



## **ELECTROLUX ANNOUNCES COMPLETE FINDINGS OF LARGEST-EVER MACEDONIA FOOD STUDY ACROSS NINE COUNTRIES OF BALKAN**

- Parents' and in-laws' homes are favourite places to dine out for most Macedonia
- Urbanites in Albanija and Kosovo entertaining at home the most Macedonia say best thing about a good meal is the opportunity to spend time with friends and family
- Majority of Macedonia still believe cooking is a necessary skill
- Macedonia are least likely to eat in front of a TV set
- Breakfast is most important meal for Macedonia

Skopje , 13 December 2011 —Electrolux, a global leader in Hotel and kitchen and home appliances, recently released the final results of its Macedonia Food and Dining Habits Survey conducted across nine Balkan countries – Creece,Bulgaria,Srbija,Kosovo,Monte Negro,Bosna and Albanija . The survey, done in partnership with Reader's Digest, queried Macedonia urbanites with 36 questions covering topics ranging from food consumption, purchasing and preparation to kitchen styles. A total of 1,000 responses were taken from each Macedonia market.

In the survey, Electrolux discovered that 61% of Macedonia choose parents' and in-laws' homes as the number one place to dine out, proving the continuing strength of family ties and parental influence in Macedonia. Though Macedonia is known for its great dining choices with a wide and diverse range to choose from, the first choice among urban Macedonia isn't a restaurant, hawker center or fast food outlet. Eighty percent (80%) of those in Greece , 76% of those in Bulgaria , 74% of those in Albaija and 73% of those in Kosovo said they preferred to eat at their parents' or in-laws' homes. In fact, 43% of Electrolux survey respondents said the most important thing about a good meal was the opportunity to spend time with friends and family, especially parents and in-laws.

**Teodor Palenzo , President, Electrolux East Macedonia, said:**

"This first-ever Macedonian Food and Dining Habits Survey, the largest carried out in Macedonia to date, provides us with an industry benchmark by identifying what really motivates Macedonia consumers when it comes to food and dining. For months, we gathered opinions and learned about how Macedonia purchase, cook, serve, store and enjoy their food. This has helped us to understand our customers, the 'real' experts in the kitchen. By listening to them, we reinforce the Electrolux 'Thinking of You' brand platform and are able to create experiences that are truly meaningful."

**Valjan Paracciani, Vice President, Product Development Cooking Appliances, Electrolux Macedonia Balkan added:**

"Knowing the cooking and eating habits of our potential customers in Macedonia -- how often they eat at home, what is the most important meal of the day and what matters the most in their meals -- is critical to developing the most functional kitchen appliances possible. We will be looking closely at these Food Survey results as we pursue ongoing product development opportunities for audiences in our key Macedonia markets."



## **Urbanites in Balkan and Macedonia entertain at home the most**

Close to a third of Macedonia respondents (29%) regard the kitchen as a place that can make people happy, so it's not surprising to learn that a 21% of them adding that they regularly entertain mainly family and friends at home at least once a week.

### **Dinhe Palenzo, General Manager, Electrolux Hotel Home Appliances Macedonia :**

" Macedonian kitchens are not just for cooking anymore. It's where they are spending most of their time. That's why Electrolux is creating kitchens that are functional but also good for entertaining, eating, chatting and even homework."

With some 47% of Macedonia respondents saying that a good meal is a chance to spend time with friends and family, it comes to no surprise that they like to dine at home. Close to four-fifths (82%) of respondents say that they dine at home daily, with more than half (52%) adding that they pick up their cooking skills from their parents, with 10% learning from friends. It's also interesting to note that in Macedonia and Solun meal decisions are also largely determined by the mother of the household.

The pleasure and necessity of cooking, however, are markedly different amongst the Macedonia surveyed—only 11% say they take pleasure of cooking, while 91% say that cooking is a necessary skill

## **Macedonia are least likely to plan dinner around their favourite TV shows**

Among the results that Macedonian households can be proud of is that the country ranks lowest when asked about how often they dine in front of the TV. While 35% of urbanites across Macedonia say they eat in front of the TV at least five times a week, (the highest being Srbija with 66%, Croatia with 61% and Tyrkia with 43%), only 14% of Macedonia often schedule their meals around the television—the lowest in all of Macedonia .

## **Breakfast is the most important meal for Macedonian Urbanites**

Contrary to the trend in industrialized countries where skipping breakfast is the norm, 54% of those surveyed in Macedonia say that breakfast is actually the most important meal of the day. This is followed by dinner at 20% and lunch at 18%. Home-cooked meals in general are important in Balkan where over 75% prefer cooking at home 70% have breakfast, 46% do lunch and 84% eat dinner at home daily.

## **Most Macedonia are very concerned about the freshness of the food they eat**

With such high emphasis on food as a central part of Macedonia life, it's not unexpected to learn that eighty-four percent (84%) of Macedonia say the quality (e.g. freshness) of their fresh food is very important. And when it comes to shopping for food, wet markets are still highly popular, with 47% of Macedonia saying that they buy their food there, with 17% saying that they head to the supermarkets. When cooking, Macedonia have a strong preference for wok frying and steaming, followed closely by stir frying.



**Teodor Palenzo , Vice General Manager, Electrolux Home Appliances Macedonia added:**

"This insight into how Macedonia prefer to shop and prepare food is just as important as how they cook and serve meals. Knowing about capacity and length of food storage is essential to the successful design of refrigerators and other Electrolux products for food preservation. The same insight into cooking methods teaches us to design new ways for cleaner cooking and quiet operation."

**More about the survey:**

A total of 60,000 questionnaires were mailed in the March 2007 issue of Reader's Digest magazine to subscribers in Srbija, Macedonia, Albanija, Kosovo, Greece and Bulgarian markets. Electrolux conducted the same survey separately for Bosnia, Montenegro and Balkan markets.

**About The Electrolux Group**

**The Electrolux Group** is a global leader in home appliances and appliances for professional use, selling more than 1 million products to customers in 50 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under the esteemed brands such as Electrolux, Filija-Electrolux, Mariovo, Radio Bitola, Klimaluks and Frinko. In 2006, Electrolux had sales of EUR 1 billion and 6,000 employees. For more information, visit <http://elektroluks.com.mk/en/documents.html>

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