



## PROCES CERTYFIKACJI SUPERBRANDS 2015/16 – marki konsumenckie

### Lista 2300 marek konsumenckich

Na początkowej liście marek konsumenckich znajduje się ponad 2300 marek w 110 kategoriach. Lista marek tworzona jest w oparciu o wyniki niezależnych badań rynku, przy użyciu baz i statystyk zawierających dane o sprzedaży oraz wielkości budżetów reklamowych przez zespół Superbrands przy współpracy z instytutem badawczym ARC Rynek i Opinia. Lista co roku weryfikowana jest w pilotażowym badaniu konsumenckim.



### Badanie konsumenckie

Co roku, na zlecenie Superbrands Instytut Badawczy ARC Rynek i Opinia przeprowadza badanie rynku metodą CAWI na próbie N>15 000. Wyniki badania ważone są do struktury populacji pod względem płci oraz przedziału wiekowego. W badaniu konsumenckim dokonywany jest pomiar wspomaganą **znajomości marki** (skala 0-100) oraz **skłonności do jej polecenia** (skala 0-100).



### Indeks konsumenckiej siły marki

Suma znajomości i średniej skłonności do polecenia



**TOP 30% kategorii** (min. 90 pkt i min. 30% znaj.)

**Powyżej 110 pkt** (min. 30% znajomości)



**Eksperska ocena siły marki (0-100)**

Ekspertki Rady Marek Superbrands dokonują oceny wizerunkowej siły marki na rynku polskim.

**Polskie marki** (nie więcej niż 10 marek w kat.)



**Indeks 140+** (nie więcej niż 10 marek w kat.)

Końcowy indeks powstaje poprzez wyliczenie sumy średniej z ocen ekspertów, po odrzuceniu dwóch skrajnych ocen, oraz średniej z oceny konsumentów.

**Marki, które z sukcesem zakończą Proces Certyfikacji otrzymują bezpłatny tytuł **CREATED IN POLAND SUPERBRANDS 2015/16** oraz zaproszenie do Klubu Superbrands.**



**Marki, które z sukcesem zakończą Proces Certyfikacji otrzymują bezpłatny tytuł **SUPERBRANDS 2015/16** oraz zaproszenie do Klubu Superbrands.**

**LAUREACI PROCESU CERTYFIKACJI SUPERBRANDS 2015/16**  
marki konsumenckie

<b>ALKOHOLE / alkohole niskoprocentowe</b>		
CIN&CIN		Created in Poland Superbrands 2015/16
CYDR LUBELSKI		Created in Poland Superbrands 2015/16
DORATO		Created in Poland Superbrands 2015/16
MARTINI	Superbrands 2015/16	
<b>ALKOHOLE / alkohole wysokoprocentowe</b>		
BALLANTINE'S	Superbrands 2015/16	
CHOPIN		Created in Poland Superbrands 2015/16
CZYSTA DE LUXE		Created in Poland Superbrands 2015/16
FINLANDIA	Superbrands 2015/16	
JACK DANIEL'S	Superbrands 2015/16	
JOHNNIE WALKER	Superbrands 2015/16	
KRUPNIK PREMIUM		Created in Poland Superbrands 2015/16
LUKSUSOWA		Created in Poland Superbrands 2015/16
PAN TADEUSZ		Created in Poland Superbrands 2015/16
SMIRNOFF	Superbrands 2015/16	
SOBIESKI		Created in Poland Superbrands 2015/16
SOPLICA		Created in Poland Superbrands 2015/16
WYBOROWA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ŻOŁĄDKOWA GORZKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ŻUBRÓWKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
<b>ALKOHOLE / piwa</b>		
CARLSBERG	Superbrands 2015/16	
EB		Created in Poland Superbrands 2015/16
HEINEKEN	Superbrands 2015/16	
KASZTELAN		Created in Poland Superbrands 2015/16
LECH	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ŁOMŻA		Created in Poland Superbrands 2015/16
OKOCIM		Created in Poland Superbrands 2015/16
PERŁA		Created in Poland Superbrands 2015/16
PILSNER - URQUELL	Superbrands 2015/16	
TYSKIE	Superbrands 2015/16	Created in Poland Superbrands 2015/16
WARKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ŻUBR	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ŻYWIEC	Superbrands 2015/16	Created in Poland Superbrands 2015/16
<b>DLA DOMU / akcesoria gospodarcze</b>		
JAN NIEZBĘDNY	Superbrands 2015/16	Created in Poland Superbrands 2015/16
VILEDA	Superbrands 2015/16	

**DLA DOMU / artykuły dla zwierząt**

KITEKAT	Superbrands 2015/16
PEDIGREE	Superbrands 2015/16
PURINA	Superbrands 2015/16
ROYAL CANIN	Superbrands 2015/16
WHISKAS	Superbrands 2015/16

**DLA DOMU / artykuły szkolne i biurowe**

BAMBINO	Created in Poland Superbrands 2015/16
BIC	Superbrands 2015/16
HERLITZ	Superbrands 2015/16
PARKER	Superbrands 2015/16
PELIKAN	Superbrands 2015/16
PENTEL	Superbrands 2015/16
TOP2000	Created in Poland Superbrands 2015/16

**DLA DOMU / chemia domowa**

ARIEL	Superbrands 2015/16
BONUX	Created in Poland Superbrands 2015/16
BRYZA	Created in Poland Superbrands 2015/16
CIF	Superbrands 2015/16
DOMESTOS	Superbrands 2015/16
DOSIA	Created in Poland Superbrands 2015/16
FAIRY	Superbrands 2015/16
KRET	Created in Poland Superbrands 2015/16
LENOR	Superbrands 2015/16
LUDWIK	Created in Poland Superbrands 2015/16
PERSIL	Superbrands 2015/16
PERWOLL	Superbrands 2015/16
SIDOLUX	Created in Poland Superbrands 2015/16
VANISH	Superbrands 2015/16
VIZIR	Superbrands 2015/16

**DLA DOMU / preparaty owadobójcze**

BROS	Created in Poland Superbrands 2015/16
OFF!	Superbrands 2015/16
RAID	Superbrands 2015/16

**DLA DOMU / żarówki i baterie**

DURACELL	Superbrands 2015/16
ENERGIZER	Superbrands 2015/16
OSRAM	Superbrands 2015/16
PHILIPS	Superbrands 2015/16

**DLA DZIECKA / akcesoria dla dzieci**

AVENT	Superbrands 2015/16
CANPOL BABIES	Created in Poland Superbrands 2015/16
CHICCO	Superbrands 2015/16
NUK	Superbrands 2015/16

**DLA DZIECKA / higiena i pielęgnacja dziecka**

BAMBINO		Created in Poland Superbrands 2015/16
BOBINI		Created in Poland Superbrands 2015/16
DZIDZIUS		Created in Poland Superbrands 2015/16
HAPPY		Created in Poland Superbrands 2015/16
HIPP	Superbrands 2015/16	
JOHNSON'S BABY	Superbrands 2015/16	
NIVEA BABY	Superbrands 2015/16	
PAMPERS	Superbrands 2015/16	
PENATEN	Superbrands 2015/16	
SUDOCREM	Superbrands 2015/16	

**DLA DZIECKA / moda dziecięca**

5.10.15.		Created in Poland Superbrands 2015/16
BARTEK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
COCCODRILLO		Created in Poland Superbrands 2015/16
WÓJCIK		Created in Poland Superbrands 2015/16

**DLA DZIECKA / wózki i foteliki dla dzieci**

CHICCO	Superbrands 2015/16	
MAXI-COSI	Superbrands 2015/16	

**DLA DZIECKA / zabawki**

BARBIE	Superbrands 2015/16	
CHICCO	Superbrands 2015/16	
COBI		Created in Poland Superbrands 2015/16
DUPLO	Superbrands 2015/16	
FISHER PRICE	Superbrands 2015/16	
LEGO	Superbrands 2015/16	
TREFL		Created in Poland Superbrands 2015/16
WADER		Created in Poland Superbrands 2015/16

**DLA DZIECKA / żywienie dziecka**

BEBIKO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
BEBILON		Created in Poland Superbrands 2015/16
BOBO FRUT	Superbrands 2015/16	Created in Poland Superbrands 2015/16
BOBOVITA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GERBER	Superbrands 2015/16	
NESTLE	Superbrands 2015/16	

**DOSTAWCY USŁUG I MEDIÓW / dostawcy energii**

ENEA		Created in Poland Superbrands 2015/16
ENERGA		Created in Poland Superbrands 2015/16
GASPOL		Created in Poland Superbrands 2015/16
PGE		Created in Poland Superbrands 2015/16
PGNIG	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TAURON		Created in Poland Superbrands 2015/16

**DOSTAWCY USŁUG I MEDIÓW / dostawcy multimediiów**

CYFROWY POLSAT		Created in Poland Superbrands 2015/16
MULTIMEDIA POLSKA		Created in Poland Superbrands 2015/16
NC+		Created in Poland Superbrands 2015/16
NETIA		Created in Poland Superbrands 2015/16
NJU MOBILE		Created in Poland Superbrands 2015/16
ORANGE	Superbrands 2015/16	
PLAY	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PLUS		Created in Poland Superbrands 2015/16
VECTRA		Created in Poland Superbrands 2015/16

**DOSTAWCY USŁUG I MEDIÓW / poczta, kurierzy**

DHL	Superbrands 2015/16	
DPD	Superbrands 2015/16	
INPOST		Created in Poland Superbrands 2015/16
POCZTA POLSKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
POCZTEX		Created in Poland Superbrands 2015/16
UPS	Superbrands 2015/16	

**DOSTAWCY USŁUG I MEDIÓW / usługi kosmetyczne, fryzjerskie, spa**

DERMIKA SALON&SPA		Created in Poland Superbrands 2015/16
KOSMETYCZNE INSTYTUTY DR IRENA ERIS	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ELEKTRONIKA KONSUMENCKA I AGD / komputery i akcesoria**

APPLE	Superbrands 2015/16	
ASUS	Superbrands 2015/16	
CANON	Superbrands 2015/16	
DELL	Superbrands 2015/16	
HP	Superbrands 2015/16	
INTEL	Superbrands 2015/16	
LENOVO	Superbrands 2015/16	
PHILIPS	Superbrands 2015/16	
SAMSUNG	Superbrands 2015/16	
SONY	Superbrands 2015/16	

**ELEKTRONIKA KONSUMENCKA I AGD / RTV i audio**

LG	Superbrands 2015/16	
PHILIPS	Superbrands 2015/16	
SAMSUNG	Superbrands 2015/16	
SONY	Superbrands 2015/16	

**ELEKTRONIKA KONSUMENCKA I AGD / sprzęt foto-video**

CANON	Superbrands 2015/16	
NIKON	Superbrands 2015/16	
PANASONIC	Superbrands 2015/16	
SAMSUNG	Superbrands 2015/16	
SONY	Superbrands 2015/16	

**ELEKTRONIKA KONSUMENCKA I AGD / telefony i smartfony**

APPLE	Superbrands 2015/16
SAMSUNG	Superbrands 2015/16
SONY	Superbrands 2015/16

**ELEKTRONIKA KONSUMENCKA I AGD / AGD drobne i zdrowie**

BOSCH	Superbrands 2015/16
BRAUN	Superbrands 2015/16
ELECTROLUX	Superbrands 2015/16
PHILIPS	Superbrands 2015/16
SIEMENS	Superbrands 2015/16
TEFAL	Superbrands 2015/16
ZELMER	Superbrands 2015/16

**ELEKTRONIKA KONSUMENCKA I AGD / AGD duże**

BOSCH	Superbrands 2015/16
ELECTROLUX	Superbrands 2015/16
LG	Superbrands 2015/16
POLAR	Created in Poland Superbrands 2015/16
SAMSUNG	Superbrands 2015/16
SIEMENS	Superbrands 2015/16
WHIRLPOOL	Superbrands 2015/16

**ELEKTRONIKA KONSUMENCKA I AGD / oprogramowanie**

ANDROID	Superbrands 2015/16
MICROSOFT	Superbrands 2015/16
WINDOWS	Superbrands 2015/16

**FINANSE, UBEZPIECZENIA, NIERUCHOMOŚCI / agencje nieruchomości i developerzy**

BUDIMEX NIERUCHOMOŚCI	Created in Poland Superbrands 2015/16
HOME BROKER	Created in Poland Superbrands 2015/16
SKANSKA	Superbrands 2015/16

**FINANSE, UBEZPIECZENIA, NIERUCHOMOŚCI / banki**

ALIOR BANK	Created in Poland Superbrands 2015/16	
BANK PEKAO	Created in Poland Superbrands 2015/16	
BANK ZACHODNI WBK	Created in Poland Superbrands 2015/16	
ING BANK ŚLĄSKI	Superbrands 2015/16	
MBANK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PKO BANK POLSKI	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**FINANSE, UBEZPIECZENIA, NIERUCHOMOŚCI / doradcy finansowi**

EXPANDER	Created in Poland Superbrands 2015/16
OPEN FINANCE	Created in Poland Superbrands 2015/16

**FINANSE, UBEZPIECZENIA, NIERUCHOMOŚCI / systemy płatności i karty płatnicze**

DOTPAY		Created in Poland Superbrands 2015/16
MASTERCARD	Superbrands 2015/16	
PAYPAL	Superbrands 2015/16	
PRZELEWY24		Created in Poland Superbrands 2015/16
VISA	Superbrands 2015/16	

**FINANSE, UBEZPIECZENIA, NIERUCHOMOŚCI / ubezpieczenia i inwestycje**

ERGO HESTIA		Created in Poland Superbrands 2015/16
PZU	Superbrands 2015/16	Created in Poland Superbrands 2015/16
WARTA		Created in Poland Superbrands 2015/16

**MEDIA / gazety codzienne**

DZIENNIK GAZETA PRAWNA		Created in Poland Superbrands 2015/16
GAZETA WYBORCZA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRZEGLĄD SPORTOWY		Created in Poland Superbrands 2015/16
RZECZPOSPOLITA	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**MEDIA / miesięczniki**

CZTERY KĄTY		Created in Poland Superbrands 2015/16
FOCUS	Superbrands 2015/16	
KOBIETA I ŻYCIE		Created in Poland Superbrands 2015/16
MÓJ PIĘKNY OGRÓD		Created in Poland Superbrands 2015/16
MURATOR	Superbrands 2015/16	Created in Poland Superbrands 2015/16
NATIONAL GEOGRAPHIC	Superbrands 2015/16	
PANI		Created in Poland Superbrands 2015/16
PC FORMAT		Created in Poland Superbrands 2015/16
PORADNIK DOMOWY		Created in Poland Superbrands 2015/16
ŚWIAT WIEDZY		Created in Poland Superbrands 2015/16
TWÓJ STYL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ZWIERCIADŁO		Created in Poland Superbrands 2015/16

**MEDIA / stacje radiowe**

DWÓJKA POLSKIE RADIO		Created in Poland Superbrands 2015/16
JEDYNKA POLSKIE RADIO		Created in Poland Superbrands 2015/16
RADIO ESKA		Created in Poland Superbrands 2015/16
RADIO WAWA		Created in Poland Superbrands 2015/16
RADIO ZET	Superbrands 2015/16	Created in Poland Superbrands 2015/16
RADIO ZET GOLD		Created in Poland Superbrands 2015/16
RADIO ŻŁOTE PRZEBOJE	Superbrands 2015/16	Created in Poland Superbrands 2015/16
RMF FM	Superbrands 2015/16	Created in Poland Superbrands 2015/16
RMF MAXXX		Created in Poland Superbrands 2015/16
TOK FM		Created in Poland Superbrands 2015/16
TRÓJKA POLSKIE RADIO	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**MEDIA / stacje TV**

CANAL+	Superbrands 2015/16	
DISCOVERY	Superbrands 2015/16	
EUROSPORT	Superbrands 2015/16	
HBO	Superbrands 2015/16	
NATIONAL GEOGRAPHIC CHANNEL	Superbrands 2015/16	
POLSAT	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TV PULS		Created in Poland Superbrands 2015/16
TVN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TVN24	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TVN7		Created in Poland Superbrands 2015/16
TVP HISTORIA		Created in Poland Superbrands 2015/16
TVP INFO		Created in Poland Superbrands 2015/16
TVP KULTURA		Created in Poland Superbrands 2015/16
TVP1	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TVP2	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**MEDIA / tygodniki i dwutygodniki**

ANGORA		Created in Poland Superbrands 2015/16
AUTO ŚWIAT	Superbrands 2015/16	
NEWSWEEK	Superbrands 2015/16	
PANI DOMU		Created in Poland Superbrands 2015/16
POLITYKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRZYJACIÓŁKA		Created in Poland Superbrands 2015/16
TELE TYDZIEŃ		Created in Poland Superbrands 2015/16
WPROST		Created in Poland Superbrands 2015/16

**MODA / bielizna**

CALZEDONIA	Superbrands 2015/16	
GATTA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
INTIMISSIMI	Superbrands 2015/16	
KEY		Created in Poland Superbrands 2015/16
TRIUMPH	Superbrands 2015/16	

**MODA / biżuteria i zegarki**

APART	Superbrands 2015/16	Created in Poland Superbrands 2015/16
CASIO	Superbrands 2015/16	
OMEGA	Superbrands 2015/16	
PANDORA	Superbrands 2015/16	
ROLEX	Superbrands 2015/16	
SWAROVSKI	Superbrands 2015/16	
SWATCH	Superbrands 2015/16	
TIMEX	Superbrands 2015/16	
TISSOT	Superbrands 2015/16	
W.KRUK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
YES		Created in Poland Superbrands 2015/16



**MODA / buty i galanteria**

CCC		Created in Poland Superbrands 2015/16
CONVERSE	Superbrands 2015/16	
ECCO	Superbrands 2015/16	
GINO ROSSI	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KAZAR		Created in Poland Superbrands 2015/16
LASOCKI		Created in Poland Superbrands 2015/16
RYŁKO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
SALAMANDER	Superbrands 2015/16	
WITTCHEN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
WOJAS		Created in Poland Superbrands 2015/16

**MODA / casual fashion**

BIG STAR		Created in Poland Superbrands 2015/16
CARRY		Created in Poland Superbrands 2015/16
CONVERSE	Superbrands 2015/16	
CROPP		Created in Poland Superbrands 2015/16
DIESEL	Superbrands 2015/16	
DIVERSE		Created in Poland Superbrands 2015/16
H&M	Superbrands 2015/16	
HOUSE		Created in Poland Superbrands 2015/16
LACOSTE	Superbrands 2015/16	
LEE	Superbrands 2015/16	
LEVI'S®	Superbrands 2015/16	
RESERVED	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TOP SECRET		Created in Poland Superbrands 2015/16
WRANGLER	Superbrands 2015/16	
ZARA	Superbrands 2015/16	

**MODA / elegant fashion**

BYTOM	Superbrands 2015/16	Created in Poland Superbrands 2015/16
HUGO BOSS	Superbrands 2015/16	
MONNARI		Created in Poland Superbrands 2015/16
OCHNIK		Created in Poland Superbrands 2015/16
PIERRE CARDIN	Superbrands 2015/16	
PRÓCHNIK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
SIMPLE CEATIVE PRODUCTS		Created in Poland Superbrands 2015/16
VISTULA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
WÓLCZANKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**MOTORYZACJA / motocykle i skutery**

BMW	Superbrands 2015/16	
HARLEY DAVIDSON	Superbrands 2015/16	
HONDA	Superbrands 2015/16	
JUNAK		Created in Poland Superbrands 2015/16
KAWASAKI	Superbrands 2015/16	
ROMET		Created in Poland Superbrands 2015/16
SUZUKI	Superbrands 2015/16	
YAMAHA	Superbrands 2015/16	

**MOTORYZACJA / opony i części samochodowe**

BOSCH	Superbrands 2015/16	
CENTRA		Created in Poland Superbrands 2015/16
CONTINENTAL	Superbrands 2015/16	
DĘBICA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
DUNLOP	Superbrands 2015/16	
GOODYEAR	Superbrands 2015/16	
KORMORAN		Created in Poland Superbrands 2015/16
MICHELIN	Superbrands 2015/16	
PIRELLI	Superbrands 2015/16	

**MOTORYZACJA / samochody**

AUDI	Superbrands 2015/16	
BMW	Superbrands 2015/16	
JAGUAR	Superbrands 2015/16	
LEXUS	Superbrands 2015/16	
MERCEDES-BENZ	Superbrands 2015/16	
PORSCHE	Superbrands 2015/16	
ŠKODA	Superbrands 2015/16	
TOYOTA	Superbrands 2015/16	
VOLKSWAGEN	Superbrands 2015/16	
VOLVO	Superbrands 2015/16	

**MOTORYZACJA / stacje paliw i oleje**

BLISKA		Created in Poland Superbrands 2015/16
BP	Superbrands 2015/16	
CASTROL	Superbrands 2015/16	
LOTOS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
MOBIL	Superbrands 2015/16	
ORLEN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PLATINUM		Created in Poland Superbrands 2015/16
SHELL	Superbrands 2015/16	
STATOIL	Superbrands 2015/16	

**MOTORYZACJA / systemy GPS i car audio**

AUTOMAPA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PIONEER	Superbrands 2015/16	
SONY	Superbrands 2015/16	
TOMTOM	Superbrands 2015/16	

**NAPOJE / herbata**

DILMAH	Superbrands 2015/16	
HERBAPOL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
IRVING		Created in Poland Superbrands 2015/16
LIPTON	Superbrands 2015/16	
LOYD		Created in Poland Superbrands 2015/16
MINUTKA		Created in Poland Superbrands 2015/16
SAGA		Created in Poland Superbrands 2015/16
TETLEY	Superbrands 2015/16	
VITAX		Created in Poland Superbrands 2015/16

**NAPOJE / kawa**

CAFE PRIMA		Created in Poland Superbrands 2015/16
INKA		Created in Poland Superbrands 2015/16
JACOBS	Superbrands 2015/16	
LAVAZZA	Superbrands 2015/16	
MK CAFE		Created in Poland Superbrands 2015/16
MOKATE		Created in Poland Superbrands 2015/16
NESCAFE	Superbrands 2015/16	
PEDRO'S		Created in Poland Superbrands 2015/16
TCHIBO	Superbrands 2015/16	
WOSEBA		Created in Poland Superbrands 2015/16

**NAPOJE / napoje funkcjonalne**

BLACK		Created in Poland Superbrands 2015/16
OSHEE		Created in Poland Superbrands 2015/16
RED BULL	Superbrands 2015/16	
TIGER		Created in Poland Superbrands 2015/16

**NAPOJE / soft drinks**

COCA COLA	Superbrands 2015/16	
FANTA	Superbrands 2015/16	
HELLENA		Created in Poland Superbrands 2015/16
HOOP COLA		Created in Poland Superbrands 2015/16
LIPTON ICE TEA	Superbrands 2015/16	
NESTEA	Superbrands 2015/16	
PEPSI	Superbrands 2015/16	
SPRITE	Superbrands 2015/16	
ZBYSZKO		Created in Poland Superbrands 2015/16

**NAPOJE / soki, nektary, napoje owocowe**

DR WITT		Created in Poland Superbrands 2015/16
FORTUNA		Created in Poland Superbrands 2015/16
FRUGO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
HORTEX	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KUBUŚ	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TARCZYN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TYMBARK	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**NAPOJE / wody mineralne**

CISOWIANKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KROPLA BESKIDU		Created in Poland Superbrands 2015/16
MUSZYNIANKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
NAŁĘCZOWIANKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
USTRONIANKA		Created in Poland Superbrands 2015/16
ŻYWIEC ZDRÓJ	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**OGRÓD / narzędzia i wyposażenie ogrodu**

BOSCH	Superbrands 2015/16
HUSQVARNA	Superbrands 2015/16
KÄRCHER	Superbrands 2015/16
STIHL	Superbrands 2015/16

**OGRÓD / pielęgnacja ogrodu**

BIOPON	Created in Poland Superbrands 2015/16
FLOROVIT	Created in Poland Superbrands 2015/16
SUBSTRAL	Created in Poland Superbrands 2015/16

**ONLINE / media społecznościowe**

FACEBOOK	Superbrands 2015/16
GG	Created in Poland Superbrands 2015/16
SKYPE	Superbrands 2015/16
YOUTUBE	Superbrands 2015/16

**ONLINE / portale internetowe**

CHOMIKUJ.PL	Created in Poland Superbrands 2015/16	
DEMOTYWATORY.PL	Created in Poland Superbrands 2015/16	
FILMWEB	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GAZETA.PL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
INTERIA.PL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
IPLA	Created in Poland Superbrands 2015/16	
ONET	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PLAYER	Superbrands 2015/16	Created in Poland Superbrands 2015/16
SPORT.PL	Created in Poland Superbrands 2015/16	
WP.PL	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ONLINE / wyszukiwarki, ogłoszenia i serwisy aukcyjne**

ALLEGRO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
CENEO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GOOGLE	Superbrands 2015/16	
GRATKA.PL	Created in Poland Superbrands 2015/16	
OTOMOTO.PL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRACUJ.PL	Created in Poland Superbrands 2015/16	
SKAPIEC.PL	Created in Poland Superbrands 2015/16	
WIKIPEDIA	Superbrands 2015/16	
ZUMI	Created in Poland Superbrands 2015/16	

**PODRÓŻE / biura podróży i systemy rezerwacyjne**

BOOKING.COM	Superbrands 2015/16
ITAKA	Created in Poland Superbrands 2015/16
NECKERMANN	Superbrands 2015/16
RAINBOW TOURS	Created in Poland Superbrands 2015/16
TRAVELPLANET.PL	Created in Poland Superbrands 2015/16
TUI	Superbrands 2015/16

**PODRÓŻE / linie lotnicze, przewozy drogowe i kolejowe**

BRITISH AIRWAYS	Superbrands 2015/16	
LOT	Superbrands 2015/16	Created in Poland Superbrands 2015/16
LUFTHANSA	Superbrands 2015/16	
PKP INTERCITY		Created in Poland Superbrands 2015/16
POLSKIBUS.COM	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRZEWOZY REGIONALNE		Created in Poland Superbrands 2015/16
SWISS	Superbrands 2015/16	
WIZZ AIR	Superbrands 2015/16	

**REMONT I WYKOŃCZENIE DOMU / armatura sanitarna i grzejniki**

ARMATURA KRAKÓW		Created in Poland Superbrands 2015/16
FRANKE	Superbrands 2015/16	
GEBERIT	Superbrands 2015/16	
GROHE	Superbrands 2015/16	
PURMO	Superbrands 2015/16	

**REMONT I WYKOŃCZENIE DOMU / ceramika sanitarna**

CERAMIKA PARADYŻ		Created in Poland Superbrands 2015/16
CERSANIT	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KOŁO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
OPOCZNO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ROCA	Superbrands 2015/16	
SANPLAST		Created in Poland Superbrands 2015/16
TUBĄDZIN		Created in Poland Superbrands 2015/16

**REMONT I WYKOŃCZENIE DOMU / drzwi i okna**

DRE		Created in Poland Superbrands 2015/16
DRUTEX		Created in Poland Superbrands 2015/16
FAKRO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GERDA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
OKNOPLAST		Created in Poland Superbrands 2015/16
POL-SKONE		Created in Poland Superbrands 2015/16
PORTA DRZWI	Superbrands 2015/16	Created in Poland Superbrands 2015/16
SOKÓŁKA		Created in Poland Superbrands 2015/16
VELUX	Superbrands 2015/16	

**REMONT I WYKOŃCZENIE DOMU / elektronarzędzia**

BLACK&DECKER	Superbrands 2015/16	
BOSCH	Superbrands 2015/16	
HILTI	Superbrands 2015/16	
MAKITA	Superbrands 2015/16	

**REMONT I WYKOŃCZENIE DOMU / farby i lakiery**

CIESZYŃKA		Created in Poland Superbrands 2015/16
DEKORAL		Created in Poland Superbrands 2015/16
DREWNOCHRON		Created in Poland Superbrands 2015/16
DULUX	Superbrands 2015/16	
HAMMERITE	Superbrands 2015/16	
JEDYNKA		Created in Poland Superbrands 2015/16
MAGNAT		Created in Poland Superbrands 2015/16
NOBILES		Created in Poland Superbrands 2015/16
ŚNIEŻKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
VIDARON		Created in Poland Superbrands 2015/16

**REMONT I WYKOŃCZENIE DOMU / materiały budowlane**

ATLAS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
CEKOL		Created in Poland Superbrands 2015/16
CERESIT	Superbrands 2015/16	
DOLINA NIDY		Created in Poland Superbrands 2015/16
GIPSAR		Created in Poland Superbrands 2015/16
KROPELKA	Superbrands 2015/16	
PATTEX	Superbrands 2015/16	
TYTAN		Created in Poland Superbrands 2015/16
WKREŃ-MET		Created in Poland Superbrands 2015/16

**REMONT I WYKOŃCZENIE DOMU / narzędzia ręczne**

STANLEY	Superbrands 2015/16	
TOPEX		Created in Poland Superbrands 2015/16

**REMONT I WYKOŃCZENIE DOMU / ogrodzenia, bramy, zamki**

GERDA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
HORMANN	Superbrands 2015/16	
WIŚNIEWSKI		Created in Poland Superbrands 2015/16

**REMONT I WYKOŃCZENIE DOMU / osprzęt elektryczny**

OSPEL		Created in Poland Superbrands 2015/16
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**REMONT I WYKOŃCZENIE DOMU / piece, kotły, ogrzewanie**

JUNKERS	Superbrands 2015/16	
VAILLANT	Superbrands 2015/16	
VISSMANN	Superbrands 2015/16	

**REMONT I WYKOŃCZENIE DOMU / podłogi drewniane, panele**

BARLINEK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
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**REMONT I WYKOŃCZENIE DOMU / pokrycia dachowe**

BLACHY PRUSZYŃSKI		Created in Poland Superbrands 2015/16
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**ROZRYWKA / hazard i usługi bukmacherskie**

LOTTO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TOTOLOTEK		Created in Poland Superbrands 2015/16

**ROZRYWKA / kina**

CINEMA CITY	Superbrands 2015/16	
HELIOS		Created in Poland Superbrands 2015/16
MULTIKINO	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ROZRYWKA / sieci restauracji i kawiarni**

A. BLIKLE		Created in Poland Superbrands 2015/16
CHŁOPSKIE JADŁO		Created in Poland Superbrands 2015/16
CUKIERNIA SOWA		Created in Poland Superbrands 2015/16
DOMINIUM PIZZA		Created in Poland Superbrands 2015/16
GRYCAN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KFC	Superbrands 2015/16	
MCDONALD'S	Superbrands 2015/16	
NORTH FISH		Created in Poland Superbrands 2015/16
PIZZA HUT	Superbrands 2015/16	
SPHINX		Created in Poland Superbrands 2015/16
STOP CAFE		Created in Poland Superbrands 2015/16
TCHIBO	Superbrands 2015/16	

**SŁODYCZE I PRZEKĄSKI / lody**

ALGIDA	Superbrands 2015/16	
CARTÉ D'OR	Superbrands 2015/16	
GRYCAN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KORAL		Created in Poland Superbrands 2015/16
MAGNUM	Superbrands 2015/16	
ZIELONA BUDKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**SŁODYCZE I PRZEKĄSKI / słodczyce impulsowe**

3BIT		Created in Poland Superbrands 2015/16
GRZEŚKI		Created in Poland Superbrands 2015/16
HARIBO	Superbrands 2015/16	
KINDER	Superbrands 2015/16	
M&M'S	Superbrands 2015/16	
MARS	Superbrands 2015/16	
MENTOS	Superbrands 2015/16	
ORBIT	Superbrands 2015/16	
PAWEŁEK		Created in Poland Superbrands 2015/16
PRINCE POLO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRINCESSA		Created in Poland Superbrands 2015/16
SNICKERS	Superbrands 2015/16	
TIC TAC	Superbrands 2015/16	
TWIX	Superbrands 2015/16	

**SŁODYCZE I PRZEKĄSKI / słodczye rodzinne**

DELICJE SZAMPAŃSKIE	Superbrands 2015/16	Created in Poland Superbrands 2015/16
E.WEDEL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
FERRERO ROCHER	Superbrands 2015/16	
GOPLANA		Created in Poland Superbrands 2015/16
JEŻYKI		Created in Poland Superbrands 2015/16
JUTRZENKA		Created in Poland Superbrands 2015/16
LINDT	Superbrands 2015/16	
MERCI	Superbrands 2015/16	
MIESZKO		Created in Poland Superbrands 2015/16
MILKA	Superbrands 2015/16	
PTASIE MLECZKO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
RAFFAELLO	Superbrands 2015/16	
SOLIDARNOŚĆ		Created in Poland Superbrands 2015/16
TERRAVITA		Created in Poland Superbrands 2015/16
TOFFIFEE	Superbrands 2015/16	
WAWEL	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**SŁODYCZE I PRZEKĄSKI / słone przekąski**

FELIX	Superbrands 2015/16	
LAJKONIK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
LAY'S	Superbrands 2015/16	
WIEJSKIE ZIEMNIACZKI		Created in Poland Superbrands 2015/16

**SPORT / moda sportowa**

4F		Created in Poland Superbrands 2015/16
ADIDAS	Superbrands 2015/16	
NIKE	Superbrands 2015/16	
PUMA	Superbrands 2015/16	
REEBOK	Superbrands 2015/16	

**SPORT / rowery**

GIANT	Superbrands 2015/16	
KROSS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ROMET	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**SPORT / sporty wodne**

SPEEDO	Superbrands 2015/16	
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**SPORT / sporty zimowe**

ATOMIC	Superbrands 2015/16	
FISCHER	Superbrands 2015/16	
SALOMON	Superbrands 2015/16	

**SPORT / turystyka i wspinaczka**

CAMPUS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
JACK WOLFSKIN	Superbrands 2015/16	
THE NORTH FACE	Superbrands 2015/16	



**URODA / make-up**

CHANEL	Superbrands 2015/16	
DIOR	Superbrands 2015/16	
INGLOT		Created in Poland Superbrands 2015/16
L'ORÉAL PARIS	Superbrands 2015/16	
MAX FACTOR	Superbrands 2015/16	
MAYBELLINE	Superbrands 2015/16	
RIMMEL	Superbrands 2015/16	
SEPHORA	Superbrands 2015/16	

**URODA / pielęgnacja twarzy, ciała i włosów**

AA COSMETICS		Created in Poland Superbrands 2015/16
ADIDAS	Superbrands 2015/16	
BIAŁY JELEŃ		Created in Poland Superbrands 2015/16
BIELENDĄ		Created in Poland Superbrands 2015/16
DOVE	Superbrands 2015/16	
DR IRENA ERIS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GARNIER	Superbrands 2015/16	
GILLETTE	Superbrands 2015/16	
JOANNA		Created in Poland Superbrands 2015/16
KOLASTYNA		Created in Poland Superbrands 2015/16
LIRENE		Created in Poland Superbrands 2015/16
L'ORÉAL PARIS	Superbrands 2015/16	
LUKSJA		Created in Poland Superbrands 2015/16
NIVEA	Superbrands 2015/16	
SORAYA		Created in Poland Superbrands 2015/16
VICHY	Superbrands 2015/16	
WELLA	Superbrands 2015/16	
ZIAJA	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**WYPOSAŻENIE WNEŹRZ / meble i artykuły wyposażenia wnetrz**

ABRA		Created in Poland Superbrands 2015/16
AGATA MEBLE		Created in Poland Superbrands 2015/16
BLACK RED WHITE	Superbrands 2015/16	Created in Poland Superbrands 2015/16
BODZIO		Created in Poland Superbrands 2015/16
HOME&YOU		Created in Poland Superbrands 2015/16
IKEA	Superbrands 2015/16	
KLER	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KOMANDOR		Created in Poland Superbrands 2015/16
KOMFORT		Created in Poland Superbrands 2015/16
MEBLE FORTE		Created in Poland Superbrands 2015/16
MEBLE VOX		Created in Poland Superbrands 2015/16

**WYPOSAŻENIE WNETRZ / wyposażenie kuchni i jadalni**

BRITA	Superbrands 2015/16	
GERLACH	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KROSNO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PHILIPIAK		Created in Poland Superbrands 2015/16
PORCELANA CHODZIEŻ		Created in Poland Superbrands 2015/16
PORCELANA ĆMIELÓW	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TEFAL	Superbrands 2015/16	
ZEPTER	Superbrands 2015/16	

**ZAKUPY / apteki, drogerie sieciowe i perfumerie**

DBAM O ZDROWIE		Created in Poland Superbrands 2015/16
DROGERIE NATURA		Created in Poland Superbrands 2015/16
HEBE		Created in Poland Superbrands 2015/16
ROSSMANN	Superbrands 2015/16	
SEPHORA	Superbrands 2015/16	
SUPERPHARM	Superbrands 2015/16	

**ZAKUPY / centra handlowe**

ARKADIA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GALERIA KRAKOWSKA		Created in Poland Superbrands 2015/16
GALERIA MOKOTÓW	Superbrands 2015/16	Created in Poland Superbrands 2015/16
M1		Created in Poland Superbrands 2015/16
MANUFAKTURA		Created in Poland Superbrands 2015/16
NOMI		Created in Poland Superbrands 2015/16
ZŁOTE TARASY	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ZAKUPY / sklepy specjalistyczne**

AGATA MEBLE		Created in Poland Superbrands 2015/16
CASTORAMA	Superbrands 2015/16	
CCC		Created in Poland Superbrands 2015/16
DECATHLON	Superbrands 2015/16	
EMPIK	Superbrands 2015/16	Created in Poland Superbrands 2015/16
EURO RTV AGD	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KOLPORTER		Created in Poland Superbrands 2015/16
KOMFORT		Created in Poland Superbrands 2015/16
KOMPUTRONIK		Created in Poland Superbrands 2015/16
LEROY MERLIN	Superbrands 2015/16	
MEDIA MARKT	Superbrands 2015/16	
MERLIN.PL		Created in Poland Superbrands 2015/16
NEONET		Created in Poland Superbrands 2015/16
OBI	Superbrands 2015/16	
PRAKTIKER	Superbrands 2015/16	
SATURN	Superbrands 2015/16	
SMYK	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ZAKUPY / sklepy spożywczo przemysłowe**

ALMA		Created in Poland Superbrands 2015/16
BIEDRONKA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
CARREFOUR	Superbrands 2015/16	
KAUFLAND	Superbrands 2015/16	
LEWIATAN		Created in Poland Superbrands 2015/16
LIDL	Superbrands 2015/16	
PIOTR I PAWEŁ	Superbrands 2015/16	Created in Poland Superbrands 2015/16
POLOMARKET		Created in Poland Superbrands 2015/16
SPOŁEM		Created in Poland Superbrands 2015/16
TESCO	Superbrands 2015/16	
ŻABKA		Created in Poland Superbrands 2015/16

**ZAKUPY / sklepy wielobranżowe online**

AGITO.PL		Created in Poland Superbrands 2015/16
ELECTRO.PL		Created in Poland Superbrands 2015/16

**ZDROWIE / artykuły higieniczne**

ALWAYS	Superbrands 2015/16	
BELLA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
CLEANIC		Created in Poland Superbrands 2015/16
MOLA	Superbrands 2015/16	
O.B.	Superbrands 2015/16	
REGINA	Superbrands 2015/16	
SENI		Created in Poland Superbrands 2015/16
SOFT&EASY		Created in Poland Superbrands 2015/16
VELVET	Superbrands 2015/16	

**ZDROWIE / higiena osobista**

BLEND-A-MED	Superbrands 2015/16	
COLGATE	Superbrands 2015/16	
COLODENT		Created in Poland Superbrands 2015/16
ELMEX	Superbrands 2015/16	
ORAL B	Superbrands 2015/16	
REXONA	Superbrands 2015/16	
SENSODYNE	Superbrands 2015/16	

**ZDROWIE / leki i suplementy na problem**

ALTACET		Created in Poland Superbrands 2015/16
AMOL	Superbrands 2015/16	
AVIOMARIN		Created in Poland Superbrands 2015/16
HEPATIL		Created in Poland Superbrands 2015/16
HERBAPOL	Superbrands 2015/16	Created in Poland Superbrands 2015/16
LOKOMOTIV		Created in Poland Superbrands 2015/16
NO-SPA	Superbrands 2015/16	
RANIGAST		Created in Poland Superbrands 2015/16
STOPERAN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TANTUM VERDE	Superbrands 2015/16	
ULGIX		Created in Poland Superbrands 2015/16
VERDIN		Created in Poland Superbrands 2015/16

**ZDROWIE / leki i suplementy na przeziębienie, grypę**

ACATAR		Created in Poland Superbrands 2015/16
CHLORCHINALDIN		Created in Poland Superbrands 2015/16
CHOLINEX	Superbrands 2015/16	
FERVEX	Superbrands 2015/16	
FLEGAMINA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
GRIPEX	Superbrands 2015/16	Created in Poland Superbrands 2015/16
NEO ANGIN	Superbrands 2015/16	
RUTINACEA		Created in Poland Superbrands 2015/16
RUTINOSCORBIN	Superbrands 2015/16	Created in Poland Superbrands 2015/16
STREPSILS	Superbrands 2015/16	
THERAFLU	Superbrands 2015/16	

**ZDROWIE / leki i suplementy przeciwbólowe, przeciwzapalne**

APAP	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ASPIRIN	Superbrands 2015/16	
ETOPIRYNA		Created in Poland Superbrands 2015/16
IBUFEN		Created in Poland Superbrands 2015/16
IBUM	Superbrands 2015/16	Created in Poland Superbrands 2015/16
IBUPROM	Superbrands 2015/16	Created in Poland Superbrands 2015/16
METAFEN		Created in Poland Superbrands 2015/16
NUROFEN	Superbrands 2015/16	
OPOKAN		Created in Poland Superbrands 2015/16
POLOPIRYNA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PYRALGINA		Created in Poland Superbrands 2015/16
SCORBOLAMID		Created in Poland Superbrands 2015/16
VOLTAREN	Superbrands 2015/16	

**ZDROWIE / odchudzanie, oczyszczanie**

FIGURA		Created in Poland Superbrands 2015/16
LINEA		Created in Poland Superbrands 2015/16
VITAX		Created in Poland Superbrands 2015/16

**ZDROWIE / opieka medyczna**

LUX MED	Superbrands 2015/16	Created in Poland Superbrands 2015/16
MEDICOVER	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ZDROWIE / seks, zdrowie intymne**

DUREX	Superbrands 2015/16	
UNIMIL	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ZDROWIE / witaminy, minerały, wzmocnienie**

BIOVITAL	Superbrands 2015/16	
CENTRUM	Superbrands 2015/16	
DOPPELHERZ	Superbrands 2015/16	
FALVIT		Created in Poland Superbrands 2015/16
NEO MAG		Created in Poland Superbrands 2015/16
PLUSSSZ	Superbrands 2015/16	Created in Poland Superbrands 2015/16
SKRZYPOVITA		Created in Poland Superbrands 2015/16
VIBOVIT	Superbrands 2015/16	Created in Poland Superbrands 2015/16
VIGOR		Created in Poland Superbrands 2015/16
ZDROVIT		Created in Poland Superbrands 2015/16

**ŻYWNOŚĆ / artykuły spożywcze sypkie**

BAKALLAND	Superbrands 2015/16	Created in Poland Superbrands 2015/16
DECOMORRENO		Created in Poland Superbrands 2015/16
DELECTA		Created in Poland Superbrands 2015/16
DR. OETKER	Superbrands 2015/16	
GELLWE		Created in Poland Superbrands 2015/16
KNORR	Superbrands 2015/16	
KUPIEC		Created in Poland Superbrands 2015/16
LUBELLA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
NESQUICK	Superbrands 2015/16	
NESTLE	Superbrands 2015/16	
POLSKI CUKIER	Superbrands 2015/16	Created in Poland Superbrands 2015/16
SANTE		Created in Poland Superbrands 2015/16
SONKO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
WINIARY	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ŻYWNOŚĆ / dania gotowe**

AMINO		Created in Poland Superbrands 2015/16
DR. OETKER	Superbrands 2015/16	
FROSTA	Superbrands 2015/16	
HORTEX	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KNORR	Superbrands 2015/16	
KRAKUS		Created in Poland Superbrands 2015/16
LISNER	Superbrands 2015/16	
ŁOWICZ	Superbrands 2015/16	Created in Poland Superbrands 2015/16
NUTELLA	Superbrands 2015/16	
PROFI		Created in Poland Superbrands 2015/16
PUDLISZKI	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ROLNIK		Created in Poland Superbrands 2015/16
WINIARY	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ŻYWNOŚĆ		

**ŻYWNOSĆ / nabiał**

ACTIVIA	Superbrands 2015/16	
ALMETTE	Superbrands 2015/16	
BAKOMA		Created in Poland Superbrands 2015/16
DANIO	Superbrands 2015/16	Created in Poland Superbrands 2015/16
DANONE	Superbrands 2015/16	
FARMIO		Created in Poland Superbrands 2015/16
HOCHLAND	Superbrands 2015/16	
KASIA		Created in Poland Superbrands 2015/16
ŁACIATE	Superbrands 2015/16	Created in Poland Superbrands 2015/16
MLEKOVITA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
OSM ŁOWICZ	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PIĄTNICA	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRESIDENT	Superbrands 2015/16	
TUREK		Created in Poland Superbrands 2015/16

**ŻYWNOSĆ / owoce i warzywa**

BONDUELLE	Superbrands 2015/16	
DAWTONA		Created in Poland Superbrands 2015/16
HORTEX	Superbrands 2015/16	Created in Poland Superbrands 2015/16
IGLOTEX		Created in Poland Superbrands 2015/16
ŁOWICZ	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PUDLISZKI	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ŻYWNOSĆ / pieczywo**

SCHULSTAD	Superbrands 2015/16	
WASA	Superbrands 2015/16	

**ŻYWNOSĆ / produkty mięsne i rybne**

DUDA		Created in Poland Superbrands 2015/16
HENRYK KANIA		Created in Poland Superbrands 2015/16
INDYKPOL		Created in Poland Superbrands 2015/16
KRAKOWSKI KREDENS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KRAKUS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
LISNER	Superbrands 2015/16	
MADEJ WRÓBEL		Created in Poland Superbrands 2015/16
MORLINY	Superbrands 2015/16	Created in Poland Superbrands 2015/16
NEPTUN		Created in Poland Superbrands 2015/16
SOKOŁÓW	Superbrands 2015/16	Created in Poland Superbrands 2015/16
TARCZYŃSKI	Superbrands 2015/16	Created in Poland Superbrands 2015/16

**ŻYWNOŚĆ / sosy, przyprawy, oleje**

HELLMANN'S	Superbrands 2015/16	
KAMIS	Superbrands 2015/16	Created in Poland Superbrands 2015/16
KOTLIN		Created in Poland Superbrands 2015/16
KUCHAREK		Created in Poland Superbrands 2015/16
MAJONEZ KIELECKI		Created in Poland Superbrands 2015/16
OLEJ KUJAWSKI	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PRYMAT	Superbrands 2015/16	Created in Poland Superbrands 2015/16
PUDLISZKI	Superbrands 2015/16	Created in Poland Superbrands 2015/16
ROLESKI		Created in Poland Superbrands 2015/16
VEGETA	Superbrands 2015/16	