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PIVKA POULTRY INDUSTRY INTRODUCES DIFFERENTIATED CHICKEN CATEGORIES

Pivka Poultry Industry will present its strategic focus on developing high-growth chicken product categories and enhancing its portfolio with clearly defined product benefits at PLMA 2026 in Amsterdam (May 19–20).

At its exhibition booth in **Hall 8 (RAI Park Complex, 8.E78)** the company will showcase three key product categories: chicken salami, chicken frankfurters, and pre-cooked frozen ćevapčići. These segments are experiencing strong growth across European markets, driven by the shift toward lighter, more functional, and convenient meat products.

The core of Pivka's presentation lies in category differentiation. The company develops products with clearly defined added value, **including ECC (European Chicken Commitment) farming standards, antibiotic-free production, clean label formulations, and high-protein products that support the development of value-added, functional segments.**

Thanks to its vertically integrated business model, which ensures full control over the entire value chain, Pivka guarantees a high level of traceability, consistent quality, and operational reliability. This model also enables efficient adaptation to partner requirements, both in product development and in the implementation of private label projects.

With this approach, Pivka Poultry Industry continues to strengthen its position as a reliable development and manufacturing partner for retailers seeking differentiated, market-driven solutions.

PLMA 2026 will serve as an opportunity for concrete discussions on new projects and long-term partnerships.

Pivka Poultry Industry d.d.