



## Zuzu, the leader on the milk market, launches Bifidus yogurts with living lactic cultures

**Bucharest, 15 June 2015** - Zuzu, the leader\* of the milk market, is developing its portfolio in “active health” category and launches the new Bifidus yogurts with living active cultures which help maintaining a balanced digestive system.

Zuzu Bifidus yogurt contains a combination of BB-12® (Bifidobacterium) and LA-5® (Lactobacillus acidophilus) lactic cultures. Consumed regularly, BB-12® and LA-5® protect the intestinal flora. They are the living and friendly bacteria we need every day.

*“People are better informed about diet, and know, in general, that the living cultures in yogurts help better digestion. Healthy diet is no longer an isolated topic, just as digestive problems are no longer a taboo subject. The more the blockages and unbalances resulted from a moder lifestyle, the more stringent the need for the healthiest possible foodstuff in our diet. We all need balance. Consequently, we decided to expand the range of Zuzu Bifidus yogurts which used to be offered to consumers in only two varieties with mixes of cereals and dried fruits before. From now on, Zuzu has in store, for its consumers, a full range of natural, drinking, fruit or cereals Zuzu Bifidus yogurts”, says **Celina Condorovici, Senior Brand Manager for Zuzu with Albalact.***

Zuzu Bifidus yogurts do not have only living cultures, but also a recipe free of powder milk.

Zuzu Bifidus range includes: white yogurt with 3% fat and skimmed, drinking white yogurt with 2% fat, drinking yogurt with refreshing combinations of fruits (strawberry and black currant, mango and pear, apricot and peach). Zuzu Bifidus comes also in the snack variant, with three types of cereals, including a new and unique product on the market - skimmed yogurt with cereals and goji.

The varieties of Zuzu Bifidus drinking yogurt come in practical plastic packages which are easy to handle, open and resealed.

Two lovable characters who personify the two living lactic cultures carefully blended in this yogurt, speak to consumers about the new Zuzu Bifidus yogurts. BeBe (Bifidobacterium BB-12®) and ELA (Lactobacillus acidophilus LA-5®) form the Bifidus family, are the embodiment of friendly bacteria in Zuzu Bifidus yogurt, and help us “cultivate” the intestinal flora day after day.

Our “gardeners” BeBe and ELA star in all communication platforms developed for Zuzu Bifidus - TV, printed media, online ([www.zuzubifidus.ro](http://www.zuzubifidus.ro)), and social media ([www.facebook.com/zuzubifidus](http://www.facebook.com/zuzubifidus)). They seed, grow and look after the flora which is essential not only for the digestive balance, but also for the balance of the entire body of all people.

The communication strategy put in place for Zuzu Bifidus yogurts bears the signature of Next Advertising, the brand advertising agency of Zuzu.



*“We got the idea from the brief itself. When we looked at the technical documentations of the two components in Zuzu Bifidus yogurt, namely Bifidobacterium BB-12 and Lactobacillus LA-5, we called them “Bebe and Ela, the gardeners of the intestinal flora!” The rest just followed naturally and we ended up with such a campaign about Bifidus which communicates in a friendlier manner with people”, says Liviu David, Creative Director with Next Advertising.*

The communication campaign was supported by: Cristina Miclea, Marketing Director, and Celina Condorovici, Senior Brand Manager from Albalact; and from Next Advertising: Sorin Popescu - Managing Partner, Ileana Sebe – Strategic Director, Liviu David – Creative Director, Anca Baciuc – Senior Copywriter, Gabriela Datcu – Art Director, Ioana Cabuz – Senior Account Manager, Adina Marinica – Junior Account Executive. The TV commercials to be aired in the different communication stages, were shot with Multimedia East, Hypno as director, Adrian Smeu, as producer, and Ate, as DOP.

Kubis Interactive developed Zuzu Bifidus website, and Outbox deals with the social media strategy of the brand.

The yogurt segment has been a strategic target for Albalact since 2012, when the company made material changes to its Zuzu yogurt portfolio. Ever since, year after year, Albalact has invested in Zuzu yogurt in respect of both products, and packaging. Last year, with investments of a couple of million Euro, the company modernized its yogurt packing line, and introduced a new packaging into the portfolio - the low-size squared plastic cup. The packaging is now available in 125 g and 140 g Zuzu yogurt range. The expansion within the yogurt category propelled Albalact among the top three yogurt producers in the country.

Zuzu is the best sold milk across Romania\*. Albalact has been maintaining its market leadership position with Zuzu since 2008.

Albalact is also leading the market also in the table butter segment and sour cream segment, with its namesake brand De Albalact. With Rarăul brand and its cottage cheese portfolio launched two years ago, the company climbed as high as the second place in this category.

*\*According to A.C. Nielsen, Zuzu is the best sold milk across Romania in terms of value, between January-April 2015.*

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**Albalact - Alba Iulia** is the largest company with majority domestic 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 Group, with more than 900 employees, has a majority Romanian shareholding, and is listed on the main market of the Bucharest Stock Exchange. Albalact holds 99.01% of the stock of Rarăul Campulung Moldovenesc, and 100% of the logistic company Albalact Logistic SRL. Albalact markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, Fruzu, Rarăul, De Albalact, and Poiana Florilor.**