



# COMPANY PRESENTATION PORTFOLIO OF PRODUCTS



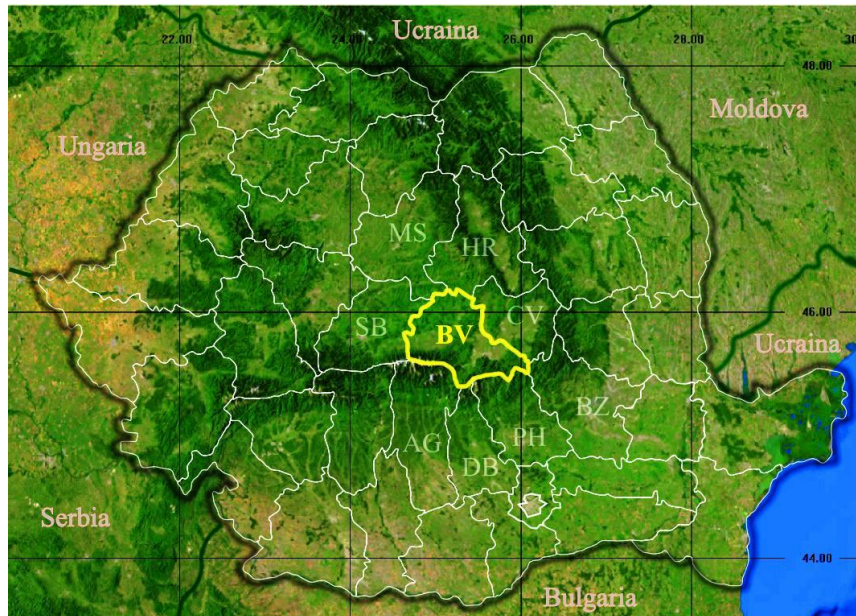
# About ProdLacta Brasov

- ProdLacta Brasov, Romanian traditional producer of fresh dairies and cheeses, has more than 100 years of history, being founded in 1900 by a Danish entrepreneur **Alfred JENSEN**.
- Since then, the company had many forms of organization but remained a powerful producer of milk based products: fresh dairy products, cheeses, ice creams, specialties etc.



# About ProdLacta Brasov

- The company is located in Brasov county, known as Kronstadt in German. It is located almost in the centre of the country and surrounded by the Carpathian Mountains.



Brasov county in Romania



Brasov city surroundings

# About ProdLacta Brasov

- Brasov county has plenty of dairy farmers that are the main source for ProdLacta processing milk.



# About ProdLacta Brasov

- The company owns oval stamp L132 CE, meaning that the products are produced according to EU requirements.
- The company is also ISO 22000 and 14001 certificated.
- From 2012 ProdLacta is a part of JLC Group



# Portfolio of products main categories

- **Milk: pasteurized and UHT**
- **Plain yoghurt: diet, natural, with Bifidus**
- **Romanian traditional dairies: kefir, sana & butter milk**
- **Curds, cottage cheese**
- **Sour cream**
- **Mascarpone**
- **Butter**

# Pasteurized plain milk

Product full name	Pasteurized plain milk, 1.5% fat, 1l, carton	Pasteurized plain milk, 3.5% fat, 1l, carton
Net weight	1l	1l
Individual packaging	carton	carton
Collective packaging	12 pieces/bax	12 pieces/bax
Validity term	30 days	30 days



# UHT plain milk

Product full name	UHT plain milk, 1.5% fat, 1l, carton	UHT plain milk, 3.5% fat, 1l, carton	UHT plain milk, 1.5% fat, 1l, pouch
Net weight	1l	1l	1l
Individual packaging	carton	carton	pouch
Collective packaging	12 pieces/bax	12 pieces/bax	12 pieces/bax
Validity term	6 months	6 months	6 months





# Diet plain yoghurt

Product full name	Diet plain yoghurt, 0% fat, 140g, cup	Diet plain yoghurt, 0% fat, 375g, cup
Net weight	140g	375g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	20 pieces/bax	12 pieces/bax
Validity term	30 days	30 days



# Natural plain yoghurt

Product full name	Natural plain yoghurt, 2.8% fat, 140g, cup	Natural plain yoghurt, 2.8% fat, 375g, cup
Net weight	140g	375g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	20 pieces/bax	12 pieces/bax
Validity term	30 days	30 days



# Bifidus plain yoghurt

Product full name	Bifidus diet plain yoghurt, 0% fat, 125g, cup	Bifidus plain yoghurt, 3.5% fat, 140g, cup	Bifidus plain yoghurt, 3.5% fat, 370g, cup
Net weight	125g	140g	375g
Individual packaging	Plastic cup	Plastic cup	Plastic cup
Collective packaging	20 pieces/bax	20 pieces/bax	12 pieces/bax
Validity term	30 days	30 days	30 days



# Kefir, Sana & Buttermilk

Product full name	Kefir, 3.3% fat, 900g, PET	Sana, 3.6% fat, 900g, PET	Buttermilk, 2% fat, 900g, PET
Net weight	900g	900g	900g
Individual packaging	PET Bottle	PET Bottle	PET Bottle
Collective packaging	9 pieces/bax	9 pieces/bax	9 pieces/bax
Validity term	30 days	30 days	30 days



# Kefir, Sana & Buttermilk

Product full name	Kefir, 3.3% fat, 400g, PET	Sana, 3.6% fat, 400g, PET	Buttermilk, 2% fat, 400g, PET
Net weight	400g	400g	400g
Individual packaging	PET Bottle	PET Bottle	PET Bottle
Collective packaging	12 pieces/bax	12 pieces/bax	12 pieces/bax
Validity term	30 days	30 days	30 days



# Cottage Cheese & Fagarash

Product full name	Cottage Cheese, 4% fat, 175g, cup	Fagarash (curd+sour cream), 6% fat, 200g, cup
Net weight	175g	200g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	12 pieces/bax	12 pieces/bax
Validity term	21 days	15 days



# Curds low fat & high fat

Product full name	Curd low fat, 0% fat, 200g, cup	Curd high fat, 8% fat, 200g, cup
Net weight	200g	200g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	12 pieces/bax	12 pieces/bax
Validity term	15 days	15 days



# Sweet Curds in chocolate

Product full name	Sweet Curd in Chocolate, 50 g, bar	Tastes
Net weight	50g	Cherry
Individual packaging	film	Lemon
Collective packaging	15 pieces/bax	Chocolate
Validity term	15 days	Vanilla





# Sour Cream / Low Fat

Product full name	Sour Cream, 12% fat, 150g, cup	Sour Cream, 12% fat, 375g, cup
Net weight	150g	375g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	20 pieces/bax	12 pieces/bax
Validity term	30 days	30 days



# Sour Cream / Medium Fat

Product full name	Sour Cream Peasant, 20% fat, 150g, cup	Sour Cream Peasant, 20% fat, 375g, cup
Net weight	150g	375g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	20 pieces/bax	12 pieces/bax
Validity term	30 days	30 days



# Sour Cream / High Fat

Product full name	Sour Cream, 20% fat, 150g, cup	Sour Cream, 20% fat, 375g, cup
Net weight	150g	375g
Individual packaging	Plastic cup	Plastic cup
Collective packaging	20 pieces/bax	12 pieces/bax
Validity term	30 days	30 days



# Mascarpone

Product full name	Mascarpone, 40% fat, 250g, cup	Mascarpone, 40% fat, 1kg, bucket
Net weight	250g	1kg
Individual packaging	Plastic cup	Plastic bucket
Collective packaging	12 pieces/bax	6 pieces/bax
Validity term	40 days	40 days





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# Butter

Product full name	Butter, 65% fat, 200g, pack	Butter, 80% fat, 200g, pack	Spread, 65% fat, 200g, pack
Net weight	200g	200g	200g
Individual packaging	Aluminum foil	Aluminum foil	Aluminum foil
Collective packaging	12 pieces/bax	12 pieces/bax	12 pieces/bax
Validity term	30 days	30 days	30 days





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A large graphic for ProdLacta Brașov. It features a central white oval containing the 'ProdLacta BRAȘOV' logo. The background is a vibrant scene of a green field with various flowers (daisies, cosmos, purple flowers) and a brown and white cow. In the distance, there are blue mountains under a clear blue sky. The entire scene is framed by a dark blue border.

**ProdLacta**  
BRAȘOV

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