



# Irina Avdalović

## CEO

Organika Bio Food

<http://www.organika.co.at/>

## Description

orgaNika story is a happy one thanks to the recipe made of faith, love, much determination, persistence and some good luck. After studying and working in the financial sector in the USA, France and Greece, our founder decided to engage in something completely different - she started organic food production on a small piece of land in Vojvodina at first, and despite the difficulties that she as well as all the farmers worldwide encounter, every year her company orgaNika managed to enlarge the product assortment, from vegetables to cereals. She always tests every product herself before placing it on the market. In addition to being healthy and pure, it has to be yummy! As a long-time consumer of healthy products, she realized that something was missing on the market: a delicious meal, where standing by the stove is not required, a healthy 'grab and go', a quick snack before and after gym, perfect for nibbling while watching a TV show, something at hand in everyday city rush - to curb the hunger, while satisfying nutritional needs, without feeling guilty. Hence the orgaNika brand got its perfect and most popular product - organic popcorn - which immediately found its way to consumers, thanks to the perfect balance of olive oil, organic corn and just the right amount of salt, aiming to please even the pickiest eaters, and the fact that it is considered nutritional gold - whole grains full of antioxidants, and low in calories, it is much more than a regular snack. You see a bag of our popcorn in the hands of a child running with its parents in the park, and this child does not want to even try any other, next to a millennial's laptop while drinking coffee, an orgaNika bag peeking out of a yoga instructor's backpack, or at the table of a group of friends watching a game and having a beer. It's fun to eat well! This fabulous diversity of our consumers is what makes our product wanted in every market of healthy and good food - yummy and healthy is what we all desire. In addition to popcorn, we also have popcorn kernel in our assortment, from which you can prepare delicious popcorn at home by yourself. OrgaNika bean is an organic kidney bean produced and hand-picked from our clean fields, where we grow grains from which all kinds of organic flour are made - from Spelt to wheat and rye flour. As of this year, tea is also part of our assortment, namely rosehip tea, the inevitable chamomile, as well as refreshing mint tea, and delicious Italian organic Arabica coffee - in Nespresso capsules! Kao i u svaka priča sa srećnim krajem, i orgaNika je nastala kao rezultat odlučnosti, nepristajanja na kompromise, verovanju i ljubavi. Naš osnivač, Irina Avdalović, posle studiranja i rada u finansijskom sektoru u SAD, Francuskoj i Grčkoj, upušta se u nešto sasvim drugačije - započinje proizvodnju organske hrane, najpre na malom delu zemlje u Vojvodini. Uprkos teškoćama s kojima se svaki proizvođač suočava, svake godine proširuje asortiman, od povrća do žitarica. Svaki proizvod pre puštanja na tržište obavezno prvo sama isproba, jer pored toga što je zdravo i čisto, mora da bude i ukusno! Kao dugogodišnji potrošač zdravih proizvoda, shvata da joj nedostaje ukusan obrok koji ne zahteva stajanje pored šporeta, neki zdravi "grab and go", nešto za pre i posle treninga, savršeno za grickanje uz seriju, nešto što bi zavaralo glad i bilo nutritivno zadovoljavajuće, a bez griže savesti. Tako brend orgaNika dobija svoj najpopularniji proizvod - organske kokice - koji odmah nalazi put do potrošača, najviše zbog idealne kombinacije maslinovog ulja, organskog kukuruza i soli baš onoliko koliko treba, a uz to su nutritivno zlato - cele žitarice pune antioksidansa, a sa malo kalorija. Kesu naših kokica vidite u rukama deteta koje trčkara s roditeljima po parku i neće da proba nijedne druge, pored laptopa milenijalca u kafiću, na stolu društva koje uz pivo gleda utakmicu ili kako

se nazire iz cegea učiteljice joge. Taj spoj raznolikosti potrošača čini naš proizvod poželjnim na svakom tržištu zdrave i dobre hrane - ukusno i zdravo želimo svi. Pored kokica, u našoj ponudi je i kukuruz kokičar, od kojeg možete sami spremiiti ukusne kokice kod kuće. Pasulj orgaNika je organski pasulj proizveden i ručno ubran s naših čistih njiva, gde uzgajamo i žitarice od kojih se prave sve vrste organskog brašna, od speltinog, preko pšeničnog i ražanog brašna. Čajevi su od ove godine deo našeg asortimana, i to čaj od šipurka, neizbežna kamilica, kao i osvežavajući čaj od mente. Našem asortimanu smo pridodali i organsku kafu iz Italije, najkvalitetniju Arabicu, i to u kapsulama za Nespresso. Često nastupamo na sajmovima, kako u Evropi, tako i u Americi. Za sve proizvode smo dobili nagrade za kvalitet na Sajmu organske hrane u Beogradu, a naša osnivačica, Irina Avdalović, osvojila je nagradu za preduzetnicu godine.

Organization Type

Private Company

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Country

Serbia

City

Belgrade, Bulevar Nikole Tesle 30a, Zemun [Google map](#)