



PEOPLE COME FIRST

Apatin Brewery [Apatinska Pivara] has received dual recognition for the third consecutive year from the Top Employers Institute, both locally and at the European level, earning the “Top Employer Serbia” and “Top Employer Europe” certificates. This achievement ranks the company among an elite group of 2,429 businesses across over 100 countries to have received this prestigious accolade worldwide

DRAGAN ROSIĆ

Apatin Brewery HR Director

— 1756 —

APATINSKA

— P I V A R A —

This recognition prompted our discussion with Apatin Brewery HR Director Dragan Rosić, who highlighted its significance for the company, as well as the benefits available to the brewery’s employees.

Your commitment to employees has been officially recognised by the global Top Employers Institute for a third time. How significant is this certification for your company, and what does it represent?

— We are one of only 17 companies in Serbia to hold this prestigious recognition, giving Apatin Brewery global acknowledgement for its excellence in employee practices. It confirms that the work we’ve been doing over many years is effective and that we are on the right track. This award is also an obligation for us to improve further with every year, enhancing our processes and employee care.

What’s involved in the certification process for the Top Employer recognition?

— To receive this prestigious certificate, a company must undergo an extensive process conducted by the Top Employers Institute. The certification project itself takes several months and requires significant effort, time, energy and focus. Every member of the HR team plays a role in this process, which covers a broad range of activities. The evaluation involves over 250 criteria, including work environment, talent management, learning opportunities, diversity and inclusion, and employee wellbeing.

Among the six key categories assessed, several areas were highlighted as strengths of Apatin Brewery: business strategy, employee strategy, leadership, purpose and values. We have achieved consistent improvements in these areas year on year.

Which particular employee benefits would you emphasise?

— We work daily to create an environment in which all our colleagues can grow continually, feel respected and express their authenticity. What truly sets us apart from many other employers is the supportive atmosphere and company culture, which ensures everyone feels like they are part of a family. Our leaders aren’t distant icons, but rather approachable managers with whom you can share a beer after work.

We expand our range of benefits for all employees each year. In addition to standard packages that include bonuses, other financial incentives, supplementary health insurance, flexible working arrangements like sliding working hours and remote work, we always listen to our employees’ needs. Over the past few years, we’ve introduced a complete benefits package for employees’ families to mark important life events, gradual return-to-work programmes after extended absences, Fit Pass memberships, additional leave days for new fathers, and many other benefits.

Beyond tangible benefits, our focus remains on ensuring employee satisfaction, showing respect and providing opportunities for personal and professional growth alongside the company. This is especially rewarding when working in an industry synonymous with fun, socialising and celebration. ●

WE CREATE AN ENVIRONMENT IN WHICH ALL OUR COLLEAGUES CAN GROW CONTINUALLY ON PERSONAL AND PROFESSIONAL LEVEL, FEEL RESPECTED AND EXPRESS THEIR AUTHENTICITY. OUR SUPPORTIVE ATMOSPHERE AND COMPANY CULTURE ENSURE EVERYONE FEELS LIKE THEY ARE PART OF A FAMILY