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Food Concept d.o.o.

Food Concept d.o.o. was founded in 2015 and has since been dedicated to processing fruits and vegetables. The first product was chili sauce; we expanded and enriched our assortment with new flavors. Today, the product range includes ajvar, ljutenica, pindjur, fruit delicacies with chili, chili jam, and 100% natural fruit juices. Special attention is given to the quality of raw materials and the production process to preserve the natural and recognizable taste of the products. Thanks to this, they can be found in leading retail chains, where they are a favorite choice among lovers of authentic flavors. Every mild or spicy product reflects the blend of tradition and innovation. The aim is to offer a diverse selection that caters to different tastes and culinary combinations. The focus remains on preserving well-known flavors while introducing new elements that bring freshness to gastronomy. Research continues on potential new products to ensure that each subsequent step is well-planned and of the highest quality.

Our Philosophy – Quality & Sustainable Production

Our philosophy is simple: If we cannot create a product from fresh, natural ingredients, we do not make it. This dedication to quality has allowed us to offer products that meet the highest industry standards and respect nature and sustainability. We are committed to reducing our environmental impact and have invested in solar panels (150kW) that have reduced our energy costs by %55, making our production process more sustainable and efficient. By choosing our products, you are supporting a responsible and eco-friendly brand. As a company committed to green energy, we continuously work to reduce our environmental impact. Our investment in solar panels (150kW) has reduced our energy costs by %55, making our production process more sustainable and efficient.

Looking Ahead

While we focus on improving existing products, we constantly develop new products that meet the market's growing demands. Our goal is to continue providing high-quality products that enhance every meal. We are excited about the potential for new and unique products that our innovation can bring, and we hope you are too.

OUR PRODUCTS

Our offering includes several key products that have become recognized in the market. Each has a story of passion, quality, and dedication.



AJVAR MANARI & NANA

Ajvar under the MANARI and NANA brands is more than just a spread – it is an authentic gastronomic experience. Each jar is made from roasted peppers, carefully processed to retain all their natural vitamins and rich flavor. This process reflects our unwavering commitment to quality and tradition, ensuring you can trust the authenticity and reliability of our products. Rich, flavorful, and creamy, MANARI and NANA ajvar is the perfect addition to any meal, whether as a side dish or a standalone delight. Our peppers are grown in Serbia, and we closely monitor every step of the production process to ensure top-quality and authentic taste.



Ajvar & Traditional Spreads

These four products represent the essence of homemade gastronomy, a fusion of tradition and rich natural ingredients prepared with care and passion. Each one carries the distinctive taste of roasted peppers, whether mild, juicy, or spicy, bringing an authentic aroma reminiscent of traditional homemade specialties. Whether it's classic ajvar, refreshing pindjur, or fiery ljutenica, we are handcrafting them from carefully selected ingredients, free from artificial additives and preservatives. They pair perfectly with meat dishes, cheeses, bread, or pasta, enriching meals with deep, layered flavors. The textures range from silky smooth to juicy and hearty, making them ideal for various culinary uses. Those who prefer milder flavors will enjoy mild ajvar and pindjur. At the same time, spice lovers can find the perfect balance between spicy ajvar and ljutenica. Each bite delivers the warmth of traditional home cooking with a touch of modern gastronomic expression. Their versatility in the kitchen is endless – from conventional meals to innovative, contemporary recipes. These products are not just condiments but a story of taste, tradition, and nature, preserved in every jar.

Mild Ajvar

This mild ajvar's rich, velvety texture brings out carefully selected red peppers' deep, roasted flavor. Made using a traditional recipe, it retains the natural sweetness and smokiness of the peppers, creating an authentic and comforting taste. Its smooth and creamy consistency makes it an ideal spread for bread, a dip for appetizers, or a perfect complement to grilled meats. Each spoonful delivers the essence of home-cooked Balkan cuisine, crafted with passion and dedication to quality. The absence of artificial additives ensures a pure and natural flavor, staying true to its origins. Its versatility allows it to be used as a side dish or incorporated into various recipes, adding depth and richness. Whether enjoyed alone or with gourmet creations, this ajvar tastes traditional in every bite.

Spicy Ajvar

For those who appreciate a fiery kick, spicy ajvar delivers the perfect balance between sweetness and heat. The combination of roasted red and chili peppers creates a bold, intense flavor that lingers on the palate. Its deep smokiness and natural spiciness enhance any meal, bringing



warmth and complexity to simple, sophisticated dishes. The heat builds gradually, offering a satisfying burn that doesn't overpower the rich, roasted notes of the peppers. Ideal for pairing with grilled meats, sandwiches, and pasta, it serves as a delicious condiment with a strong personality. It maintains its authenticity and high quality, free from preservatives and artificial flavors. Whether spread on bread or used as a cooking ingredient, this ajvar is a must-have for spice enthusiasts seeking a bold yet well-balanced taste.

Pindjur

A delightful fusion of roasted peppers, tomatoes, chili peppers, and garlic, pindjur offers a vibrant and savory experience. This traditional spread captures the essence of Balkan cuisine, blending sweetness from roasted vegetables with a mild heat from chili peppers. The rich texture is hearty and smooth, making it a perfect companion for grilled dishes, pasta, or fresh bread. The natural sweetness of tomatoes balances the smoky depth of the peppers, while garlic adds an aromatic touch. Each jar is handcrafted to preserve the full-bodied, homemade taste, free from artificial preservatives. Its versatility allows it to be used as a dip, spread, or cooking base, elevating the flavor of any dish. Whether enjoyed as a standalone delight or combined with other ingredients, pindjur brings warmth and authenticity.

Ljutenica

The boldest of traditional spreads, ljutenica combines the robust flavors of roasted peppers, tomatoes, chili peppers, garlic, and parsley. This thick, textured delicacy perfectly harmonizes smoky, spicy, herbal notes. The richness of roasted vegetables complements the warmth of chili peppers, while garlic and parsley add depth and freshness. Its full-bodied character makes it an excellent accompaniment to grilled meats, cheese platters, and rustic sandwiches. It is handmade with natural ingredients and stays true to its authentic roots, preserving the essence of homemade flavors. Whether used as a spread, dip, or sauce for various dishes, it provides an exciting burst of taste in every bite. Ideal for those who enjoy bold flavors, ljutenica is a gourmet experience that brings a taste of tradition with a fiery twist.

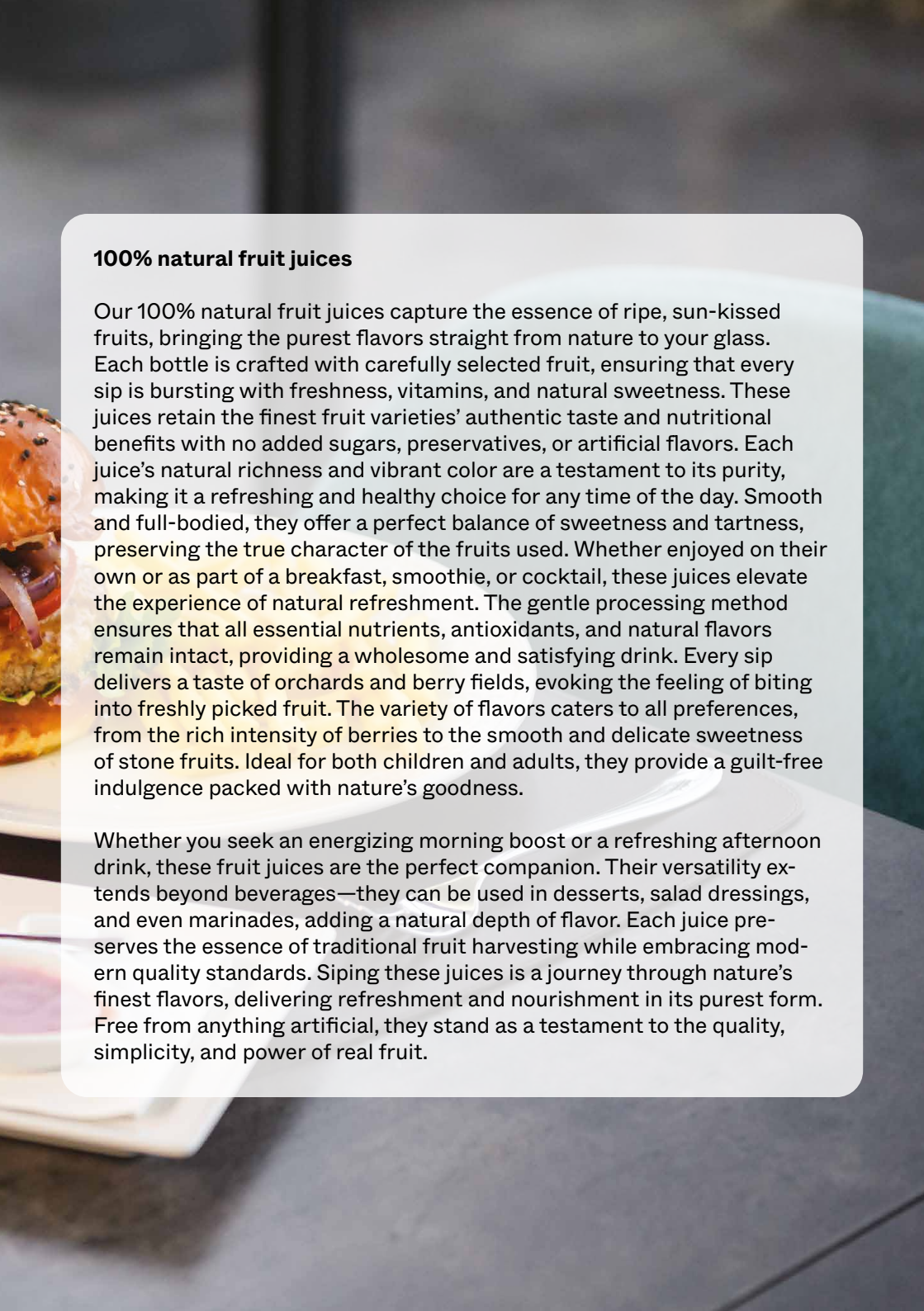


FRUIT JUICES JOYCE

Our 100% natural fruit juices under the JOYCE brand represent everything nature offers. The production process includes only fruit, with no added preservatives, artificial sweeteners, or colors. JOYCE juices are a true reflection of natural flavors, rich in vitamins and nutrients. Each bottle is packed with freshness and quality, allowing you to enjoy healthy beverages that retain pure fruit's benefits. These juices are ideal for natural, healthy drinks free from additives.







100% natural fruit juices

Our 100% natural fruit juices capture the essence of ripe, sun-kissed fruits, bringing the purest flavors straight from nature to your glass. Each bottle is crafted with carefully selected fruit, ensuring that every sip is bursting with freshness, vitamins, and natural sweetness. These juices retain the finest fruit varieties' authentic taste and nutritional benefits with no added sugars, preservatives, or artificial flavors. Each juice's natural richness and vibrant color are a testament to its purity, making it a refreshing and healthy choice for any time of the day. Smooth and full-bodied, they offer a perfect balance of sweetness and tartness, preserving the true character of the fruits used. Whether enjoyed on their own or as part of a breakfast, smoothie, or cocktail, these juices elevate the experience of natural refreshment. The gentle processing method ensures that all essential nutrients, antioxidants, and natural flavors remain intact, providing a wholesome and satisfying drink. Every sip delivers a taste of orchards and berry fields, evoking the feeling of biting into freshly picked fruit. The variety of flavors caters to all preferences, from the rich intensity of berries to the smooth and delicate sweetness of stone fruits. Ideal for both children and adults, they provide a guilt-free indulgence packed with nature's goodness.

Whether you seek an energizing morning boost or a refreshing afternoon drink, these fruit juices are the perfect companion. Their versatility extends beyond beverages—they can be used in desserts, salad dressings, and even marinades, adding a natural depth of flavor. Each juice preserves the essence of traditional fruit harvesting while embracing modern quality standards. Sipping these juices is a journey through nature's finest flavors, delivering refreshment and nourishment in its purest form. Free from anything artificial, they stand as a testament to the quality, simplicity, and power of real fruit.

CHILI SAUCE MATADOR



MATADOR is a premium chili sauce line inspired by the flavors of East Asian and Mexican cuisine. Our chili sauce contains a carefully selected mix of chili peppers grown in Serbia. Each chili pepper is ground and processed naturally, ensuring its spiciness is derived solely from the peppers, without any added capsaicin extracts. The result is a well-balanced flavor, not overwhelmingly spicy, but ideally suited to local taste preferences. Pasteurizing chili sauce guarantees a long shelf life while preserving all its natural aromas.



Premium Quality Chili Sauces

Premium-quality chili sauces bring an irresistible combination of intense heat and rich flavors crafted from carefully ground chili peppers. Each variety offers a unique experience – from sweet-spicy harmony to honey-infused heat to the fresh herbal notes of green chili. The classic chili sauce delivers intense spiciness, while the garlic-infused version adds depth and complexity. Perfectly balanced, these sauces enhance meat dishes, barbecue, pasta, and dips, making every bite exciting. Their rich texture and natural ingredients ensure an authentic experience without artificial additives. Whether you're looking for a mild warmth or a whole explosion of flavors, each sauce brings passion and character to your plate. These sauces are more than condiments – they offer a true gourmet adventure for spice enthusiasts.

Sweet & Hot Chili Sauce

This sweet & spicy chili sauce perfectly blends fiery heat and natural sweetness, creating a balanced and complex flavor experience. Crafted from fresh chili peppers, it delivers a hint of caramelized sweetness and a slow-building warmth that lingers on the palate. Its rich, silky texture makes it an ideal complement to grilled meats, roasted vegetables, and even gourmet burgers. The natural sweetness enhances the depth of the chili flavor, offering a multi-dimensional taste that pairs well with both savory and slightly sweet dishes. Free from artificial additives, it preserves the authenticity of its carefully selected ingredients, ensuring a premium-quality product. It adds an exciting contrast to any meal, whether used as a dipping sauce, a glaze for barbecue, or a secret ingredient in stir-fries. Designed for those who love a touch of heat with a refined sweetness, this sauce transforms everyday dishes into a bold culinary adventure.

Chili Sauce with Garlic

A bold fusion of heat and aroma, chili sauce with garlic brings together the fiery intensity of fresh chili peppers and garlic's deep, savory richness. The combination creates a robust, full-bodied flavor that enhances everything from grilled meats to pasta and dipping sauces. The garlic is slow-cooked to perfection, infusing the sauce with a rich umami note that balances the natural spiciness of the chili. Every spoonful delivers a robust warmth, making it a must-have for spice lovers who appreciate the complexity of their flavors. The smooth yet textured consistency coats food beautifully, making it ideal for marinades and spreads. Made from fresh, high-quality ingredients, it contains no artificial preservatives, allowing the bold flavors to shine naturally. Whether drizzled over pizza, mixed into stews, or used as a dipping sauce, this premium chili-garlic creation elevates every bite.

Classic Chili Sauce

For true chili enthusiasts, classic chili sauce offers a pure and intense experience, highlighting the raw power of fresh chili peppers. With its bold, fiery profile, this sauce delivers a straightforward, unapologetic heat that spice lovers crave. The natural depth of the chili is preserved through a carefully balanced production process, ensuring a rich, authentic taste with no artificial additives. Its smooth yet slightly textured consistency makes it versatile as a dipping sauce, marinade, or finishing touch to spicy dishes. The flavor builds gradually, providing a long-lasting warmth without overpowering the dish's natural taste. It enhances every bite with bold character and adds a kick to grilled meats, tacos, and noodle dishes. Simple yet powerful, classic chili sauce is essential for anyone who enjoys uncompromising spice.

Green Chili Sauce

A fresh and vibrant twist on traditional chili sauces, green chili sauce offers a unique combination of herbal brightness and bold spiciness. It is made from fresh green chili peppers and carries a slightly sharper, more citrusy heat than red chili sauces. It perfectly pairs seafood, tacos, and light-grilled meats. The lively, tangy notes bring a refreshing complexity that complements a wide range of dishes without overpowering them. Smooth and velvety in texture, it spreads beautifully over food, enhancing flavors and adding heat. Crafted from high-quality, fresh ingredients, it contains no artificial preservatives, ensuring an authentic, natural taste. Whether used as a marinade, a salad dressing, or a flavorful addition to dips, it brings a zesty and fiery kick. Green chili sauce can be a bold and exciting choice for those seeking a chili sauce with a crisp and dynamic profile.

Chili Sauce with Honey

The perfect balance between fiery heat and silky sweetness, chili sauce with honey is a premium creation that elevates every bite. Made from fresh chili peppers and high-quality honey, it delivers a smooth, warming sweetness and a satisfying, lingering spiciness. This unique combination makes it an excellent glaze for roasted meats, a dipping sauce for appetizers, or a flavorful twist for dressings and stir-fries. The honey not only tempers the heat but also enhances the depth of the chili, creating a harmonious fusion of flavors. Its glossy texture and well-rounded taste add a gourmet touch to traditional and modern dishes. Free from artificial sweeteners and preservatives, it captures the natural richness of its ingredients while maintaining a refined balance of sweet and spicy. Ideal for those who enjoy a complex and indulgent flavor profile, chili sauce with honey brings a new dimension to culinary creativity.

FRUIT JAMS MANARI

These unique fruit-based and chili-infused products highlight the fusion of tradition and exotic flavors. Raspberry and plum with chili provide the perfect balance of sweet and spicy. In contrast, chili jam offers an intense contrast of flavors. Roasted peppers with chili bring a rich, smoky note with a fiery finish. Each product is handcrafted using the finest ingredients with no artificial additives. They pair perfectly with cheeses, meats, grilled dishes, and desserts, creating a unique culinary experience. Ideal for gourmets seeking bold and unexpected flavors, these products are not just food but an authentic taste experience that blends tradition and innovation.





manari

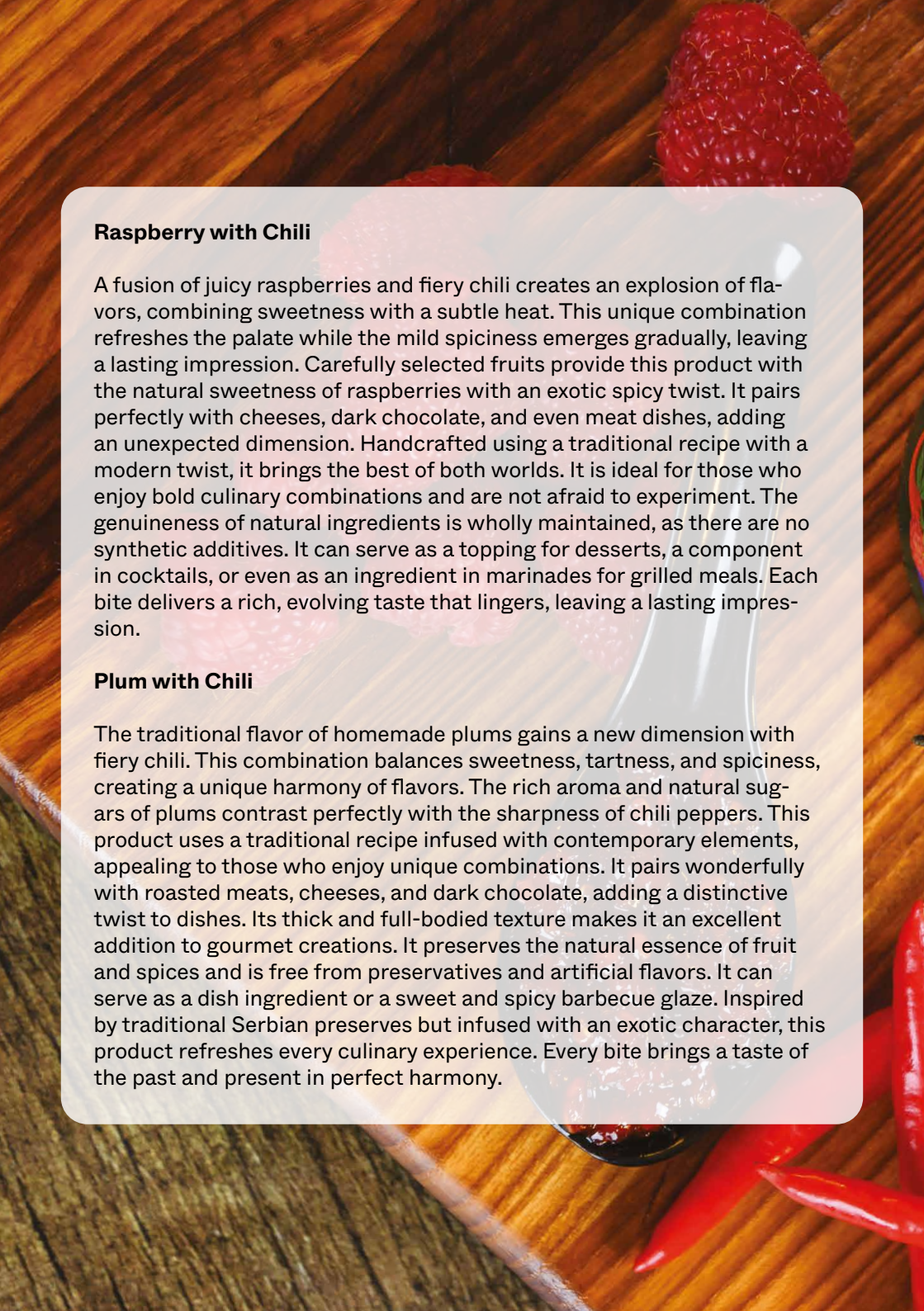
**CHILLI
RASPBERRY
JAM**

A blend of tradition
and innovation



SAMPLE

Neto kelişinat:
200g

A wooden cutting board with fresh raspberries and red chili peppers. The raspberries are vibrant red and clustered together. The chili peppers are also red and have a glossy texture. The wood grain of the board is clearly visible.

Raspberry with Chili

A fusion of juicy raspberries and fiery chili creates an explosion of flavors, combining sweetness with a subtle heat. This unique combination refreshes the palate while the mild spiciness emerges gradually, leaving a lasting impression. Carefully selected fruits provide this product with the natural sweetness of raspberries with an exotic spicy twist. It pairs perfectly with cheeses, dark chocolate, and even meat dishes, adding an unexpected dimension. Handcrafted using a traditional recipe with a modern twist, it brings the best of both worlds. It is ideal for those who enjoy bold culinary combinations and are not afraid to experiment. The genuineness of natural ingredients is wholly maintained, as there are no synthetic additives. It can serve as a topping for desserts, a component in cocktails, or even as an ingredient in marinades for grilled meals. Each bite delivers a rich, evolving taste that lingers, leaving a lasting impression.

Plum with Chili

The traditional flavor of homemade plums gains a new dimension with fiery chili. This combination balances sweetness, tartness, and spiciness, creating a unique harmony of flavors. The rich aroma and natural sugars of plums contrast perfectly with the sharpness of chili peppers. This product uses a traditional recipe infused with contemporary elements, appealing to those who enjoy unique combinations. It pairs wonderfully with roasted meats, cheeses, and dark chocolate, adding a distinctive twist to dishes. Its thick and full-bodied texture makes it an excellent addition to gourmet creations. It preserves the natural essence of fruit and spices and is free from preservatives and artificial flavors. It can serve as a dish ingredient or a sweet and spicy barbecue glaze. Inspired by traditional Serbian preserves but infused with an exotic character, this product refreshes every culinary experience. Every bite brings a taste of the past and present in perfect harmony.

Chili Jam

An irresistible combination of heat and sweetness, crafted for true lovers of spicy delicacies. This jam is the perfect balance between natural fruit notes and the bold, aromatic kick of chili. Its silky texture and intense flavor make it a standout addition to various dishes. It pairs wonderfully with cheeses, meats, and even desserts, adding an intriguing complexity. Made from carefully selected ingredients without artificial additives, it retains its authentic taste. It is versatile, easy to combine in culinary experiments, and elevates ordinary meals to a gourmet level. It can be a glaze for grilled dishes, a spread for sandwiches, or a hidden ingredient in sauces. Its spiciness develops gradually, leaving a rich and long-lasting taste on the palate. Inspired by exotic flavors but prepared with a traditional recipe, it embodies the perfect blend of tradition and innovation—a bold and unique choice for those seeking something different in their kitchen.

Roasted Pepper & Chili Pepper

The perfect combination of sweet roasted peppers and fiery chili peppers brings rich flavor to any dish. The roasted peppers provide a smoky, caramelized note, while chili adds intensity and subtle to intense spiciness. This product represents a fusion of tradition and exoticism, blending classic Balkan flavors with modern, spicy accents. Handcrafted following a traditional recipe, yet with a contemporary culinary approach, it retains its ingredients' full, natural flavor. It works well as a spread, an addition to meat and vegetable dishes, or as a base for gourmet sauces. It offers a pure and authentic taste free from artificial preservatives and additives. It can be an alternative to a spicy ajvar, a sandwich spread, or a seasoning for pasta and pizzas. It is ideal for spice lovers looking for rich and intense flavors. Every jar brings the warmth of homemade cooking but with an unexpected exotic character. This fusion of flavors transforms any meal into a unique gourmet experience.

Private Label (PL) Production — Your Brand, Our Quality

At Food Concept d.o.o., we offer private label (PL) production for clients who want to market their brand with proven quality and authenticity. Our expertise extends beyond manufacturing— we specialize in developing products from scratch, creating unique recipes tailored to our client's needs and market demands. Whether it's ajvar, ljutenica, pindjur, chili fruit delicacies, chili sauces, or 100% natural fruit juices, each product can be fully customized, from the selection of ingredients to the final taste profile.

Clients can choose recipes, packaging, and visual identity that best reflect their brand vision, ensuring their product stands out. Our process includes comprehensive R&D (Research & Development), where we work closely with clients to formulate completely new recipes or refine existing ones, aligning with their target audience and business goals. In addition to production, we provide a complete design service, covering everything from concept development and label creation to the final, market-ready product.

We carefully craft every detail to give our client's brands a strong identity, ensuring recognition and consumer trust. The focus is on quality, flexibility, and full customization, allowing businesses to create products that meet high industry standards and carry their unique brand signature. This turnkey solution enables partners to launch or enhance their brand without significant investments, benefiting from premium ingredients, innovative formulations, and expert craftsmanship.

At Food Concept d.o.o., we don't just produce— we innovate, develop, and bring ideas to life, turning our clients' visions into high-quality, market-leading products.

