



Yogurt (re)turns... on a plate!

Albalact launches FRUZU - a special product under a new brand, which brings the show on the plate

Bucharest, 17 September 2012 - Yogurt returns... on a plate! Albalact launched a new product under a new brand on the Romanian market. Fruzu is the new kid on Albalact's block, and creates a brand new category on the Romanian fruit yogurt market: an yogurt which literally (re)turns on a plate.

Fruzu is a creamy and sweet yogurt with fruit topping, offered in a unique packaging in Romania, which Albalact has exclusive rights on. A genuine show on a plate is just one click away. Fruzu must be first unsealed and turned on a plate, then the button on the cup's bottom is pushed and the cup slightly lifted. Thus, the delicious fruit topping wraps the yogurt around, and in only three seconds you have an yogurt "cake". To savor it all, you only miss a spoon.

Fruzu is available on shelves in three duo-packed varieties (pack with two cups): Fruzu yogurt with strawberry topping, Fruzu yogurt with berry topping, and Fruzu yogurt with raspberry topping. Fruzu is for the yogurt lovers who want to indulge themselves a spectacular desert, presented in a non-conventional manner.

"The moment of yogurt consumption is general an ordinary one, and occurs most often straight from the cup. With the launch of Fruzu yogurt, we took a step forward and challenged consumers with an "innovation": an yogurt with fruit topping which, if turned on a plate, becomes a cake. Thus, consumers gratify themselves with a sweet snack of an ideal size for the figure, but server in a highly elegant way. The launch of Fruzu brand brings along a growth opportunity for Albalact in the fruit yogurt segment, mainly because it builds a brand new category, and, secondly, because Fruzu yogurts are not only special, but very tasty too", says **Elena Solianic, Fruzu Brand Manager with Albalact.**





Fruzu launch is supported by a large-scale communication campaign, featuring TV, printed media, cinema and online, as main vectors. At the same time, Albalact will also run tasting campaign in the locations of the big retailers, as original as the product itself: with the QR code on the carton, consumers will be able to see on the promoter's tablet the ritual of yogurt consumption, and then go to the tasting stands to enjoy the product.

The packaging design for Fruzu was developed by the branding agency BrandTailors. The TV campaign, signed by Next Advertising, has already been aired on the most important TV channels. *"Fruzu's turn upside-down was dramatized in the TV commercial, and this is how the sweet reality-inspired story of the yogurt which turns on a plate came to life, as we like to say. The launch-related communication builds on the uniqueness of the cap, and reveals the consumption ritual, both artistically in the TV commercial, and as descriptive as possible straight on the packaging"*, adds **Elena Solianic, Fruzu Brand Manager**.

"Ever since we met it for the first time, we realized that Fruzu is the kind who enjoys to be in the spot light. This is why we treated it with an out-of-the-box presentation. Literally. Then, Fruzu accepts to be taken shots of only turned on a plate. So the story of the commercial came naturally. Fruzu is the dream of any little plate, and a beautiful romance has just started. It behaved well during shooting, helped by a director who knew how to bring to life rather naughty objects. We spent hours and hours trying to make the plate shed a convincing tear. Or tame the slice of bread jump out of the toaster. Meanwhile, Fruzu and the little plate realized they were a perfect match. We hope to see as many happy couple as possible in the future", adds **Paula Ionescu, Copywriter with Next Advertising**.

The creative team which designed the communication campaign includes: Cristina Miclea, Marketing Director, and Elena Solianic, Brand Manager – from Albalact, and from Next Advertising - Paula Ionescu – Copywriter, Catalin Baciu - Art Director, Radu Olteanu – Group Creative Director, Liviu David – Creative Director, Sorin Popescu – Managing Partner, Ioana Cabuz – Account Manager, Oana Branzaru – Account Executive. "Fruzu (re)returns" commercial was shot by Multi Media Est, with the director Julien Eudes.

As it suits any modern brand, Fruzu will have its own website (including a game), a Facebook account, and an online campaign. The online campaign is developed in cooperation with Outbox - Adrian Pavelescu, Laura Nica and Marian Ionescu.





Fruzu is the fifth brand in Albalact's portfolio, a company who has been traditionally present on the Romanian market for more than 40 years, and ranks third among Romanian dairy producers. Albalact has come into the market focus with its Zuzu and Fulga brands, compliance with product quality standards, competitive pricing, modern packaging, and innovation.

Currently, Zuzu leads in the pasteurized milk segment, with a market value share of 27.76% (according to the market data supplied by AC Nielsen, January 2012)*, as well as the total milk market (UHT and pasteurized milk), with a market value share of 18.51% (according to the AC Nielsen data, January 2012)*. Albalact is the market leader also in the table butter segment, with De Albalact (Eng. "By Albalact") namesake brand, enjoying a 27.63% market value share (according to the AC Nielsen data, December 2011-January 2012)*. Albalact sour cream ranks second in the relevant segment.

Albalact currently produces over 80 dairy varieties under the brand names **Fulga, Zuzu, Fruzu, De Albalact and Raraul**.

Albalact - Alba Iulia is one of the three largest Romanian milk and dairy producers. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. Albalact has more than 600 employees and 6,000 stock holders, and is listed in the second category of the Bucharest Stock Exchange. Currently, Albalact holds 99% of the stock of Raraul Campulung Moldovenesc. The company markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, Fruzu, De Albalact** and **Raraul**.

** calculations based on AC Nielsen data from Retail Index Service for the audit period December 2011 - January 2012, per Total Romania, discounters included. (Copyright © 2012, The Nielsen Company)*

