



Economic

BIO

College

Buzău Romania

# Description

- Napolact is the main Romanian brand which belongs to the Dutch company FrieslandCampina and it's one of the biggest producers of dairy products in Romania. It owns three production facilities in Cluj (Baciu), Târgu Mureş and Țaga.



Bi



# History

In 1905, “Atelierul Vlad” (Vlad's workshop), becomes certified in Cluj-Napoca as a company which produces dairy products, more specifically, butter and cottage cheese.

They grew steadily until 1936 when they have expanded their portfolio to yoghurt, fermented and melted cheese. The small dairy factory becomes nationalized in 1948 when the government takes over control of all private industries at the time. With an average production capacity of, Napolact became leader of the Romanian dairy market by 1998.

Their success comes from the strong relationship they have developed and maintained with their milk producers through considerable investments in their farms each year.





# *Products*



The passion for tradition inspires us in everything.

Whether it's yogurt or cheese, we want to offer the best products inspired by a cleaner, quieter, more open world.

For all Napolact products we use milk collected exclusively from farms in Transylvania.

BIO

WE INVITE YOU TO STEP WITH US IN A PLACE DETACHED FROM THE HEART OF ARDEAL, ON INTIHNA.RO, A PROJECT GROWN WITH NAPOLACT CARE.

YOU WILL FIND HERE A TRUE OASIS OF QUIET<sup>®</sup> IN THE DIGITAL ENVIRONMENT, BUT ALSO A SPACE IN WHICH YOU CAN DISCOVER AND SHARE AUTHENTIC WORKS AND EXPERIENCES: FOODED CUISINES, ACTIVITIES AND RELATIVE IDEAS, RELATED PLACES.

We wish you as many moments of peace as possible every day!



# Prizes

Since 1994, Napolact has received various distinctions and prizes awarded by the Romanian government because of the quality of their products. In 2003 they have been situated on the first place in the “food industry, large enterprises” category and have also received an eminence diploma at the 10th edition of “Topului National al Firmelor”.

In 2013, Napolact has been declared the most trusted brand in the dairy industry according to the case study done by “Reader’s Digest in Romania” magazine. The studies used only open-ended questions in which consumers were asked to enlist brands.



# *Promo*

1.

<https://www.youtube.com/watch?v=dRIV8StqFo0>

2.

<https://www.youtube.com/watch?v=sgEy3oibXrg>

3.

<https://www.youtube.com/watch?v=wYnECyWAWdc>





*Thanks for your attention!*

A stylized illustration of rolling green hills in various shades of green, with small dark green trees scattered across the slopes. The hills are set against a light yellow background.

*From the pure milk  
of Transylvania*

The Napolact logo, consisting of a red sunburst icon above the word "Napolact" in a red, cursive font, is enclosed within a white oval with a green border.

*Your drop of peace*

A circular gold seal with a cow in the center. The text around the border reads "lapte din Inima Ardealului" at the top and "din 1955" at the bottom.