

PITECA Pate in Angola

PITECA pate, a Serbian product developed for the African consumers, is now available in Angola!

“The original idea for this endeavor came from **Borisa Macak, Vice President for African Markets**. It was followed by a survey which confirmed the huge potential of this product category in Angola, as well as the great challenge related to offering alternatives to plant based and other spreads, popular among local inhabitants living in favelas”, says **Sasa Ciric, Marketing and Development Manager at Neoplanta**.

Based on the survey findings three different tastes were developed: **chicken pate** as the globally most popular taste; **fish pate** in view of the large consumption of fish products on the local market and **chicken pate with peri peri seasoning**, extremely popular in Angola. Piteca – PERI PERI has up till now been the best accepted by consumers, while the other two types are also recording successful sales.