

SINCE 1999

## Our Story

1999

Minela was founded in a charming town of Batocina, Serbia by Nebojsa Stanojkovic who named the company after his daughters, Mina and Nela.

2000

Minela launched its first product – Fruit Drink in a stand-up pouch. This concept captured the attention of kids and became a nationwide sensation.

2010

By 2010, Minela had solidified its place as one of Serbia's leading contract manufacturers of water and soft drinks, steadily growing its portfolio in the beverage industry.

2017

A major milestone in the company's journey came in 2017 with the creation of Ice Pops. This product quickly gained popularity, and Minela began exporting to countries across Europe and beyond, spreading the joy of Ice Pops to new audiences.

2018

In 2018, Mina and Nela introduced **Happy Kid** – Minela's very first brand. With a thoughtful design that caters to both kids and adults, Happy Kid was born from their passion for creating products that bring joy and smiles to families everywhere.

2025

As we step into 2025, we are introducing our premium brand of Ice Pops: **Minela's**, as well as the newest addition to our Ice Pops range: Happy Kid SOUR Ice Pops.

JOIN THE FAMILY

## Let's team up



MANAGING DIRECTOR

[mina@minela.rs](mailto:mina@minela.rs)



COMPANY WEBSITE

[www.minela.rs](http://www.minela.rs)



CORPORATE OFFICE

Kralja Petra I 62, Batocina, Serbia

STANDARDS AND CERTIFICATIONS



Minela

# product catalogue



WHAT WE OFFER

## Product Range



Happy Kid Fruit Drink 200ml



Happy Kid Fruit Drink 4x200ml



Happy Kid Fruit Drink 8x200ml

WHAT WE OFFER

## Product Range



Minela's Ice Pops 10x50ml



Happy Kid Ice Pops 10x50ml



Happy Kid SOUR Ice Pops 10x50ml

## Fruit Drink

- Our first product: Fruit Drink in a stand-up pouch.
- Formulated with 10% fruit juice, no artificial colours and no preservatives.
- Available in our Happy Kid brand and private label.
- Includes a paper straw and laser-cut perforation for easy straw insertion.
- Available in a multipack of 4 or 8 individual pouches.

## Minela's Ice Pops

- Our premium range of Ice Pops: **Minela's** are formulated with 30% fruit juice, natural flavours, no artificial sweeteners and no preservatives.
- Available in a variety pack with 5 flavours, featuring 2 pieces of each flavour.
- A great vegan alternative to traditional ice cream.

## Happy Kid Ice Pops

- Introducing our hero product: Happy Kid Ice Pops.
- Formulated with all natural flavours and 5% fruit juice.
- Available in our Happy Kid brand and private label.
- Ice Pops are stored at room temperature and intended for home freezing.

## Happy Kid SOUR Pops

- The newest addition to our Ice Pops range: Happy Kid **SOUR** Ice Pops.
- Available in a variety pack with 4 natural flavours, featuring 2x green apple, 2x strawberry, 2x lemon lime and 4x blue raspberry pops.
- Ice Pops are stored at room temperature and intended for home freezing.