



Annual Report

# Lufra Foods 2023



# A summary from company executives



"Dear friends,

As we close the chapter on 2023, we are proud and grateful for the incredible journey we have undertaken together. This year has been very important for the company's expansion, innovation and unwavering commitment to excellence. Against the backdrop of global challenges, Lufra Foods has not only weathered the storm, but emerged stronger than ever. Our commitment to quality, transparency and authenticity has borne fruit, continuing to earn the trust of more of our customers. We want to express our appreciation to each member of the Lufra Foods family for your hard work and dedication. Your passion and expertise have been incredibly important in shaping our success. Looking ahead, let's continue this journey with motivation for the future as we explore new horizons and continue to lead the food and beverage industry with integrity."

Luis and Franc Ndreka

## We were awarded the prize "BEST BUY" from ICERTIAS

Lufra was awarded by Icertias organization based in Switzerland with the "Best Buy" 2023/2024 award as the company selected by Albanian consumers for the best quality-price ratio for milk and yogurt products.

This is an extremely important award for our company and places the Lufra company alongside the best companies globally such as Unilever, P&G, Danone, etc.



## We were awarded the "BUSINESS EXCELLENCE 2023" Award

Lufra is awarded the "BUSINESS EXCELLENCE 2023" award as the best dairy industry company in Albania!

We are very proud that this award comes as a result of surveys with consumers throughout the territory of Albania and that we have been selected as their favorite dairy company.



## Brands we brought to life in our plants and global brands that we market in Albania

Lufra Foods, comprised of a dedicated team comprising 190 sales agents and 22 sales managers, specializes in the marketing and distribution of renowned brands. Our organizational structure includes in-house research and development as well as marketing departments. Operating from five state-of-the-art warehouses strategically located in Lushnje, Tirana, Saranda, Korça, and Kosovo, we boast a fleet of 70 refrigerated vans and 30 distribution vans. With a market penetration reaching 95%, Lufra Foods stands as a prominent player in Albania's market.



We serve over  
**6,000** POINTS OF  
SALE

We distribute  
**+250 SKU's**

## Developments in the HR Department

Lufra participated in several Career Fairs where there was a lot of interest in vacant positions in administrative and managerial roles.

### 1020 Training hours

This year our employees participated in 1020 hours of training conducted by experts in the field and over 5 training programs.

From these trainings we can mention:

- Training for the Management of Dynamics in Labor Relations
- Training on Safety at Work
- Training on Budgeting from EPPC
- Training on Quality and Production
- Training on the Basics of Sales
- Training on Kaizen Methodology and LEAN Production



# Developments in the production plant

Lufra Foods, focused on offering the highest quality has made investments in this aspect by also strategically organizing its production departments for solid and liquid products, optimizing space and creating opportunities for efficient management across all production facets. Concurrently, the company has established new storage facilities to accommodate imported products, further enhancing its capabilities in the distribution of these items within the Albanian market.

## The 'Farmer of the Year' award was given to Mr. Leonard Kanapari

In keeping with tradition at Lufra Foods, the annual recognition of the outstanding farm continues, with a special prize bestowed upon the selected recipient as a means of fostering increased motivation among farmers. The distinguished title for the year 2022 has been conferred upon Mr. Leonard Kanapari's farm. Remarkable achievements in raw material analyses, consistent readiness to collaborate, and a proactive initiative in enhancing stable conditions and expanding the farm were among the criteria in which Leonard excelled.



## Innovations in Products and Packaging

Attentive to the demands of consumers, we decided to give more echo to the importance of probiotics in the daily diet. There are BILLIONS of probiotics in a bottle of -Drinkable Yogurt- from Lufra! The best choice to strengthen immunity and enjoy the freshness of nature!



## The Dukat Water draw was a real success!

The Dukat company decided to reward its customers through a draw where we gave away iPhones, Scooters, TVs, and many other gifts for five consecutive months. The draw culminated with the winner of the KIA Stonic car. Dukat water consumers quenched their thirst with fresh, mineral-rich, nitrate-free water and discovered the code under the lid, winning monthly super gifts.



# Progress in the Social Responsibility Program



Lufra Foods donated food and warm clothes to the children of the "Institute of Blind students".



Lufra Foods donated food and essential products to the babies and children of the orphanage in Durrës. We also helped the "Association of Para-Quadriplegics" in Shkodër.



In December 2023, Lufra distributed food baskets to **100 families** in need, in Lushnje, Fier, Berat and the surrounding villages, where our staff committed to deliver the baskets to families in need at their homes.



Lufra Foods undertook an impactful awareness campaign focused on the early detection and prevention of breast cancer, guided by the crucial objective of educating, assisting, and inspiring our community. Throughout this significant initiative, we arranged specialized meetings involving our company doctor, educators from "Pali Dani" high school, and the secondary school in Gorre, Lushnje. The campaign also engaged our factory staff. As part of this collective endeavor, Lufra Foods provided complimentary breast ultrasound examinations to all employees and teachers, reinforcing our commitment to the well-being of our community.



Our staff got involved by supporting the Red Cross blood donation initiative. We are committed to making a positive difference in the lives of those in need by supporting blood donation organizations or any healthcare-related initiative.



# Visitors to the factory



Lufra is always open for visitors. Within the framework of the International Conference on Livestock and Agribusiness organized by the Agricultural University of Tirana in cooperation with foreign universities, the group of lecturers expressed their interest in seeing more closely the functioning of the production processes of our products. The lecturers were accompanied by our production manager, who provided a detailed explanation of our factory and production processes.

In addition to professors and experts and those interested in dairy production, Lufra also welcomed small school visitors.



As every year, Lufra Foods participated in the Job and Career Fair at the Faculty of Economics, University of Tirana to offer students a bridge to our internship programs and job vacancies. Internship programs have been very successful for our company, employing full-time students after the internship programs.





# Lufra Foods team and the future!



Our team at the #runitied4sports @tiranamarathon. We noticed a great awareness of the Lufra team for sports activities.



The managerial team of Lufra Foods actively engaged in the annual "Staff Retreat" held in October, this year in Vlora.



This gathering provided a distinctive and invigorating opportunity for all team members to unite, rejuvenate, reflect on our accomplishments, and reinforce our bonds as a cohesive team. Amidst the rapid pace of our daily work routines, taking a moment to step back, unwind, and cultivate stronger connections with one another is crucial. This established annual tradition serves precisely that purpose, promoting a conducive environment for team building and personal rejuvenation.