



**TOP
CHOICE
POULTRY**

Your top choice







TOP
CHOICE
POULTRY

The story of TOP CHOICE POULTRY

Experience, value, international growth and development

Top Choice Poultry is a perfect choice for your daily meal. More than 50 years of experience in the poultry business and over 10 years of cooperation with Swedish, Finnish, Danish and other export customers. Gathering all our experience together, in 2016 it was decided to create our own Foodservice export brand *Top Choice Poultry*.

All our products are produced at the two biggest Latvian poultry meat production plants: *Putnu fabrika Ķekava* and *Lielzeltiņi*. Domestically well-known brands *Ķekava* and *Bauska*. Both brands are very well recognized, trusted and used for Latvian, Lithuanian and Estonian markets. And for all customers outside Baltics, we use the *Top Choice Poultry* brand.

Firstly, we've had a successful launch of *Top Choice Poultry* products in Sweden and Finland and recently we've started to supply customers in Denmark, UK and Ireland. In the near future, we have ambitious plans to enter new export markets with *Top Choice Poultry* products.

For retail in the Nordics, we have decided to present a totally different brand - *Grannfågel*. The word comes from the Swedish language which means "neighbor bird".

Our main focus is quality

Our production is fully integrated, so each production step is controlled and supervised. We focus on high animal welfare standards, bio-security, social responsibility, which give us the possibility to build up long-term partnerships worldwide. Our chickens are healthy, happy and our meals are tasty and safe to use. The use of antibiotics is close to zero; the spread of salmonella equals absolute zero. So, we are 100% confident about our production set-up and products.



"We observe the best production practices, in compliance with the highest service and product quality standards in product production, in collaboration with our partners and in caring for the environment. Our principle is sustainable enterprise based on the principles of open and honest commercial activity."

Andrius Pranckevičius,
JSC *Putnu fabrika Ķekava* Chairman of the Board

The success of our business is our employees

Our strength is not only technological competence, but also our team, which consists of more than 1,000 highly qualified and knowledgeable industry professionals including engineers, food technologists, poultry farmers, laboratory assistants, logistics specialists, highly motivated sales and marketing team who are flexible and dedicated to customers' needs.



RĪGA

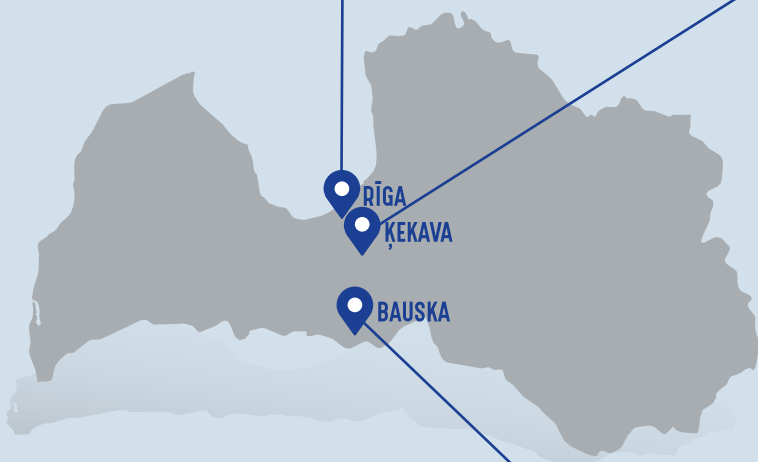
Krustpils street

- Processing plant for salted, roasted and breaded products



ĶEKAVA

- 93 ha,
- 64 broiler houses,
- 30 parent stock houses,
- Hatchery,
- Slaughterhouse and cut-up plant for fresh and frozen meat,
- Head office



RĪGA

ĶEKAVA

BAUSKA

BAUSKA

- 35 ha,
- 36 broiler houses,
- Hatchery,
- Feed mill plant





poultry brands of **linas agro**

More than 50 years of experience in the poultry business

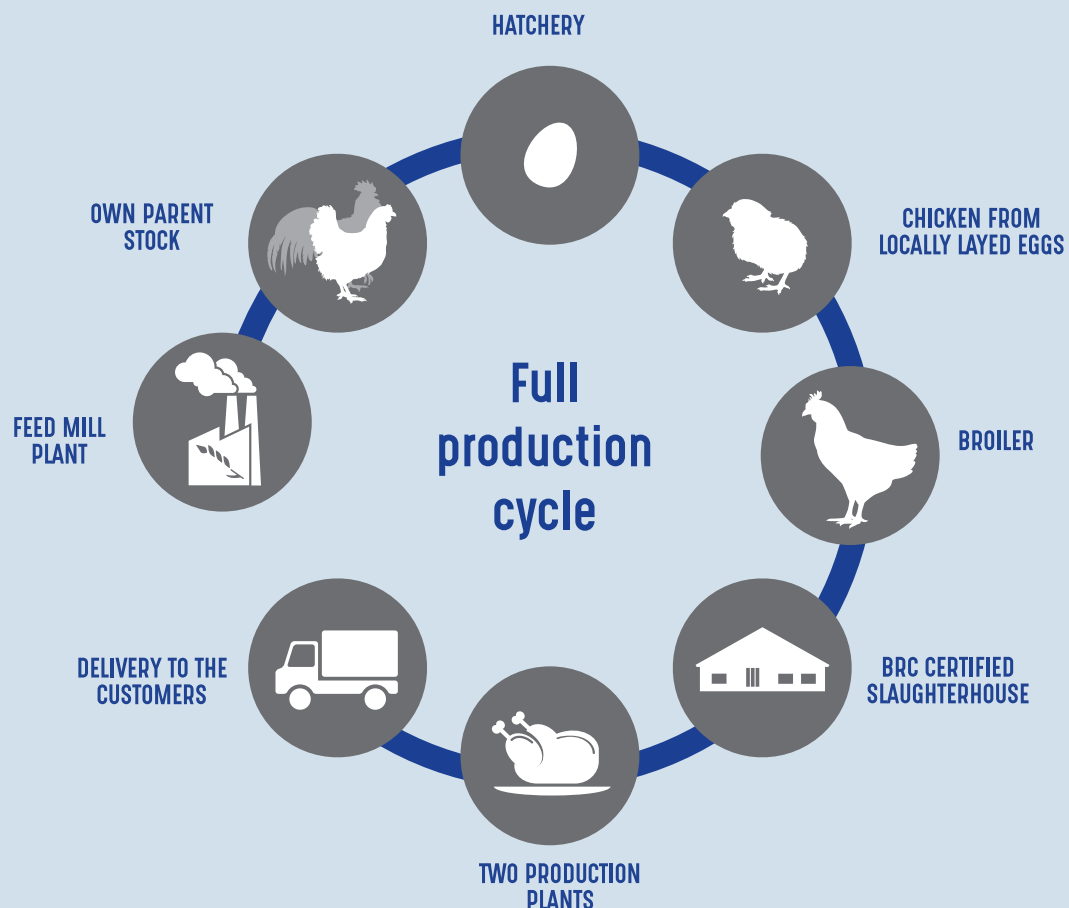
Owned by the largest agricultural company in Baltics

Highest animal welfare and bio-security standards

Low use of antibiotics, below 5%

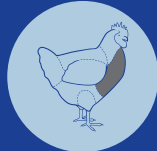
Line of Antibiotic Free products

Salmonella free

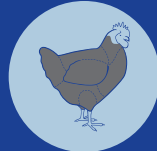




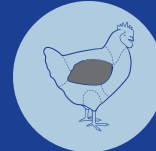
Your top choice



Chicken breast fillet



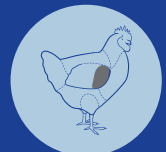
Whole chicken



Chicken wings



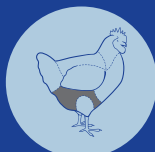
Chicken breast inner fillet



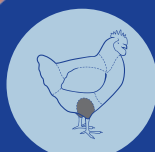
Chicken prime wings



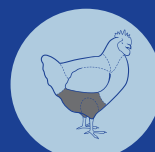
Chicken mid wings



Chicken thighs



Chicken drumsticks



Chicken legs





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TOP
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ANIMAL WELFARE

highest standards – highest quality

Our birds' living conditions meet the highest standards

Our birds enjoy freedom of movement. The air is constantly ventilated, its temperature is controlled; the lighting emulates day and night conditions, leaving the chickens healthy for seven hours so they can get some quiet sleep.

High quality feed for our chickens

The quality of our chickens comes from the quality of their food. Well-balanced and nutritious, delivered by regional farmers and fodder producers, our chicken food is based on homeland wheat, corn, rapeseed or sunflower oil. As a source of protein, the feed also contains soya that is sustainable and responsibly cultivated, delivered by a Pro-Terra certified soy producer. The feed mill factory receives constant feedback from poultry houses, leading to the creation of individually tailored feed.



"Our quality is based on the highest food safety standards; our safety is the result of compliance with the highest European, Scandinavian and domestic standards. Our strengths are our well-educated specialists and highly-qualified workers ensuring full supervision of chicken breeding, growth and the following production process. From an egg to a boxed and packaged product – we know and control every step of the way."

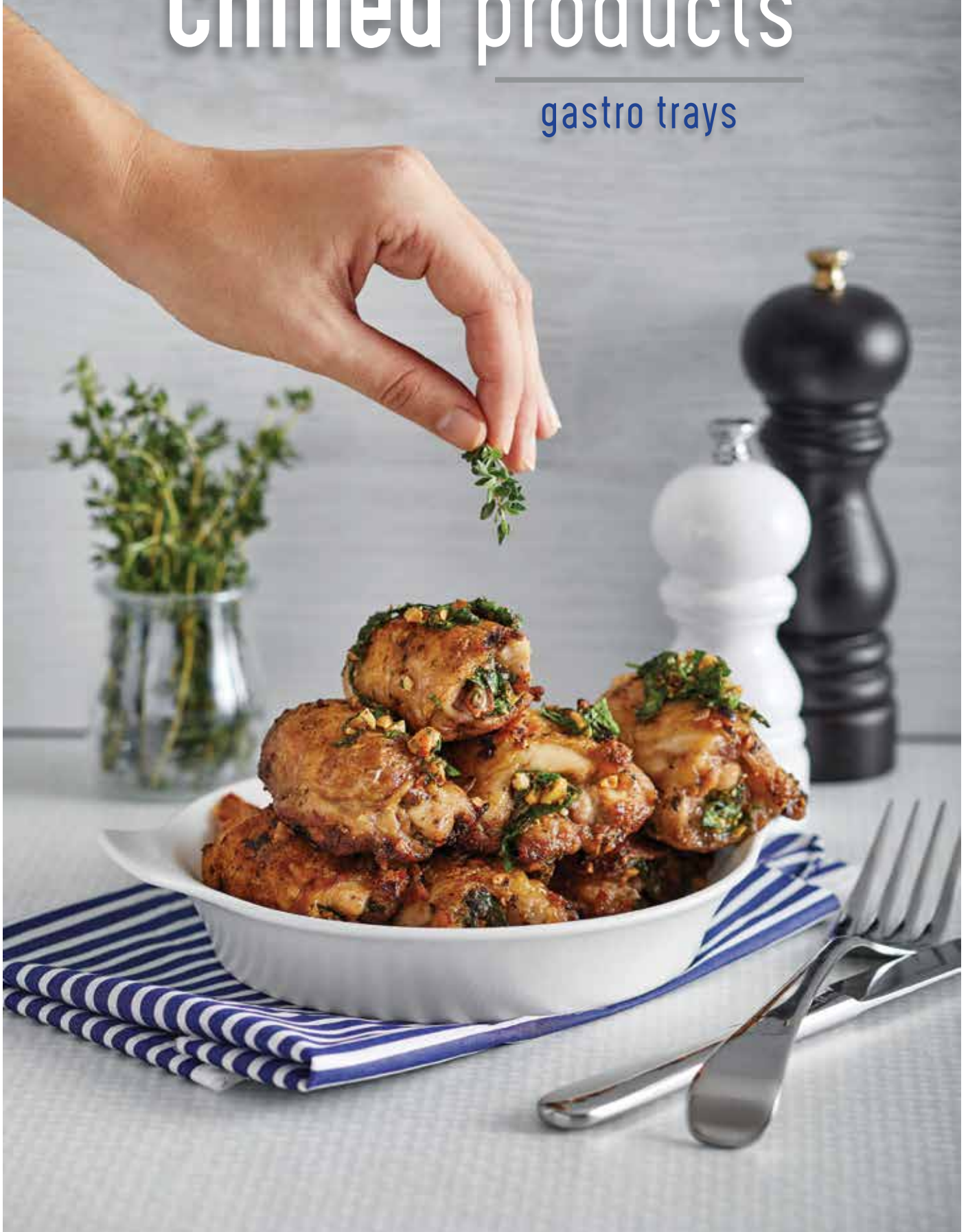
Saulius Petkevičius,
JSC Putnu fabrika Kėkava Member of the Board,
responsible for matters related to aviculture

No antibiotics for our chickens

The key to a healthy chicken is a strong immune system. We are the first producer in the Baltics and one of the very few in Europe whose birds grow with low use of antibiotics, below 5%. Despite a growing tendency to use antibiotics as a shortcut solution that leads to an alarming development of antibiotic resistance, which may adversely affect public health, we have developed a system for growing chickens without antibiotic treatment.

Chilled products

gastro trays



Chilled products



CHICKEN BREAST FILLET, skin off



2.5/5 kg



5/10 kg



0..+4°C

12 days



CHICKEN BREAST FILLET, skin on



2.5/5 kg



5/10 kg



0..+4°C

12 days



CHICKEN BREAST INNER FILLET



2.5/5 kg



5/10 kg



0..+4°C

12 days





CHICKEN BREAST FILLET,
strips 12 mm



2.5/5 kg



5/10 kg



0..+4°C

9 days



CHICKEN THIGHS MEAT,
strips 12 mm or 24 mm



2.5/5 kg



5/10 kg



0..+4°C

9 days



CHICKEN THIGHS MEAT, skin off



2.5/5 kg



5/10 kg



0..+4°C

10 days



CHICKEN BREAST FILLET SUPREME,
skin on



2.5/5 kg



5/10 kg



0..+4°C

12 days



Your top choice

CHICKEN FILLET SUPREME is the best choice for your daily meal. It has the skin and bone left on to ensure a juicy and delicious piece of chicken, which can be prepared in many different ways.





WHOLE CHICKEN



6 pcs

7 days



CHICKEN THIGHS MEAT, skin on



2.5/5 kg

5/10 kg

10 days



CHICKEN LEGS



4 kg

8 kg

12 days



CHICKEN WINGS



4 kg

8 kg

7 days



CHICKEN PRIME WINGS



2.5/5 kg

5/10 kg

7 days



CHICKEN MID WINGS



2.5/5 kg

5/10 kg

7 days



Chilled products



CHICKEN THIGHS



2.5/5 kg



5/10 kg



9 days



CHICKEN DRUMSTICKS



4 kg



8 kg



9 days



CHICKEN DRUMSTICKS, hock off



2.5/5 kg



5/10 kg



9 days





CHICKEN GIZZARDS



4 kg



8 kg



0..+3°C

9 days



CHICKEN LIVERS



2.5/5 kg



5/10 kg



0..+3°C

9 days



CHICKEN HEARTS



2.5/5 kg



5/10 kg



0..+3°C

9 days





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SALES STRATEGY

Big enough to be flexible

Experience and quality

Because of the geographically close distance, Sweden is currently our biggest export market.

More than 10 years ago, we accepted the challenge to enter this market. During this period, we have proved that our quality is just as good as that of local producers in Sweden, and on sale at more attractive prices. In order to strengthen our market positions and open up new export possibilities, we decided to create our own export brand and build a personality for our business. In the process of creating the brand name and its identity, we did some research, including conversations and surveys with our regular customers. In 2016 at the SIAL exhibition in Paris, *Top Choice Poultry* was presented as our first export brand. And now we are developing sales of *Top Choice Poultry* in Finland, Denmark, UK and Ireland.



All that customers need

Long-term cooperation is the main priority of our business strategy. Our close cooperation with customers, together with our knowledge of food trends and our dedication to developing new products have helped us to be present with our *Top Choice Poultry* products in the following sales channels:

1. Horeca
2. Retail
3. Public sector
4. Industry
5. Ethnic (Halal products)

"Every year we make investments in biosafety and animal welfare, that help us to ensure top quality products. We increase our production capacity, so that we are more and more open to new export possibilities. When we are absolutely confident in what we do, so are our customers."

Dominykas Chlebinskas,
JSC Putnu fabrika Kekava Member of the Board,
responsible for sales and logistics

Customer-oriented new product development

The market is constantly changing; therefore we work closely with our customers on new product development, helping them to respond quickly to market demands and new trends. By understanding the market and product requirements, we can apply our skills to develop products according to our customers' needs. Our highly educated, motivated and customer-oriented export team is responsive and flexible. We make sure that new products meet the strict requirements and price expectations of the market. We offer different kinds of packaging solutions and we ensure efficient and flexible logistics.



Chilled products

retail trays



Chilled products



		
CHICKEN BREAST FILLET, skin off	CHICKEN BREAST FILLET, skin on	CHICKEN BREAST INNER FILLET
<div>Tray</div> <div>0.8 kg</div>	<div>Tray</div> <div>0.8 kg</div>	<div>Tray</div> <div>0.8 kg</div>
<div>Packing</div> <div>6.4 kg</div>	<div>Packing</div> <div>6.4 kg</div>	<div>Packing</div> <div>6.4 kg</div>
<div>Snowflake icon</div> <div>0..+4°C</div> <div>12 days</div>	<div>Snowflake icon</div> <div>0..+4°C</div> <div>12 days</div>	<div>Snowflake icon</div> <div>0..+4°C</div> <div>12 days</div>
		



CHICKEN LEGS



0.8 kg



6.4 kg



0..+4°C

10 days



CHICKEN THIGHS



0.8 kg



6.4 kg



0..+4°C

10 days



CHICKEN DRUMSTICKS



0.8 kg



6.4 kg



0..+4°C

10 days



CHICKEN THIGHS MEAT, skin off



0.8 kg



6.4 kg



0..+4°C

10 days



Chilled products



CHICKEN THIGHS MEAT, skin on



0.8 kg



6.4 kg



0..+4°C

10 days



CHICKEN WINGS



0.8 kg



6.4 kg



0..+4°C

10 days



CHICKEN PRIME WINGS



0.8 kg



6.4 kg



0..+4°C

10 days



CHICKEN HEARTS



0.8 kg



6.4 kg



0..+3°C

10 days



CHICKEN GIZZARDS



0.8 kg



6.4 kg



0..+3°C

10 days



CHICKEN LIVERS



0.8 kg



6.4 kg



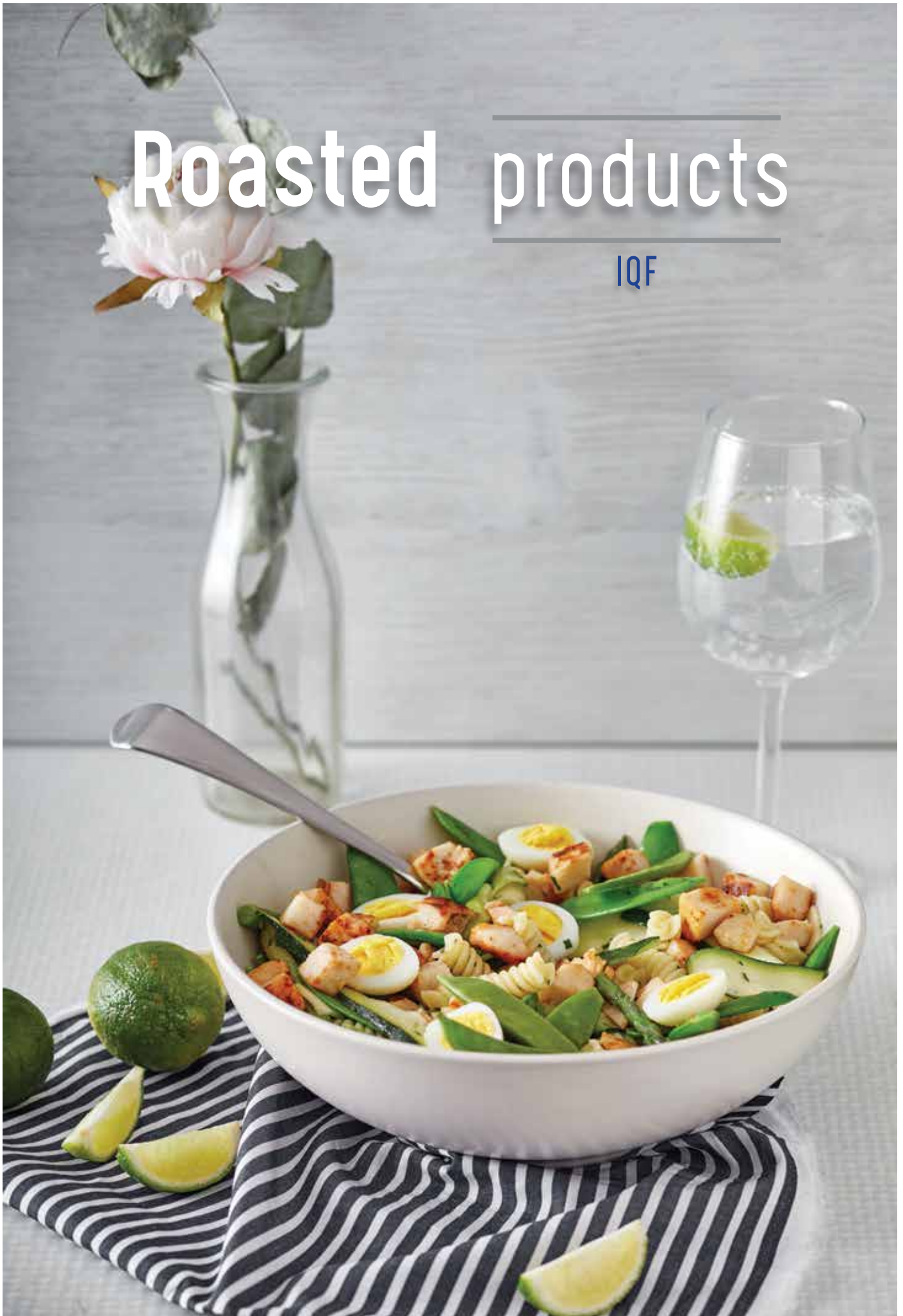
0..+3°C

10 days



Roasted products

IQF



Roasted products



WHOLE CHICKEN BREAST FILLET



2.5 kg



5 kg



12 months



CHICKEN INNER FILLET



2.5 kg



5 kg



12 months



CHICKEN BREAST FILLET, sliced



2.5 kg



5 kg



12 months





CHICKEN BREAST FILLET, strips



2.5 kg



5 kg



12 months



CHICKEN BREAST FILLET
"SALAD CHICKEN", diced



2.5 kg



5 kg



12 months



CHICKEN BREAST FILLET, diced



2.5 kg



5 kg



12 months



CHICKEN THIGHS MEAT skinless,
with spices, strips



2.5 kg



5 kg



12 months



Your top choice

Roasted chicken products are perfect addition to your favourite recipes of salads, sandwiches, tortilla wraps, pasta or pizza. All products are ready to eat and can be served hot or cold.





MEAT BALLS



2.5 kg



5 kg



12 months



NUGGETS, breaded



2.5 kg



5 kg



12 months



SCHNITZELS, breaded



2.5 kg



5 kg



12 months



CHICKEN WINGS BBQ



2.5 kg



5 kg



12 months



Your top choice

Get the party started right with our BBQ chicken wings – easy and quick to serve! These tasty and juicy roasted wings are ready to eat hot or cold.



TOP
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QUALITY AND FOOD SAFETY – our top priority

To ensure food safety, we implement strict production and handling procedures based on HACCP (Hazard Analysis and Critical points) principles. Every day, numerous hygiene, biosafety and disinfection measures are implemented at our factories covering employees, means of transportation, equipment, food and production facilities.

Our process of poultry farming and meat production complies with the regulations of the Food and Veterinary Service and European Union legislation. We have also achieved the standards of quality that are recognized and respected throughout the world – we follow the internationally recognized BRC food standard and ISO 22000:2006 standards.

We ensure 100% traceability for all our finished products – we keep track of every step, all the way from the chickens' parents to the customer.



"At our factories, quality is indisputably the top priority. For a perfect result, we use our 50 years of experience and apply processes and product control to every step of production. The production itself is full-cycle – from an egg to a packed product, which means that every step has to comply with Food and Veterinary Service rules and European regulations."

Dace Titmane,
ISC Putnu fabrika Ķekava
Quality Department Manager



Our quality certificates



BRC Global standards – obtained in September 2016. After investments in the production and development of employees' knowledge & qualifications, in the third audit we got an A grade from BRC in 2018.

The BRC Global Standard for Food Safety is a product and process certification standard renowned for compliance to industry best practices that allows manufacturers to demonstrate control and legal responsibility for products and consumer safety.



ISO 22000:2006 – obtained in 2013: a food safety management system to ensure food safety along the food chain (from raw material to ready goods) controlling all the relevant food safety hazards every step of the way.



HALAL certificate – obtained in 2016: the main food certificate in Muslim culture proving that the meat contains no harmful substances or a so-called "fear hormone".

Frozen products

salted and natural





CHICKEN BREAST FILLET,
salted or natural

Layer
packed

Packing



-18°C

10 kg

12 months



CHICKEN INNER FILLET,
salted or natural

Layer
packed

Packing



-18°C

10 kg

12 months



CHICKEN THIGHS MEAT,
skin off, salted or natural

Layer
packed

Packing



-18°C

10 kg

12 months





WHOLE CHICKEN



6 pcs

12 months



CHICKEN LEGS, natural



10 kg

12 months



CHICKEN DRUMSTICKS, natural



10 kg

12 months



CHICKEN THIGHS MEAT,
skin on, natural



10 kg

12 months



CHICKEN THIGHS, natural



10 kg

12 months



CHICKEN DRUMSTICKS,
hock off, natural



10 kg

12 months



Frozen products



CHICKEN WINGS, natural

Layer
packed

Packing



-18°C

10 kg

12 months



CHICKEN PRIME WINGS, natural

Layer
packed

Packing



-18°C

10 kg

12 months



CHICKEN MID WINGS, natural

Layer
packed

Packing



-18°C

10 kg

12 months





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Find the latest news of TOP CHOICE POULTRY activities and products:



on the website: www.topchoicepoultry.eu



send us an email: info@topchoicepoultry.eu

