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Atria Oy in Brief

Atria Oy's activities are within the slaughtering and meat cutting industries as well as in the manufacture and marketing of convenience foods.

The company was formed on June 28, 1991 when the merger of Itikka Lihabotnia Oy of Seinajoki and Lihapolar Oy of Kuopio was entered in the Trade Register. After the merger the company was named Itikka-Lihapolar Oy and it was renamed Atria Oy on December 28, 1994.

The merger facilitated significant improvement in efficiency of operations and production centralization. Large investments were made in 1991 and 1992 in connection with these changes.

Finland has become a member of the European Union on 1 January, 1995, which will significantly change the company's competitive position. The company will have to increase its efficiency, which will require investments to be made in the coming few years, estimated at FIM 50-70 million per annum.

	1994	1993	1992	1991 *)	1990 *)
Turnover, FIM	2,510	2,494	2,644	2,682	2,575
Operating Profit, FIM	164	149	116	111	101
% of Turnover	6.5	6.0	4.4	4.1	3.9
Profit Before Extraordinary Items, FIM	119	46	3	36	70
% of Turnover	4.7	1.9	0.1	1.3	2.7
Balance Sheet Total, FIM	1,517	1,596	1,724	1,780	1,377
Earnings per Share (EPS), FIM	9.08	3.81	0.09	3.09	6.87
Dividend/Profit, %	14.6 **)	24.9	-	48.5	-
Return on Investment (ROI), %	13.3	11.6	9.4	6.8	11.0
Return on Equity (ROE), %	14.0	6.1	0.1	4.8	11.5
Equity Ratio %	50.3	46.1	31.7	31.4	37.8

(FIM in millions, except per share amounts)

*) The figures are combinations of the year-end accounts and interim reports of the merged companies, excluding all intercompany transactions.

***) Proposal of the Board of Directors.

The figures for 1990-1993 are for the parent company.



Annual General Meeting

The Annual General Meeting of Atria Oy will be held on 25th April, 1995 at 1:00 p.m. at the Company's premises in Kuopio, at the address Likolahti, 70460 Kuopio. In order to be able to attend the Annual General Meeting, shareholders must register with the Company no later than Thursday, 20th April, 1995 at 12:00 a.m. Registration can also be mailed to the Company's head office at P.O.Box 117, 60101 Seinajoki, or by telephone (+358 64 4168111 / Liisa Liukku) or to the Kuopio office at P.O.Box 147, Likolahti, 70101 Kuopio or by telephone (+358 71 156111 / Anja Pitkanen) by the date and time given. Any powers of attorney are requested to be delivered to the place of registration by the closing time of registration. The Board's proposal for dividend is 15% of the nominal value i.e. FIM 1.50 per share. From May 5, 1995, the dividends proposed at the Annual General Meeting can be withdrawn by shareholders entered in the share register on May 2, 1995, from an account registered with the share value account. Payment of dividends to shareholders who have not transferred their shares to the share value system, will be made after the transfer.

Shareholders

Atria Oy has implemented the value share system on June 10, 1994 and the register of shareholders is maintained by the Central Share Register of Finland Cooperative.

Financial Information

Atria Oy's annual report will be published in April and semiannual report on 28th August, 1995.

Convertible Bond 1992-1999

Interest on the Bond

Annual interest of 11.5 per cent is paid on bond capital annually in arrears on June 26.

The interest payment is made at the presentation of coupons attached to the bond certificate at the securities departments of branches of Kansallis-Osake-Pankki in Finland as well as at the offices of OKOBANK Osuuspankkien Keskuspankki Oy and at the offices of the members of the Cooperative Banks group.

Terms of Conversion

Bonds can be converted into shares by converting a bond with a nominal value of FIM 1,000 into seventeen Series K1 shares of Atria Oy, each with a nominal value of FIM 10.

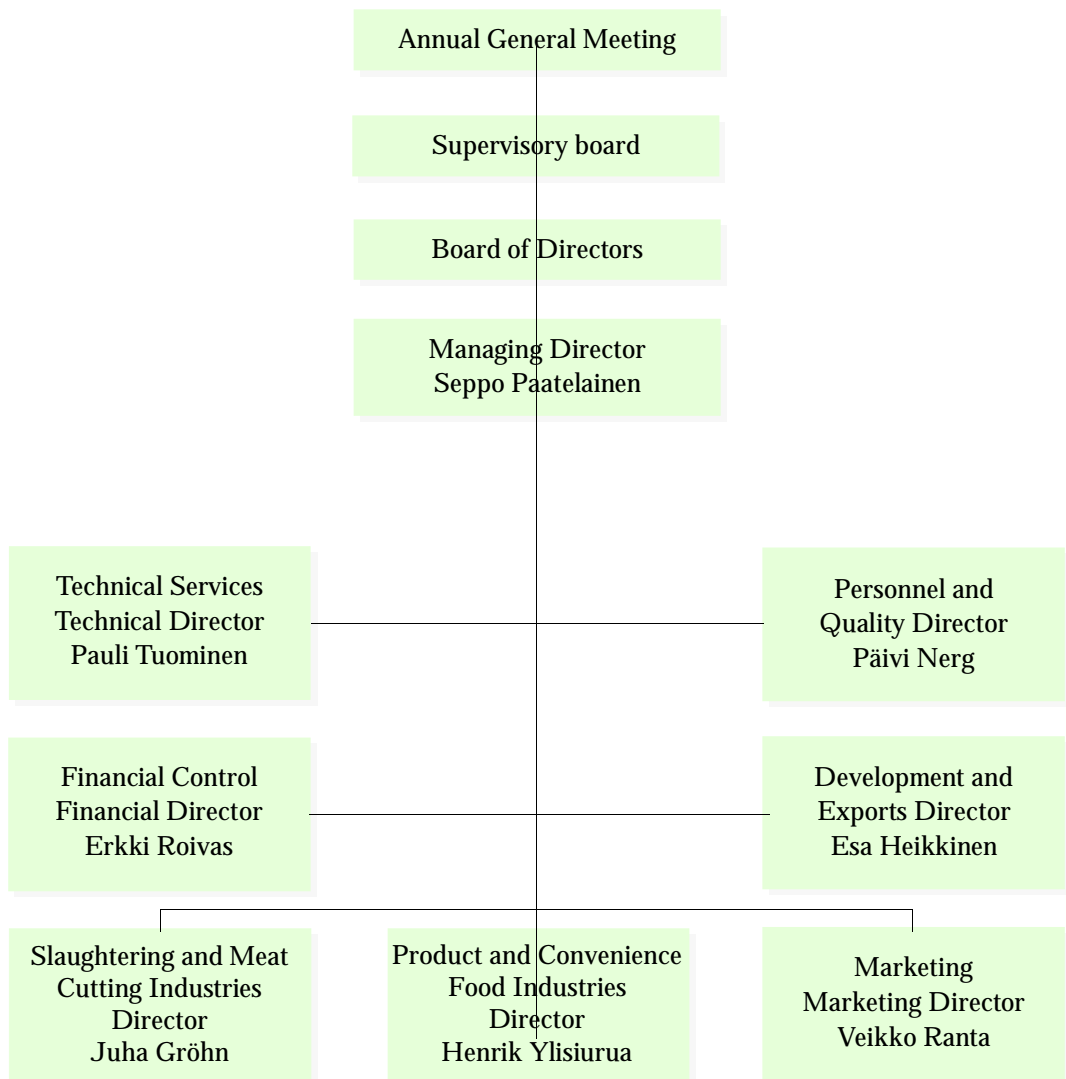
Thus the converted share price will be approximately FIM 58.85.

The bond conversion period commenced on 28th June, 1993. The annual conversion period is from January 2 to October 31, except in 1999 when the conversion period will be from January 2 to June 26, 1999. The right to convert expires on June 26, 1999.

Conversion of bonds into shares can be done by presenting the bonds and the coupons falling due after the time of conversion at the securities department of a branch of Kansallis-Osake Pankki in Finland, at the offices of OKOBANK Osuuspankkien Keskuspankki Oy or offices of members of the Cooperative Banks group for registration into the value share system.

Overview of the Company

ORGANISATION STRUCTURE - SENIOR MANAGEMENT



Functional Divisions

The company's field of operation is meat processing, comprising two areas:

- slaughterhouse and meat cutting
- meat products.

The aim in further development within the company is to increase the turnover generated by meat products while decreasing the sales of slaughterhouse and meat cutting products for raw material for the industrial market.

Organisation of the Company



Board of Directors

Reino Penttilä (54),
Farmer, Chairman of the
Board of Directors, 1991-

Veikko Kullas (63),
Farmer, Deputy Chairman
of the Board of Directors,
1991-

Tapio Vaismaa (62),
Farmer, Member of the
Board of Directors, 1991-

Hannu Helaakoski (46),
B.Sc. (Agriculture),
Managing Director,
Member of the Board of
Directors, 1994-

Tom Weckström (51),
B.Sc. Economics,
Managing Director,
Member of the Board of
Directors, 1991-

Seppo Paatelainen (50),
M.Sc. (Agriculture and
Forestry),
Managing Director,
Member of the Board of
Directors, 1991-

Timo Komulainen (41),
Farmer, Member of the
Board of Directors, 1993-

Paavo Jauhiainen (49),
B.Sc. (Agriculture),
Vice Managing Director,
1991-1994

Vice Members of the Board of Directors

Antero Ristiluoma (52),
Farmer, 1994-

Hannu Uusitalo (48),
Farmer, 1991-

Antero Rytkönen (57),
Director, 1991-

Erkki Roivas (49),
Financial Director, 1991-

Raimo Tapaninmäki
(47), Farmer, 1993-

Tuomo Heikkilä (46),
Farmer, 1994-

Martti Mäenpää (56),
Farmer, 1991-1994

Teuvo Törmänen (66),
Farmer, 1993-1994

Supervisory Board

Lauri Laitinen (53),
Farmer, Chairman of the
Supervisory Board, 1993-

Juhani Mäki (52),
Farmer, Deputy Chairman
of the Supervisory Board,
1991-

Arvo Peltoniemi (63),
Farmer, Member of the
Supervisory Board, 1991-

Risto Aula (60),
Farmer, Member of the
Supervisory Board, 1991-

Martti Tolonen (47),
Farmer, Member of the
Supervisory Board, 1991-

Kalle Pietikäinen (45),
Farmer, Member of the
Supervisory Board, 1991-

Tarmo Joensuu (54),
Farmer, Member of the
Supervisory Board, 1991-

Paavo Hylkilä (49),
Farmer, Member of the
Supervisory Board, 1991-

Olavi Kangasniemi (58),
Farmer, Member of the
Supervisory Board, 1991-

Martti Ylitalo (51),
Farmer, Member of the
Supervisory Board, 1991-

Heikki Kuoppamäki (52),
Farmer, Member of the
Supervisory Board, 1991-

Aimo Kivelä (51),
Farmer, Member of the
Supervisory Board, 1991-

Reijo Kuusisto (60),
Farmer, Member of the
Supervisory Board, 1991-

Anna Alajoki (55),
Farmer, Member of the
Supervisory Board, 1991-

Runar Lillandt (50),
Farmer, Member of the
Supervisory Board, 1992-

Ilkka Yliluoma (48),
Farmer, Member of the
Supervisory Board, 1992-

Juha Koponen (49),
Farmer, Member of the
Supervisory Board, 1993-

Kauko Kakko (37),
Farmer, Member of the
Supervisory Board, 1993-

Ossi Pouta (48),
Farmer, Member of the
Supervisory Board, 1993-

Managing Director
Seppo Paatelainen (50),
M.Sc. (Agriculture),
1991-

Executive Board

Seppo Paatelainen (50),
M.Sc. (Agriculture and
Forestry), Managing
Director, 1991-

Veikko Ranta (51),
Marketing Director, 1991-

Henrik Ylisiurua (46),
Director of Product and
Convenience Food
Industries, 1992-

Esa Heikkinen (50),
M.Sc. (Agriculture and
Forestry), Director of
Development and Exports,
1991-

Juha Gröhn (31),
M.Sc. (Agriculture and
Forestry), Director of
Slaughtering and Cutting
Industries, 1993-

Erkki Roivas (49),
M.Sc. (Economics),
Certified Public
Accountant,
Financial Director, 1991-

Kerttu Mömmö (44),
Personnel Representative,
1991-

Tenho Talso (47),
Personnel Representative,
1993-

Jussi Granlund (43),
Vice Personnel
Representative, 1993-

Mauno Ylisiurua (49),
Vice Personnel
Representative, 1991-

Auditors

Eero Suomela,
Authorised Public
Accountant

Seppo Sulkakoski,
Authorised Public
Accountant

Erkki J Jussila,
Farmer

Martti Karppinen,
Farmer

External Auditors KPMG Wideri Oy Ab

Auditors Salmi, Virk-
kunen & Helenius Oy

Paavo Reuhkala,
Farmer

Pirkko Rytkönen,
Housekeeper

Interim Audit
KPMG Wideri Oy Ab,
Authorised Public
Accountant
Raimo Wiklund

Share Capital of the Company

Share Capital and Shares

The Share Capital is Divided in Series KI and KII as follows:

Series KI	2,343,632 shares	20.3 %
Series KII	9,203,981 shares	79.7 %
Total	11,547,613 shares	100.0 %

Number of Shares in Accordance With the Articles of Association:

	minimum	maximum
Series KI	1,700,000 shares	25,700,000 shares
Series KII	6,300,000 shares	29,500,000 shares

Both series of shares have a nominal value of FIM 10.

Both series of shares have one vote per share.

Series K1 shares have been listed on the Helsinki Stock Exchange since June 26, 1991. Series KII has redemption and approval clauses. K1 series has priority for a 10 per cent dividend over dividend payments on Series KII shares.

The shares of Series KI have a subscription right to the shares of Series KII in a share issue. The shares of Series KII have a subscription right to the shares of Series KI only if the share issue applies exclusively to the shares of Series KI.

Shareholders Lihakunta and Itikka cooperatives have a mutual agreement which stipulates that both parties ensure that the proportion of representation in the Supervisory Board is equal to the proportion of shares held by the parties in Atria Oy and that the Chairman of the Supervisory Board is nominated by one party, while the Chairman of the Board of Directors is nominated by the other.

In 1992 the Company issued a bond of FIM 231 million through which the share capital can be increased by a maximum of FIM 13,588,235. The conversion terms of the convertible bond are on page 3 under Financial information.

Increase in Share Capital etc.

Lihapolar Oy began its operations on July 1, 1988. During the first accounting period the share capital was increased from FIM 40,000,000 to FIM 50,000,000 by a public issue between August 22 and September 5, 1988. 1,000,000 shares with a nominal value of FIM 10 were issued for a subscription price of FIM 66 per share. The shares were entitled to a full dividend for the accounting period closing on June 30, 1989.

Itikka Lihabotnia Oy began its operations on April 5, 1988. During the first accounting period the share capital was increased from FIM 30,015,000 to FIM 37,518,800 through a public issue between September 12 and September 30, 1988, when 750,380 shares with a nominal value of FIM 10 were issued for a subscription price of FIM 82 per share. The shares were entitled to a full dividend for the accounting period closing on December 31, 1988.

In another share issue from June 12 to July 14, 1989 one new share with a nominal value of FIM 10 could be subscribed for seven old shares for a subscription price of FIM 90. The shares were entitled to a full dividend for the accounting period closing on December 31, 1989. After this issue the share capital became FIM 42,788,620.

After the merger of Lihapolar Oy and Itikka-Lihabotnia Oy on June 28, 1991 the conversion ratio for the shares of the new Itikka-Lihapolar Oy was as follows:

Conversion of Shares for Shareholders of Itikka Lihabotnia Oy:

- for each full ten (10) A shares twelve (12) KI shares of Itikka-Lihapolar Oy
- for 3,001,500 K shares 3,247,481 KII shares of Itikka-Lihapolar Oy

Conversion of Shares for Shareholders of Lihapolar Oy:

- for each full ten (10) KI shares eight (8) KI shares of Itikka-Lihapolar Oy
- for each full ten (10) KII shares eight (8) KII shares of Itikka-Lihapolar Oy
- for 200,000 B shares 80,000 KII shares of Itikka-Lihapolar Oy

1992 Convertible Bond Loan:

In 1993 a total of FIM 151 million have been converted to 2,567,000 KII shares.



Shares of the Company

Distribution of Shares

Number of Shares	Shareholders	%	Shares in thousands	%
1-99	5,929	81.55	145	1.25
100-999	1,176	16.18	316	2.74
1,000-9,999	144	1.98	269	2.33
10,000-99,999	14	0.19	434	3.76
100,000-999,999	5	0.07	852	7.38
1,000,000-9,999,999	2	0.03	9,397	81.38
Unendorsed			134	1.16
Total	7,270	100.00	11,547	100.00

Shareholders by Category

Category	Shareholders	%	Shares in thousands	%
Companies	270	3.72	9,938	86.06
Financial Institutions	70	0.96	849	7.35
Public Institutions	1	0.01	9	0.08
Households	6,877	94.60	574	4.97
Private Associations	46	0.63	41	0.36
Foreign	6	0.08	2	0.02
Unendorsed			134	1.16
Total	7,270	100.00	11,547	100.00

Major Shareholders

	KII	KI	Total	%
Itikka Coop	4,530,981	462,444	4,993,425	43.24
Lihakunta	4,403,500		4,403,500	38.13
Pohjanmaan Liha Coop	269,500		269,500	2.33
Investment Fund Alfred Berg Finland		220,670	220,670	1.91
Tapiola General Mutual Insurance Company		135,572	135,572	1.17
Investment Fund Kansallis-Tuotto		123,000	123,000	1.07
Pension Insurance Company Ilmarinen		103,812	103,812	0.90
Suomen Yhdyspankki Oy		92,000	92,000	0.80
Cooperative Banks' Pension Fund		75,500	75,500	0.65
Kansallis-Osake-Pankki		62,000	62,000	0.54
Vesuvius Oy		41,500	41,500	0.36

As at 31 December, 1994 members and vice members of the Supervisory Board and the Board of Directors and the Managing Director held a total of 11,692 Series K1 shares, representing 0.1% of the voting rights.

Financial Ratios

Performance and Financial Ratios (FIM in millions)

	1994	1993	1992	1991*	1990*
Turnover, FIM	2,510	2,494	2,644	2,682	2,575
Operating Margin, FIM	271	250	204	176	155
% of Turnover	10.8	10.0	7.7	6.6	6.0
Operating Profit, FIM	164	149	116	111	101
% of Turnover	6.5	6.0	4.4	4.1	3.9
Income/Expenses from Financing Activities, FIM	-45	-103	-113	-74	-31
% of Turnover	-1.8	-4.1	-4.3	-2.8	-1.2
Profit Before Extraordinary Items, FIM	119	46	3	36	70
% of Turnover	4.7	1.9	0.1	1.3	2.7
Profit Before Appropriations and Taxes, FIM	56	46	3	37	71
% of Turnover	2.2	1.9	0.1	1.4	2.8
Return on Equity (ROE) %	14.0	6.1	0.1	4.8	11.5
Return on Investment (ROI) %	13.3	11.6	9.4	6.8	11.0
Equity Ratio %	50.3	46.1	31.7	31.4	37.8
Gross Investments in Fixed Assets, FIM	44.7	34.8	531.2	149.4	104.0
% of Turnover	1.8	1.4	20.1	5.6	4.0
Number of Personnel	2,092	2,195	2,146	2,474	**2,280

*) Combinations of the merged companies' closings of accounts and interim results, excluding pre-merger transactions between the merged companies.

***) Excludes the approximately 200 employees of

Pohjanmaan Liha, which was acquired in the summer of 1991. The figures for 1993-1994 include 177 employees transferred from Kauha-joen Teurastamokiinteistöt Oy.

1990-1993 figures are for the parent company.

Share capital Ratios

	Atria Oy 1994 12 months	Atria Oy 1993 12 months	Atria Oy 1992 12 months	Atria Oy 1991 6 months	Itikka Lihabotnia Oy 1990 12 months	Liha- polar Oy 6/1990 12 months
Earnings per Share (EPS), FIM	9.08	3.81	0.09	* 3.09	10.91	5.34
Shareholders' Equity per Share	66.01	63.72	60.77	64.11	70.61	43.11
Dividend per Share, FIM	**1.50	1.00	-	1.50	1.50	1.50
Dividend per Profit %	**14.59	24.9	-	* 48.5	13.7	27
Effective Dividend Yield	**2.7	2.0	-	4.7	2.42	3.50
Price per Earnings (P/E)	6.06	13.2	-	* 10.4	5.68	7.00
Market Capitalisation, FIM mill.	635.1	582.0	323.3	278.8	186.1	215
Volume of Shares Traded/1000 Sh.	1,061.8	976.2	312.8	64.8	107.7	45.7
Number of Shares, millions	11.5	11.5	9.0	8.7	4.3	5.0

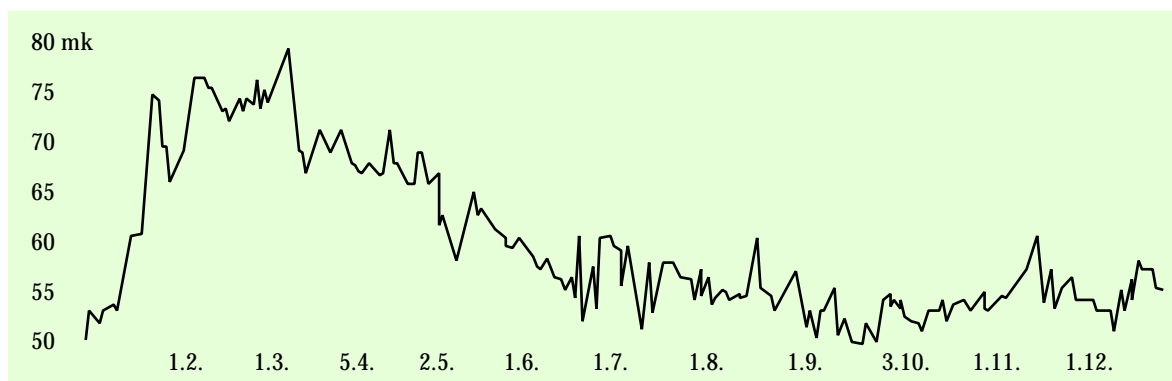
*) 1.1 - 31.12.1991

***) As proposed by the Board of Directors.

1990-1993 figures are for the parent company.



Atria Oy KI-series Share Price Trend 3.1.1994 - 29.12.1994



Atria Oy:n KI-series monthly volume of Trading in 1994

Month	Turnover, FIM	Turnover, no.of Shares	Low	High
January	16,755,042.00	262,066	51.50	73.50
February	21,363,376.00	293,616	70.00	77.00
March	5,001,116.50	71,865	66.00	80.00
April	2,698,863.00	39,643	65.00	71.00
May	4,142,455.80	67,517	58.00	66.50
June	1,667,300.00	29,050	55.00	60.00
July	2,099,924.00	37,076	54.00	60.00
August	2,974,742.80	54,534	53.00	60.00
September	2,578,842.00	47,706	49.00	56.50
October	3,688,983.00	68,360	50.10	57.00
November	1,056,453.50	18,705	53.00	60.00
December	4,141,620.00	71,620	51.20	61.00
Total	68,168,718.60	1,061,758		

Calculation of Key Ratios

$$\text{Return on Equity (\%)} = \frac{\text{Profit after Financing Items - Taxes}}{\text{Shareholders' Equity + Reserves (average for the year)}}$$

$$\text{Return on Investment (\%)} = \frac{\text{Profit after Financing Items + Interest and Other Financing Expenses}}{\text{Balance Sheet Total - Interest-Free Liabilities (average for the year)}}$$

$$\text{Equity Ratio (\%)} = \frac{\text{Shareholders' Equity + Reserves}}{\text{Balance Sheet Total - Advance Payments Received}}$$

$$\text{Earnings per Share} = \frac{\text{Profit After Financing Items - Taxes}}{\text{Average Number of Shares}}$$

$$\text{Shareholders' Equity per Share} = \frac{\text{Shareholders' Equity + Reserves}}{\text{Number of Shares on 31.12.}}$$

$$\text{Dividend per Share} = \frac{\text{Dividends for the Accounting Period}}{\text{Number of Shares on 31.12.}}$$

$$\text{Dividend per Profit (\%)} = \frac{\text{Dividends for the Accounting Period}}{\text{Profit After Financing Items}}$$

$$\text{Effective Dividend Yield (\%)} = \frac{\text{Dividend per Share}}{\text{Share Price on 31.12.}}$$

$$\text{P/E Ratio} = \frac{\text{Adjusted Share Price on 31.12.}}{\text{Earnings per Share}}$$

$$\text{Market Value of Shares} = \text{Number of Shares X Share Price as at December 31}$$

About the Company

Atria Oy's activities during the past fiscal year concentrated on preparation for joining the European Union in the beginning of 1995.

The company evaluated the future competitive situation and strategies that will be implemented in the competitive environment of 1995. The sales company Atria Ab Stockholm continued focus on the Swedish market and has involvement in all the major food retail chains in Sweden. The activities of Atria Oy St Petersburg continued at annual export levels of tens of millions of Markkas. We are now well familiarized with markets in both these countries and our market penetration and aims will increase significantly.

The operational efficiency improvement initiated in 1991 continued during the fiscal year through transfer of production from Oulu to our Nurmo plant. Due to this the company's expenses remained at the prior year's level although the level of product processing increased as a result of production development.

Sales in the retail sector were lowered at the beginning of the year by labour conflicts but towards the end of the year the market share increased sufficiently enough to reach a total

annual sales increase of almost one percent.

Wholesale and export of meat and cut meat products were concentrated towards the end of the year. This, coupled with the increased retail market share ensured that turnover reached the previous year's level despite an approximately 5 percent decrease in prices of meat and meat products.

Financing expenses decreased to the level achieved prior to the major investments of 1991. The investment requirements for the coming few years are estimated at FIM 50-70 million and financing expenses at below FIM 50 million per annum. Thus strong positive cash flow is expected.

Planned depreciation will decrease. However, decrease in depreciation will be slight, as the required investments are mainly for procurement of machinery, resulting in heavy depreciation due to the short lifetime cycle.

Major investments made in 1991-1992 in preparation for the future competitive atmosphere of the EU and the resulting capital expenditure and borrowing have reached levels comparative to those of our future European competitors.

Contribution to Turnover by Food Processing Categories

	FIM million					
					%	
Consumer packed and other meat products and convenience foods	1,715.3				68.3	
Slaughtering and meat cutting products for industrial raw material	794.6				31.7	
	Atria Oy	Atria Oy	Atria Oy	Atria Oy	Itikka Lihabotnia Oy	Liha- polar Oy
	1994	1993	1992	1991	1990	6/1990
	12 mo.	12 mo.	12 mo.	6 mo.	12 mo.	12 mo.
Products	68.3 %	68.3 %	63.6 %	62.8 %	44.0 %	73.0 %
Raw Material for Industry	31.7 %	31.7 %	36.4 %	37.2 %	56.0 %	27.0 %
Total	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

Managing Director's Statement and Future Outlook



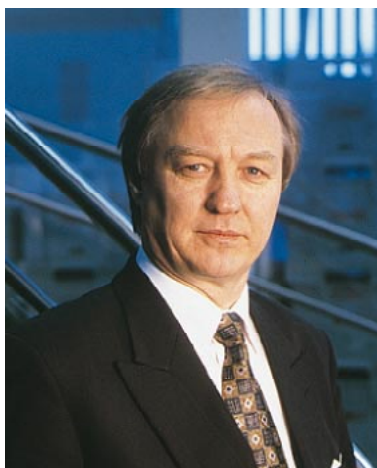
The year was financially and with respect to marketing, successful for Atria Oy. The company's operating margin increased from FIM 249.90 million to FIM 268.60 million, operating profit from FIM 149.30 million to FIM 162.50 million and Profit Before Other Income and Expenses, Appropriations and Taxes rose from FIM 46.50 million to FIM 118.10 million.

In addition to depreciation according to plan, the company includes under Other Income and Expenses the depreciation of property which now has less use for the company. Thus Profit Before Appropriations and Taxes has increased to FIM 55.00 million from the prior year's FIM 46.50 million. Atria Oy's liabilities with interest total 20.2% of the 1994 turnover. Expenses from Financing Activities are 1.8% of the Turnover. The capital structure of the company is good and the equity ratio increased from the prior year's 46.1% to 50.3%. Liabilities incurred through investment requirements will continue to decrease and the cash flow will remain positive.

During its four years of operations, Atria Oy's share in the domestic market has continuously increased. The trend will continue and aided by successful fresh produce policies, modern production machinery, efficient logistics and skillful marketing the company has great potential in strengthening its market position.

Atria Oy's subsidiaries in the St Petersburg sales region and in Sweden are already established, which provides a good base for export growth. The company is also seeking export potential in central Europe.

In addition to good product and marketing policies, prerequisites for the company's competitiveness in the EU market include high efficiency with low unit costs as well as high utilisation of fixed assets and a healthy capital structure. In this regard the past years' intensive measures have gained Atria Oy strong competitive ground in Finland in facing the changes of the economic environment. In addition, changing the name from Itikka-Lihapolar Oy to Atria Oy at the beginning of the year enhances the company's image of a fresh Finnish foodstuff producer.



At least initially, competition resulting from imports will be mainly related to raw material. Gradually foreign products will enter the market, although their share in quantity is not expected to become high due to the quality and price competitiveness of Finnish products. This in turn increases competition within the domestic market. Companies must be prepared for increased competition in product development, marketing and prices even in the domestic market. At least initially some of the Finnish meat exported will be within relatively low processing categories, where prices due to

European over production are low. Future producers' prices will be directly dependent on prices in the domestic market as well as prices influenced by import and export. Similarly exchange rate fluctuations are directly reflected on domestic price levels.

In addition to success in the domestic market and increased export, the company's success will be strongly dependent on development of domestic meat production quantities. Achievement of fast agricultural development with cheap financing is important to ensure that consumers' demands for Finnish meat are met also in the future.

Atria Oy has a good competitive position. Strong marketing focus and planned investments which further increase production automation as well as effective utilisation of fixed assets, improve the company's competitiveness. The steps taken in export development

too have been in the right direction, and they will be continued according to the chosen strategy. Thriving business has further improved staff motivation which is a great strength for the company. The decreased prices of raw material at the beginning of the year resulted in fall in the product prices and consumption started to increase significantly. This provides Atria Oy with a good opportunity to increase production and processing categories. This, together with increasing export means further strengthening of our company's position and a positive trend in profitability. Atria Oy's mission, based on production with reliable Finnish raw material, will have positive impact on future market shares.

I wish to express my gratitude for the past year to the shareholders, meat producers, our staff and especially our customers, who by purchasing our products have supported the continuity of our operations.

Seppo Paatelainen
Managing Director



Report of the Board of Directors

1.1. - 31.12.1994

1994 was the third full 12-month financial year for Atria Oy. On 28 December, 1994, the company was renamed Atria Oy, which reflects the company's activities better than its former name, Itikka-Lihapolar Oy.

The Concern

In addition to the parent company Atria Oy, the concern includes the sales firms Atria Ab Stockholm and Atria Oy in St Petersburg, property firms Porokolmio Oy (formerly Poropolar Oy) in Rovaniemi and Kiinteistö Oy Tievapolku 3 in Inari as well as the virtually non-operating companies, Itikka-Lihapolar Oy (formerly Atria Oy), Botnia Food Oy and ILP-Siivous Oy. TLK-Trading Ltd Oy and Polar Fastfood Oy are part-owned companies.

The sales firms in Stockholm and St Petersburg concentrate fully on sales of the parent company's products in their respective local markets. The property firm Porokolmio Oy owns a reindeer processing plant in Rovaniemi and has leased out its premises for reindeer meat processing.

The part-owned company TLK-Trading Ltd Oy is a Helsinki based firm focused on meat export and import. Polar Fastfood Oy operates within the restaurant/catering industry in St Petersburg.

Industry

The industry has undergone major adaptations for the coming EU competition. The main measures were taken during 1992. In conjunction with these activities major industrial centralization was undertaken and new efficient

production capacity worth over FIM 600 million was developed. In the past financial year the Oulu plant's production was ceased and its operations were relocated to the new Nurmo plant.

Marketing

A risk of disturbances in the domestic market in the latter part of the year due to the future EU membership was felt during the 1994 activities. The risk was acknowledged already in the early summer. However, no disturbances developed and markets remained calm throughout the year. This is thanks to those who made possible sufficient export through to the end of the year and those, who have been involved in developing the complex set of regulations which have enabled Finland's transition from its closed foodstuff markets to the free trade of the European Union.

The domestic market share increased by less than 1 percent.

In the export market our sales firm Atria Ab established firmly its position within various customer groups in the Stockholm market. Quantities of export were limited but the main objective, acceptance in the Swedish trade, has been achieved.

Our other sales firm Atria Oy St Petersburg operated within its scope in the St Petersburg market. Weakening of the Russian Ruble and its effects on the local purchasing power had some negative impact on our sales. The firm has managed to form new customer relationships in Moscow and Karelia. Customer base for 1995

has been formed and ahead is a new season as is with our competition in the EU region but with the added advantage of Finland's vicinity to the Russian market.

Financing

Expenses from Financing Activities decreased significantly during the fiscal year partly due to reduced liabilities and partly because no foreign exchange losses were incurred.

At the end of the year foreign debt amounted to FIM 62,824,928. Foreign debt has been protected from exchange rate fluctuation through foreign exchange hedging. Exchange rate differences have been recorded at the year-end closing rates.

Funds flow in 1994 was good. Out of the Operating Margin of FIM 268,633,157.44, FIM 45,456,168.87 was utilized for investment and FIM 44,433,388.65 for Financing Expenses. Thus the Surplus in Financing was FIM 178,743,599.92

Profits

The Operating Margin of the fiscal year exceeded that of the prior year's by FIM 18,699,378.88. As the Expenses from Financing Activities were significantly lower than in the prior year, profit after financing activities increased by FIM 71,647,409.21 to FIM 118,105,514.05.

Miscellaneous Expenses include additional depreciation of Fixed Assets whose usefulness to the company has decreased.

Employees

Total employee head-count of the concern averaged 2092. At the end of the year the parent company had 2051 employees, including 426 office/administration staff, while the average total for the year was 2075. Details on wages and salaries have been included in the Notes to the Financial Statements.

Prospects for 1995

Investment in 1995, at approximately FIM 50-70 million, will be slightly higher than in 1994.

Due to positive Funds from Operations as well as structural changes caused by the EU, Expenses from Financing Activities will continue to decrease. For example inventories and capital tied up in inventories will decrease, as the stock pile previously required in the closed Finnish market will no longer be necessary.

Strengthening of the company's domestic market position and increased productivity build a foundation for positive future profit generation. The current strategic position of the company with respect to marketing and profitability is excellent.

Profit and Loss Account

PROFIT AND LOSS ACCOUNT (1000 FIM)	Concern		Parent Company	
	1994	1993	1994	1993
TURNOVER	2,509,872	2,506,294	2,499,960	2,494,355
Increase/Decrease in Inventory of Finished Goods	-17,201	-13,796	-18,443	-12,319
Income from Part-Owned Companies	+796	+850	-	-
Other Income from Operations	+1,194	+749	+1,257	+464
EXPENSES:				
Materials, Supplies and Stock Purchases	1,641,151	1,645,777	1,632,870	1,658,013
Increase/Decrease in Inventory	-2,019	5,854	-2,019	-8,016
External Services	64,776	62,921	64,768	62,815
Wages, Salaries and Social Security	345,048	362,529	343,820	358,659
Rent	27,948	29,416	29,192	30,514
Other Expenses	146,672	131,749	145,511	130,581
OPERATING MARGIN	271,085	255,851	268,633	249,934
DEPRECIATION OF FIXED ASSETS AND OTHER LONG TERM ASSETS	107,068	101,507	106,094	100,650
OPERATING PROFIT	164,017	154,344	162,539	149,284
INCOME/EXPENSES FROM FINANCING ACTIVITIES:				
Dividend Income	532	112	1,372	346
Interest Income	9,469	21,456	9,456	21,957
Interest Expense	-50,558	-87,607	-50,567	-86,271
Exchange Gain/Loss	+931	-40,575	+931	-33,493
Other Financing Expenses	-5,658	-5,397	-5,626	-5,365
PROFIT BEFORE OTHER INCOME/ EXPENSES, RESERVES AND TAXES	118,734	42,333	118,106	46,458
OTHER INCOME AND EXPENSES:				
Other Income	+11	-	-	-
Other Expenses	-63,151	-8	-63,126	-
PROFIT BEFORE RESERVES AND TAXES	55,594	42,324	54,980	46,458
Increase/Decrease in Voluntary Reserves	+264	-19,086	+264	-19,086
Direct Taxes	-13,831	-7,419	-13,623	-7,372
Profit Before Minority Interest	42,027	15,820	41,621	20,000
Minority Interest	-7	-	-	-
NET PROFIT	42,020	15,820	41,621	20,000

BALANCE SHEET (1000 FIM)	Concern		Parent Company	
	31.12.1994	31.12.1993	31.12.1994	31.12.1993
ASSETS				
FIXED ASSETS AND OTHER LONG-TERM INVESTMENTS				
Intangible Assets				
Intangible Rights	24,639	26,922	29,294	26,910
Membership Fees	3,139	3,052	2,850	2,763
Other Long-Term Assets	4,662	5,902	4,662	5,902
Prepaid Expenses	-	-	-	5,000
	32,440	35,876	36,805	40,575
Tangible assets				
Land and Water Property	11,853	11,823	11,632	11,602
Buildings and Constructions	668,560	736,821	657,261	724,824
Equipment and Machinery	238,412	283,441	237,633	282,477
Other Tangible Assets	5,484	4,547	5,389	4,441
Prepaid Expenses and Investments in Progress	50	4,866	50	4,866
	924,358	1,041,498	911,965	1,028,210
Securities and Other Long-Term Investments				
Shares in Subsidiaries	-	-	4,731	4,731
Shares in Part-Owned Companies	2,354	8,329	1,495	7,466
Other Shares and Investments	5,053	3,981	5,053	2,831
	7,408	12,310	11,280	15,028
VALUATION ITEMS				
Pension Fund	5,864	6,395	5,864	6,395
CURRENT ASSETS AND INVENTORIES				
Inventories				
Materials and Supplies	28,623	26,604	28,623	26,604
Finished Goods	78,135	95,358	76,752	95,194
	106,758	121,962	105,374	121,798
Receivables				
Trade Receivables	357,026	253,775	355,828	256,043
Loan Receivables	1,300	2,643	6,483	7,817
Deferred Receivables	10,524	14,134	9,933	14,011
	368,850	270,552	372,244	277,871
Cash and Bank	71,007	107,726	69,266	106,611
TOTAL ASSETS	1,516,685	1,596,318	1,512,798	1,596,488

BALANCE SHEET (1000 FIM)	Concern		Parent Company	
	31.12.1994	31.12.1993	31.12.1994	31.12.1993
LIABILITIES				
SHAREHOLDERS' EQUITY				
Tied Capital				
Share capital	115,476	115,476	115,476	115,476
Reserve Fund	388,863	388,863	388,826	388,826
Distributable reserves				
Retained Earnings	19,532	15,036	23,400	14,947
Net Profit	42,020	15,820	41,621	20,000
	565,891	535,195	569,323	539,249
Minority Interest	52	45	-	-
APPROPRIATIONS				
Accumulated Depreciation	169,714	169,714	169,714	169,714
Voluntary Reserves				
Transferable Reserves	26,603	7,781	26,603	7,781
Operational Reserves	-	19,086	-	19,086
	196,317	196,581	196,317	196,581
LIABILITIES				
Long-Term Liabilities				
Debentures	67,500	50,000	67,500	50,000
Convertible Bond	80,000	80,000	80,000	80,000
Loans from Financial Institutions	124,726	268,976	124,726	268,976
Pension Funds	190,514	183,527	189,101	181,954
Other Long-Term Debt	3,000	3,000	-	-
	465,741	585,503	461,328	580,930
Current Liabilities				
Trade Payables	48,172	42,624	44,996	42,804
Accrued Liabilities	200,126	182,134	198,011	181,922
Other Current Liabilities	40,386	54,236	42,823	55,002
	288,684	278,994	285,830	279,728
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	1,516,685	1,596,318	1,512,798	1,596,488

STATEMENT OF CASH FLOWS (1000 FIM)	Concern 1994	Parent Company 1994
CASH FLOWS FROM OPERATIONS		
Income		
Operating Profit	164,017	162,539
Depreciation	107,068	106,094
Income/Expenses from Financing Activities	-45,283	-44,433
Miscellaneous Income/Expenses	-15	-
Taxes	<u>-13,831</u>	<u>-13,623</u>
	211,956	210,576
CHANGE IN WORKING CAPITAL		
Increase/Decrease in Inventories	+15,203	+16,424
Increase in Current Receivables	-98,297	-94,372
Increase in Interest-Free Short-Term Liabilities	+23,540	+18,281
NET CASH FROM OPERATIONS	152,402	150,909
INVESTMENTS		
Investment in Fixed assets	-44,715	-45,456
Change in Valuation Items	+531	+531
CASH FLOWS BEFORE FINANCING ACTIVITIES	108,218	105,984
FINANCING ACTIVITIES		
Increase/Decrease in Long-Term Debt	-119,763	-119,602
Increase/Decrease in Short-Term Debt	-13,850	-12,179
Dividends	-11,548	-11,548
Adjustments	+224	-
CHANGE IN LIQUID FUNDS	-36,719	-37,345



Notes to the Financial Statements

1.1. - 31.12.1994

Accounting Principles:

The Financial Statements have been prepared in accordance with generally accepted accounting principles and legislations governing shareholding companies. The Financial Statements of the concern include the parent company, all the subsidiaries and the part-owned companies TLK Trading Ltd and Polar Fastfood Oy. Itikka-Lihapolar Oy's subsidiaries Atria Oy and Atria Ab have been grouped within Atria Oy. Intercompany share ownership within the concern has been eliminated and the part-owned companies have been incorporated.

1. Method of Depreciation

Buildings, Nurmo industrial site 40 years
Buildings, other industrial sites 25 years
Equipment and machinery, Nurmo industrial site 10 years
Other equipment and machinery 7 years
Computer software 5 years
Other long-term assets 10 years and 5 years
Straight line method of depreciation is followed, based on the useful life of the asset.

2. Wages and Social Security Costs

have been accrued during the accounting period. The compulsory pension schemes have been handled by an insurance company. Additional pensions have been managed by the pension trust. The pension trust liabilities are accounted for under Valuation Items in the Balance Sheet. The pension trust is closed.

3. Inventories

have been accounted for as increase/decrease in expenses of procurement and manufacture.

KILA regulation no. 1324 which pertains to valuation of inventories at joining the EU, has been taken into consideration.

4. Fixed Assets

are valued at net after depreciation according to plan.

5. Foreign Currencies

Receivables in foreign currencies as at 31.12.1994 totaled FIM 912,543. Liabilities in foreign currencies totaled the equivalent of FIM 122,130,630 at the beginning of the fiscal year and FIM 62,824,928 at year-end. Foreign currency liabilities have been revalued at the year-end prevailing exchange rates. Foreign exchange gain/loss has been included in Income/Expenses from Financing Activities.

6. Research and Development

costs have been charged as expenses of the fiscal year.

7. Debentures and other Loans

Loan: Itikka-Lihapolar Oy jvk /1994
17,5 million
Date: 20.5.1998
Guarantee: Company

Loan: Itikka-Lihapolar Oy jvk I/1991
30 million
Date: 16.9.1996
Guarantee: Bank guarantee

Loan: Itikka Lihabotnia Oy jvk/1990
20 million
Date: 29.3.1997
Guarantee: Bank guarantee

8. Convertible Bond

In 1992 the Company issued a bond, of which FIM 151 million was converted into shares. FIM 80 million has been paid out as loan without conversion into shares. A bond with a nominal value of FIM 1,000 can be converted

into seventeen Atria Oy shares during the conversion period. The annual conversion period is from January 2 to October 31, except in 1999 when the conversion period will be from January 2 to June 26. The bond is due on June 26, 1999.

Notes to the Profit and Loss Account and the Balance Sheet (FIM '000)

	Concern 1994	Parent Company 1994
1) Turnover		
Sales Revenue	3,132,908	3,120,390
Sales Tax	-542,174	-539,597
Other Adjustments	-80,862	-80,833
=Turnover	<u>2,509,872</u>	<u>2,499,960</u>
Turnover by Countries:		
Domestic, FIM	2,460	2,460
%	98.0	98.4
EU, FIM	19	9
%	0.8	0.4
Other Countries, FIM	31	31.0
%	1.2	1.2
Export worth FIM 292 million has been routed via TLK Trading Ltd Oy and is included in the domestic sales figures.		
2) Wages and Salaries		
Managing Director, Members of the Board of Directors and the Supervisory Board	1,125	971
Production Wages	116,901	116,901
Other Wages and Salaries	<u>85,114</u>	<u>84,521</u>
=Wages and Salaries for the Actual Time at Work	203,140	202,393
Paid Annual Leave, Sick Leave and other Paid Leave	<u>69,076</u>	<u>68,974</u>
=Total Wages and Salaries	<u>272,215</u>	<u>271,367</u>
3) Social Security Costs		
Social Security Payments	10,569	10,383
Pension Contributions	34,173	34,154
Other Mandatory Social Costs	24,873	24,867
Discretionary Social Costs	<u>3,217</u>	<u>3,050</u>
=Total Social Security Costs	<u>72,833</u>	<u>72,453</u>



	Concern 1994	Parent Company 1994
4) Depreciation		
Depreciation According to Plan:		
Buildings and Constructions	32,752	31,806
Equipment and Machinery	67,648	67,630
Other Long-Term Assets	6,668	6,658
Total	<u>107,068</u>	<u>106,094</u>
 Total Depreciation:		
Buildings and Constructions	86,498	85,552
Equipment and Machinery	13,756	13,738
Other Long-Term Assets	6,814	6,804
Total	<u>107,068</u>	<u>106,094</u>
 5) Interest Income/Expenses		
Interest Received from Companies in the Concern	-	-
Interest Payments to Companies in the Concern	-	113
 6) Miscellaneous Expenses		
Polar Fastfood Oy has minimal use and has seized actual production and is no longer used as a marketing channel. It has been revalued accordingly for 31.12.1994.		
 7) Direct Taxes		
Taxes in the Profit and Loss Account are booked on accrual basis.		
 8) Intangible and Tangible Assets		
Intangible assets		
Purchase Price	47,327	51,692
Accumulated Planned Depreciation	-14,887	-14,887
=Book Value After Planned Depreciation	32,440	36,805
Variance Between Booked and Planned Depreciation	-418	-418
=Book Value After Depreciation	32,022	36,387
 Tangible Assets		
Purchase Price	1,437,948	1,424,581
Accumulated Planned Depreciation	-513,590	-512,616
=Book Value After Planned Depreciation	924,358	911,965
Variance Between Booked and Planned Depreciation	-169,295	-169,295
=Book Value After Depreciation	755,063	742,670
 Property Tax in Finland		200,765
 Fire Insurance in Finland: Buildings		1,173,180
Machinery and Equipment		612,022

	Concern 1994	Parent Company 1994
9) Receivables and Loans		
Intercompany Receivables		5,985
Receivables from Part-owned Companies		90,085
Intercompany Payables		2,877
Payables to Part-owned Companies		12
10) Collateral and Securities		
Collateral: Granted Guarantees		29,104
Leasehold Liabilities		54,136
Securities: Other Pledges		194,934
Mortgages		629,840
Collateral granted on behalf of part-owned companies equals FIM 10,370 million.		
11) Changes in Shareholders' Equity		
Shareholders' Equity:		
1.1.	115,476	115,476
31.12.	115,476	115,476
Reserve Fund:		
1.1.	388,863	388,826
31.12.	388,863	388,826
Distributable Reserves:		
1.1.	30,856	34,947
Dividends	-11,547	-11,547
Other Adjustments	223	-
Net Profit	+42,020	+41,621
31.12.	61,552	65,021
Total Shareholders' Equity	565,891	569,323



12) Shares and Stocks

	Shares	%	Book Value 1994
<u>Subsidiaries:</u>			
Owned by Parent Company:			
Botnia Food Oy	800	100.0	404
Itikka-Lihapolar Oy	1000	100.0	15
Kiint. Oy Tievapolku 3	280	100.0	2,196
ILP-Siivous Oy	15	100.0	15
Porokolmio Oy	356,300	97.9	<u>2,101</u>
Total Shares in Subsidiaries			4,731
Owned by Subsidiaries:			
Atria Oy, St. Petersburg	-	100,0	39
Atria AB, Stockholm	500	100,0	43
<u>Part-owned Companies:</u>			
TLK Trading Ltd Oy	990	50.0	495
Polar Fastfood Oy	-	34.97	<u>1,000</u>
Total Shares in Part-owned Companies			1,495
<u>Other Shares:</u>			
Tuko Oy	30,000	-	1,500
Kansallis-Osake-Pankki	156,250	-	1,000
Honkajoki Oy	170	18.9	1,295
Asunto Oy Tursola	39	-	508
Central Share register	3	-	275
Helsingin Puhelinyhdistys	28	-	154
Transbox Oy	1	-	110
Other Companies	-	-	<u>211</u>
Total Other Shares			5,053

Summary Information for the year Ended 31.12.1994

	Turnover	Operating Margin	Profit	Shareholders' Equity and Reserves	Liabilities
Botnia Food Oy	-	-1	25	466	-
Itikka-Lihapolar Oy	357	341	267	282	89
Kiint. Oy Tievapolku 3	95	5	5	1,701	7
ILP-Siivous Oy	-	-3	-3	12	-
Porokolmio Oy	-	1,446	324	2,471	9,706
Atria Oy, St. Petersburg	8,922	22	-142	-74	683
Atria AB, Stockholm	12,245	9	0	32	5,232
TLK Trading Ltd Oy	578,199	2,236	1,593	4,407	163,507
Polar Fastfood Oy	-	-	-	-	-

Board of Directors' Proposal

The Distributable Reserves, with the year's Profit included, totals FIM 65,020,708.89 for the Parent Company and FIM 61,551,750.98 for the Concern. The Board of Directors proposes

that a 15% dividend shall be made on the share capital of FIM 115,476,130.00 totaling FIM 17,321,419.50 at FIM 1.50 per share.

in Seinäjoki, on 23 February, 1995

Reino Penttilä
Chairman of the Board of Directors

Veikko Kullas
Deputy Chairman of the Board of Directors

Timo Komulainen

Tapio Vaismaa

Hannu Helaakoski

Seppo Paatelainen
Managing Director

Tom Weckström



Auditors' Note

The above Financial Statements have been prepared in accordance with generally accepted accounting principles. An Auditors' Report has been presented today on the completed audit.

In Seinäjoki, on 16 March, 1995

Erkki J Jussila

Martti Karppinen

Eero Suomela
Authorised Public Accountant

Seppo Sulkakoski
Authorised Public Accountant

Auditors' Report To the Shareholders of Atria Oy

We have audited the accounts and examined the administration of Atria Oy for the year ended 31 December 1994. The Financial Statements presented by the Board of Directors and the Managing Director include their reports and the Profit and Loss Account, Balance Sheet and Notes to the Financial Statements of the Concern and the Parent Company. We express our opinion on these financial statements and administration based on our audits.

We concluded our audits in accordance with generally accepted auditing standards. An audit includes assessing the accounting principles used as well as evaluating the overall financial statement presentation, to obtain reasonable assurance about whether the financial statements are free of material misstatements. In examining the administration of the company, we have evaluated the conformity of the Supervisory Board, Members of the Board of Directors and the Managing Director's activities to legislations governing shareholding companies.

In our opinion, the financial statements referred to above, have been prepared in accordance with generally accepted accounting principles as well as in conformity with other rules and regulations regarding preparation of financial statements. The financial statements present fairly, in all material respects, the financial position of the concern and the parent company, and the results of their operations, in conformity with generally accepted accounting principles. The financial statements of the parent company and the concern can be approved and freedom from all responsibility granted to the parent company's Supervisory Board, Members of the Board of Directors and Managing Director for the fiscal year audited by us. The Board of Directors' proposal on the distribution of profits is in accordance with legislations governing shareholding companies.

We have also examined the company's interim accounts. In our opinion the interim accounts have been prepared in accordance with generally accepted accounting principles.

In Seinäjoki, on 16 March, 1995

Erkki J Jussila

Eero Suomela
Authorised Public Accountant

Martti Karppinen

Seppo Sulkakoski
Authorised Public Accountant

Supervisory Board's Statement



Having examined the Financial Statements and the Auditors' Report for the fiscal year 1.1. - 31.12.1994, the Supervisory Board proposes, that the Financial Statements be approved and the profit be distributed as proposed by the

Board of Directors. Next to leave the Supervisory Board are Arvo Peltoniemi, Kauko Kakko, Tarmo Joensuu, Olavi Kangasniemi, Heikki Kuoppamäki and Anna Alajoki.

In Kuopio, on 16 March, 1995

Lauri Laitinen
Chairman of the Supervisory Board





Our Product Family

Atria Quality Meat

Atria Quality Meats are supplied for both the self-service and traditional counter service stores. The traditional cut and boneless meat still forms the framework for our fresh meat sales. However, a continually increasing range of consumer packed meat is available in many pack sizes. The policy of top quality production is maintained throughout the meat production process, from breeding and growing of stock to the finished product. An example of results of our large-scale product development is 'Piggy', a crossbreed of three breeds of pig. The pork obtained is particularly tasty, tender and juicy.



Consumer Packed Meat

Packaging is automated to a great extent, which together with refrigerated production lines (below +2°C) guarantees the hygienic quality of the products and preserves the meat's natural colour.

To keep the quality of shredded, diced and minced meat unchanged only standard fresh meat is used. This keeps the quality even from one batch to another. The transparent packaging enables the consumer to examine the product before purchase.

Oven-ready Joints à la Atria

The seasoned and marinated joints of beef or pork weighing just over a kilo are ideal for a small, modern family. À la Atria joints have an inserted thermometer to control the cooking time and the label provides specific cooking instructions. The most popular in this series is roast beef à la Atria, the winner of the first Finnish Foodstuff of the Year Competition in 1986.



Uncooked Minced Meat Products

The consumer can add a finishing touch to an uncooked minced meat product. It is also moderately priced and easy to use. Atria Pannupihvi burger, Marinetti and Grilletti are seasoned burgers, Atria Hampurilaispihvi is a classic 100 % beef burger. The first two are consumer packed. Extra large family packs are available of Hampurilaispihvi, Grilletti and Pannupihvi burgers during peak seasons. Atria Marinetti was awarded the Finnish Foodstuff of the Year 1995 prize in the retail series.



'Chick' Poultry Products

'Chick' brand name covers both chicken and turkey products as well as cooked convenience foods such as chicken meat balls and burgers.








The chicken parts deep-seasoned and deepmarinated by a new method have been extremely favourably received. Finnish variations of more exotic flavours as well as the unique juiciness of the chicken meat have made the ready family pack extremely popular. Also unseasoned chicken is still favoured by a great many consumers.

Atria Convenience Foods

The range of Atria convenience foods is large and varied. It includes microwaveables, pizzas, hamburgers, meat pies, Carelian rice or potato pasties and much more. Ample choice for preparing a tasty traditional meal is provided by

 minced meat products, casseroles, salads and pancakes.

The packs for Atria salads were completely renewed at the end of 1994. The new pack is equipped with a double lid, one sealed to prevent leaking and the other for re-closing for storage after opening. Mayonnaise based salads (Italian, potato, beetroot and mushroom) contain low- fat mayonnaise but still have a deliciously full flavour.

The series of microwaveable meals includes both traditional Finnish basic dishes and variations of more exotic foods.

Atria Meat Products

There has been a continual increase in the sales of meat products and the change-over to selfservice packs has become evident. Most sausages, with the exception of sausage ring and frankfurters, are sold in self-service packs. The share of whole, uncut (500 - 1000g) and cold-cut sausages amounts to over 50 % of the sales. For the past two years Atria sliced sausages have been packed in durable containers. Due to the favourable feedback from the retailers as well as the consumers also whole-meat cold cuts are now available in similar hard packs. The container is easy to open and suitable for serving.

'Mestari Wilhelm' Product Family

'Mestari Wilhelm' products bring back the good old days. The products in this series contain plenty of meat and have a traditional flavour. The series includes a meaty sausage ring, frankfurter, grilling sausage and traditional canned *beet and pork*, meaty meat ball and strong sauce-like mustard.



Pet Foods

All Hubert dog foods and Cat Days cat food as well as the 25-year-old Mustin Murkina dog food are prepared from fresh domestic raw materials.



Cat Days