

LIST OF PRODUCTS AWARDED WITH THE SERBIAN QUALITY LABEL

The **Decree** on labeling agricultural and food products of higher quality with **national label “Serbian quality”** regulates the labeling process of agricultural products and foodstuffs and sets the **eligibility criteria** for labeling: derived from **raw material produced exclusively in Serbian territory**. In addition, the label will require a description of **up to three specific quality properties** that qualifies the higher quality of the products when comparing to a similar group of products.

Below a list of the first 8 products awarded to date.

| PRODUCER | PRODUCT NAME | PRODUCT DESCRIPTION |
|----------|---|--|
| CARNEX | Selection pate with meat chunks <i>Selection pasteta sa komadicima mesa</i> |  <p>Selection pate with meat chunks, is one of the premium pates of Carnex, produced from pork offal (liver, tongue and other) of domestically produced pigs. The product contains no preservatives, artificial colors or additives. In addition, the pate has increased protein content (14.8% in comparing to the minimum 8%).</p> |
| CARNEX | Selection pate with smoked bacon <i>Selection pasteta sa dimljenom slaninom</i> |  <p>Selection pate with smoked bacon belongs to premium Carnex pates. It is produced from pork meat, chopped smoked bacon and pork offal of domestically produced pigs. The product contains no preservatives, artificial colors or additives. Additionally, the pate contains high protein content (15.1%).</p> |
| CARNEX | Homemade meaty bacon <i>Domaca mesnata slanina</i> |  <p>Homemade meaty bacon is produced from raw material of domestic origin, from the bellies of pigs reared in local farms. By natural smoking without additives, product receives the color, smell and taste characteristic of the traditional method of production. During the curing process, poliphoshat preparations are not added and the product is put in dry salt (no injection) during the production process. The product does not contain added color and flavor enhancers. Total protein content is derived from the basic raw materials, without added protein.</p> |

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| <p>CARNEX</p> | <p>Homemade "sarma" <i>Domaca sarma</i></p> |  | <p>Traditional Serbian meal made of meat stuffing with addition of rice, bacon and spices rolled in sour cabbage leaves. Ingredients are of domestic origin, pork meat originates from pigs reared on local farms. The protein content of the stuffing originates from the basic raw material, without added protein. Sarma is rolled manually, which is traditional method of production. The product contains no preservatives, no artificial colors or aditives.</p> |
| <p>IM TOPOLA</p> | <p>Picnic salami <i>Izletnicka</i></p> |  | <p>Izletnicka (picnic) sausage is one of the leader products of Topola meat processing industry and has a special reputation. It has been patented 30 years ago and is produced by the same recipe ever since. This is pork sausage produced from the meat from Topolas own farms, cold smoked and fermented. It has protein content of minimum 26%, which compared to the genic product range of 16% gives this product specific higher quality.</p> |
| <p>IM TOPOLA</p> | <p>Spicy "kulen" <i>Ljuti kulen</i></p> |  | <p>The spicy kulen is a sausage resembling to the traditional kulen recepie. It is a pork fermented sausage that is produced from the meat produced on Topolas farms. It has a specific shape resembling traditional kulen, so called "kata" pressed in drying. The content of protein of 20% (as compared to the regular 16%) gives this sausage higher quality.</p> |
| <p>ZLATIBORAC</p> | <p>Royal salami <i>Kraljevska salama</i></p> |  <p>orange-red structure of the stuffing is evenly distributed and thick, and because of that there are no cracks or hollowness on the cross sections.</p> | <p>Royal salami is well-known product, made out of high-quality meat of Serbian origin and traditional Serbian spices with unique taste of tenderly smoked meat which is dried in the fresh air and beech wood. This sausage has a meat protein content of 24% and no sugar added. On the cross-section filling is in the form of the mosaic made out of approximately equal parts of colored muscle tissue and dense whitish adipose tissue. The</p> |

ZLATIBORAC

Chicken delicacy salami
Pileca delikates salama



Salami is made out of high-quality chicken meat of Serbian origin, slightly spiced with unique and specific taste of smoked meat, smoked and dried in the fresh air and beech wood. This sausage has a meat protein content of minimum 24% and no sugar added. On the cross section of the salami, stuffing has the form of the mosaic made out of approximately equal parts of orange-red colored muscle tissue and thick whitish fatty tissue. The structure of the stuffing is evenly distributed, consequently making salami easy to cut into thin slices, without any smears and stuffing falling out.