



## “Reliable Technology and Well-Trained Staff are the Key.”

Since May 2005, the Serbian coffee manufacturer, Doncafé belongs to the international food manufacturer, the Strauss Group. Since March 2008, Doncafé operates under the new company name, Strauss Adriatic. The Doncafé brand is part of Strauss Adriatic, the Group’s regional brand for the countries of former Yugoslavia, as well as , Albania and from September 2008, also for Romania.

Strauss Adriatic’s declared vision is to become the number one for coffee and coffee-related products in the southeast European market. Today, the three brands Doncafé, C kafa and Il Maestro already have a market share of over 30 percent in Serbia. The diverse product range encompasses traditional Turkish coffee as well as espresso, single-serve and specialty coffee. On its way to regional market leadership, the company relies on PROBAT technology. Most of Strauss Adriatic’s newer production equipment comes from Emmerich. This also holds true for the largest production site, a greenfield project in Serbia. Two plants with R 2000 and R 3000 drum roasters, nowadays called NEPTUNE roasters, as well as the conveyance system CARRIER, scales from the CONTROLLER series and GRINDER SUPERFINE grinders ensure efficient production. A smooth process flow is guaranteed by the PROBAT control PILOT PLANT.

### Several good reasons for collaboration

Milan Zivkovic, Operational Manager of Strauss Adriatic, explains why they chose PROBAT for this project in the

interview with LEONARDO: “After the decision of the Strauss Group to make the biggest green field investment in Serbia, the decision about the equipment that will be used was taken with a high level of importance. So for us, the only technology that came into question was one that allowed us to recover investments in the shortest possible time.” This is why Doncafé has used its long-term relations to the parent company since 2003 and collaborates with PROBAT. “What we value most in this collaboration is the continual exchange of know-how during training sessions for everyone involved in the production processes – from the operator to the production manager”, says Milan Zivkovic, He adds: “For us, the combination of reliable technology and well-trained staff is the key to success.” A further plus in this collaboration is the quick service reaction in maintenance, Milan Zivkovic, emphasises: “The reaction times of PROBAT’s service staff are always short. It is decisive for us to get good solutions for keeping the downtime of our plants and equipment as low as possible in the event of irregularities. PROBAT is exactly the right partner for achieving this goal.” ■



From green coffee reception ...



... to the roaster ...



... all the way to grinding and packaging  
PROBAT supplied Doncafé with most of the components.