

Products of ROSHEN: The Secrets of Success

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Introduction. ROSHEN is one of the largest world manufacturers of confectionery products. About 25% of all domestic sweets are produced in factories of Kiev, Vinnytsia, Mariupol and Kremenchug regions. The company's Central office is situated in Kiev. Under its own 'sweet quality mark' ROSHEN produces more than 320 kinds of high quality confectionery products (chocolate and jelly sweets, caramel, chocolate, biscuits, wafers, sponge rolls and cakes). The total volume of production reaches 450 thousand tons per year. Products are available in more than 30 countries.

Materials and methods. For this research, the General and special methods were applied, in particular methods of systematic, logical as well as factor analysis. The study is based on materials of specialists working in the confectionery field.

The results and discussion. While researching the possible reason of the company's popularity and quality, several aspects were underlined. Primarily, it is the fact that this confectionary company comprises Vinnytsia dairy factory that provides factory Corporation natural high-quality dairy raw materials. Moreover, in order to improve storage conditions of raw materials and finished products as well as to optimize product supply and minimise delays of products in the warehouse, the Corporation launched its own logistics centres. To equip the logistic centre, the latest equipment of leading world companies is widely applied and used. It is also worth noting that the logistics centre of the ROSHEN Corporation is a versatile and innovative logistics complex, a reference for all industries that use pallets for warehousing of its products.

The production units of ROSHEN Confectionery Corporation are all certified in accordance with the requirements of the international standards of quality and food safety. At the enterprises of ROSHEN Corporation operates a quality management system and food safety, as evidenced by the presence of each of the factories Corporation of certificates of conformity.

All confectionery factories of ROSHEN Corporation provided equipment to monitor quality control and proper research. In addition, the development of technologies and high quality products is insured by highly-skilled specialists who have acquired the necessary training in specialised centres abroad.

Conclusion. Therefore, it should be noted that the main advantages of ROSHEN products include primarily exploitation of the modern high-productive equipment, strict adherence to technology as well as using only high quality raw materials. The launched confectionary products are made with the most modern technology.