

Scandia Sibiu



Scandia Sibiu - Description

- .Among the products provided by Scandia Food are the traditional Romanian dishes, meat in its own juice, canned food and canned pressed meat, the company owning the Scandia Sibiu, Bucegi and Sadu brands. In 2009, the turnover registered by the company reached 203 million lei, increasing by 1.7% more than the previous year. Following an investment of 100,000 euros, the company opened in 2011 its first fast food restaurant. The position of general manager within the company is occupied by Andrei Ursulescu. The shareholders who own Scandia Food are Daim Imobiliara, Elsaco and Scandia Romana.

Scandia-Hystory

- Scandia Food is a company producing liver pâté and canned meat from Romania, whose history begins in 1922. In the first half of 2008, the company had a value share of over 65% on the pate market and about 60% on the canned meat segment. The most important product of the company is Pateul Sibiu.
- The best-selling products (in 2008) from the Scandia portfolio are Pate Bucegi, with a production of 50 tons per day, and Pate Sibiu, with a production of 25 tons per day. The company imports over 70% of the raw material needed for production, due to the high quality and low price. The majority shareholder of Scandia is Elga Comert (which holds 75% of the shares), Spot Industrial – 15%, 5% of the shares belong to Ioan Bozdog and Sorin Bozdog, and the remaining 5% are in the possession of other individuals

- 1922 - Josef Theil - German citizen recognized in the guild of sausage producers in Sibiu, establishes the factory of meat preparations and preserves Theil. Theil factory gains its fame in a short time, thanks to the modern technologies used, the best quality products and their good sale on a growing market. 1929 - 1935 - Theil's activity is constantly growing: local representatives in every major city in the country, distribution through its own means of transport, expanding the product portfolio from salami - the main assortment - to: sausages, specialties, canned meat (ham , leber, liver pate, goulash, canned sausages). Theil plant maintains its standards and capabilities despite the global economic crisis. 1941 - Theil Factory becomes Scandia Română 1990 - 1996 - Transition period - the factory exports exclusively to countries such as the U.S.A., Great Britain, Germany, the former Soviet Union and Japan, until 1996, when it resumes production for the Romanian market. 2001 - Following a public auction, the company is taken over by the current shareholders, becoming a 100% private company 2010 - Scandia becomes Scandia Food, following one of the most complex rebranding processes for a Romanian company.

Scandia Sibiu Products

