



## Albalact Became Supplier of the Royal Family

**Bucharest, June 14, 2010** - Albalact Alba Iulia was appointed supplier of His Majesty King Michael I as an appreciation and recognition proof of the quality of its products. For one year now, Albalact has supplied dairy for the Royal House, including Raraul and De Albalact yellow cheese, Zuzu yogurt, Zuzu milk and De Albalact Romanian white cheese.

Being named supplier of the Royal House implies a high quality standard of the products and services, seriousness and a high level of professionalism from the company.

The title of supplier of the House of His Majesty the King was awarded to Albalact's CEO, Raul Ciurtin, by His Majesty the King Michael I himself, in a special ceremony.

*"We are honoured to enter the small family of suppliers of the Royal House, especially since we strive for over a decade to prove that a national dairy producer can offer to the Romanian consumers safe and high quality products, without altering the tradition of taste and traditional recipes. We can now say that we passed the quality exam into the world of aristocracy. This distinction confirms once more the trust Romanian consumers, normal people or noblemen, put into Albalact products",* says **Raul Ciurtin, Chief Executive Officer of Albalact Alba Iulia.**

With a tradition of over 38 years on the Romanian dairy market, **Albalact** became a joint stock company in 1999, and ten years later was ranked among the top 4 dairy producers in Romania. Albalact gained its market leader fame on the pasteurized and UHT milk market with its brands Zuzu and Fulga, observing traditions, European quality standards, a competitive price policy, modern packaging and innovation. Zuzu ranks first on the market in volumes of pasteurised milk with a share of 29% (MEMRB retail audit, Jan-Dec 2009), and Fulga ranks second on the UHT milk market, with a volume market share of 19.5% (MEMRB retail audit, Jan-Dec 2009). According to the same MEMRB study, Albalact also leads the market of table butter, with the same name Albalact brand. With the Albalact sour cream, the company ranks second in this segment.

In 2008, Albalact entered the cheese market by acquiring the majority stocks of the company **Raraul** in **Campulung Moldovenesc**. The company specialises in cheese production, inclusive traditional products like yellow cheese, fresh cheese, in milk powder, butter and fresh products like sour cream, yogurt, sour milk and fresh milk under the homonym brand **Raraul**. Albalact produces over 60 dairy varieties under the brands **Fulga, Zuzu, Albalact** and **Raraul**.

