

# Panona Mare

**FISH CATALOGUE**  
*2025*



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# FISH FARMING AND PROCESSING

## FRESH FROM PP ORAHOVICA'S PONDS...

**Pond aquaculture is one of PP Orahovica's core businesses. We have the largest freshwater fish farming and processing production and capacities in Croatia. We grow fish for human consumption and fish fry in 6,180 hectares of fishponds. Our fish is grown in ponds equipped with the latest technology, processed at our own fish processing facility and marketed under the Panona Mare brand name. We observe strict standards guaranteeing the freshness and the quality of our fish and fish products in the entire process.**

## FISH FARMING

Fully automated and equipped with the latest technology, PP Orahovica's fishponds are combined into a single system that manages automated feeding and monitors all fish farming processes. We practice polyculture fish farming in our fishponds, meaning that we cultivate several secondary or supplementary fish species in addition to our main species. In addition to common carp, our dominant species, we also cultivate grass carp, bighead and silver carp, wels catfish, northern pike and pike perch at our freshwater fish hatchery. The high quality of our fish feed guarantees the high protein content of the meat, and our laboratory, equipped with state-of-the-art water quality monitoring equipment, ensures optimal utilization of the natural feed and the ideal conditions for the cultivation of healthy, high-quality fish, rich in Omega-3 fatty acids. The meat of the fish cultivated using this method has beneficial health effects. The distinctive light taste of its meat has earned the common carp of Orahovica a reputation for quality and made it an in-demand product, while its premium quality has earned it the right to use the "Croatian Creation" ("Izvorno hrvatsko") label.



## FISH PROCESSING – THE PANONA MARE BRAND

In December 2016, in response to the market's demands and our customers' requirements for premium quality ready-to-eat and semi-prepared products, we opened our freshwater fish processing facility. PP Orahovica's fish is processed at modern facilities with strict control of biological, chemical and physical hazards. We market our processed fish products under our own Panona Mare brand name, including fresh, frozen, smoked and breaded and battered product lines, as well as whole fish, fish steaks, fish fillets, smoked common carp, fish pate, burgers and chips.

### VACUUM BAG PACKS

Our products are packed in vacuum bags in a controlled atmosphere, allowing them to stay fresh much longer than products that are not packed in such conditions. We pack our products in vacuum bags certified for use in the food industry, controlling our production process and the quality of our products from input and packaging to the output products. The products are kept at the temperature from 0 to +4°C. We use the vacuum packs for gutted and descaled common carp, which has a shelf life of seven days, smoked common carp fillets (150 g), which have a shelf life of 45 days, and smoked common carp halves, which have a shelf life of 35 days.

### MAP PACKS

In addition to vacuum bags, we also offer products packed on trays. These products are also packed in strictly controlled hygienic and atmospheric conditions guaranteeing their premium quality and nutritional value for the entire duration of their shelf life. Fresh products are kept at the temperature from 0 to +4°C and have a shelf life of seven days.



# PRODUCTS / **LIVE FISH**

*...jer volimo ribu!*



## **COMMON CARP** *Cyprinus carpio*

The common carp is our best known and most common fish species. All Panona Mare brand products are based on the premium category of common carp. The domesticated common carp that we cultivate is golden yellow in colour and has a high spinal arch and few scales. Its lower fat content and the distinctive light taste of its meat have earned the common carp of Orahovica a reputation for quality and made it an in-demand product, while its premium quality has earned it the right to use the "Croatian Creation" ("Izorno hrvatsko") label.

Count: 1.5 kg - 2.5 kg and 2,5 kg +

## **BIGHEAD AND SILVER CARP**

*Hypophthalmichthys nobilis*  
*Hypophthalmichthys molitrix*

The common carp is our best known and most common fish species. All Panona Mare brand products are based on the premium category of common carp. The domesticated common carp that we cultivate is golden yellow in colour and has a high spinal arch and few scales. Its lower fat content and the distinctive light taste of its meat have earned the common carp of Orahovica a reputation for quality and made it an in-demand product, while its premium quality has earned it the right to use the "Croatian Creation" ("Izorno hrvatsko") label.

Count: 1.5 kg - 2.5 kg and 2,5 kg +

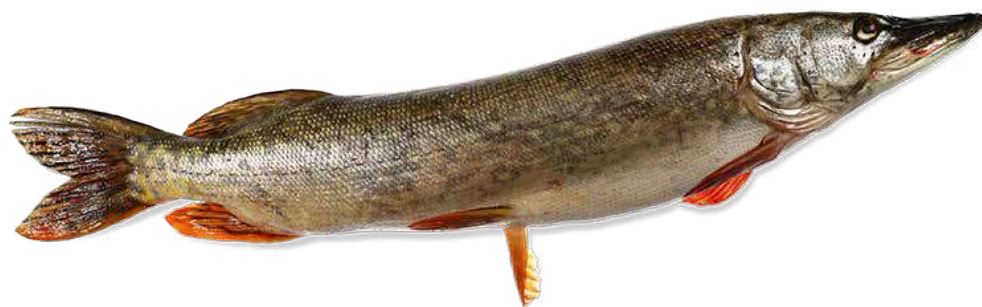




**GRASS CARP** *Ctenopharyngodon idella*

The grass carp is a cylindrically shaped fish of large and robust constitution. Its lean meat tastes amazing and can be prepared in a variety of ways. In addition to marketing it as a live and fresh fish product, we also offer grass carp steaks, fillets and chips, both fresh and frozen.

Count: 2-6 kg



**NORTHERN PIKE** *Esox lucius*

The northern pike is one of the largest freshwater fish species. It is an apex predator, distinguished by its narrow, spindly body. Its meat goes well with any other type of fish in different dishes and tastes great no matter how you prepare it. It is a prized delicacy, and many believe it to be the requisite ingredient of a good fish stew.

Count: 500g +



... jer volimo ribu!



**PIKE PERCH** *Stizostedion lucioperca*

The pike perch is a prized and very tasty freshwater fish, abounding in precious nutrients. It owes its beneficial health effects to the variety of minerals and B complex vitamins it contains. The pike perch is a rather small fish, ideal for frying.

Count: 200 g – 3 kg



**WELS CATFISH** *Silurus glanis*

The wels catfish can grow up to 3 metres in length in the Croatian climate. This freshwater fish offers an exceptional nutritional and gastronomic quality. Its meat is white, does not contain small bones, and is ideal for frying and roasting. It is also the key ingredient of the famous traditional dish “perkelt od soma” (fish stew served with homemade noodles mixed with cottage cheese and fried bacon bits).

Count: 3 kg +

# PRODUCTS / FRESH FISH / **COMMERCIAL PACKS**



## **COMMON CARP, GUTTED, DESCALED, PACKED IN VACUUM**

Packed fresh gutted and descaled Panona Mare common carp is packed in vacuum, allowing it to stay fresh much longer than the products that have not been packed under such conditions.

- Gutted, descaled
- 90% meat, 10% bones
- Packed in PP/PE bags (1 piece weighs approx. 1.6 kg)
- Shipping container: corrugated cardboard tray (approx. 20 kg, 12 packs per box)
- Keep at 0 - +4°C
- Shelf life: 7 days





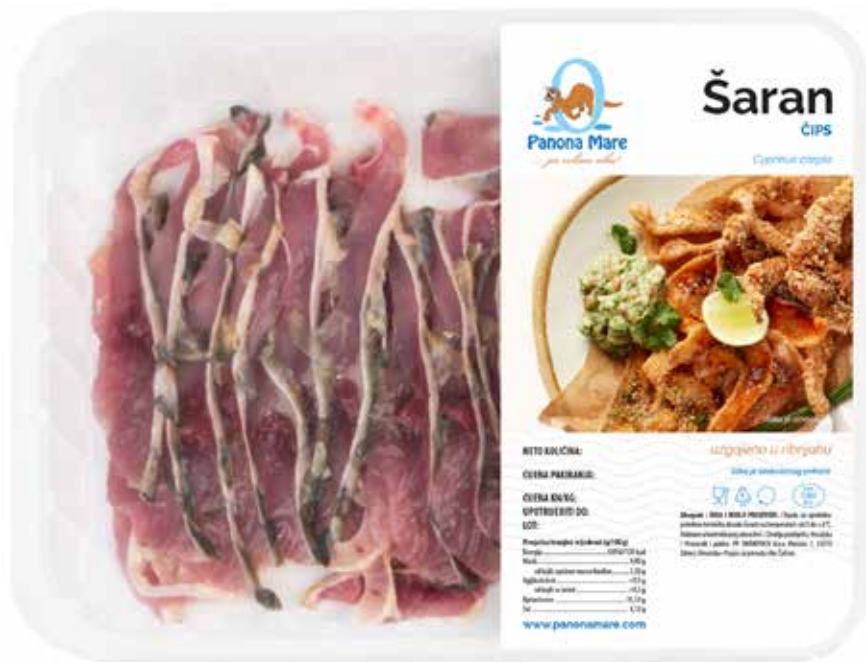
## COMMON CARP STEAKS

- Horseshoe-shaped
- Common carp steaks contain approx. 97% meat and 3% bones
- One steak weighs 150-200 g
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4 °C
- Shelf life: 7 days



## COMMON CARP FILLETS

- Conically shaped fillets, light to dark red colour
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs approx. 500 g
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4 °C
- Shelf life: 7 days



## COMMON CARP CHIPS

- Contains 100% meat
- Ideal as a starter or main course for children and adults
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4 °C
- Shelf life: 7 days



## COMMON CARP HEADS AND TAILS

- Gill covers containing the eyes maintain live carp form
- The tail section contains the part of the body from the anal fin, and the caudal fin
- Common carp heads and tails are the requisite ingredient of a good fish stew or soup
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4 °C
- Shelf life: 7 days



## GRASS CARP FILLETS

- Conically shaped fillets
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs approx. 500 g
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4°C
- Shelf life: 7 days



## BIGHEAD AND SILVER CARP FILLETS

- Conically shaped fillets
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs approx. 500 g
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4°C
- Shelf life: 7 days





## BIGHEAD AND SILVER CARP, STEAKS

- Horseshoe- or oval-shaped
- Contain approx. 97% meat and 3% bones
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4 °C
- Shelf life: 7 days



## BIGHEAD AND SILVER CARP FILLETS

- Conically shaped fillets
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs approx. 500 g
- Packed on a MAP tray (one pack weighs approx. 500 g)
- Shipping container: corrugated cardboard tray (approx. 8 kg)
- Keep at 0 - +4 °C
- Shelf life: 7 days

# PRODUCTS / FRESH FISH / **BULK**



## **COMMON CARP, WHOLE, BULK**

- Maintains live carp form, descaled or not
- Contains approx. 90% meat and 10% bones
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



## **COMMON CARP, GUTTED, DESCALED, BULK**

- Gutted, descaled
- Contains approx. 90% meat and 10% bones
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **COMMON CARP, STEAKS, BULK**

- Horseshoe shaped, light to dark red colour
- Common carp steaks contain approx. 97% meat and 3% bones
- One steak weighs 150-200 g
- Shipping container: Styrofoam crate for fresh bulk products (approx. 6 kg), PVC crate for fresh products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **COMMON CARP, FILLETS, BULK**

- Conically shaped fillets, light to dark red colour
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs 350-500 g
- Shipping container: Styrofoam crate for fresh bulk products (approx. 6 kg), PVC crate for fresh products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days





### **COMMON CARP, CHIPS, BULK**

- Contain approx. 99.5% meat and 0.5% bones
- Cut into thin strips, light to dark red common carp meat
- Ideal as a starter or main course for children and adults
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **COMMON CARP, HEADS AND TAILS, BULK**

- Gill covers containing the eyes maintain live carp form
- The tail section contains the part of the body from the anal fin, and the caudal fin
- Common carp heads and tails are the requisite ingredient of a good fish stew or soup
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **GRASS CARP, STEAKS, BULK**

- Horseshoe- or oval-shaped
- Contain approx. 97% meat and 3% bones
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **GRASS CARP, FILLETS, BULK**

- Conically shaped fillets
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs approx. 500 g
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **GRASS CARP, CHIPS, BULK**

- Contain approx. 99.5% meat and 0.5% bones
- Cut into thin strips
- Ideal as a starter or main course for children and adults
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4°C
- Shelf life: 6 days



### **BIGHEAD AND SILVER CARP, STEAKS, BULK**

- Horseshoe- or oval-shaped
- Contain approx. 97% meat and 3% bones
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4°C
- Shelf life: 6 days





### **BIGHEAD AND SILVER CARP, FILLETS, BULK**

- Conically shaped fillets
- The meat is mechanically filleted and deboned (99.5% meat and 0.5% bones)
- One fillet weighs approx. 500 g
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for fresh products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days



### **BIGHEAD AND SILVER CARP, CHIPS, BULK**

- Contain approx. 99.5% meat and 0.5% bones
- Cut into thin strips
- Ideal as a starter or main course for children and adults
- Shipping container: Styrofoam crate for bulk products (approx. 6 kg), PVC crate for bulk products, returnable (approx. 10 kg)
- Keep at 0 - +4 °C
- Shelf life: 6 days

## PRODUCTS / **FROZEN FISH**

We also offer a frozen product line in gastro packs. We can offer all products from our fresh line as frozen products as well. Frozen fillets and steaks are our top products. We use state-of-the-art flash-freezing technology in our production. In this process, the temperature at the core of the products falls to as low as  $-110^{\circ}\text{C}$ , allowing all the valuable nutrients to be fully preserved.



# PRODUCTS / FROZEN FISH / **BREADED & BATTERED PRODUCT LINE**



## **FISHCHIPS CLASSIC 250g**

Fishchips are tasty and crispy fish fillet chips, ideal for children and adults on all occasions.

We cut the best pieces of meat into thin strips, covered them with crispy breadcrumbs and deep-frozen them. Easy to prepare, in a pan, fryer or oven, Fishchips are a healthy snack that go well with your favorite sauce or salad. It is excellent as an appetizer, snack or served as a main meal.



## **FISHCHIPS CURRY 250g**

Fishchips are tasty and crispy fish fillet chips with curry flavor, ideal for all occasions.

We cut the best pieces of meat into thin strips, covered them with crispy breadcrumbs and deep-frozen them. Easy to prepare, in a pan, fryer or oven, Fishchips are a healthy snack that go well with your favorite sauce or salad. It is excellent as an appetizer, snack or served as a main meal.



## **FISHCHIPS PIKANT 250g**

Fishchips are tasty and crispy fish fillet chips with a spicy taste, ideal for all occasions.

We cut the best pieces of meat into thin strips, covered them with crispy breadcrumbs and deep-frozen them. Easy to prepare, in a pan, fryer or oven, Fishchips are a healthy snack that go well with your favorite sauce or salad. It is excellent as an appetizer, snack or served as a main meal.



# PRODUCTS / FROZEN FISH / **BREADED & BATTERED PRODUCT LINE**



## **FISHNUGGETSI CLASSIC 240g**

Fishnuggets are made from first-class pieces of fish, wrapped in panada and deep frozen.

They are easy and quick to prepare, in a pan, fryer or oven and children like to eat them in combination with a side dish of vegetables or with sauces. Crispy on the outside and juicy on the inside, Fishnuggets are excellent if you serve them as an appetizer, snack or main meal.



## **FISHNUGGETSI KIDS 240g**

Fishnuggets in the shapes of heart, fish, star and ship are made from first-class pieces of fish, wrapped in panada and deep frozen.

They are easy and quick to prepare, in a pan, fryer or oven and children like to eat them in combination with a side dish of vegetables or with sauces. Crispy on the outside and juicy on the inside, Fishnuggets are excellent if you serve them as an appetizer, snack or main meal.

# LOGISTICS DATA



PRODUCT NAME	WEIGHT OF THE PRODUCT / UNIT	PRODUCT BARCODE	NUMBER OF PIECES IN THE TRANSPORT BOX	NUMBER OF TRANSPORT BOXES ON A PALLET
FISHCHIPS CLASSIC	250g	3858889834424	12	56
FISHCHIPS PIKANT	250g	3858889834448	12	56
FISHCHIPS CURRY	250g	3858889834455	12	56
FISHNUGGETS CLASSIC	240g	3858889834462	12	56
FISHNUGGETS KIDS	240g	3858889834479	12	56



# PRODUCTS / **DELICATESSEN**



## **COMMON CARP, FILLETS, SMOKED**

Smoked common carp fillets are prepared using the traditional method of salt curing and hot smoking, resulting in a ready-to-eat product of full taste and characteristic smoke flavour that can be prepared in a number of ways, as a starter, main course or a side, adding a distinctive flavour to any dish.

- Smoked common carp fillets weigh 150 g and are packed in vacuum bags and a cardboard wrapper. They are shipped in shelf-ready boxes containing 16 packs and weighing 2.4 kg.
- A gastro pack weighing 550 g and packed in a vacuum bag is also available. It is shipped in a corrugated cardboard tray, 12 pieces per tray, total weight 6.6 kg.
- Keep at 0 - +4 °C
- Shelf life: 45 days





### **SMOKED COMMON CARP PATE CLASSIC**

The pate is made of choice pieces of smoked fillets, prepared with meticulous attention and mixed with carefully chosen spices. During the production process, special attention is paid to consistency and spreadability, resulting in a premium product.

- The Classic smoked common carp pate is packed in 170g jars and shipped in American-type boxes, 12 jars per box, box weight 2.04 kg.
- Jar with a metal lid
- Gastro pack 450g (PP bucket)
- Keep at +2 - +6 °C
- Shelf life: 6 months



### **SMOKED COMMON CARP PATE PIKANT**

The pate is made of choice pieces of smoked fillets, prepared with meticulous attention and mixed with carefully chosen spices, with an addition of chilli peppers. During the production process, special attention is paid to consistency and spreadability, resulting in a premium product.

- The Pikant smoked common carp pate is packed in 170 g jars and shipped in American-type boxes, 12 jars per box, box weight 2.04 kg.
- Jar with a metal lid
- Gastro pack 450g (PP bucket)
- Keep at +2 - +6 °C
- Shelf life: 6 months



# FRESHNESS AND QUALITY

## **HACCP** (Hazard Analysis Critical Control Points)

An integrated food quality and safety control system encompassing all stages of the production and distribution process.

## **IFS Food** (International Featured Standard)

Ensures a high level of transparency in the entire supply chain and food transport process.

## **Izvorno hrvatsko** (Croatian Creation)

A label of originality and premium quality awarded by the Croatian Chamber of Economy.



## **Živjeti zdravo** (Healthy Living)

Croatian Public Health Institute awards this label to products satisfying the Institute's criteria that are recommended as a part of a healthy diet.



## **Riba Hrvatske – Jedi što vrijedi** (Croatian fish - Eat well)

Croatian Chamber of Economy presents this label to products of Croatian origin and premium quality.



# LOGISTIC INFORMATION

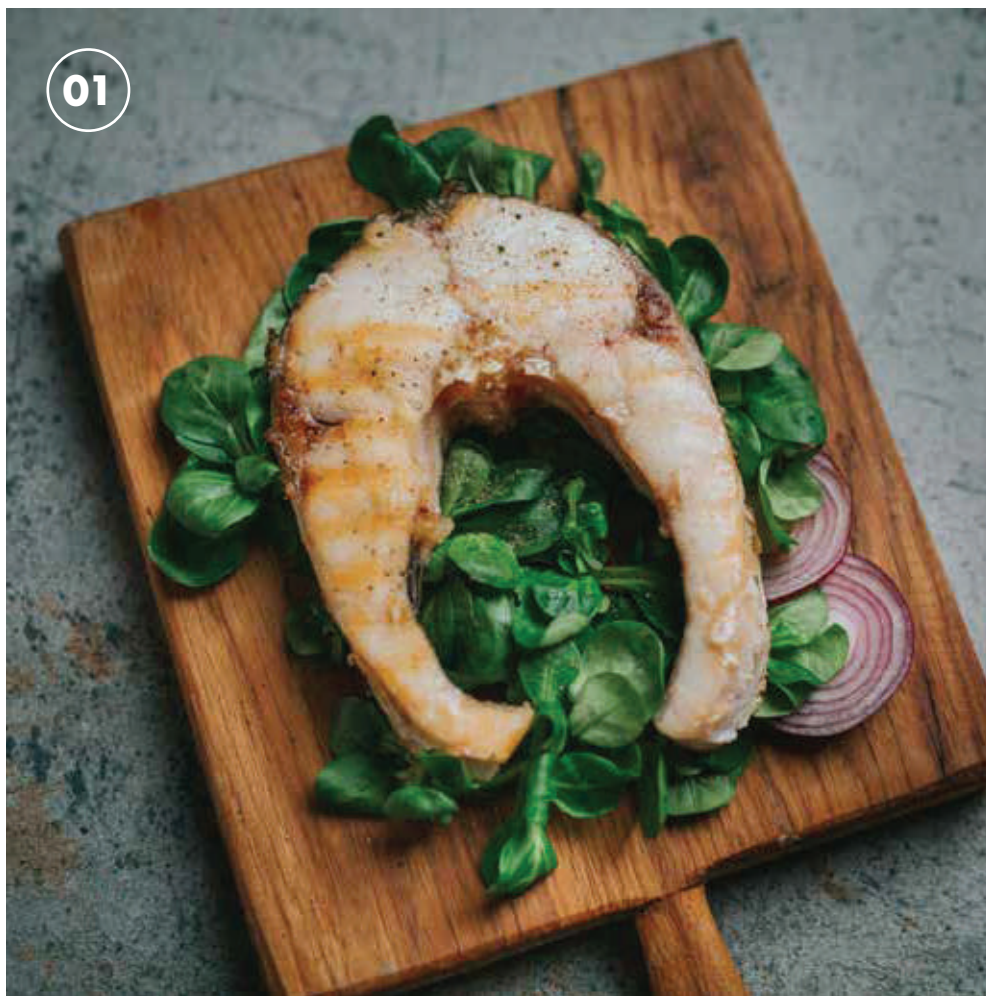
Product/Commercial pack (CP)	CP dimensions /mm	CP net weight	Shipping container (SC)	SC dimensions /mm	Pcs per SC	SC net weight /approx.	SCs per pallet	Gross pallet weight /approx.	Storage and shelf life
MAP tray	227 x178 x40	approx. 0.5 kg	Corrugated carboard tray	600x400x 210	16	8 kg	32	278 kg	0°C - +4°C, up to 7 days
Common carp, gutted and descaled, packed	210x540	approx. 1.6 kg	Corrugated carboard tray	600x400x210	12	19,2 kg	32	637 kg	0°C - +4°C, up to 7 days
Smoked common carp fillets 150 g/vacuum bag and carboard wrap	175x253x20	150g	Shelf-ready box	400x190x290	16	2,4 kg	64	137 kg	0°C - +4°C, up to 45 days
Smoked common carp pate/jar	85x85x52	170g	American-type carboard box	260x180x125	12	2,04 kg	56	-	+2°C - +6°C, up to 6 months

Bulk and gastro pack (GP)	GP dimensions /mm	GP dimensions /mm	Shipping container (SC)	SC dimensions /mm	Pcs per SC	SC net weight /approx.	Pcs per pallet	Gross pallet weight /approx.	Storage and shelf life
Fresh bulk product line	-	-	Styrofoam crate	500x300x157	-	6 kg	-	238 kg	0°C - +4°C, up to 6 days
			Returnable PVC crate	120x120x70	-	10 kg	-	422 kg	-
Frozen bulk product line	-	-	American-type carboard box	400x300x200	Fish chips	5 kg	36	450 kg - 470 kg	min. -18°C, up to one year
					FishBurger 80 pcs	8 kg			
					Fish Nuggets 250 pcs	8,5 kg			
Smoked common carp halves, gastro pack 550 g	530x210	approx. 550 g	-	600x400x210	12	6,6 kg	32	233 kg	0°C - +4°C, up to 35 days
Smoked common carp pate, gastro pack 450 g	76x115	450 g	-	-	-	-	40	-	+2°C - +6°C, up to one month



# OUR GASTRO IDEAS

... more on our websites [www.panonamare.com](http://www.panonamare.com) and [www.pporahovica.hr](http://www.pporahovica.hr)

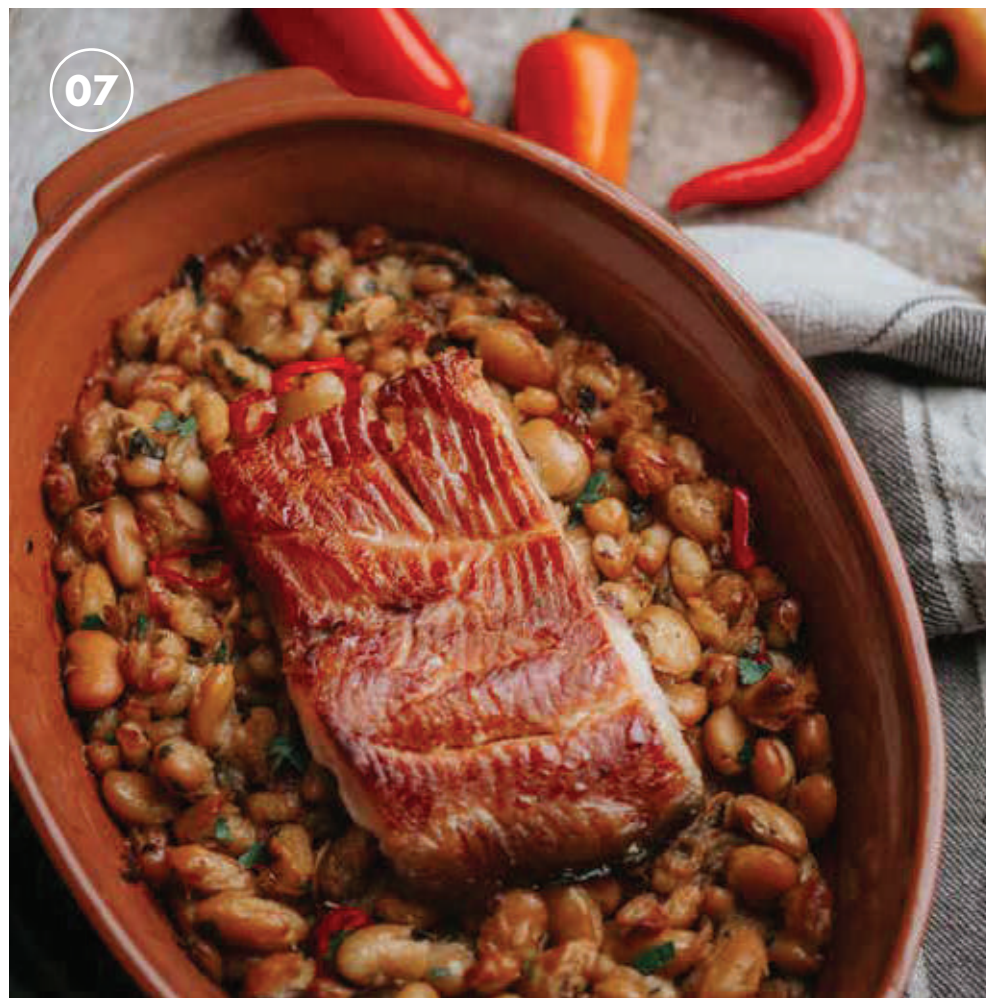


1. Bighead and silver carp steak / 2. Common carp horseshoe / 3. Smoked common carp fillets and "podvarak" (traditional dish made of sauerkraut or cabbage)



# OUR GASTRO IDEAS

... more on our websites [www.panonamare.com](http://www.panonamare.com) and [www.pporahovica.hr](http://www.pporahovica.hr)



4. Smoked common carp tartare / 5. Common carp fillets with grilled vegetables / 6. Bighead and silver carp chips / 7. Smoked common carp and baked beans

## NOTES



## NOTES



**PP ORAHOVICA**

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