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PRESS RELEASE

TEN YEARS OF PARTNERSHIP BETWEEN NELT AND BAMBI IN BOSNIA AND HERZEGOVINA

Through a strong distribution network in this market, consumers have access to Bambi categories including Plazma biscuits, Wellness, Zlatni Pek, and Plazma Kocka

Sarajevo, 09. jun 2026 - Nelt and Bambi are celebrating ten years of successful cooperation in the distribution business in Bosnia and Herzegovina. The strong and stable partnership between the two companies is built on trust, professionalism, and a shared commitment to quality and consumers.

“We are proud of a decade of successful partnership between our companies. The daily collaboration and coordination of our teams, as well as the trust and responsibility we continuously build together with our partners and associates, have directly contributed to the success of our cooperation,” said Mirsad Bektašević, Sales Director of Nelt BiH. He added that this anniversary is a confirmation of a well-established relationship, as well as a strong incentive for further development and the joint creation of new business opportunities both locally and regionally.

Over the past decade, through continuous and strategically guided cooperation, the presence of Bambi brands in the Bosnia and Herzegovina market has been significantly strengthened, product availability has been improved, and the level of service provided to customers and partners has been elevated. The synergy of knowledge, experience, and operational excellence of both companies has contributed to these strong business results and the long-term sustainability of the partnership.

Nelt Group and Bambi also successfully cooperate in the markets of Serbia and North Macedonia, relying on Nelt’s strong logistics and distribution network. With a clear focus on portfolio development, strengthening the position of Bambi brands, and further expanding their availability, this partnership further confirms Nelt’s role as one of the leading companies in the field of distribution and logistics services.

About Nelt Group:

Nelt Group is one of the most successful business systems in the Adria region in the fields of logistics and distribution, as well as a producer of its own brands. As an international group, it employs more than 5,500 people across 14 companies operating in 12 markets in Europe and Africa. Its leading position and achievements over 30 years of business are the result of continuous investment in employee education and development, innovation, and the implementation of new technologies, while its inclusive and open corporate culture stands as a hallmark of the company.

For more information, visit:

www.nelt.com