



Albalact launches Rarăul - the milk flower from Bucovina

Bucharest, July 2010 - Albalact brings from the heart of Bucovina Rarăul dairy products and together with them everything good and natural from an area known to be one of the richest milk production areas.

Albalact launches Rarăul products, prepared according to Romanian recipes which combine experience and tradition with modern technology and European certified quality.

Shortly after having bought and modernised the Rarăul factory in Campulung Moldovenesc, Albalact launches Rarăul UHT semi-skimmed milk (1.5% fat content) and whole milk (3.5% fat content) in 1 liter Tetra Pak ecological packaging. Under the brand Rarăul as well, Albalact sells a diverse assortment of cheeses brought onto the market since the end of last year: Yellow cheese Dalia 250g and 450g, Classic yellow cheese 250g and 450g, smoked yellow cheese 250g and 450g and traditional kneaded cheese 300g, which the company started producing recently.

By launching Rarăul dairy products, Albalact has transformed a local brand into a national brand, with a new image and a new market positioning concept. The rebranding process started in 2009, when Albalact started producing Rarăul dairy products and was finalised this year, after the company decided to enter a new product segment with the Rarăul brand - UHT milk.

For the rebranding, the company worked with BrandTailors and chose new visual elements which communicate the fact that the dairy products are natural and healthy as they come from the heart of Bucovina.

“Rarăul includes the most beautiful and special things from Bucovina, this is where the association of the brand with the edelweiss comes from. Rarăul mountain is the edelweiss flower of Bucovina, and Rarăul brand becomes the <<milk flower>>. The brand talks about being natural, about health, beauty and addresses all consumers who love hiking, the mountains, flowers and everything which makes them feel alive. The brand solution developed by BrandTailors corresponded to the strategy of the company and so we decided to work together with the same team for the communication campaign to launch Rarăul milk”, explains **Celina Condorovici, Albalact brand manager**.

“Each time you launch a branding program you can only hope that the result will match the objectives you set at the start. In order to ensure that the activation of the Rarăul brand will be according to the brand strategy, we accepted the challenge, went one step further and elaborated the campaign for establishing the brand’s foundation. The resulting communication product is profoundly intertwined with the brand’s values and has the role to establish in the first place the image territory and the language tonality of the Rarăul brand, taking only a few seconds to surprise with a branding project created by the BrandTailors





consultants and designers in more than half a year”, Janos Kurko, Creative Partner with BrandTailors says.

The brand communication campaign started with the TV spot for Raraul UHT milk. The 30 seconds long **Ladybug** spot “takes us for a walk” on the pastures at the foot of the Raraul mountain and talks about the joy the good taste of the milk offers you, encouraging the brand values.

The creation team consisted of Cristina Miclea - marketing manager Albalact and Celina Condorovici - brand manager Albalact and the BrandTailors team: Beatrice Danis - Brand Strategist, Janos Kurko - Creative Director, Andreea Florea - Brand Consultant and Ilinca Apetrei - Account Manager.

The TV communication campaign for the Raraul milk will run nationally until September 31 and will be complemented with press models, PR and trade marketing activities. The invested budget exceeds EUR 300,000.

With a tradition of over 38 years on the Romanian dairy market, **Albalact** became a joint stock company in 1999, and ten years later was ranked among the top 4 dairy producers in Romania. Albalact gained its market leader fame on the pasteurized and UHT milk market with its brands Zuzu and Fulga, observing traditions, European quality standards, a competitive price policy, modern packaging and innovation. Zuzu ranks first on the market in volumes of pasteurised milk with a share of 29% (MEMRB retail audit, Jan-Dec 2009), and Fulga ranks second on the UHT milk market, with a volume market share of 19.5% (MEMRB retail audit, Jan-Dec 2009). According to the same MEMRB study, Albalact also leads the market of table butter, with the homonym Albalact brand. With the Albalact sour cream, the company ranks second in this segment.

In 2008, Albalact entered the cheese market by acquiring the majority stocks of the company **Raraul** in **Campulung Moldovenesc**. Raraul now specialises in cheese production under the same brand name. Albalact produces over 60 dairy varieties under the brands **Fulga, Zuzu, Albalact** and **Raraul**.

Albalact - Alba Iulia is one of the top five milk and dairy producers in Romania. Established in the year 1971 and transformed into a joint stock company in 1990, Albalact was privatised in 1999. Albalact has over 500 employees and over 6000 stock holders and is listed in the second category of the Bucharest Stock Exchange. Since 2010 Albalact holds 95.67% of the share capital of Raraul in Campulung Moldovenesc. Presently Albalact markets fresh pasteurised and UHT products under its brands: **Fulga, Zuzu, De Albalact** and **Raraul**.

