

FONDAT
1990
CĂLĂRAȘI

Aldis

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ROMÂNEȘTI DE CALITATE

Summary

History

Values

Key traits

The factory

The process

The products

The clients

The future



History

- Aldis started as a family dream in **1990** in a town next to the Danube river, Calarasi, with only **14** employees and the ability to produce **3** tones of processed meat per day.
- The vision of Mrs. and Mr. Naghi was to create a Company which will be known for the quality of their products, to build a construction that would be adaptable to the requirements and changes in the consumer market
- The year **2000** has become the turning point for ALDIS which led to significant investments in the Company.
- This was the moment that Aldis became a Company, that was no longer a small family business.
- It started to grow in what would become one of the largest producers of processed meat in Romania.
- **Aldis is one of the most technologized meat processing factories in Romania and starting to be a competitive company on the European market.**

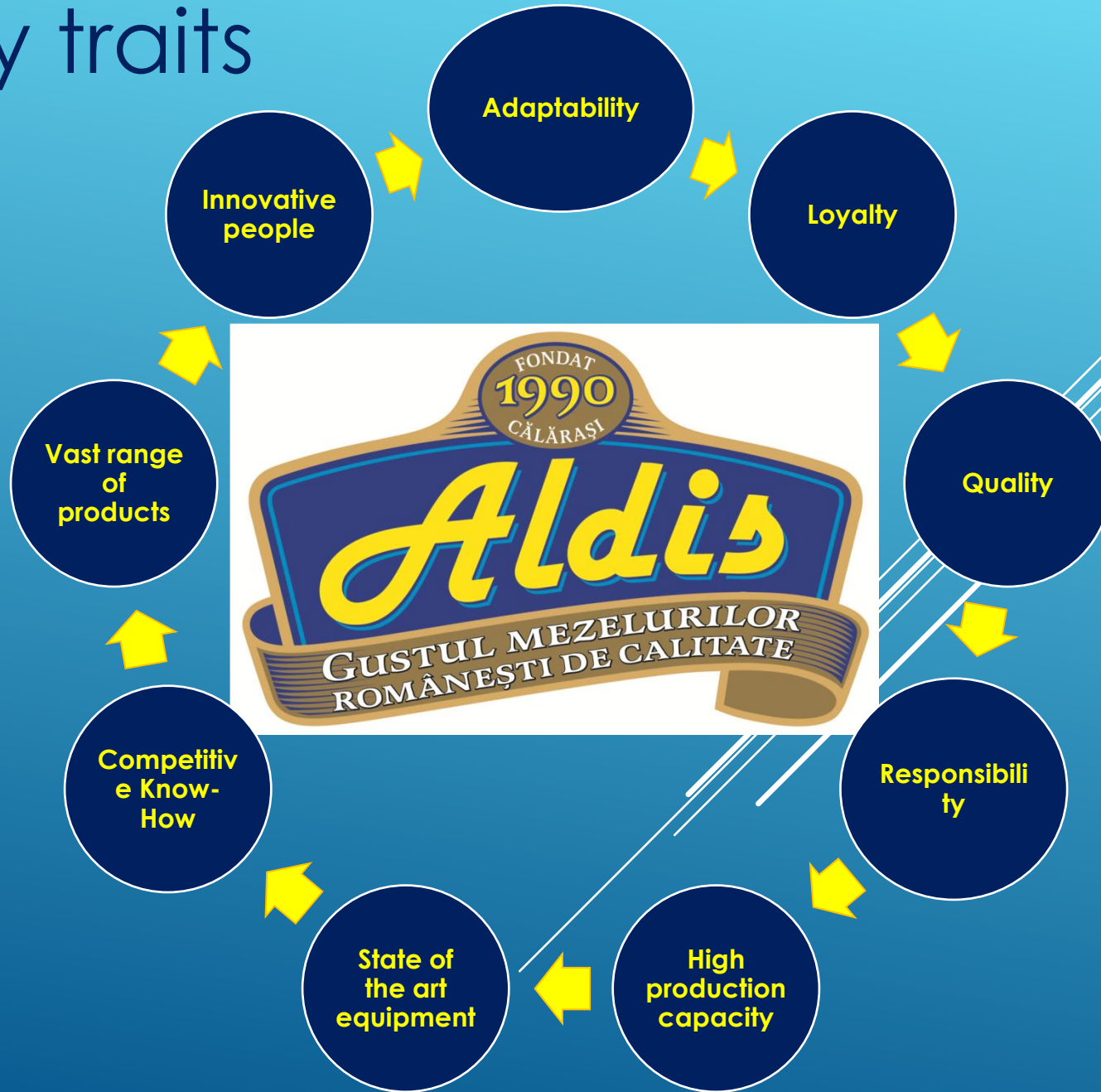
Aldis today

- **60.000.000 € turnover**
- **1.100 employees**
- One of the main suppliers of cold cuts for Romanian market, by four sales categories :
 - Traditional Trade (distributors, direct distributions, own shops)
 - Aldis Cash & Carry
 - Export EU
 - International Key Accounts
- **Two brands – Aldis and Campis**
- Purchase only from recognized and established partners like Smithfield, Van Rooij, Danish Crown.

Most important values for Aldis



Key traits



Aldis factory



The factory fact sheet

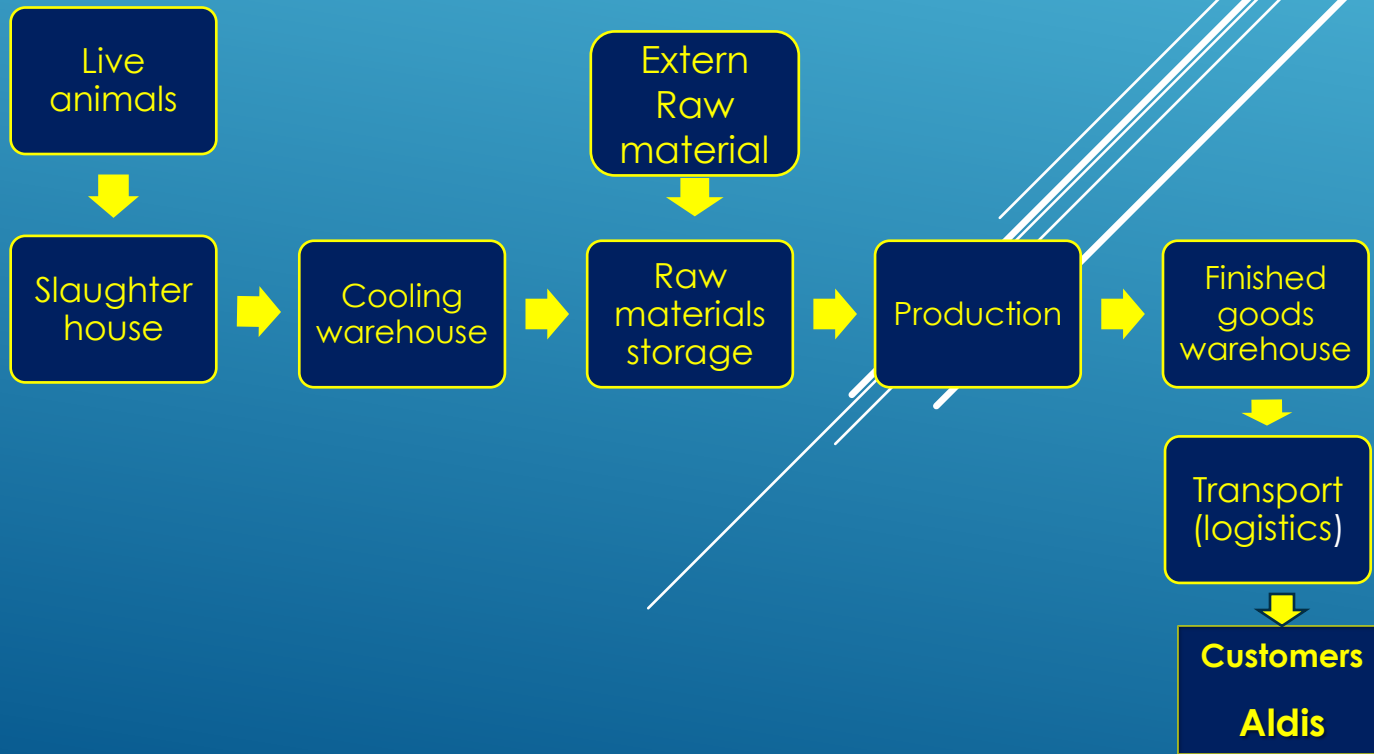
- 35,000 sqm
- Fully equipped laboratories
- Slaughterhouse capacity is 600 pigs / 400 sheep/ 200 cattle
- Refrigerated and frozen cold storage capacity over 3000 tones
- Production capacity – 200 tones per day
- Storage capacity for final products – 250 tones
- Transport fleet over 200 various capacity trucks and cars
- 4 major production lines:
 - fresh meat
 - cooked products
 - fermented raw products
 - pre-cooked products fresh and frozen

The factory layout



The factory layout

Aldis is a factory which has an integrated vertical business model, starting from the slaughterhouse through to the final processed product.



The process



The process

- Aldis is using in the production process German equipment, similar to the one used in the most modern factories in Europe, contributing to stay in top of the market.
- To stay in competition with all our competitors as a top brand, Aldis is continuously importing know-how from the best specialists in the EU such as the Netherlands and Spain.

The process



Procese - Slaughtering

Live animal reception



Slaughtering



Cooling



Carving



Storage



Delivery



The process - FRESH

Reception
raw materials



Warehousing



Processing



Labeling



Warehouse



Delivery



The process – Boiled Smoked

Reception raw materials

Warehousing

De-packaging

Meat carving

Seasoning

Cuttering / Injection

Filling membranes / tumbling

Pressing

Boiling /Smoking

Cooling

Packaging

Labeling

Warehousing

Delivery



The process – Raw-Dried

Reception raw materials

Warehousing

De-packaging

Meat carving

Seasoning

Cuttering

Filling membranes

Pressing

Smoking

Packaging

Labeling

Warehousing

Delivery



Aldis Quality certification

Aldis is certified as one of the top quality producers in Romania and EU, with a constant care of high quality.

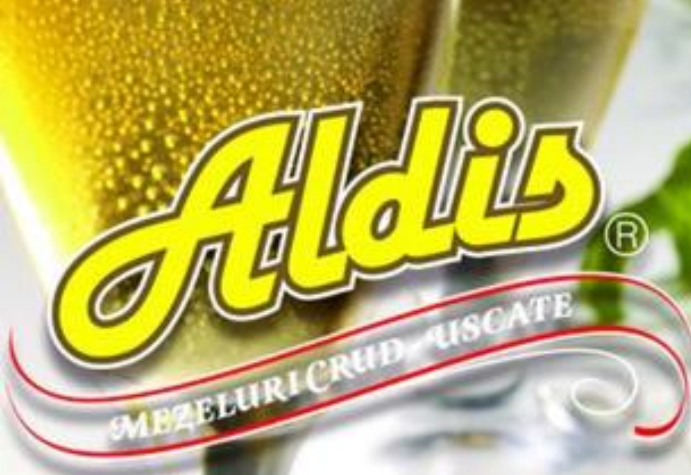
- HACCP quality system for food safety standard
- SR-EN ISO 9001
- FSSC 22000
- IFS in progress



The products

- Aldis have the knowledge over more than **500** recipes that we developed in the past.
- At present time around **200** of these are in production
- A strong position from Aldis is that we can make every product **Taylor made.**
- By using modern technology and latest developments of the food industry we produce top quality







The products

Fresh

- Mici (traditional romanian product)
- Sausages
- Cold cuts specialties

Cooked

- Salami
- Sausages
- Ham
- Baloney
- Specialties
 - Kaiser
 - Pastrami
 - Bacon
 - Pork loin

Raw-Dried

- Salami
- Salami with noble mould
- Sausages
- Specialties
 - Bacon
 - Pastrami
 - Pork loin
 - Porck neck

Certificates and awards

The quality of products and process flow is recognized and guaranteed by several certificates and awards :

- 2006 - Special Award for development and Quality within the top Private companies in Romania of CNIPMMR.
- 2005 - Getting certified system of quality Management and food safety according to SR EN ISO 22000:
- 2005 - Special Prize for business excellence and the creation of new jobs in Private Firms from the top of CNIPMMR Romania.
- 2005 - Getting certification IFS (International Food Standard), granted by TUV NORD CERT GmbH.
- 2005 inclusion of SC ALDIS LTD, under no. 84, agreeate on the list of units for export to EU countries.
- 2004 Obtaining HACCP certification, in accordance with the Codex Alimentarius siDS 2027 E: 2002.
- 2004 Getting certification of quality Management system according to EN ISO 9001: 2001.
- 2004 Award of excellence for development in Eastern Europe, granted by the Brussels agri-business Forum.
- 2003 Award of excellence LAREX (National Center for Expertise and products) in the food field.
- 2003 Award for overall quality of participation in the exhibition INDAGRA.
- 2002 DuPont Protein Technologies – Barcelona

Presence at international exhibitions

- **Anuga Germany 2007, 2009, 2011**
- **Sial Paris – 2006, 2008, 2010, 2012**
- **Carnexpo Bucharest - 2011.**
- **Indagra Bucharest – 2003, 2004, 2005, 2006, 2007**
- **Tutto Food Milan– 2007**
- **Anhui Hefei Agricultural Industrialization Trade
Fai China - 2013**



**ALDIS QUALITY IN
EVERYTHING WE DO**



The clients – Traditional Trade

Delivery is done by its own distribution network which covers all the regions of Romania.



The clients – Modern Trade

Aldis serves all the major International Key Accounts



The future

1. Aldis has proved to be an important player in the food market for already 23 years and we will keep growing by innovations.
2. We aim to increase the export in EU and develop partnership in China, Russian Federation and Middle East.
3. We will keep investing in new technology to be on the top of the market
4. Increase the partnership with retail for more private labels.



**THANK YOU FOR YOUR
ATTENTION !**
