



**MIRELITE MIRSA Co. Ltd.**

**Cold,**  
**with warm**  
**heart**

# MISSION



## WELCOME IN MIRELITE MIRSA

MIRELITE MIRSA vision to keep producing high quality frozen products. We are proud to creating values by focusing to manufacturing high nutrition content of quick frozen vegetables. Our policy to represent and spread the importance of the healthy nutrition.



MIRELITE MIRSA Co., Ltd.

# HISTORY



1981

The shares  
belonged to the  
farmer's hand

Transformation  
into Company  
Limited  
by Shares



1992

Nestlé  
Purchase the  
whole Schöller  
holding due to  
get the Ice  
Cream market

Nestlé Property

Company  
Foundation

Local farmers  
decided to build  
up a factory for  
his orchard fruits.

1990



Schöller  
Ownership

Europe biggest  
Ice cream  
Company  
purchase MIRSA  
Company

2001



MIRELITE MIRSA Co., Ltd.



# HISTORY



2003

Domoszló factory is located next to the berry field. With short transportation provide perfect raw material for our IQF product.

Purchasing  
Domoszló  
Factory



2006

Purchasing  
MIRELITE the  
second oldest  
frozen brand  
in the World  
Established in  
1945

Acquiring  
„MIRELITE”  
brand name

Hungarian  
Proprietorship

MIRSA Company  
become  
Hungarian family  
property.

2006



Purchasing  
Miskolc  
Factory

Company make  
double the  
production  
capacity by  
purchasing  
Miskolc factory.

2010

MIRELITE



MIRELITE MIRSA Co., Ltd.

# HISTORY



2012

13 Company was elected from 13 food sector.

Strategic Partnership Agreement with The Hungarian Government



2016

Meat Factory Inauguration

Main goal to producing MIRELITE traditional meat assortment.

2013



NEMZETI FEJLESZTÉSI MINISZTERIUM

Purchasing Cegléd Factory

Cegléd factory belongs to Pick Co., producing ham.



MIRELITE MIRSA Co., Ltd.



# FACTORIES



**Albertirsa**  
Headquarters



**Domoszló**  
Factory 2004



**Miskolc**  
Factory 2006



**Cegléd**  
Factory 2016



MIRELITE MIRSA Co., Ltd.



QUALITY



# 36 years EXPERIENCE

MIRELITE MIRSA has long term contracted Hungarian farmers relationship. The key point of the perfect product the high quality raw material. The Company control the whole process from seeding until harvesting time. Well update technology and traceability system control the production



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QUALITY



Well developed

# QUALITY CONTROL

MIRELITE MIRSA from 1993 work with

**HACCP** system, and implement **ISO**

**9001:2008** from 1998.

The Company get the highest '**A**' level **BRC**  
certification since 2003



MIRELITE MIRSA Co., Ltd.



# AWARDS



## Domestic and international **AWARDS**

- 1993 „Heart Friendly Product” qualification for 3 products
- 1998 „Excellent Hungarian Food” Trademark for 8 articles
- 2000 „Excellent Hungarian Food” Trademark for 2 items
- 2007 PLMA (Private Label Manufacturers’ Association): Novelty Awards for 6 products
- 2008 SIAL Novelty Prize: „Nyírség” Soup Dumplings
- 2009 Award of the Profession: The Hungarian Supplier of the Year
- 2010 Gourmet Award of SIAL d’Or: Bear’s Garlic
- 2011 Golden Thaler Reward: „For the Outstanding Performance of the Industry”
- 2011 Hungarian Brands Award for „MIRELITE” brand
- 2012 Foodapest Category Winner
- 2012 Hungarian Agroindustrial Quality Prize
- 2012 Hungarian Product Grand Prix: „Wild sauce”
- 2012 „Ambassador of the Hungarian Food Industry”
- 2013 Gulfood Highly Commended New Product
- 2013 Hungarian Product Grand Prix „Fruit filled Dumplings”
- 2014 Hungarian Agroindustrial Quality Prize
- 2015 OMÉK award apple croquets
- 2016 Fair Play partner Award
- 2016 K&H Best Family Company
- 2019 Hungarian Agroindustrial Quality Prize



**MIRELITE MIRSA Co., Ltd.**



1945

All frozen factory  
in Hungary  
produced the  
product under  
MIRELITE brand

Refrigerating  
Industry  
National  
Company



2016

## History of MIRELITE

Creation of  
„MIRELITE”  
brand

MIRELITE was the  
first frozen brand  
in Hungary

1963



Renascence of  
„MIRELITE”  
brand



MIRELITE MIRSA Co., Ltd.





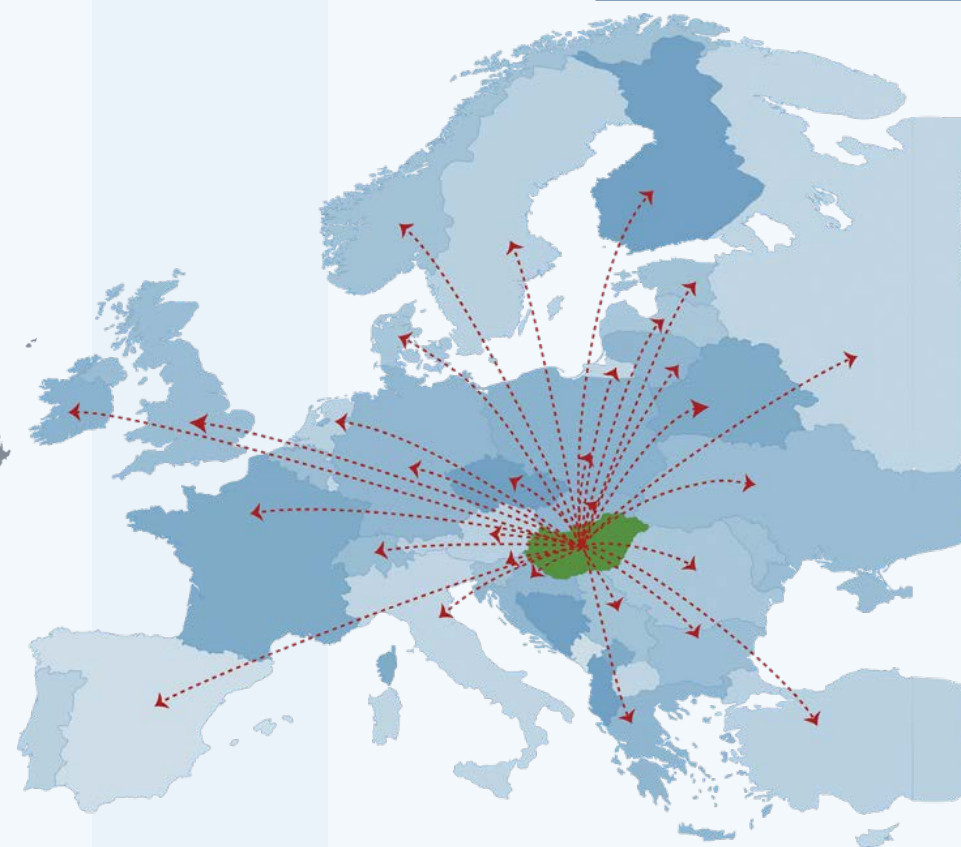
# Cover HUNGARY

MIRELITE MIRSA has Own Fleet of 16 piece Refrigerator Trucks which Country-wide coverage Hungary.



MIRELITE MIRSA Co., Ltd.

# EXPORT



**MIRELITE MIRSA Co., Ltd.**



# VEGETABLES



40 different  
**VEGETABLES**



MIRELITE MIRSA Co., Ltd.



# FRUITS



16 different  
**FRUITS**



MIRELITE MIRSA Co., Ltd.



# PASTRIES



18 different  
**PASTRIES**



MIRELITE MIRSA Co., Ltd.



# SEMI-FINISH PRODUCTS



## 8 different SEMI-FINISH PRODUCTS



MIRELITE MIRSA Co., Ltd.





**MIRELITE®**

*a megőrzött érték*

*A nyári nap sugarainak megőrzője 1945 óta*




**WWW.MIRELITE.HU**

## Continuous MARKETING ACTIVITY



**MIRELITE® a megőrzött érték**

*A nyári nap sugarainak megőrzője 1945 óta*

Látogasson el webáruházunkba

[MEGNEZEM](#)

**A történet**  
MIRELITE márka története  
1945-ben született a MIRELITE eskimó a világ második fagyasztott márkája az amerikai Bird's eye után.  
[RÉSZLETEK](#)

**Érdekességek**  
A fagyasztásról érthetően  
Miert jó gyorsfagyasztott terméket vásárolni, és fogyasztani?  
[RÉSZLETEK](#)

**Receptek**  
Napsugár lépények  
[RÉSZLETEK](#)



MIRELITE MIRSA Co., Ltd.

Thank you for  
**KIND ATTENTION**

