



At 9 months, Albalact reports growth in line with the planned budget

Bucharest, 14 November 2013 – In the end of the third financial quarter of 2013, Albalact reports growing turnover and profit, in line with the planned budget.

The company reported a turnover of RON 307,918,975, that is 25% more than the turnover reported for the same period of the previous year (RON 247,002,943). The profit driven by Albalact over the past nine months amounts to RON 5,429,675, almost double the profit booked for the same period of 2012 (RON 2,719,842).

An important project for Albalact in the past year regarded development of the cottage cheese portfolio under Rarăul brand, for which the company made new investments in Rarăul factory of Campulung Moldovenesc. This expansion of the portfolio brought Albalact to the second position in the classification of cottage cheese producers (as per A.C. Nielsen data, September 2013).^{*} This fall, Albalact entered the “ready meal” segment with the same brand Rarăul, and launched Rarăul MBS - polenta with cottage cheese and sour cream, a Romanian traditional dish. Rarăul MBS comes in a special packaging, with one separate portion of polenta, and a portion of cottage cheese with sour cream.

The constant expansion in the yogurt category was too a propeller for Albalact to top 3 Romanian yogurt producers (according to the data provided by A.C. Nielsen, September 2013).^{*} Zuzu Bifidus Snack is the latest product Albalact launched this year, and comes to complete the yogurt portfolio under Zuzu umbrella brand. Zuzu Bifidus Snack is a balanced combination of probiotic yogurt with a mix of cereals, fruits and seeds, and a natural source of vitamins and Omega 3, with genuine health benefits. Zuzu Bifidus Snack is an innovation for this market category in particular thanks to the unique combination of cereals and fruits, such as the mix of goji with raisins and cowberry, launched in premiere. Zuzu Bifidus Snack has 5 varieties.

Additionally, Albalact brought to the market also a new brand last year. Fruzu is the youngest brand of the company, and creates a new category on the Romanian fruity yogurt market: yogurt with fruit topping in an one-of-the-kind packaging.

Albalact is one of the three largest Romanian milk and dairy producers, and the largest company with majority Romanian capital in the industry. Albalact produces over 80 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.

Currently, Zuzu is the leader in the pasteurized milk segment, with a market share of 29.5% in terms of value, and also the leader in the total milk segment (UHT milk and pasteurized milk), with a market value share of 21.1% in September 2013.

Albalact is leading the market also in the table butter segment, with its namesake brand De Albalact, and the sour cream segment, again with De Albalact.





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, Fruzuz, De Albalact** and **Rarăul**.

** calculations based on AC Nielsen data from Retail Index Service, per Total Romania, discounters included. (Copyright © 2012, The Nielsen Company)*

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