and the optimization of production processes.



The background features a light brown, textured surface with several streams of thick, golden liquid dripping down from the top. The liquid forms long, vertical, teardrop-shaped columns that pool at the bottom, creating a shimmering, reflective effect. The overall aesthetic is warm and indulgent.

MARKETING

The Pokój Cooperative is actively building its presence on social media, **creating a space for direct contact with customers and business partners.** Through regular posts, we showcase our products, new launches, behind-the-scenes production insights, and inspirations related to sweets.

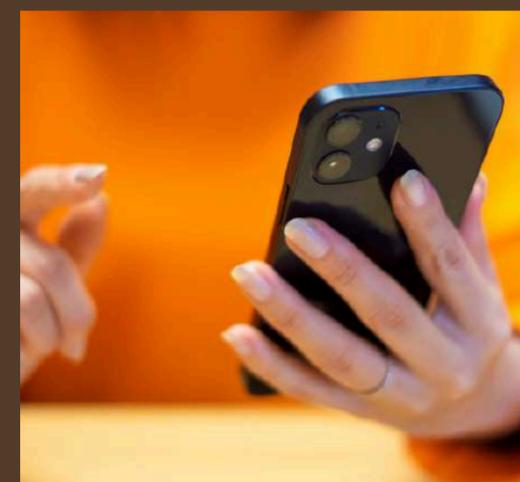
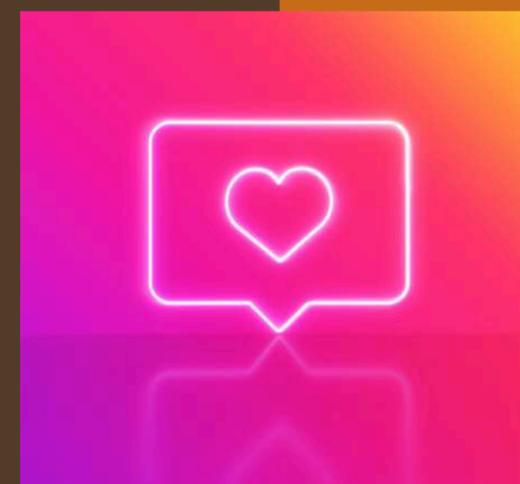
We are present on Facebook, Instagram, and TikTok, where we present the character of the brand in a variety of ways - from tradition and quality to lighter, engaging video content. Social media allows us to build brand awareness, strengthen relationships with our audience, and reach new customer groups.

Our communication combines the company's traditional image with a modern form of expression, emphasizing the authenticity and taste for which the Pokój Cooperative is known.

01. Instagram: https://www.instagram.com/spoldzielnia_pokoj?igsh=eGY0ZmRpYmp2eGZ2&utm_source=qr

02. Facebook: <https://www.facebook.com/profile.php?id=61586629455010>

03. TikTok: https://www.tiktok.com/@sp_pokoj?_r=1&_t=ZN-94ZTd7cUsII





THANK YOU FOR YOUR ATTENTION

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