

Zagreb, May 4, 2009 – Coca-Cola HBC Croatia was one of the partners in the Business Case Study competition organized by student association eSTUDENT in the first half of the year. The winners were awarded end of April at the Faculty of Economics.

The competition lasted almost two months, and Coca-Cola, as one of the project partners, is proud of the fact that students came up with an innovative way of selling Cappy juices and nectars in super and hypermarkets. The exceptional idea to combine new fitness cereals with Cappy was developed by Slavica Tomić and Filip Verbanac, who won the first prize as a team – HRK 10,000.

During these two months candidates went through a strict selection, held under the leadership of Ms. Marina Grgec, the New Product Development Manager at Coca-Cola HBC Croatia. In the end, 13 students in five teams made it to the final.

At the award ceremony, Nikolaos Kalaitzidakis expressed a lot of surprise and satisfaction over the confidence and desire students had expressed for the case Coca-Cola had offered the contenders. Considering such exceptional quality, Coca-Cola decided to award more than one team.

“Their solutions were of such high quality that we had to hold three internal rounds of voting to select a winner and even then we had quite a dilemma on which team to select as this year’s winner”, Mr. Nikolaos Kalaitzidakis, the General Manager of Coca-Cola HBC Croatia, who congratulated all the participants and added that their ideas could be measured against the ideas of Coca-Cola experts.

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