

DANONE za MEN



Reference card

DANONE, BULGARIA

DANONE Sofia, BULGARIA

Danone was founded by Isaac Carasso in Barcelona in 1919. He introduced yogurt as a product widely recognized for its health benefits in the Balkans, yet unknown in Spain at the time.

Clearly Danone was committed to healthy eating from the very start! Isaac named the new brand after his son Daniel, whose nickname in Catalan was "Danon".

Ten years later, Daniel himself rolled out the brand in France. To win over consumers, he emphasized the health benefits but also worked hard to ensure that Danone yogurt tasted better than rival brands.

Today Danone is an international company which has a presence on all continents. The group holds top positions in the healthy food sector through four businesses: Fresh Dairy Products, Early Life Nutrition, Waters, and Medical Nutrition.

Its mission is to bring health through food to as many people as possible. Danone has over 190 production plants and around 104,000 employees. In 2013, the company generated sales of over €1 billion, with more than 60% in emerging countries.



Reference card

Project name	Danone Serdica
City of installation	Sofia
Country of installation	Bulgaria
Commissioning date	2008 - 2014 regular deliveries
Country of ACO sales organisation	ACO Bulgaria
Segment	Food & Beverage Industry
Subsegment	Dairy

Project information

Customer description	Danone, a world leader in the food industry. Fresh Dairy Products, Waters, Baby Nutrition, Medical Nutrition. Health & nutrition at the core of the strategy
Project description	Regular refurbishment

Products installed

Product name

ACO gully EG + accessories

