



Zuzu Yogurt - Livelier!

Bucharest, April 2011 - Starting today, Zuzu awakens us in the morning and helps us face the day with more energy!

Zuzu - Albalact's brand - launched yogurts in glasses, very tasty, nourishing, providing us with vitality and energy for the entire day. Zuzu yogurt in glasses is just the right thing for breakfast, to take with you at work, in the park, in your picnic basket and anywhere else we want to have a healthy snack. Zuzu yogurt is fresh, cheers us, awakens our senses and satisfies our hunger.

The Zuzu yogurt in a glass range includes: Zuzu drinking yogurt 2% fat, 350 g, Zuzu natural yogurt 3% fat, 140 g and 400 g, Zuzu peach and apricot yogurt, Zuzu strawberry yogurt and Zuzu sour cherry yogurt - each with a fat content of 2.6% and 125 g portions. The Zuzu range also comprises "the diet portion" - Zuzu skimmed yogurt with 0.1% fat and 140 g portions.

*"Yogurts in glasses complete the Zuzu yogurt portfolio, which until now was only present on the shelf in Tetra Top package and larger portions. We decided to launch these products because yogurt is part of an important dairy category, the second in sales volumes after milk and with the highest value share. Moreover, even if the FMCG registered a decrease in 2010, yogurt registered a significant increase of 6% in volumes (according to MEMRB market data), and this provided the opportunity for us to round off our portfolio. Yogurts range among the top 5 basic food products in Romanians' daily basket and the low weight glasses represent the ideal portion for the on-the-spot consumption, it is like a snack", explains **Celina Condorovici, Albalact brand's manager for Zuzu.***

Zuzu yogurts in glasses address young consumers aged between 25 - 40 years from an urban environment, married or not, equally men and women, modern, busy, dynamic people, leading an active life, having an average and above average income.





The portfolio extension comes shortly after Albalact relaunched the Zuzu brand with a new visual identity, which makes the brand fresher, more colourful and creative and visible, but also confers the brand the needed rational attributes. The feathers defining the packaging were replaced by petals and leaves which underline more distinctly the natural origin and the freshness of the product. Zuzu is “nature’s exuberance”, colourful, joyful, refreshing.

Zuzu is one of the most powerful Romanian dairy brands. Currently, Zuzu is the leader for the entire milk market (UHT and pasteurised milk), with a market share of 21% (according to MEMRB retail audit, December 2010). After the rebranding and its portfolio extension, Albalact is seeking to consolidate its brand’s leader position and to enhance its market share for the category of yogurt. The Zuzu portfolio comprises: fresh pasteurised milk, natural white and fruit yogurt with attached spoons, plain and fruit drinking yogurt, kefir, fresh and sour milk. Zuzu recently entered new product categories with whipping sweet cream and cooking sweet cream and kefir.

Albalact - Alba Iulia is one of the top four milk and dairy products producers in Romania. Established in the year 1971 and transformed into a joint stock company in 1990, Albalact was privatised in 1999. Albalact has over 700 employees and over 6000 stock holders and is listed in the second category of the Bucharest Stock Exchange. Since 2010 Albalact holds 95.67% of the share capital of Raraul in Campulung Moldovenesc. Presently Albalact markets fresh pasteurised and UHT products under its brands: **Fulga, Zuzu, De Albalact** and **Raraul**.

**For more information please contact:
Raluca Balota - Albalact Communication Manager
raluca.balota@albalact.ro;**

