



Albalact enters the “ready meal” segment with Raraul brand, and launches MBS - polenta with cheese and sour cream.

Albalact enters the “ready meal” segment with Rarăul brand, and launches, under Rarăul brand, a Romanian traditional dish: the famous polenta with cottage cheese and sour cream.

100% local, the polenta with cheese and sour cream kept pace with time, and it enjoyed as much today, gradually becoming know with the abbreviation MBS.

Rarăul MBS - polenta with cheese and sour cream, comes in a special packaging, with one separate portion of polenta, and a portion of cottage cheese with sour cream. Rarăul MBS was launched in two varieties - with the classical Fagaras cottage cheese and Moldovita cottage cheese - an unique recipe in Rarăul portfolio, that is cottage cheese mixed with sour cream and a touch of salt.

Rarăul MBS box is a perfect and at hand lunch, either in the office or at home, a delicious, healthy, old-fashioned, but still modern dish thanks to the ease of consumption. The cup with polenta can be heated up in a microwave for maximum 90 seconds, and then returned on plate together with cheese and sour cream and... enjoy your lunch. As simple as saying MBS!

MBS Rarăul is for the busy people who eat in a rush in the office, but also for lovers of polenta with cheese and sour cream who don't have time to cook for themselves, fitness passionates, and virtually anybody, either young or old, who fancy a fast, delicious and accessible meal.

MBS Rarăul is already in store, and comes with one 200 g cup of polenta and one cup of 200 g Fagaras or Moldovita cottage cheese with sour cream.

“Polenta naturally belongs next to cheese and sour cream. MBS is specific to the Romanian cuisine, and we have all known and loved it since childhood, it is a living classical. Therefore, inventing MBS lunch box from Rarăul was only a step away. Driven by the desire to stay close to our consumers who either don't have time or don't know how to cook a polenta by the book, we developed this lunch box. In fact, you have available a light, healthy and nourishing dish you can prepare yourself, especially in the office, when not so many other “healthy” alternatives are at hand”.

From the launch on the market of Fagaras and Moldovita cheese more than one year ago, Rarău haven been constantly growing, reaching the top three Romanian producers of cottage cheese. We will continue to innovate and capture as many consumption occasions as possible with Rarăul products”, says Elena Solianic, Brand Manager Albalact for Rarăul.





The launch of Rarăul MPS is part of the well-articulated strategy of Albalact to expand its brands and their portfolios within dynamic segments which provide growth opportunities. Cottage cheese is a category with shows potential on the dairy market, where Albalact is now number 2, after the launch of the new diversified portfolio of cottage cheese under Rarăul brand last year. To develop Rarăul portfolio, Albalact doubled the production capacity of Rarăul factory in Campulung Moldovenesc, and made new investments.

The communication campaign for Rarăul MBS builds on the communication concept which propelled Rarăul, with its fundamentals (genuineness, freshness, healthy food), while emphasizing the practical feature of the product.

The communication campaign was designed together with Graffiti BBDO, which also signs the TV commercial “As simple as saying MBS!”.

“The challenge was to emphasize the functional innovation Rarăul brand brought along with the launch of the first ready-made MPS, and position the new product for a certain type of consumers and a particular consumption time: a rushed lunch in the office. The campaign is about how easy it is now to enjoy a MBS wherever and however”, says Dan Șendroi, Strategy Director with Graffiti BBDO.

The creative team includes: Cristina Miclea, Marketing Director, and Elena Solianic, Brand Manager Rarăul – from Albalact; and from Graffiti BBDO: Alex Strîmbeanu – Creative Director, Cristian Scurtu – Senior Copywriter, Alexandru Mălăescu – Senior Art Director, Viorel Samoilă – Graphic Designer, Dan Șendroi – Strategy Director, Roxana Hrimiuc – Group Account Director, Oana Preda – Account Manager, Liviu Isop - AV Producer. The commercial was produced by Carlo Production, with Dan Munteanu in the director's seat, and DOP Vitalie Brega.

The communication campaign further includes, in addition to the TV commercial, a national in-store tasting campaign, online and PR.

Albalact is the third largest Romanian milk and dairy producer, and the largest company with majority Romanian capital in the industry. Albalact produces over 100 dairy varieties under the brand names **Fulga, Zuzu, Fruzu, De Albalact and Rarăul**. Albalact holds also the control stock (99.01%) of **Rarăul Campulung Moldovenesc**, which is specialized in cheese production, under **Rarăul** namesake brand. In the first half of this year, Albalact reported a turnover of RON 204,551,228, 23% more than the same period of 2012 (RON 165,897,770). The company had a profit of RON 4,438,585 in the first semester, going up by 24% as compared to the first half of 2012.





Albalact - Alba Iulia is one of the three largest Romanian milk and dairy producers, and the largest company with majority Romanian capital in the industry. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. Albalact has more than 800 employees and 5,000 stock holders, and is listed in the third category of the Bucharest Stock Exchange. Albalact holds 99.01% of the stock of Rarăul Campulung Moldovenesc. Albalact markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, Fruzu, De Albalact** and **Rarăul**.

