Continuous improvement is our main goal as we aim to obtain a greater level of customer satisfaction and increase our market share. As a result, the Orsa Drinks Executive Board has incorporated the ISO 9001 management system on the HACCP procedures and the regulatory requirements. Our mission is to differentiate our offering on the marketplace, expand towards new markets, and achieve the utmost customer satisfaction through the supply of premium quality products.

Orsa Drinks is committed to consistently work with the following targets:

- Guarantee the quality of each of our finished products, despite any change in raw material acquisition, through the adoption of an integrated production management system.
- Focus on product development to maintain a new and interesting offering to the customer.
- Guarantee product safety through our use of the HACCP model.
- Minimize our environmental footprint and impact.
- Grant the customer a key role in the company’s strategy and growth.
- Pay particular attention to the satisfaction of the relevant stakeholders (i.e., employees, suppliers, etc.) through consistent discussion and a monitoring of needs.
- Make available the funds necessary to reach all the targets so that they are achieved on schedule — dependant on availability.

The company policy is issued by the management, displayed on the noticeboard, and published on the company website. This document is regularly revised during the review by the Executive board. If necessary, the company policy is updated with the establishment of new targets. For these reasons — during the management review — these objectives are periodically formalised with the definition of outgoing elements which are concrete objectives to be achieved in the short term for the individual duties of the organization.

The Executive Board

07/02/2020