



LaDORNA is one of the most developed Romanian brands on the dairy market and the leader in UHT milk. Since 1998, the brand LaDORNA has enjoyed recognition and a very good reputation on the domestic and international market. It is operating in several production sites based in Romania, mostly in the North part of the country.

Market

In 2009, the dairy market of milk, cheese and butter accounted for more than €1 billion and in 2010, the market was still affected by the economic slowdown but with optimistic expectations until the end of year. Despite this fact, LaDORNA kept its leading position in UHT milk market and proved to be a strong player in cheese, cream and butter. A well developed nationwide distribution network assures the increasing sales volume in all channels: hypermarkets, supermarkets and small shops.

Achievements

Since 1998, LaDORNA has been committed to offering best dairy products. Years of experience in production and innovation have been



recognized within the Romanian market by acknowledging its market leading position on the dairy market with a strong brand.

The quality of company's products was recognized in 2010 at Interlacta fair trade, the only exhibition in Romania dedicated exclusively to dairy products, rewarded with two awards for excellent quality and best recipe for LaDORNA sheep cheese and the best melted cheese with cream.

Product

LaDORNA has been producing high quality dairy products both for the local and international market since 1998. The core business of the company is represented by UHT milk production. It was the first Romanian producer of UHT milk within a greenfield investment based on Vatra Dornei area. LaDORNA UHT milk is present in four main segments: plain, organic, flavoured and added value milk. LaDORNA is the only Romanian producer of organic milk. Starting with 2009,

LaDORNA has brought a complete range of added value milk (functional milk): milk with calcium, milk with vitamins, milk with Omega 3 and lactose free milk.

As of December 2009, LaDORNA has entered on the pasteurized milk segment which accounts for 70% of the total milk market, with a full range packed in 1 liter PET and rapidly gained market share against its competitors. LaDORNA is the only producer that has 0,1% fat pasteurized milk, opening a new segment and maintaining its innovative attitude that made LaDORNA so famous.

In the cheese category, LaDORNA has white cheese, yellow cheese both regular and organic - a very appreciated recipe - emmenthaler; organic emmenthaler; melted cheese, spreadable fresh cheese and cottage cheese.

LaDORNA is the main player in the UHT cream and a strong player in sour cream segment. In the butter segment, in 2010, the consumption of LaDORNA butter has increased overcoming the positive trend of the market.

1998

The first factory of UHT milk based in Vatra Dornei area opens and the first Romanian UHT milk brand appears.

2001

Yellow cheese products are launched under LaDORNA brand. The company obtains "Master certificate" for organic dairy products that allow it to sell organic milk, yellow cheese and butter nationally and abroad.

2004

Based on a constant growing demand for organic milk, LaDORNA is involved in building 50 eurofarms within a governmental programme.

2005

LaDORNA launches white cheese telemea based on a traditional recipe very appreciated by consumers.

2008

LaDORNA is acquired by Lactalis, an international dairy group, Europe's leading dairy group.

2009

LaDORNA launches a full range of UHT functional milk, a new range of pasteurized milk.



LaDORNA's portfolio covers all main segments of dairy products and is in a continuous development according to consumers' demands. Recent industrial investments made by the company allow LaDORNA to constantly innovate and develop new products for the market such as traditional bellow cheese.

Recent Developments

LaDORNA brand is well known for the quality and the diversity of dairy products. One of the company's core segments is the production and promotion of organic products, being the first Romanian company which launched internationally certified organic dairy products outside Romania and the only one so far. With origins in the Bucovina area, LaDORNA organic emmenthaler is the only local product with tradition in Romania. Leader for over twelve years of the UHT milk segment, LaDORNA benefits from experience and know-how necessary to meet the needs of consumers, concerned about health, having a preventive attitude. For all consumers who want to enjoy the benefits of milk according to their specific needs, LaDORNA launched a complete range of functional milk in 2009: LaDORNA Plus Calcium for healthy bones, 6 Vitamins for a harmonious and balanced development, Omega 3 for healthy heart, "Dimineți lejere" with a low-lactose content for lactose intolerant consumers.

Promotion

LaDORNA brand is well-known for its premium milk range and often offers consumers opportunities to try new recipes for cheese, also through promotional activities in stores. LaDORNA is in permanent contact with customers through market research to identify needs and demands and therefore LaDORNA is recognized as one of the biggest brands with innovative contribution to the development of dairy market. LaDORNA is the first dairy producer who launched UHT milk in Romania and providing the benefits of UHT milk, which is the guarantee of a convenient shelf-life while preserving its quality by using modern technology. During 2009, LaDORNA expanded its portfolio with new products of UHT milk:

flavoured milk with vanilla, cocoa and strawberry, especially for children that enjoy drinking milk with a very pleasant flavour and in the meantime to have all its healthy benefits; functional milk LaDORNA for those who want to benefit from an extra intake of calcium, vitamins to lower cholesterol and for those who do not usually consume milk because of lactose intolerance, LaDORNA launched "Dimineți Lejere". Last year, LaDORNA UHT milk with calcium and vitamins products were promoted through an intensive media campaign: TV, print and BTL campaigns.

Brand Values

Confidence is what people are talking about when they think of LaDORNA. Confidence built on many years in production of dairy products in constant quality conditions and innovation. When asking consumers about LaDORNA, their first reaction is to talk about trust, high quality and the clean area of Vatra Dornei, where LaDORNA milk is produced. Also, the innovation spirit proven over time makes LaDORNA a specialist in milk processing. The large portfolio of dairy products proves this. The feta cheese is one of the most appreciated Romanian products. LaDORNA is a brand that can be considered complete, proving this through facts.



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Things you didn't know about LaDORNA

- LaDORNA is the first Romanian dairy producer that launched UHT milk in Romania.
- Is the first and only Romanian producer of EU certificated organic dairy products so far.
- LaDORNA UHT milk has been number one on the Romanian UHT milk market for the last twelve years.
- LaDORNA is the first dairy producer that has been involved in building 50 organic certified farms.