



ÉRTÉK ÉS MINŐSÉG NAGYDÍJ PÁLYÁZATI RENDSZER

Hajnal Meat Processing Factory Ltd.

"Tradition is not to preserve the ashes but to pass the flame!" (Tamás Morus)

Our company - Hajnal Meat Processing Factory Ltd - is a 100% Hungarian owned real family business. It was founded in 1992 by László Hajnal as a private business with his father. Initially, it was exclusively a meat processing company specializing in the supply of their growing retail network and mostly selling carcass meat. In 2004, by purchasing the former Ringa meat shops, it became a truly defining meat company in Győr region. Apart from supplying their own shop network, they have become increasingly important supplier of raw materials not only for Győr region but also for many other meat factories in the country. Because of their small capacity, they dared to "dream big", consequently in 2009 a meat processing factory as a new green-field investment– being adequate to the EU standards in all respects – was realized on 1800 square meters in border of Győr with a processing capacity of 650 pigs per day. In the meantime, the company has launched its own brand, currently the production of these products is decisive. Their products are made with traditional sawdust fumigation. When choosing the site for investment, the environment-oriented approach was decisive, but it was a good decision from logistical point of view as well.

The Hajnal Meat Processing Factory Ltd. manufactures their already popular products under modern technological conditions by using raw materials in high quality. The production is based on HACCP system coordinated with IFS (International Food Standard) quality management system. The customer-centric of their product palette is controlled by continuous contact with the stores. Their brand, „Hajnal Meat”, launches two product-lines to the market:

- Hajnal Meat Dynasty (we strive for freshly developed new flavours respecting traditions). This product family contains red meat products, for example bologna, hot dog sausage in sheep casing, cold cuts.
- Hajnal Meat Generation including the future based on the past. This product category includes traditional smoked meats, pork cheese, chitterlings, bacon and sausages.

Among the new developments in the last 2 years, a delicate product group has been developed including oven-ready products, among them marinated meats, like Frédi slice, stuffed pork tenderloin in spicy coat.

The Hajnal Meat Processing Factory Ltd. has been already gained the Hungarian Quality Product Award with their 15 products.



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In 2016 the company received the Merit Award for the Economy and in 2017 the Loyalty Award. László Hajnal, the founder of the company, has died in 2016, and the family has continued to carry on the business ever since, so that his dreams come true and live longer.

For his honor and memory the founders of the company created a special prize under name „Hajnal László” in 2017 to be won by enterprise proving outstanding achievements in the food industrial category.

Quality and expertise where products are produced and delivered to consumers' table with love and devotion. This creed can never be a matter of compromise.

„Let's have our goal to have our own quality which is floating in front of our eyes as a flag, showing where we are going.”

Hajnalné Raucsik Krisztina, managing director of Hajnal Meat Processing Factory Ltd.

Hajnal Meat Processing Factory Ltd. is the new member of the Board of Announcers of the Value and Quality Award Tender. As a food business, why did you consider important to join this body?

Our invitation to the Board of Announcers of the Value and Quality Award Tender as a food manufacturer is a great honour in the life of Hajnal Meat Processing Factory Ltd., which of course means great responsibility as well. Our presence in the Board has many opportunities. Among them I would highlight that a well and properly operating quality certification system, like Value and Quality Award Tender, can efficiently help the competitiveness of Hungarian products and their market activity. My most important goal is to help the recognition of Hungarian products and to support the Hungarian food industry. This activity is in line with our philosophy. The declaration of the high quality has a great importance in the life of the Hajnal Meat Processing Factory Ltd. We are proud of gaining the Value of Quality Award with our 15 products and product-lines. In 2016 the company won the Economy Merit Award of the Hungarian Quality Product Award Tender. These prizes have increased the company's reputation and prestige among consumers, since they also suggest the company's credibility. However, besides titles and prizes, it is the most important and true recognition for us that consumers recognize our work, love and buy our products.

The raw material is particularly important for foods, why is it important for you to manufacture your products from Hungarian pork?

As a 100% Hungarian-owned company, we consider important to put Hungarian products made from high-quality domestic pigs to our customers' table. We believe that we will help our Hungarian business



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partners as well to maintain the activity of their enterprises. We hope that we are greatly contributing to prevent that imported goods cannot squeeze out the products of Hungarian businesses from their own domestic market. Our own success is here the best example. Under Hajnal brand name only quality-oriented products and product groups are developed. The market forces and encourages us with its huge supply of goods to continue to strengthen our competitive market position by continuously presenting newer and newer delicate products and product-lines. Our steadily increasing business turnover and the positive feedback of our customers show that we are going to the right direction.

What a good advice could you give to applicants from your sector? What is the secret of success today?

It is important that the product range should be as large as possible. Moreover it is necessary to have an expert team promoting development of the business. It must be achieved to operate economically and at the right level.

We have to target all age groups, from children to oldsters, to produce healthy, traditional tasty foods as well as to develop and create novelties. The business has to achieve that today's young people willingly consume their products instead of eating fast foods or beside. It is important to have our own goal concerning quality, floating before our eyes as a flag showing to where we are going. We would like to give a good example to businesses being applicants of the Value and Quality Tender and to encourage them in order to believe in being able to become such successful as Hajnal Meat Processing Factory Ltd. Starting with our small shop of 20 m², we have become one of the biggest participants of the meat and meat product market.

In case a company has a clean business philosophy, is aware of its values and strengths, clearly defines its target group, has a vision, knows where and how wants to go, it has freely to undertake its own identity and to start the fulfilment of its mission.

I would like to quote here the fashionable motto, let's dare to dream a lot!