



CATERING SERVICES

Reliable Food Service for Modern Workplaces

COMPANY INFO

The primary activity of «Priča» company refers to business catering and cooperation with large business systems in terms of serving employees on a daily basis.

From the aspect of food and service quality, the focus of the «Priča» catering team members on the needs and demands of clients is the basis of business policy and the key to long-term cooperation with clients.



01

COMPANY OVERVIEW

PRIČE CATERING AT A GLANCE



Founded: 2013

Nova Pazova

Primary activity:

Business catering

Number of employees:

200+

Meals per day:

20 000+

Standards:

HACCP, ISO 9001, ISO 14001, ISO 22000, ISO 45001

**Meal Ordering
and Collection
System**

VALUE PROPOSITION



Safe

Food safety systems, HACCP-based controls, following ISO 9001, ISO 14001, ISO 22000 and ISO 45001 standards, traceability, supplier checks, hygiene procedures and employee training.

Efficient

Fast service, demand forecasting, controlled costs, reduced waste and predictable operating economics.



Reliable

Experienced teams, procurement capability, production planning, fast mobilisation and consistent service performance. Working with local suppliers (over 90%).

Flexible

Different types of menus for all sort of needs, day and night shifts, service models and infrastructure adapted to each site and workforce.

Better employee experience. Less operational complexity for the client.

02

**WHAT
WE DO**

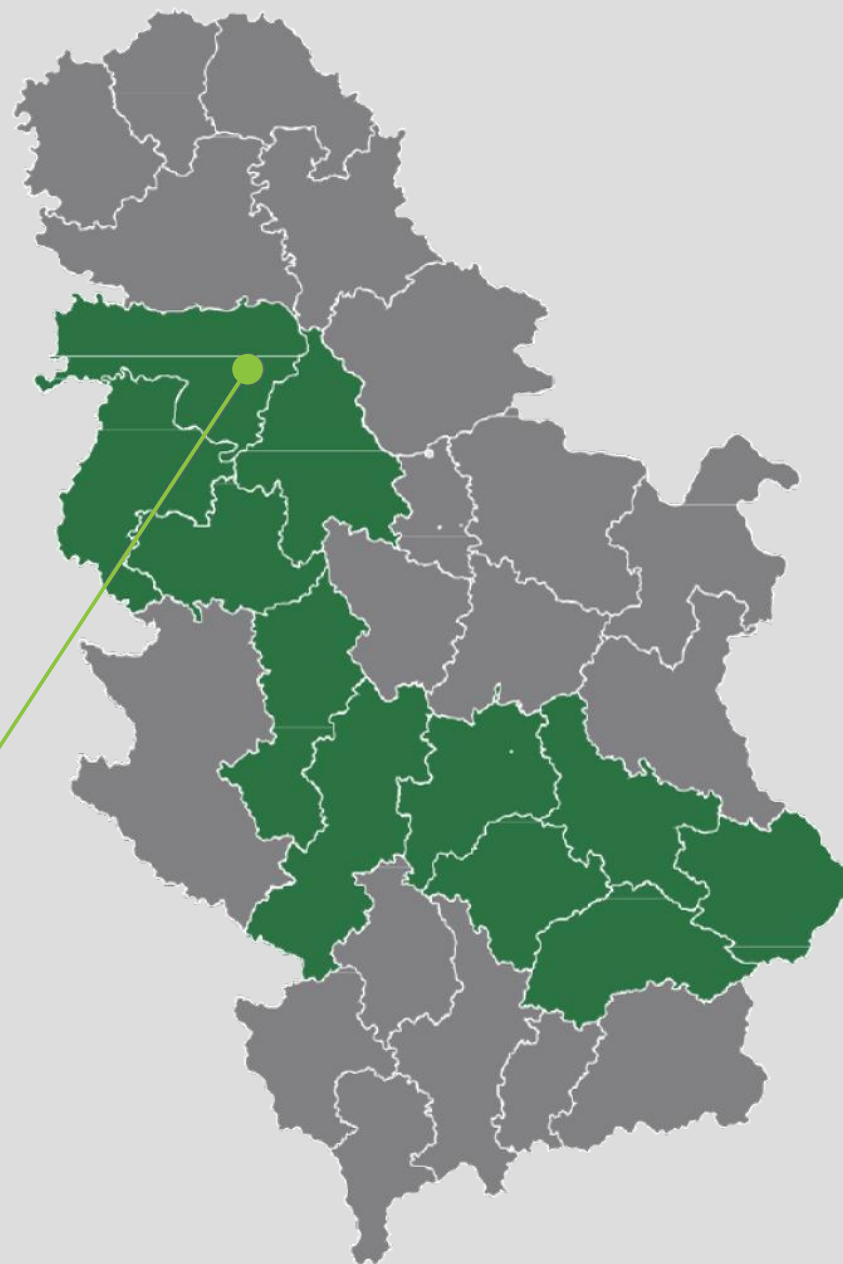
PRODUCTION PROCESS

The entire food production process is performed at seven locations:

- Kruševac
- Zaječar
- Pirot
- Kraljevo
- Nova Pazova
- Stara Pazova
- Šimanovci



WORKING BOTH ON-SITE AND
AT OUR OWN FACILITIES WITH
DELIVERY



OUR SERVICES

We are...



Providing meals

daily meals
vegetarian meals
diet-sensitive meals
fasting menu options
bakery products
grab-and-go options



Implementing technology

digital pre-order
forecasting
user feedback
consumption data
reporting



Improving operations

kitchen management
staffing
procurement
production planning
logistics
equipment management



Building infrastructure

canteen design projects
(functional planning and visual
design)
kitchen setup
dining-area organization
production equipment
launch support

One Partner. One Integrated Catering Solution.

SERVICE MODELS

We adapt the catering model to your site



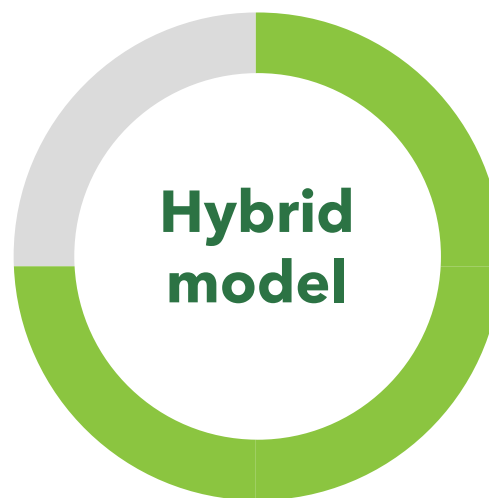
**On-site
kitchen**

Full production and service at the client's facility. Best for large, stable headcount and suitable infrastructure.



**Central
production
+ delivery**

Meals prepared at Priča production facilities and delivered to the client site for service.



**Hybrid
model**

Central production combined with on-site finishing, service or selected production steps.



**Grab&go/
automated**

Suitable for smaller locations, night shifts or sites where a full kitchen is not economical.

03

MAJOR STRENGTHS

FAST & EFFICIENT SERVICE



Efficient serving-line
organization

Fast service during
limited meal breaks

Experienced and
well-trained service
teams

Reliable service for
high-volume locations

Accurate planning
based on the
number of
consumers



IN-HOUSE PRODUCTION & BAKERY



Own professional
production facilities
with modern
equipment from
reputable
manufacturers

Own bakery with
production of
bread and
pastries



Greater
control over
quality and
food safety

Consistent
product
standards

Reduced
dependence on
external
suppliers

RELIABLE LOGISTICS



Making sure to deliver and serve your meals on time.

We operate our own fleet of vehicles that meets all required standards.

Our vehicles are equipped with temperature-controlled compartments, enabling safe and reliable food transportation, including distribution to multiple locations when required.



FOOD SAFETY & HACCP



HACCP-based food safety management system



Certified with ISO 9001, ISO 14001, ISO 22000 and ISO 45001 standards

Approved and carefully selected suppliers

Continuous temperature and hygiene monitoring

Product traceability and allergen management

Regular food safety trainings for employees

DIVERSE & INCLUSIVE MENUS



Ensuring unique experience and meeting all client's needs with:

- Customized menus
 - Balanced and nutritious menu
 - Seasonal menus
 - Vegetarian and dietary options
 - Regular menu rotation
 - Over 300 different dishes on offer
- Adaptation to different age groups and working conditions
- Forming the desired average meal price
- Providing different sale options - contracted menu and free sale

Weekly Menu

FRESH FOOD • HAPPY PEOPLE

*Good Food
Brighter Days!*

MONDAY



SOUP

Chicken soup
with vegetables

MAIN COURSE

Grilled chicken breast
with mashed potatoes
and steamed vegetables

SALAD

Seasonal green salad

DESSERT

Fruit of the day

TUESDAY



SOUP

Beef soup
with noodles

MAIN COURSE

Beef goulash
with rice

SALAD

Cabbage salad
with carrots

DESSERT

Homemade apple pie

WEDNESDAY



SOUP

Cream of pumpkin
soup

MAIN COURSE

Baked salmon
with quinoa and
roasted vegetables

SALAD

Mixed green salad
with cherry tomatoes

DESSERT

Yogurt with forest fruits

THURSDAY



SOUP

Minestrone

MAIN COURSE

Chicken stir-fry
with vegetables
and rice

SALAD

Tomato and cucumber
salad

DESSERT

Chocolate mousse

FRIDAY



SOUP

Tomato soup
with basil

MAIN COURSE

Breaded fish fillet
with roasted potatoes
and steamed spinach

SALAD

Beetroot salad

DESSERT

Fruit salad

SATURDAY



SOUP

Vegetable cream
soup

MAIN COURSE

Pasta Bolognese
with parmesan

SALAD

Rocket salad
with cherry tomatoes
and parmesan

DESSERT

Tiramisu

SUNDAY



SOUP

Chicken soup
with noodles

MAIN COURSE

Roasted chicken
with potatoes
and seasonal vegetables

SALAD

Seasonal salad

DESSERT

Panna cotta
with berry sauce



Fresh ingredients



Balanced meals



Made with care



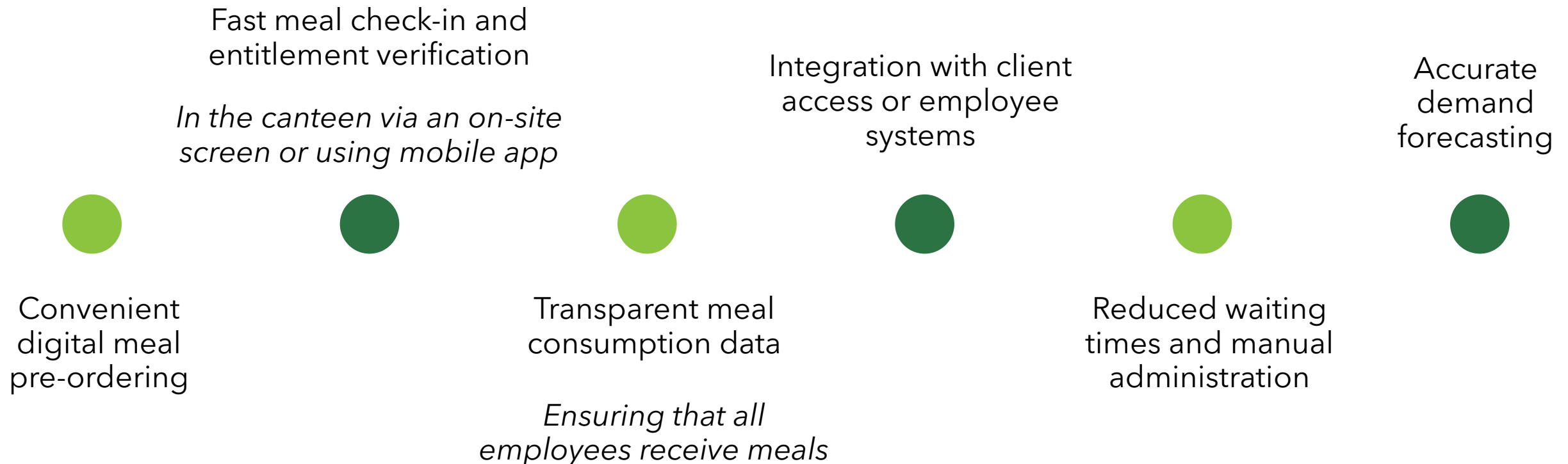
For a healthier tomorrow

www.pricacatering.com

DIGITAL CATERING EXPERIENCE



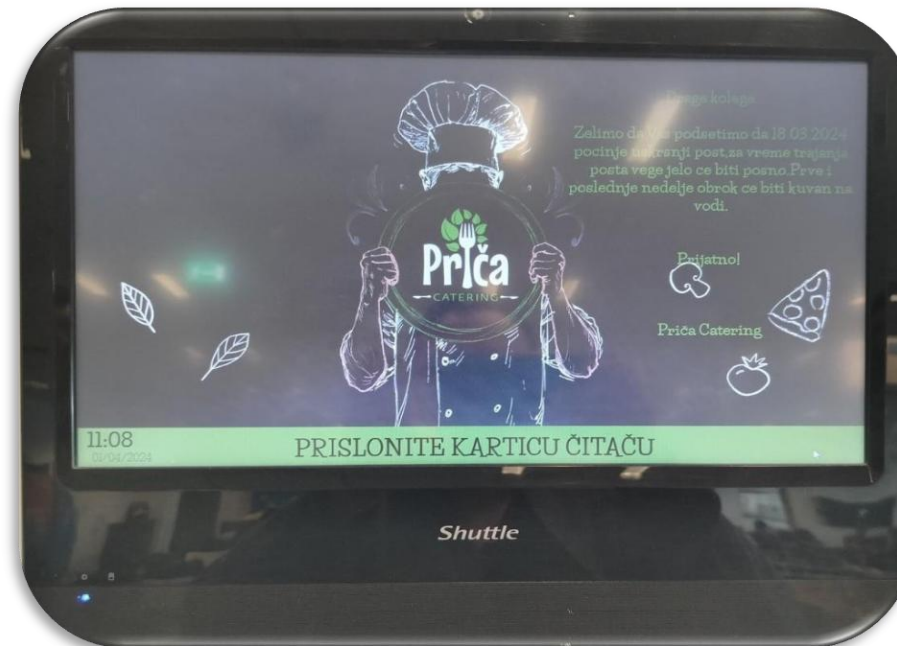
Implementing technologies that create better demand visibility and smoother employee experience.



DIGITAL CATERING EXPERIENCE



Implementing technologies that create better demand visibility and smoother employee experience.



COMPLETE DINING-AREA SOLUTIONS



Planning and organization of staff canteens with:

Functional dining-area layout

Professional equipment

Efficient serving-line and customer-flow design

Comfortable seating and clear navigation

**Solutions
tailored to
each facility**

READY-TO-EAT FOOD VENDING



Providing modern food service solutions tailored for client's needs



- Convenient access to food outside canteen hours
- Packaged sandwiches, snacks and beverages
- Products with controlled shelf life
- Cashless and contactless payment options
- Regular restocking and quality monitoring
- Suitable for multi-shift and 24/7 operations

PROFESSIONAL TEAM



Working with the best!

- Experienced chefs and production specialists
- Qualified food safety and quality-control personnel
- Professional site and operations managers
- Trained and customer-focused service teams
- Continuous staff training and development
- Clearly defined responsibilities and service standards



INVESTMENTS



Ready to invest in client-specific projects.

Professional kitchen
and refrigeration
equipment



Modern serving
lines and vending
machines

Digital ordering and
meal-management
solutions



Equipment
upgrades

CHARITY & COMMUNITY SUPPORT



We...

- support children's homes and local communities;
- take part in charitable initiatives for children;
- sponsor sports teams;
- promote active and healthy lifestyles;
- participate in community projects;
- commit to responsible business practices

...because we care!

SUSTAINABILITY



Reduced food
waste through
digital pre-
ordering

Accurate
production
based on actual
demand

Responsible use
of energy and
resources

Environmentally
conscious
packaging
solutions

Collection and
recycling of used
cooking oil

Cooperation
with authorized
recycling
partners

CUSTOMER ORIENTATION



Regular meetings
with clients

Direct
communication with
site managers



Regular collection of
client and consumer
feedback

Digital surveys and QR-
code feedback tools



Daily communication
with users

Fast response to
comments and requests



Excellentlly skilled,
trained and
customer-focused
stuff



Constant analysis of
consumer preferences

Continuous
improvement of menus
and services

04

REFERENCES

OUR CLIENTS



LEONI



05

CONTACTS

CONTACT US

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**THANK YOU FOR
YOUR ATTENTION!**

«Customer satisfaction, always first!»