



CORPORATE



LIFE FULL OF FLAVOUR!

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HISTORY

The Scandia Food story starts over 90 years ago, in Sibiu, a Transylvanian town well – known for its Saxon culinary traditions. Since then, the name of the company has stood for high quality, reliable brands, Research and Development expertise.

- 1922** Josef Theil – German ethnic, renowned at the time in Sibiu among sausage and cold cuts makers, sets up The Theil cold cuts and canning factory. The Theil factory quickly earns awareness due to the modern technologies used, the production of products of the highest quality, and their distribution in a growing market.
- 1929** The Theil Company experiences continuous growth; local representatives in all the big towns in Romania, distribution through its own transport capabilities, expanding of product portfolio; from salami – as the main product – to:
- 1935** sausages, cold cuts specialties, canned meats (ham, liver sausage, liver pate, goulash, canned sausages). The Theil Factory maintains its standards and capacity despite the Great Depression.
- 1941** The Theil Factory becomes Scandia Română.
- 1990** A transition period – the factory exports its entire production to countries such as: USA, UK, Germany, the ex. Soviet
- 1996** Union, and Japan, until 1996, when it starts producing again for the Romanian market.
- 2001** Following a public auction the company is taken over by the current owners, becoming a company with 100% private ownership.
- 2010** Scandia Română becomes Scandia Food, and it moved from its old location to a brand new greenfield development.

VISION

Our vision is to become the largest Romanian food processing company nationally and a reputed leader in nutrition and balanced lifestyle.

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MISSION

Our mission is to continue our tradition to offer tasty and nutritious food and fulfill our consumer's needs, sustaining their dynamic lifestyle through innovative products.

VALUES

Experience & Competence

Ensuring the quality of our products and developing new ones, of a high quality, tapping into the experience we have accumulated over almost a century.



Passion & Pride

The enthusiasm, the pride, the determination, the responsibility and the passion for our own brands results in high quality products, satisfying a wide consumer choice.

Innovation

A modern company, continuously searching for new ideas to improve the lives of our consumers, having the courage to evolve, by promoting and implementing innovative and creative solutions, investing in people, in research and development.

Care

Motivating our employees, developing new products with a high nutritional value, selecting the best experts, suppliers, partners and the best quality raw materials; active involvement in the community activities, promoting a balanced lifestyle, developing educational programs, supporting a balanced diet, physical activities and protecting the environment are the main points of care for our company.

FOOD CATEGORIES

We produce a large range of goods, from canned ready meals to liver pate and meat or vegetable (soy, spinach, beans or chickpea) based spreads, branded or private labels, in a variety of recipes adapted to our client's needs. We produce from "gourmet" products (whole goose or whole duck pates), ethnic foods (Filipino, Halal, Indian, Malay), "traditional" foods to snacks and cold cuts.

Pate: The pates are a true success story. From an ordinary, fine texture pork pate we have evolved into producing more than twenty types in an array of packaging, sizes, textures and qualities. This success is reflected in the big market share we have. Since 2007 we gained the leadership in this category, now having more than 46% market share*.

Canned meats: our canned meat ranges can accommodate any customer requirements as our current range is from premium, very high end, with meat contents of up to 90%, all the way to very affordable economy/value products, yet all produced with great care in packaging of the very best quality;

Ready meals: the ready meals we produce have recipes steeped in the Transylvanian culinary tradition. They vary in range from the premium handmade, as homemade style to more conventional recipes that have a local twist. The meat curing and processing experience of Scandia Food crosses over naturally into ready meals;



*Source: AC Nielsen August-September 2013

Vegetarian products: our vegetarian products have been developed initially to meet the dietary requirements of certain times of the year of orthodox Christians. Some of the products were developed based on vegetables and others based on soy.

Cold cuts: Scandia's dry-cured salami and cold cuts range is developed selecting the best ingredients and the recipes that satisfy every taste. The entire cold cuts range is made from carefully selected pork and chicken meat and, based on unique recipes, it offers tantalizing flavours to indulge the senses.

HoReCa Line: the Scandia product range that fulfills the HoReCa needs in terms of product portfolio, package size and formats offers a great value for money ratio.



BRANDS



Nowadays, more and more people are preoccupied by the way they can maintain their physical and emotional equilibrium.

Made of 100% natural ingredients, without additives, preservatives or artificial flavours, Via pates meet the most demanding expectations in matter of taste. Every product is packed into a glass jar covered into a shrinkable and opaque label for perfect protection of the product against environmental factors.

The dark top crust from the product's surface is distinctive only to 100% natural pates and it represents the living proof that no additives were added.

Via offers a range of products of a superior quality, delicious, and gives the pleasure of taste and vitality.





RECOMMENDS



Scandia Sibiu is a premium Romanian brand, benefiting from over 90 years of experience, offering to its consumers delightful products carefully prepared from high quality ingredients and unique recipes. Scandia Sibiu products are inspired by old special recipes, from a time when food was treated with the care and respect it deserves. In order to offer a great flavor and taste, delectable to the people that eat them we prepare exquisite Romanian dishes since 1922, improved constantly day after day. Scandia Sibiu launches new and innovative products, more refined, based on special exquisite Romanian recipes from 1922. *Therefore, the pates are prepared with no additives, colorants and preservatives.*

Scandia Sibiu pates are targeting consumers who appreciate the refined taste of superior quality products made with the best of ingredients. Known for its innovative approach, from packaging to product, Scandia Sibiu pates are perfect for a quick and delightful snack.

Ready meals are suitable if you feel like some beef soup, or you miss the taste of fabulous smoked ribs and beans, or "mamma's" own stuffed cabbage with rice and meat. Offering food made from specially selected recipes, which would ordinarily require long cooking times, these products have become the favorites of those that want a tasty but quick meal. Scandia Sibiu ready meals offer delicious meals, ready to be served any time of day.

Even though best suited to be accompanied with tasty fruit preserves or relishes, our tender beef or pork and our ham, are specially selected and canned in their own meat or jellies, are so delicious that many eat them as they are, even without the relish.



A tasty snack of Bucegi pate spread on a slice of fresh bread is one of the daily treats of an ordinary Romanian family. Bucegi is a well appreciated brand by the Romanian consumers due to the excellent price-quality ratio and because of its taste much appreciated by the entire family. Detached market leader in its category (liver pate), with a volume market share of over 30%, the Bucegi brand went through a repositioning process, strongly tied within the medium price segment.

At the end of 2011, the Bucegi brand has changed its packaging design, making it friendly and warm brand which addresses to the entire family which stands for optimism, zest for life and harmony within the family.

The Bucegi pork or poultry liver pates are the aces up the sleeve of any good Romanian housekeeper. Always handy, Bucegi pate is a filling and nourishing product, of a constant quality, offering a good and balanced flavor, equally liked by both children and adults. Bucegi pate can quickly become a tasty snack, or it can be used as a cooking ingredient for tasty bits like: stuffed boiled eggs, pate pasties etc.

Bucegi vegetarian pate (suitable for both vegans and vegetarians) is a light and tasty snack for the Orthodox Christian fasting periods or for those who do not eat meat. It is available in four flavours: regular, with red peppers, with olives or with mushrooms.

In its portfolio Bucegi has also Luncheon Meat. This can be used for the quick preparation of tasty and nourishing meals for the whole family. Either mixed with fresh vegetables for a delicious salad, or used in spaghetti sauce, or for meatballs, or for tasty escallops, Bucegi Luncheon Meat can be the source of inspiration for a dinner to please the entire family.

A recently launched brand extension is Bucegi Junior, a brand developed especially for children, in partnership with Disney. The products, two assortments of pate, contain less salt and fat than any other product on the market, being prepared after the rigorous Disney guidelines and the European regulations regarding children's nourishment.



SADU

For those who are missing the traditional honest country fare, prepared in the household by parents or grandparents, Sadu offers them the taste of country food, suitable at any time: at home, at work, etc. The recipes are simple, with no fancy ingredients: good, honest Romanian cooking.

The Sadu brand was re-launched in 2009 as a national brand, being a natural integral part of our portfolio in the value price segment.

Tasty and filling, Sadu pate has become one of our bestsellers in a very short time due to its new gained notoriety and its keen pricing. The poultry liver pate is available in two packaging options (i.e. 100g, 200g) and the pork liver pate is available in three packaging options (i.e. 100g, 200g, 300g).

Prepared from a traditional recipe, with an authentic Romanian taste; Sadu meats are appreciated as filling and tasty because of their consistency (high meat content – 50% or more). These can be found in three varieties: poultry, beef and pork in a 300g packaging option.

Ready meals, with their country style taste, cooked from simple tasty ingredients offer the most popular Romanian dishes; tripe soup, baked beans with sausages or with bacon. The strong country flavour can be found in each and every Sadu recipe.



Velicia tries to meet the consumers' expectations of having a vegetable rich diet with a range of vegetable appetizers and cream soups prepared after new and innovative recipes with an irresistible taste. The brand wishes to bring a fresh vibe to the vegetarian category developing it with new recipes.

Velicia offers a variety of recipes from numerous vegetables, combined into inspired recipes for the consumers' everyday delight with a tasty flavour. These are vegetable products (appetizers), ready to eat, which assures an important dose of vegetables into our daily diets.

The Velicia packaging is an innovative one for the Romanian market. It is made from sterilizable plastic which forms an optimal barrier against the surrounding environment. This keeps product's freshness and its special taste meaning no preservatives need to be added.

Velicia represents the right choice for a delicious snack, which will convince the consumer to see vegetables from a different perspective.





Launched in 2011 Delicina is an innovative brand which offers its consumers special products from high quality ingredients and with unique recipes.

The brand is aimed at the modern consumer whose lives happen at fast pace. These consumers, more often than not, skip important meals of the day. The evenings, when they reach home, become the moment when they are able to savour a large meal with their families, thus making up for the ones lost during the day. But this habit usually has a negative effect on the quality of overnight sleep.

Dinner is an important meal of the day and the only meal of the day that they get to really savour and appreciate. Delicina gives them the ideal solution to this problem. Delicina is a brand intended for dinner as time of consumption.

The recipes are developed in collaboration with professional nutritionists precisely to ensure both a nutritional and balanced diet and a good night's sleep, without giving up on flavour.

The range consists of meat rich sauces with a high content of meat (>40%), the sauce itself should be up to 70% of the main course.

They are delicious, easy to make meals.
No artificial additives added!





Men think and act differently compared to women and they sometimes need a confirmation of this fact to reaffirm themselves. It is the same when it comes to food, men want something that acknowledges their masculinity; a strong taste (hot and spicy or with a certain roughness: chilli, horseradish, garlic, or mustard) and a rough, Spartan like, way of eating and serving; eating with their hands, big pieces and thick slices.

Rancho is aimed precisely to meet these specific consumer's needs: richness in flavour, richness in meat, intensity of flavour and spice. Both in terms of the types of recipes, and also in the image assigned to them, Rancho aims to fill this demand.

Addressed to a well defined group of consumers, Rancho manages to generate and induce "tough" associations strong in character, masculinity and ego boosting among its target consumers, i.e. men.

By pioneering this unexplored segment of the food industry in Romania, Rancho was able to stimulate the need to differentiate audiences and their characteristic needs to generate new premises that favour growth in consumer goods categories.



EXPORT



LIFE FULL OF FLAVOUR!





REGIONAL DEVELOPMENT

Since 2008 Scandia Food has focused to export abroad in Romania's neighbor countries. So the main markets targeted are Moldova Republic, Hungary and Bulgaria. In these three countries we developed Scandia brands positioned in different segments according to the country specific.

In addition in Moldova Republic we chose a Romanian mix of products according to similar consumer behavior. Here we have Sadu with the same mix we have in Romania: brand, label design, main target. Its portfolio is made of pork pate (100g, 200g, 300g), chicken pate (100g, 200g, 300g), vegetable pate (100g, 200g) and two luncheon meats, pork and poultry (300g).

In Hungary, Scandia brands were assimilated very fast. This is confirmed by the constantly growing sales. The products were also listed in the main Key Accounts. Scandia is present here in the upper mainstream segment with a varied portfolio, unique recipes that provide the taste pleasure. We followed an integrated concept in this direction and in 2011 Scandia started a communication campaign that consisted in TV spots and Outdoor panels. Once we started developing brand especially for our Hungarian consumers, we launched two others: Royal Tastes, positioned in the mainstream segment and containing pates, canned meats and canned meat spreads and Torkos, an economy brand, which offers a great deal for various pates in its portfolio.

Bulgaria is the third market we targeted in the last years. Scandia brand is positioned here in the mainstream segment, according to its marketing mix. On the shelf Scandia can be quickly recognized because of its label. In a market where dark red and blue are predominant our label stands out with a prominent yellow. In a market where is no intensive communication for canned category, Scandia communicated on TV channel with a TV spot during 2011.

REGIONAL DEVELOPMENT

Under this pillar we refer to specific partners like wholesalers or retail chains for whom we develop new recipes for pate, meat and ready meals. We are interested in England market where we already have a history in developing a new ready meals range under the Red Lion brand.

Also we enhanced new recipes in Italy for Koladin and Gustul Bun IT.

While we will try to meet customer specific needs for packaging we normally use the following packaging:

Metal Bowls: 120g/73mm , 200g/73mm;

Metal Cans: 100g/73mm, 200g/73mm,

300g/73mm,

400g/73mm,

400g/83mm,

300g/99mm,

400g/99mm,

2,700g/153mm,

4,200g/153mm;

Easy Peel Ends: 73mm (minimum order applies);

Easy Open: 73 mm, 83mm, 99mm

Blank ends: 73mm, 99mm, 153mm

NB: For other than these standard packaging options please contact us for a quote.



EXPORT FIRST STEPS

In the past four years about 3 million Romanian people emigrated in foreign countries like Italy, Spain, Germany, Greece, Cyprus or Canada. Scandia Food followed them and tried to satisfy their needs. In addition over the last four years we sold a volume over 2175 tones in these countries.

Following these development directions, we started the first deliveries in 2008. Since then we have targeted Romanian consumers that work and live abroad in the countries mentioned above. Generally Romanian consumer appreciates the fine taste of homemade recipes. This is a nostalgia which appears to each one of us when we are far away from our country for a long period of time. For this kind of people the Scandia food taste remains unique.

Going further in these markets we deliver ready meals and pates with the Romanian label that has applied on it a sticker in the local language which contains the mandatory information.

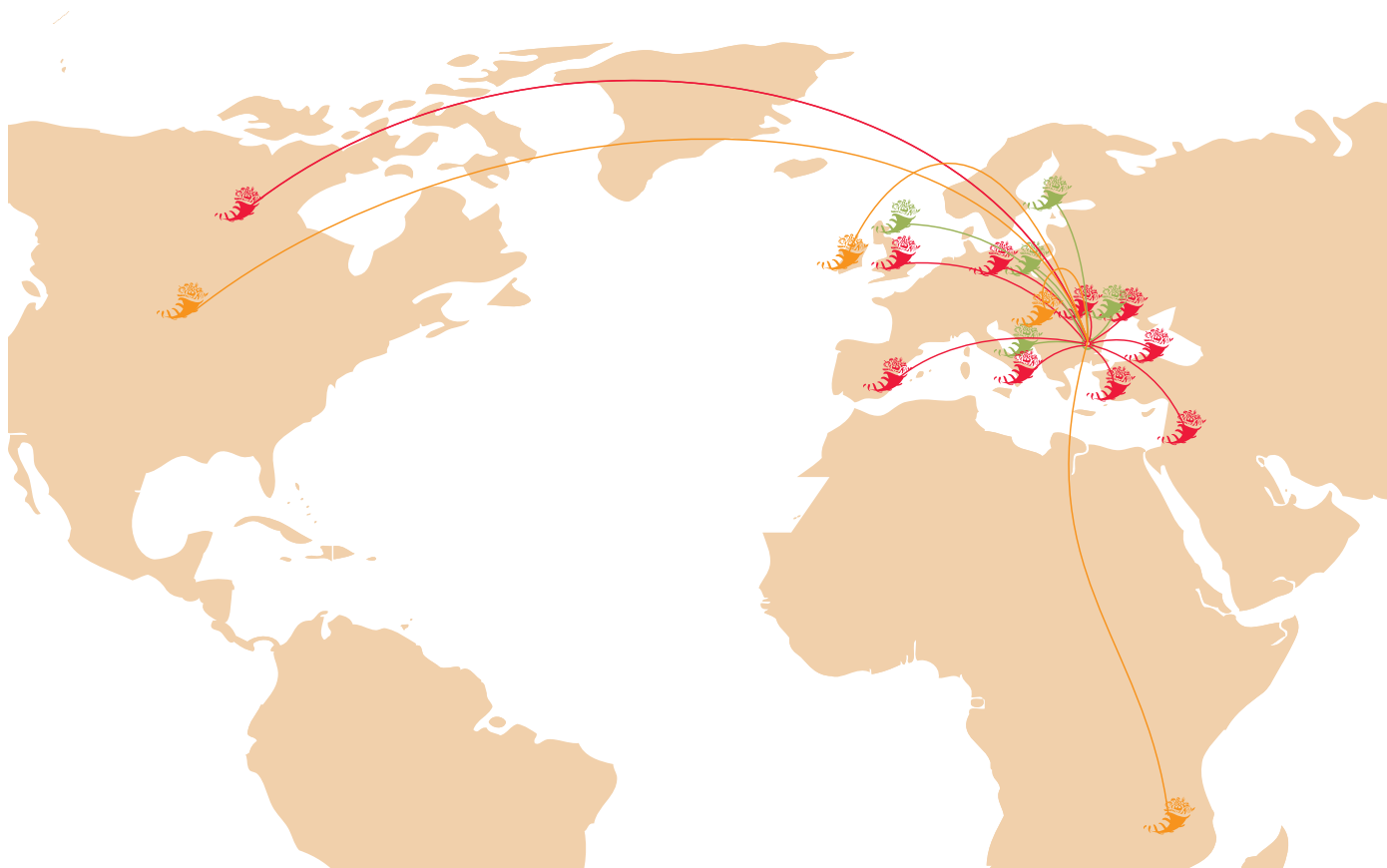


Driving Forward Internationalization

Scandia has been exporting goods for over 60 years to a variety of countries. In the past, it was doing this through Prodexport, the then central distributor of Romanian agricultural goods to the export markets. Exports continued after the privatization of the company, at a lower scale to begin with. After production lines and procedures were modernized, yearly export volumes doubled. The move to the new production facility has given export a further push, estimating that, by end 2013, exports will reach over 10% of Scandia's total production.

2012 witnessed the visible efforts to conquer new markets, not just as a niche producer of Romanian goods, but as a mainstream producer, available for anyone on the supermarket shelves in Bulgaria, Hungary or Moldova.





Legend

 Countries where the Scandia brands are present: Italy, Spain, Greece, Cyprus, UK, Germany, Canada, Bulgaria, Hungary, Moldova

 Countries where we produce private labels: Italy, UK, Germania, Hungary, Sweden

 Countries opened in 2011-2012: Slovenia, Ireland, Tanzania, USA

QUALITY STANDARDS

- European Credentials
- BRC certification
- IFS v.6
- Full HACCP compliance
- High workplace safety standards

SETTING HIGH STANDARDS

2010 Relocation to a new brownfield investment production facility:

- 50 million Euros investment
- Increase of production output by 30%
- Over 17.000 sqm of new production area
- Latest generation warehouses, both for raw materials and end products
- High standard production technologies





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