



TRANSAVIA



FROM GRAIN TO FORK

Transavia solution for excellence,
predictability and stability



transavia.ro



TRANSAVIA

FIRST COMPANY IN ROMANIA

Co-signer of the European Union Code of Conduct on Responsible Food Business and Marketing Practices

Nothing is more important than reputation.

Our reputation doesn't come from being the largest company on the market or the industry leaders, nor from our success abroad or the company's financial success. Our reputation grows out from the responsibility we take – from grain to fork – to ensure (and we've been doing this for over 30 years) the best standard of quality and food safety for millions of people, in a sustainable way and caring for the environment.



Well Made in Romania



TRANSAVIA

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No.1

IN CHICKEN MEAT PRODUCTION IN ROMANIA



TRANSAVIA

Transavia is a company with 100% Romanian capital built with patience and perseverance over 30 years. Transavia's excellent reputation in Romania and among its international partners is the result of a dedicated team's hard work. For us, product quality and continuous innovation are essential, and are reflected in the company's dynamics and achievements.

SUCCESSFUL BUSINESS

€ 170 mil.

IS TRANSAVIA'S TURNOVER FOR 2020, RECORDING A SIGNIFICANT INCREASE Y.O.Y

€ 25 mil.

per year sums up the investments
from own funds made by the company

OVER

2,200

EMPLOYEES

work in the company's
facilities

100,000

TONNES OF CHICKEN MEAT PRODUCED ANNUALLY

25

€ 81 mil.

is the combined brand portfolio value reached by Transavia in 2021, higher by 8 million than in 2020 (Brand Finance® Romania 50*, 2021)

*The annual report on the most valuable and powerful Romanian brands issued by Brand Finance®, the world's leading brand valuation independent consultancy

PRODUCTION ACTIVITY

40 million

ONE-DAY OLD CHICKS, ANNUAL PRODUCTION

50 million

EGGS DELIVERED ANNUALLY

OF THE COMPANY'S ANNUAL PRODUCTION GOES TO THE INTERNATIONAL MARKET, AS WE EXPORT IN 17 COUNTRIES IN EUROPE, AS WELL AS IN COUNTRIES IN AFRICA, IN THE MEDITERRANEAN AREA AND THE CIS

%

PRODUCTION FACILITIES

4

VEGETAL FARMS

that provide chickens feed from our own sources

>10,000 ha

OF AGRICULTURAL LAND

put into service with our own agricultural machinery and equipment

1

COMPUND FEED FACTORY

with a production capacity of 250,000 tonnes per year

29

REARING FARMS

equipped with state-of-the-art technology and complying with the strictest European bird welfare standards

3

SLAUGHTERHOUSES

with a production capacity of 100,000 tonnes/year, audited and accredited by the relevant authorities, and holding the highest level of certification

5

ANALYSIS LABORATORIES

in which microbiological and physico-chemical analyses are performed for meat, along with fodder and water analyses, serological analyses, etc.

1

MEAT PROCESSING PLANT

provided with modern production lines, in which the raw material is processed through fully automated operations

>500

OWN VEHICLES

which ensure the safe transport of raw materials and chicken products every day



TRANSAVIA





WELCOME TO **THE LEADERS'** **COMPANY!**

Transavia, the leader of the poultry industry in Romania, always places consumers at the center of its business. Our goal is providing the best quality chicken meat, that people can prepare according to their preferences. This approach has helped us grow healthily, be relevant for all generations of consumers, no matter their habits or traditions, and add value to the products we offer, while we focus on market developments and on local and international trends.

WE GROW AND DEVELOP STEP BY STEP

30 years after its starting point, Transavia is the leader of the chicken industry in Romania. The company founded its growth on quality, safety and trustworthiness in all aspects of its activities. Its mission is to provide the healthiest, purely natural chicken products on the Romanian market today, while guaranteeing the highest degree of food safety. The next step in the development of the company is to expand international cooperation, strengthen existing partnerships, and increase exports.



Transavia headquarters is located in the village of Oiejdea, 14 km from Alba County capital, Alba Iulia (photo), in the heart of Transylvania.

Trusted partners for over 30 years

Transavia's founders started the company three decades ago with a desire to build a sustainable family business that will grow from one generation to another, remaining loyal to principles such as reliability, responsibility, honesty, discipline, genuine

care for people, as well as for animals and environment. These principles have been followed consistently throughout the years, which is reflected in every aspect of the business.

Vertical integration, a winning formula

The company's growth strategy has focused

on vertical integration, business enlargement within the production and distribution chain, which provides better control over the quality, costs, and predictable management of the business, without depending on third party suppliers. The links in this integrated chain include all the strategic aspects of the

Transavia business, from growing cereals, harvesting and processing them for chicken feed to growth and breeding farms, from slaughterhouses and meat processing factories to logistics and distribution, performed exclusively with our own delivery fleet. This operational model secures the supply for each of

Transavia reached an important milestone in 2020:
100,000 tonnes of chicken products manufactured annually.
25% of our total production is exported.



COMPANY OVERVIEW

Transavia entities and the compliance with the strictest requirements specific to our industry at every stage, which ensures the highest quality products.

Product portfolio quality and diversity

The constant excellent quality of our products, confirmed by consumers over the years, is equalled by our product variety. Local and international market dynamics, people's preference for poultry meat (gladly accepted by children and adults alike and playing a major part in traditional cuisines from most countries) have created the premises for the unprecedented variety of our products.

Transavia has developed a complex portfolio focused on chicken, from fresh and

frozen chicken meat (griller, breast fillet, boneless thighs, liver, minced meat, etc.) to marinated and mixed packs (herb marinated wings, spicy sausages, meatballs, etc.) and convenience products (burgers, meatballs, schnitzels, nuggets). In addition to the delicious taste, consumers increasingly appreciate foods that contribute to a nutritionally balanced diet. Pure and natural chicken meat produced by Transavia from birds fed with quality feed, from selected breeds, is preferred by more and more consumers.

Certifications that guarantee the quality and safety of our products

We are the first poultry producer in Romania that received (in 2018) and has implemented since then the GLOBALG.A.P (Good

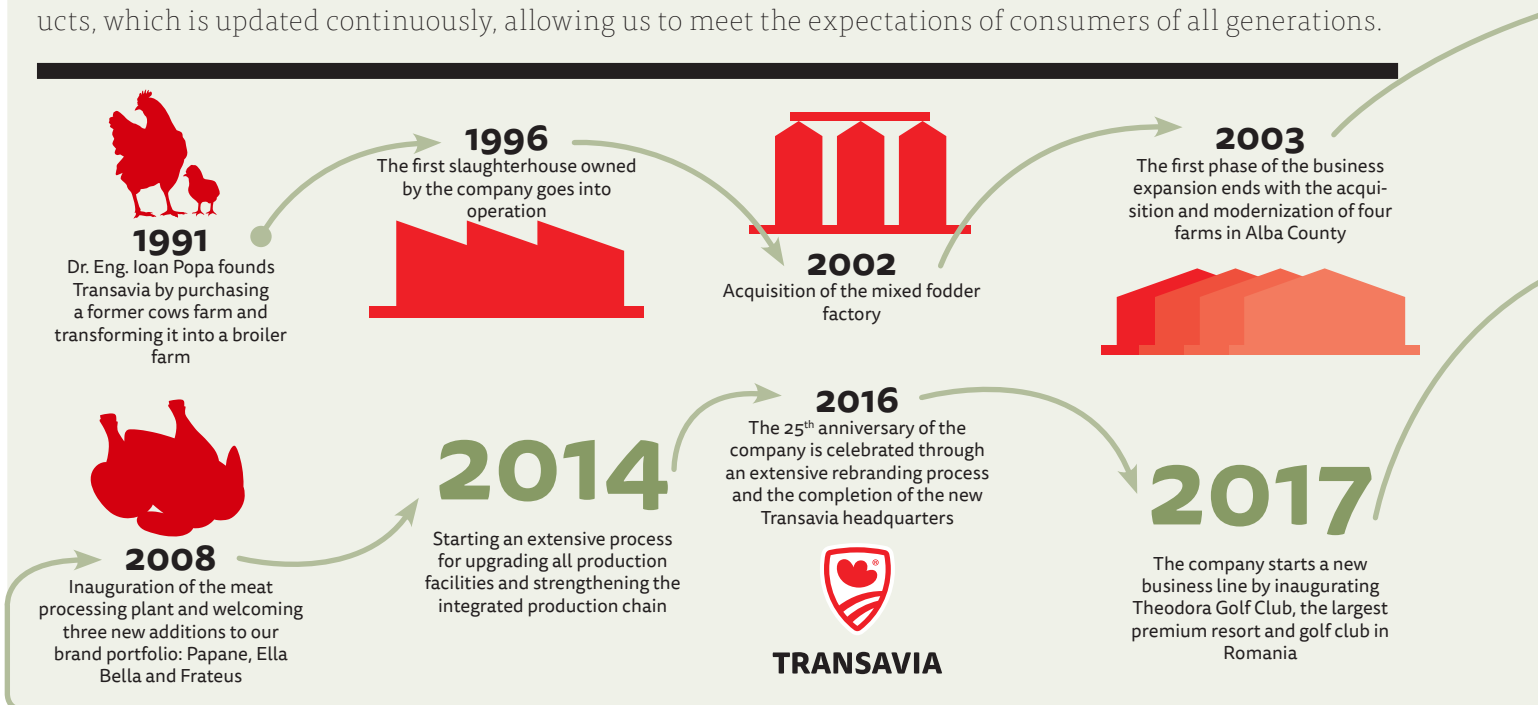
Agricultural Practices) certification, the most important certification program for farms worldwide, which certifies good practices and sustainability in agriculture, in farms and in production facilities, at all levels. The food quality and safety management system implemented in all stages of production is FSSC 22000, ISO 22000 certified, and our commitment to consumer safety and to relations with our partners is confirmed by the BRCGS Food Safety certification. A sign of recognition and appreciation of the special quality of our products is the Transavia status of "Supplier of the Romanian Royal House", gained in 2006.

We contribute to the development of a sustainable food industry

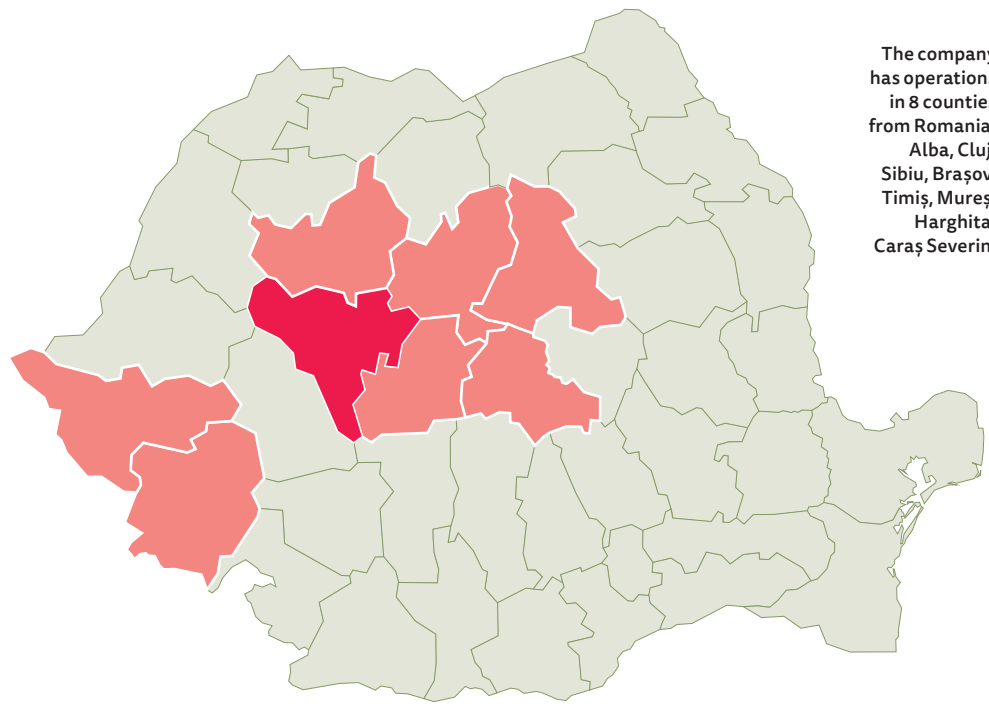
Transavia is the first company in Romania that has co-signed the EU Code of Conduct on Responsible Food Business and Marketing Practices. The European industry is already recognized for the quality and safety of its products. The Code of Conduct sets out a framework so that it also becomes the benchmark for sustainability. The commitments made by the co-signatories include reducing greenhouse gas emissions, halting the loss of biodiversity related to food production and shaping a food system that facilitates the choice of a healthy and sustainable diet. Addressing these environmental, health and social challenges in the European food system requires cooperation throughout the food chain. By signing the EU Code of Conduct for a

HIGHLIGHTS 1991-2021

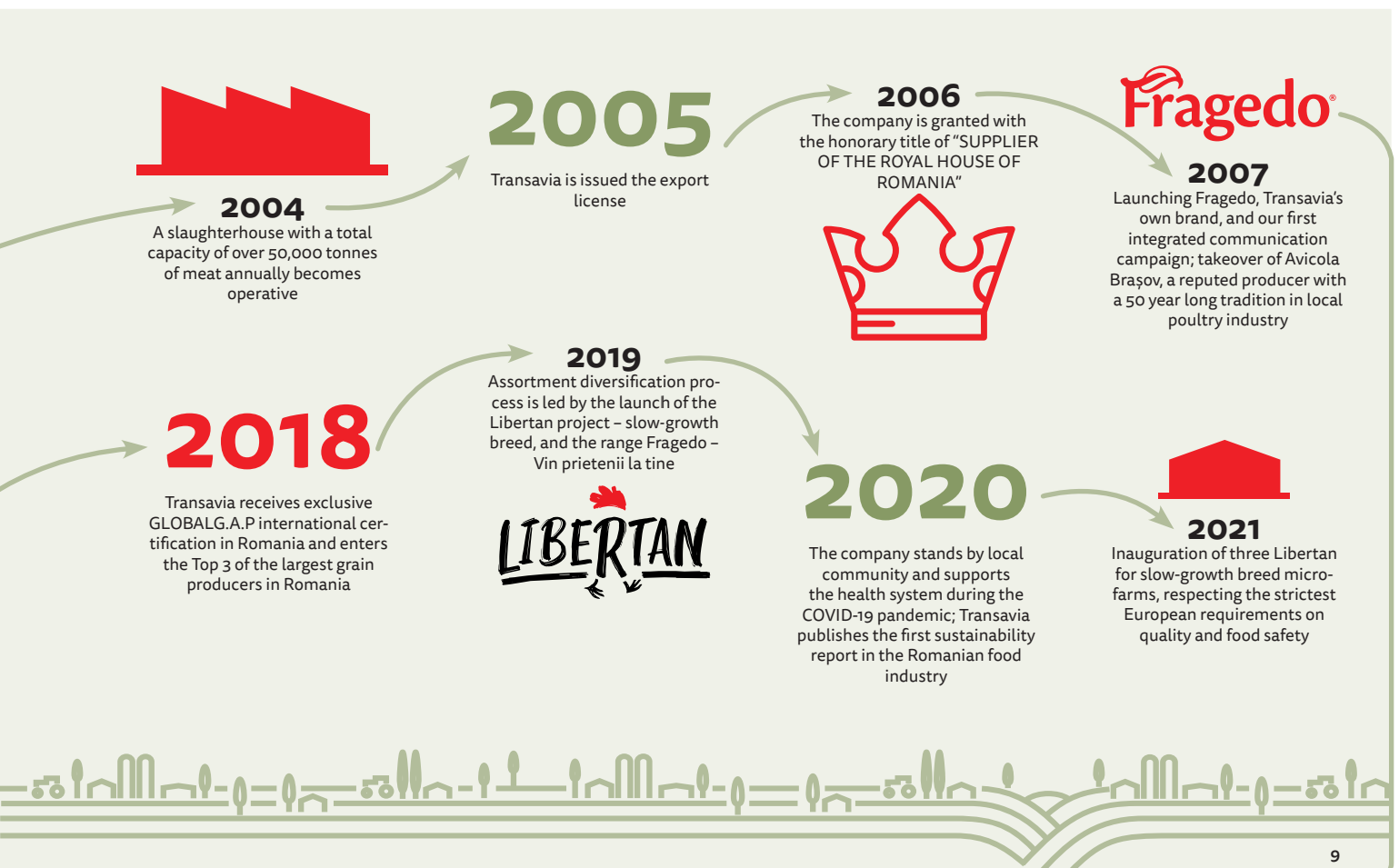
From one chicken farm to the undisputed leader of the Romanian poultry market, Transavia has been grown steadily, constantly, and patiently. The company has invested in the construction, acquisition and modernization of dozens production and processing facilities, organized an integrated business model that proved its resilience and strength even during the COVID-19 pandemic, and has a diverse portfolio of products, which is updated continuously, allowing us to meet the expectations of consumers of all generations.



Sustainable Food Industry, Transavia is consolidating its commitment to several objectives, which are also included in the company's sustainability report (the first company in the local food industry with 100% Romanian capital). Among them, implementation of the environmental management system according to the latest requirements; reduction of greenhouse gas emissions; compliance with environmental laws and regulations; improvement of waste management; improvement of wastewater management; energy consumption reduction; procurement of raw materials from certified areas as sustainable productions, without negative impact on the environment; staff retention; use of innovative packaging; continuous modernization and refurbishment for sustainable productions; setting up a practice center and supporting professional activities for young mechanics, engineers and electricians; increase the fleet for employee transport; expansion of the fleet for goods and products transport and optimizing fleet efficiency with route management.



The company has operations in 8 counties from Romania: Alba, Cluj, Sibiu, Braşov, Timiş, Mureş, Harghita, Caraş Severin.



WELL MADE IN ROMANIA. PURE AND SAFE, FROM GRAIN TO FORK

Dr. Eng. Ioan Popa has earned the reputation of an entrepreneur passionate about his profession, making thoughtful decisions and having an ambitious long-term vision for the company he meticulously built together with his dedicated team.



How does a family business, with 100% Romanian capital, manage today to keep its promise to provide the healthiest chicken meat, purely natural and with the highest degree of food safety available on the Romanian market?

We do things exactly as they should be done! We control the entire production and distribution process, from grain to fork, thus contributing to our customers' life quality with outstanding, safe, nutritionally valuable products which are recognized for their great, authentic taste.

We are self-reliant due to our vertically-integrated business model. Sustainable agriculture performed in our *vegetal farms* was among the first initiatives taken to make this integrated system work, more than 10 years ago – we were the first meat producer in Romania to provide our self-produced feed to our chickens. In order to control the quality and safety of our products, poultry feed is produced, without any contact with the outside environment, in our own *compound feed factory*, equipped with a feed sterilization plant unique in the country. Our birds have unlimited access to whole vegetal feed, without by-products or medicines. The chickens reared by us come entirely from eggs produced in our *breeding facilities*. All our *rearing farms* have facilities located in isolated areas, far from other animal farms and potential contamination sources.

The same approach regarding rules and regulations can be found in the *3 slaughterhouses* owned by Transavia, aligned to the latest standards and each having its own laboratories for tests and analyses. Maximum food safety conditions in terms of raw materials and chicken products transport are



also ensured through *our own fleet*, which serves the transport and distribution sector.

Transavia controls all aspects of the production and supply chain, being a vertically integrated business. What are the benefits of this strategy?

Our strategy allows us to control with great attention to details the quality and safety of our products throughout the entire production chain. This integrated approach also allows us to have *predictability and stability* for our business and in the relationships with our partners. We are a *reliable partner and supplier* for large commercial and distribution networks, as well as for fast food networks, as our products manage to provide the same quality every time and we are very rigorous when it comes to speed and flexibility in order delivery.

Innovation is a priority for Transavia. How is it reflected in the daily activity of the company?

Innovation is not reduced to product launches created only for marketing's sake. Innovation means *always putting our customers at the center of what we do*, understanding their needs and desires and engaging a dialogue with them. *Innovation means being relevant*. It is a continuous process, in which we look for solutions to guide us to generate added value throughout the production and supply chain. That is why we constantly improve our processes and activities, we come up with solutions to improve the quality of our products and reduce the environmental footprint. We are close to consumers, always paying attention to their needs, to new trends, and to the impact of external factors on consumer behavior. At the same time, we constantly and massively invest in

” Our vertical integration strategy includes all Transavia components, thus allowing us to ensure predictability and stability for both our business and relations with our partners. We are a reliable partner and supplier for large trade and distribution networks, as well as for fast food chains, due to the constant quality of the products we provide.”

DR. ENG. IOAN POPA – Transavia President and Founder

state-of-the-art technology, modernization and expansion of production capacities.

You have mentioned the role of strong brands. What's the secret that makes brands in Transavia's portfolio so successful?

As a market leader in the top of consumer preferences, we know that a strong brand means an excellent product, made in compliance with the highest quality standards and food safety, with a captivating, compelling story. Our brands, that we are so proud of – *Fragedo, Libertan, Papane, Vin prietenii la tine, Durdulan, Bravis, CumSeCade* – have exactly these qualities. Our communication campaigns are rolled out on TV channels, digital, social media and other contact points relevant to consumers and always convey our credo, *Well made in Romania*. We communicate in a transparent and honest way, both on the shelf and through mass communication channels. We focus on what we do and how we do it, so that people who buy our products are able to make the right choice for them.

What is the best advice you have ever received and you would pass on?

In everything I do, I am guided by what my parents taught me: “If you do something, do it wholeheartedly and do it right, exactly as it should be. Then you will be successful.” This advice has become the motto of my life. That's how I raised my daughter, that's how I grew my business. I would pass on the same teaching further to anyone, whether it is profession, sports, relationships or trade: if you are not ready to do it as you should, with all your energy, then you should do something else.

FAMILY BUSINESS

Transavia is a family business started in 1991 by Dr. Eng. Ioan Popa, together with his family members, and along with the team that has set in motion the entire activity of the company for over 30 years, based on values that have been passed down from generation to generation. Over 20 family members from the first and second generation work in the company, as board and management team members, as well as on other business levels. Theodora Popa, Ioan Popa's daughter, is already working alongside her father and is preparing to take over the company at the right time. Theodora attended the IMD (International Institute for Management Development) business school in Lausanne, Switzerland, which specializes in preparing heirs to take over their parents' business. She is vice-chairman of the company board and took the lead of Theodora Golf Club, the new line of the family business.



“Doing good is one of the principles that guides all of us who are part of Transavia. By this, we mean doing things responsibly, as they should be done, and contributing to the welfare of the people we work and share our lives with and of the communities where we operate. Our long-term vision on the company's development is reflected in all aspects of our business. One of my priority concerns is to consolidate Transavia business in a sustainable way, incorporating the latest management principles and innovative technologies, in order to have a strong, prosperous business, meeting our customers' expectations now and in the future.”

THEODORA POPA — Transavia VP & Board Member

INTEGRATED SUPPLY CHAIN UNIQUE IN SOUTHEAST EUROPE

Transavia has developed a vertically integrated business model that includes all the components of its production and distribution process, from cereals and poultry fodder production, hatcheries and rearing farms, slaughterhouses and the meat processing factory to distribution all over Romania and abroad. It's a system that allows us to keep the promise we made to our consumers: *Simply, from grain to fork.*

VEGETAL FARMS

In 2011, Transavia became the first local poultry producer to develop its own vegetal farming division. The 4 farms currently owned by the company have a total area of 10,000 ha and are highly mechanized, which allows us to supply our chickens feed from our own sources (wheat, corn, and sunflower crops).



"Our division includes 2 vegetal farms in Alba county and 2 vegetal farms in Cluj county, where we grow cereals. The farms are equipped with state-of-the-art machines, new combine harvesters and tractors being purchased permanently, as we continue to expand the cultivated areas. Our goals include increasing the grain output, rising product quality and enlarging areas fertilized with natural fertilizers."

ADRIAN FARCAȘ — Vegetal Sector Director

FEED MILL

In the feed mill located in Sântimbru we produce feed-stock and formulas for our birds in the rearing farms, in collaboration with expert nutritionists. The facility has a production capacity of 250,000 tonnes per year, a storage capacity of 120,000 tonnes in 21 silos and is equipped with a high-performance fodder sterilization system, unique in Romania.



"We produce mixed quality fodder for chickens (both for raising and for breeding the chickens) and guarantee traceability, from both the finished product to the raw material and from the raw material to the finished product. In recent years, we have focused on expanding the storage capacity for cereals and finished products. Our immediate goals include increasing the capacity to weigh and unload bulk raw materials."

DANIELA ROȘCA — Responsible for Food Quality and Safety, Feed Mill

REARING FARMS

The 29 Transavia rearing farms are located in isolated areas, far from any source of pollution or contamination, ensuring the chicks a maximum level of biosecurity, protection and comfort. The farms are designed and managed in accordance with the strictest standards and modern technologies, automated sensor-controlled feeding, watering and monitoring processes being implemented, which ensure the poultry welfare, under the supervision of qualified personnel. Transavia is also the largest egg-producing company in Romania, with an annual production of over 50 million eggs.



"I have been working with Transavia since 1998 and I've been in charge with the poultry farming sector (broilers, heavy breeds, hatcheries) since 2020. The role of the sector I'm responsible for is to supply raw materials to the slaughterhouses and the processing factory. We work based

on an annual plan so that we provide a relatively constant number of eggs needed for incubation and a constant flow for poultry farms, which depends on the processing capacity of the slaughterhouses. In the rearing sector, technological upgrades are carried out annually and production capacity is permanently increased. Recently, a farm built from scratch, equipped the latest technologies, was put into operation, and two other rearing farms are under construction and soon to be integrated into production."

DIANA URSALEŞ — Technical Director, Rearing Farms

SLAUGHTERHOUSES

The company has a production of 100,000 tonnes of poultry meat/year. The 3 abattoirs we have are equipped with modern technological production lines and high performance equipment, while the quality of the products is constantly tested in our own analysis laboratories. The meat products are packed in under controlled atmosphere, stored in dedicated freezing and refrigeration areas and delivered in safe conditions by vehicles from our own fleet. All units are audited and accredited by the relevant authorities with the highest level of certification.



"Our objective is to fully integrate all technology processes of the slaughterhouse and the entire company. We also encourage the implementation of innovative solutions initiated by our team members that bring improvements in the automation of the slaughtering activity."

MARIUS LUPŞAN — Head of the Technical Department, Oieidea Slaughterhouse

PROCESSING FACTORY

The raw material is transformed into finished products by using cutting-edge production lines and innovative solutions, as well as by using fully automated operations, with minimal intervention from human operators, who rather supervise the overall process. This way, we ensure a high yield and a great diversity of products complying with the highest food safety standards.



"Quality is an important pillar in the production chain. Every production facility in the company is monitored and verified by a team that pays attention to the smallest details. Our products are certified according to the highest international standards.

We have authorized GFSI (Global Food Safety Initiative) certifications since 2008 – BRC Food v8, FSSC 22000 v5.1 (slaughterhouses and processing plant). Since 2017 we have been a McDonald's supplier, audited annually and certified on 4 specific requirements schemes. We took part in all the audits performed by our partners, whose valuable feedback we used to improve the food quality and safety system. Among the recent achievements of our division I mention getting the highest score in the unannounced audit BRC Food v8: Grades AA + and maximum score, without any non-compliance, in two external audits for McDonald's (HACCP and Animal Health & Welfare). The objectives for the next period include the transition of SMCSA (food quality and safety management system) documentation to electronic (paperless) format and getting the highest scores in special customer audits and certification audits."

CRISTINA LUPȘAN — Quality Director, Industrialization Sector, Meat Processing Factory

DISTRIBUTION

Transavia owns a +500 vehicle fleet that ensures the daily delivery of our raw chicken products and specialties both in Romania and abroad. The exclusive access of the company's lorries in the production facilities maximizes the food safety degree, allowing us a strict control of the products delivery conditions. The company's vehicles and access & transport routes are disinfected daily, while the vehicle fleet is equipped with high-performance systems that guarantee the products delivery to customers in the best conditions.



"I have been working with Transavia since 2009, and since 2011 I have been coordinating the export activity of the company, as part of the Commercial Department. Connecting with the international market is a source of development and of elaborating new strategies for the company.

As the last link of the integrated production chain, we benefit from the results of this system that guarantees a quality product, delivered on time and in optimal conditions, which contributes to our team's confidence and to the department's results. Among our recent achievements I would mention the maintenance of the export quota even during the pandemic and an increase of over 30% in volume for the year 2021. I would also like to mention the collaboration we developed with McDonald's. For the next period, our objectives include the initiation of new international collaborations for the retail area and the partial automation of the processes within the department, so as to integrate the most productive and up-to-date technologies in order to improve the efficiency of our procedures. The continuous and sustainable growth of the business and the permanent investments that the company makes recommend Transavia as a strategic partner for the coming years."

DANIEL OPRIS — Director of International Sales
daniel.opris@transavia.ro

RESPONSIBILITY TO DO THINGS AS THEY SHOULD BE DONE

Responsibility is an attribute of leaders, regardless of the industry in which they perform. We strive to be the best in everything we do, whether it's about product quality we provide to consumers, the way we care about people – customers, employees or partners –, the way we treat animals and the real actions we take to reduce our environmental footprint or about our engagement in community development, wherever Transavia is present.

The 4 strategic pillars of Transavia sustainability

The concept of “responsibility” is interlaced in all our daily activities and is at the core of every partnership we build.



VALUING OUR RELATIONSHIPS

We take care of the employee safety and work performance

The people on our team are proud to be part of a respected company, in which professional integrity is valued and which invests in the health, safety and personal development of employees. We grow real professionals in our field of activity and we are training future specialists in our practice centers.

We respect our customers

Our constantly updated product offer, the innovations we introduce on the market, both in terms of recipes and packaging, synchronization with the latest and most relevant international trends are how we manage to keep our customers close. The launch of each new product follows rigorous steps, various tests and consultations being conducted, our customers being involved as well. Our communication campaigns are carried out responsibly and honestly.

We build better-together partnerships

Approaching every aspect of our relationships with our partners responsibly, transparently and flexibly has contributed to the development of our business. To support the development of the communities in which we operate, we prefer procurement from local suppliers with whom we share the same values, the same business ethics and the same quality standards.

PRODUCT QUALITY

We keep our promise: the best standard in food quality and safety

We have been contributing for over 30 years to facilitating people's access to healthy, safe, nutritious food as a way to improve their quality of life. Transavia is the only poultry producer in Romania holding the GLOBALG.A.P certification and 5 international certifications, which certifies that we comply with international standards of good agricultural practice on our farms and production facilities.

We own 5 laboratories

We constantly make determinations regarding the quality of meat and meat products, water quality and the quality of the chicken feed.

We make substantial investments constantly

In recent years the investments we have made reach a minimum of 25 million euros annually. We invest in production equipment, state-of-the-art technologies and the implementation of innovations and procedures that ensure exceptional quality of both products, as well as production, of the way we run our business, at all levels.

ANIMAL AND ENVIRONMENT CARE

We adhere to best management practices for the responsible treatment of birds

In Transavia farms, chickens are treated with great care. They have unlimited access to fresh, vegetable feed from our crops, processed in our compound feed factory. We have a sustainable approach to food customization, optimizing feed recipes so as to ensure good assimilation by birds and reduce waste of raw materials or resources. Temperature, humidity, ventilation, cooling system, etc. are monitored automatically in well-insulated halls.

We focus our efforts on reducing the company's environmental impact

The implementation of the environmental management system, improving the management of waste, water and wastewater, reducing energy consumption, decreasing the amount of natural gas and pollutants emitted into the atmosphere, the use of innovative packaging, 100% recycling of by-products generated from slaughtering activities have been on our list of priorities in recent years. The company recorded zero pollution accidents and zero sanctions for environmental impact.

COMMUNITY INVOLVEMENT

We support the Romanian health system

We provided financial support for upgrading several wards at the Alba County Emergency Hospital. In 2017, we started the construction of Transavia Medical Center, the first hospital in Romania for the recovery of children with locomotor disabilities, an investment of over 3 million euros.

We support education, the key to personal and societal prosperity

We support major projects of prestigious educational institutions (Babeş-Bolyai University and Technical University of Cluj-Napoca), teams of young people from innovative fields (robotics), and also close to our hearts initiatives (libraries' equipment, nutritional program for students).

We encourage sports as part of an active lifestyle

We support young people who promise to achieve outstanding performance in sports. The company is a nationally recognized promoter of golf, owning Theodora Golf Club, the premium golf destination in Romania.

We help the vulnerable

We provide food supplies to over 30 social centers and children's centers that serve a hot meal to hundreds of people in difficulty.

WE BUILD STRONG PARTNERSHIPS

The needs and expectations of our internal and external clients – modern retail, wholesale distribution or HoReCa companies – are what inspires us every day. We build partnerships strategically forward thinking and knowing that a good reputation is gained over time, always demonstrating commitment, respect, spirit of cooperation, honesty.



We participate in major fairs and events for our industry to strengthen our existing partnerships, to explore new business opportunities and get familiar with the new trends our industry explores.

Transavia uses several sales channels, each focusing on specific categories of products, services and logistics solutions. Our team is always in touch with our partners' teams, so that we can quickly understand their needs and adjust our activities to keep up with the market trends.

The main export markets

Transavia has permanently developed its international partnerships, providing its own brands, such as Fragedo and Papane, as well as products manufac-

tured under private label. Over 25% of the company's annual production is delivered to international markets, from France and the United Kingdom to countries in Africa and the Middle East. In the last 5 years, we have consolidated our presence across the European Union,

today having operations in most member countries. This process has been intensified due to global poultry market changes and to disruptions within the distribution chains caused by the pandemic.

Quality products manufactured in an

integrated system, safely delivered

Transavia has invested heavily in optimizing the production capacity and services in all components of its vertically integrated business model.

This has led to increased export volumes and is

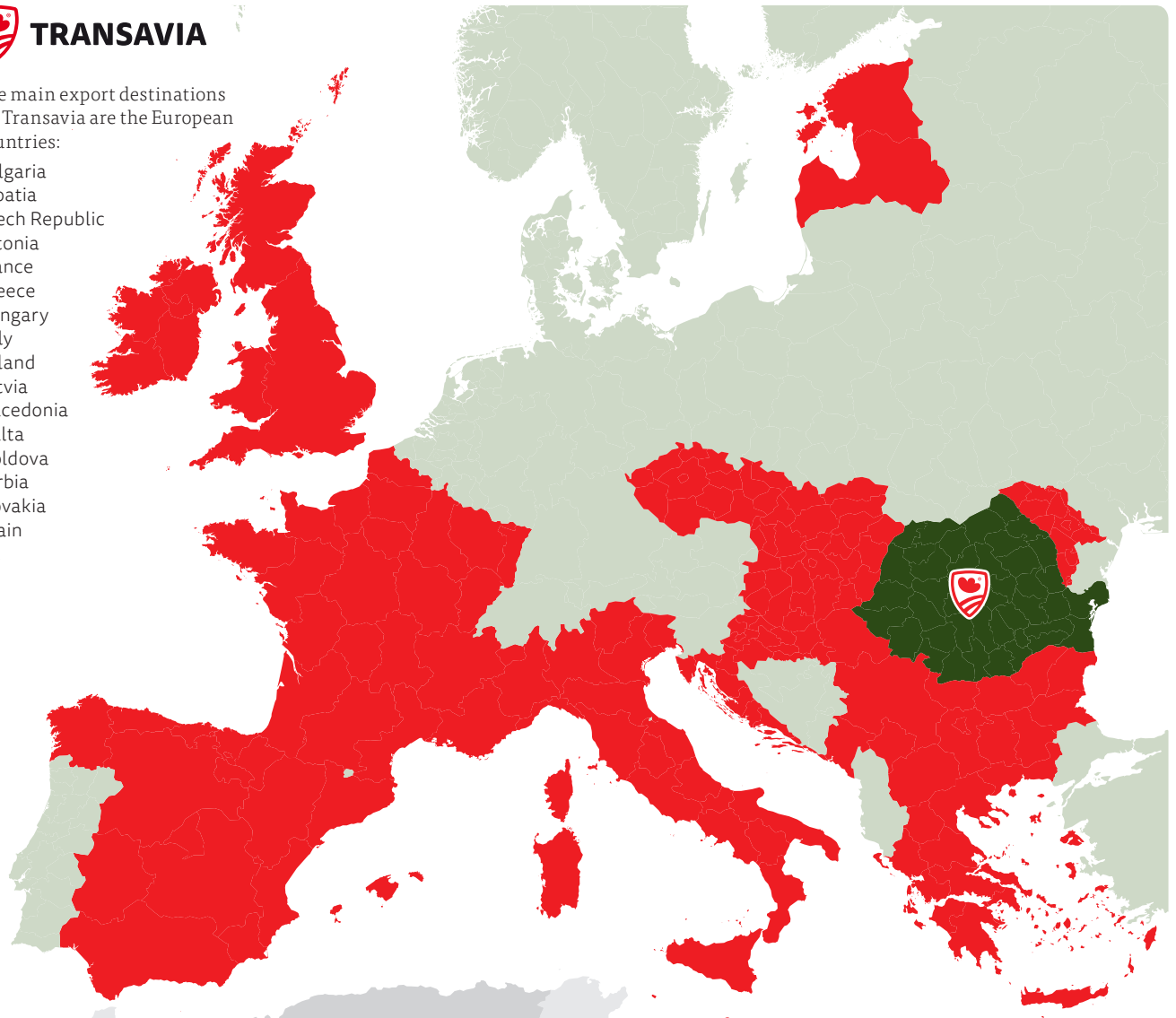
Ensuring compliance with industry standards

All Transavia products, whether marketed domestically or abroad, comply with the most demanding international food safety norms and regulations. This is confirmed by the certifications we hold: GLOBALG.A.P. – Integrated Farm Assurance Standard (IFA), BRC 8 A +, FSSC 22000, ISO 22000, McDonald's SQMS, SWA, SMETA, RTRS, Halal, Official supplier of the Royal House of Romania.



The main export destinations for Transavia are the European countries:

Bulgaria
Croatia
Czech Republic
Estonia
France
Greece
Hungary
Italy
Ireland
Latvia
Macedonia
Malta
Moldova
Serbia
Slovakia
Spain
UK



We collaborate with retail, wholesale distribution and HoReCa companies in Romania, in 17 European countries and in Africa. Transavia's vertically integrated system has allowed the export share to be maintained even during the 2020 pandemic outbreak, and to increase its volume by more than 30% in 2021.

considered an important competitive advantage by our partners who provide private label goods for European brands and retailers. Delivery through our own fleet is a guarantee that the products reach their destination safely, in the shortest possible time, and in compliance with all the rules and terms agreed with our partners.

Transavia's portfolio dedicated to the international retail market consists of high value-added products, from freshly refrigerated meat, carefully selected and portioned, to conve-

nience products that meet the tastes of today's consumers. Our business strategy for the coming years includes entering new markets and consolidating operations in the markets where we are already present, through an open and flexible approach.

We constantly optimize our client service operations

Just as important as the quality of the products or the delivery conditions is the way we collaborate every day with our internal and external partners. We

are in favor of simple, efficient and transparent communication, implement the latest technologies to get the best possible results in order management and delivery monitoring, and rely on the experience of our team of professionals, ready to come up with solutions regardless of the situations that may arise. This way, we respect the promise made to our customers and consumers – Well Made in Romania.

We participate in the most prominent fairs

Transavia is constantly

present at fairs and exhibitions that bring supply and demand together, in Romania and abroad, in order to consolidate and develop new partnership relations and to stay up to date with market trends. There is no substitute for meeting face to face with business contacts, and we usually put in place exhibition stands at prestigious events such as SIAL, Anuga or Indagra, to showcase our products and innovations and strengthen our reputation in Romania and in international markets.

TRANSAVIA

STAR SYSTEM

The value of our brand portfolio contributes to the overall value of our company, and Transavia is proud to be ranked no. 4 in the top 50 companies with the most valuable brand portfolios in Romania (Brand Finance® Romania 50, 2021 edition).

Fragedo®

Fragedo is the premium brand in Transavia's portfolio and enjoys a special reputation, as no. 1 on the Romanian chicken market. It includes a wide range of fresh meat products, portioned to meet all consumer needs, from individuals to HoReCa professionals. Under Fragedo umbrella we have developed Fragedo Deli sub-brands (Barbecue, Marinés and Selected Assortments) and Vin prietenii la tine (ready-to-cook specialties based on our own recipes).





Libertan stands for everything that is most natural, ethical, technologically advanced and sustainable in terms of rearing chickens and processing chicken meat. This micro-farm, slow-growth selected breed benefits of a craft approach, being fed with 100% natural vegetal feed and enjoying the best conditions in a state-of-the-art facility built especially for this brand. Libertan is Transavia's answer to the expectations of modern customers who appreciate both healthy and natural products and a responsible attitude towards bird welfare and environment.



Papane

Papane offers quick and delicious chicken menus for people with an active lifestyle and for whom healthy eating is a priority. The range includes convenience products – from schnitzels and nuggets to burgers and gujons – cooked and frozen using state-of-the-art technology, which keeps their taste and texture irresistible. The Papane Bistro range is addressed to HoReCa professionals and includes assortments packed in 2.5 kg bags.





TRANSAVIA





OUR MAIN PRODUCT CATEGORIES

Our client portfolio includes modern retail, distributors and food service companies, both from Romania and abroad. Our portfolio covers raw chicken products (fresh and frozen), marinated products and chicken meat mixtures, as well as convenience products. Transavia products are selected and portioned to meet the highest demands and needs of our consumers everywhere. Also, the packaging options can be tailored to their needs and special requests.



OUR PRODUCTS

Fresh and frozen chicken meat



Our range of fresh chicken products is aimed to accommodate a large diversity of tastes. This allows consumers to use them both in traditional recipes loved by all generations, as well as for surprising dishes from international cuisine. Meat tenderness and quality is due to the pure and natural feed, produced from our own crops, and to the strictest quality protocols that we apply at each production stage.

LIST OF PRODUCTS

- ★ Boneless chicken breast single fillet
- ★ Chicken breast mini fillet
- ★ Chicken breast minced meat, 100%
- ★ Chicken breast steak (sliced chicken fillet)
- ★ Whole chicken legs
- ★ Chicken legs with backbone
- ★ Chicken thighs
- ★ Chicken drumsticks
- ★ Boneless, skinless, chicken thighs
- ★ Chicken thigh minced meat
- ★ Chicken wings 3-joint
- ★ Chicken wings 2-joint, prime & mid
- ★ Whole chicken (griller)
- ★ Chicken liver
- ★ Chicken gizzards and hearts
- ★ Chicken soup mix
- ★ Chicken necks and backs
- ★ Chicken upper backs
- ★ Whole heavy hen

LIBERTAN, FREE RANGE CHICKEN

- ★ Whole chicken (griller)
- ★ Boneless chicken breast single fillet
- ★ Whole chicken legs
- ★ Chicken wings
- ★ Chicken soup mix
- ★ Chicken liver
- ★ Chicken gizzards and hearts



Boneless chicken breast single fillet

Tender, boneless, skinless chicken breast, cut in half, with inner. It's perfect for delicious stuffed chicken breast recipes.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
158	~0.6 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
68	~0.85 kg	12			
72	~1.5 kg	8			
44	~2.5 kg	4			
339	~5 kg	2			
48	~12 kg	-	bulk	7 days	
54	~2 kg	7	bag		
317	~1.1 kg	8	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C
43	~0.5 kg	20	IWP (individually wrapped pack)		
321	~1 kg	10	bag		
467	10 kg	-	pillow bag (IQF)		
382	2.5 kg	4			
213	1.25 kg	10			
324	~5 kg	-	bulk, wrapped in cardboard, block frozen		
57	2x5 kg	-			
67	~15 kg	-	bulk, block frozen		



Chicken breast mini fillet

Tender, skinless chicken breast, already sliced to help consumers save time in the kitchen. Best to be used for schnitzels or quick-and-easy steaks on the grill pan.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
51	~0.5 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product. 0-4°C
50	~0.6 kg	12			
49	~1 kg	9			

Transavia products certifications: GLOBALG.A.P. – Integrated Farm Assurance Standard (IFA), BRC 8 A +, FSSC 22000, ISO 22000, McDonald's SQMS, SWA, SMETA, RTRS, Halal, Official Supplier of the Royal House of Romania.





Chicken breast minced meat, 100%

Minced meat from tender, skinless chicken breast. It is ideal for spicy meatballs, meatball soups or light stuffed cabbage rolls (sarmale).

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
27	~0.5 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-2°C
26	~0.9 kg	9			



Chicken breast steak (sliced chicken fillet)

Fresh fillets made of boneless chicken breast, ready to quickly become Shanghai Chicken bites or crispy "chicken fingers" for the little ones.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
159	~0.5 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C



Whole chicken legs

Ready for being baked in the oven, just as they are or accompanied by vegetables, for a tender and juicy steak.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
142	~0.6 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
143	~1.1 kg	8			
138	~2 kg	4			



Chicken legs with backbone

Tender chicken legs with backbone find their perfect place in a creamy chicken pilaf.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
479	~1.75 kg	4	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
125	~4 kg	2			
127	~0.35 kg	28	IWP (individually wrapped pack)	7 days	
124	~12 kg	-	bulk	10 days	
327	~0.35 kg	28	IWP (individually wrapped pack)	18 months	frozen product, -18°C
328	~5 kg	-	bulk, wrapped in cardboard, block frozen		



Chicken thighs

Upper chicken legs with bone and skin. They are a great choice for a flavored chicken stew with tomatoes and garlic.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
136	~0.8 kg	4	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
95	~12 kg	2	bulk		
318	~1.1 kg	8	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C
214	1.25 kg	10	pillow bag (IQF)		
383	2.5 kg	4			
325	~5 kg	-	bulk, wrapped in cardboard, block frozen		



Chicken drumsticks

The lower chicken legs are very versatile and can be easily integrated into many recipes loved by all.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
161	~0.5 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
114	~0.7 kg	12			
118	~1 kg	8			
119	~2.0 kg	4			
112	~4.0 kg	2			
146	~12 kg	-	bulk	7 days	
319	~1.2 kg	8	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C
215	1.25 kg	10	pillow bag (IQF)		
326	~5 kg	-	bulk, wrapped in cardboard, block frozen		



Chicken wings 3-joint

They can be wrapped in crispy breadcrumbs or crushed unsweetened cornflakes, glazed with honey and mustard or marinated in spicy sauce.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
18	~0.8 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
22	~1 kg	8			
374	~2 kg	4			
295	~4 kg	2			
302	~12 kg	-	bulk	7 days	
296	~1 kg	8	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C
13	~5 kg	-	bulk, wrapped in cardboard, block frozen		



Boneless, skinless chicken thighs

These tender chicken thighs are the perfect choice for light steaks or low-fat chicken dishes.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
106	~0.5 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
297	~0.9 kg	12			
107	~1.2 kg	8			
108	~2.5 kg	4			
99	~5 kg	2			
300	~12 kg	2	bulk	18 months	frozen product, -18°C
102	~0.9 kg	12	EPS (expanded polystyrene tray)		
381	2.5 kg	10	pillow bag (IQF)		
468	~ 5 kg	-	bulk, block frozen		
329	~15 kg	-	bulk, wrapped in cardboard, block frozen		



Chicken wings 2-joint, prime & mid

They are great as snacks at parties and recommended in grilled chicken recipes because they cook evenly.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
160	~0.5 kg	12	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
304	~1 kg	12			
292	~12 kg	-	bulk	7 days	
217	1.25 kg	10	pillow bag (IQF)	18 months	frozen product, -18°C
24	~15 kg	-	bulk, block frozen		



Whole chicken (griller)

Just ready to be baked in the oven, to be stuffed with your favorite ingredients, herbs and spices or roasted to create beautiful golden skin and juicy pieces.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
85	~1.8 kg	7	bag	7 days	refrigerated product, 0-4°C
91	~1.8 kg	6	EPS (expanded polystyrene tray)	8 days	
84	~13 kg	-	bulk	7 days	
298	~1.8 kg	7	bag	18 months	frozen product, -18°C



Chicken liver

Very tender chicken liver. It's delicious sautéed in a pan, with garlic, caramelized onions or tomato sauce and served with polenta.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
33	~0.5 kg	12	MAP (modified atmosphere protected)	7 days	refrigerated product, 0-2°C
287	~0.5 kg	16	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C
31	~10 kg	-	bulk, wrapped in cardboard, block frozen		



Chicken thigh minced meat

Minced meat made of boneless chicken thighs. A good choice for recipes such as moussaka, lasagna, burgers or pasta with minced meat, a kids' favourite.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
29	~0.5 kg	12	MAP (modified atmosphere protected)	7 days	refrigerated product, 0-2°C
26	~0.8 kg	12			



Chicken gizzards and hearts

They are delicious baked in a pan with onions or as a stew served with polenta.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
80	~0.5 kg	12	MAP (modified atmosphere protected)	7 days	refrigerated product, 0-2°C
290	~0.5 kg	16	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C



Chicken soup mix

3-joint chicken wings (4 pieces) and chicken upper backs with skin (4 pieces). The in-bone meat makes any type of soup taste delicious.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
4	~1.2 kg	6	EPS (expanded polystyrene tray)	7 days	refrigerated product, 0-4°C



Chicken upper backs

Chicken backs can be the foundation for delicious chicken & noodles soups or savory homemade stews served with rice, mashed potatoes or polenta.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
152	10 kg	10	bulk, wrapped in cardboard, block frozen	18 months	frozen product, -18°C



Chicken necks and backs

Chicken backs with neck joints can be used for nutrient-dense stock, a perfect foundation for tasty soups or stews.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
153	~1.3 kg	10	bag	5 days	refrigerated product, 0-4°C
320	~1.3 kg	10	bag	18 months	frozen product, -18°C



Whole heavy hen

Heavy hens have a large body mass and a unique, tasty meat. They can be boiled and then roasted in the oven or they can be portioned and frozen in separate packages for later use.

The stock resulting after simmering in water is an excellent base for delicious soups or pilaf.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
207	~3.5 kg	4	bag	18 months	frozen product, -18°C



Whole chicken (griller)

Libertan is the newest range in Transavia's portfolio of raw chicken products – micro-farm slow-growing chickens reared according to the craft approach and guidelines, in compliance with the most demanding standards of food biosecurity. 63 days of slow-growth in natural, unpolluted environment, enjoying the natural light and having access to unlimited whole grain foods (corn, soybeans, whole wheat) guarantees a healthy, tasty, premium quality meat.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
90	~1.6 kg	5	MAP (modified atmosphere protected)	10 days	refrigerated product, 0-4°C
470	~1.6 kg	5	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C



Boneless chicken breast single fillet

Ideal for simple and tasty recipes, in which the tenderness of slow-growth chicken is perfectly put into evidence.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
194	~0.5 kg	8	MAP (modified atmosphere protected)	14 days	refrigerated product, 0-4°C
472	~0.5 kg	8	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C



Whole chicken legs

Whole chicken legs from slow-growth chickens reared in our own micro-farm – the answer when you want to try something special.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
371	~0.6 kg	8	MAP (modified atmosphere protected)	14 days	refrigerated product, 0-4°C
471	~0.6 kg	8	EPS (expanded polystyrene tray)	18 months	frozen product, -18°C



Chicken wings

Libertan chicken wings have a distinguished taste and a special texture.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
370	~0.5 kg	8	MAP (modified atmosphere protected)	14 days	refrigerated product, 0-4°C



Chicken soup mix

4 chicken wings and 4 upper backs from slow-growth chickens fed exclusively with vegetal feed (corn, soybeans, whole wheat).

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
367	~0.9 kg	8	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Chicken liver

From slow-growth chicken reared in our state-of-the-art micro-farm, according to the most demanding food biosecurity standards.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
368	~0.5 kg	8	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-2°C



Chicken gizzards and hearts

The name Libertan is a guarantee for their nutritional quality and special taste.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
369	~0.5 kg	8	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-2°C



OUR PRODUCTS

Marinated products and chicken mixed packs



Our customers' consumption habits are constantly changing and Transavia products reflect this diversity of preferences. We provide marinated products made using high quality ingredients (herbs, spices), tested recipes and chicken variety packs selected according to our consumers' requirements. The products in this category combine the highly appreciated nutritional value of Transavia chicken meat with the unique taste offered by our marinade recipes.

LIST OF PRODUCTS

- ★ Spicy marinated chicken wings
- ★ Herb marinated chicken wings
- ★ Marinated chicken wings (spicy and barbeque) mix
- ★ Marinated chicken thighs & spicy wings mix
- ★ Mix grill barbeque
- ★ Chicken burgers
- ★ Chicken sausages
- ★ Hot & spicy chicken sausages
- ★ Chicken meatballs



Spicy marinated chicken wings

Chicken wings marinated in a mixture of slightly hot, natural spices, with chilli and pepper.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
168	~0.5 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Herb marinated chicken wings

Chicken wings marinated in a mixture of natural spices, with paprika, onion and coriander.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
167	~0.5 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Marinated chicken wings (spicy and barbeque) mix

They come in two intense flavors – spicy and barbeque –, and are ready to be put on the grill.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
177	~1.2 kg	4	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C

Transavia marinated products and chicken mixed packs meet our consumers' expectations – people of all generations who enjoy their active lifestyle –, giving them exciting options for preparing quick and delicious recipes for their family and friends. These products can be served with a large range of side dishes, sauces and toppings or can be integrated into numerous traditional or modern recipes.





Marinated chicken thighs & spicy wings mix

A mix of chicken wings and boneless chicken thighs, marinated in a hot mixture of natural spices.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
179	~1.2 kg	4	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Mix grill barbeque

The perfect mix for barbeque: spicy chicken wings, marinated chicken breast and sausages made from freshly minced chicken meat.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
181	~1.5 kg	4	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Chicken burgers

4 burgers made from freshly minced chicken leg meat, flavored with a special mixture of spices, with no preservatives or artificial colors.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
246	0.39 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Chicken sausages

12 sausages made from freshly minced chicken leg meat and seasoned with our own mix of spices, with natural edible membrane, without preservatives and artificial colors.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
245	0.55 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Hot & spicy chicken sausages

12 spicy sausages made from freshly minced chicken leg meat, flavored with a special mixture of hot spices, in an edible natural membrane, without preservatives and artificial colors.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
248	0.55 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



Chicken meatballs

15 chicken meatballs made from freshly minced chicken leg meat and seasoned with a savory mix of spices, without no preservatives or artificial colors.

PRODUCT CODE	NET WEIGHT/ PACKAGE	NO. OF PACKAGES/ BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
247	0.32 kg	12	MAP (modified atmosphere protected)	8 days	refrigerated product, 0-4°C



OUR PRODUCTS

Convenience products



The versatility of chicken meat is highlighted by our convenience products, which help the consumers prepare the fastest and most irresistible chicken menus. Tasty, with crunchy or soft textures, they are suitable for any meal of the day – either a frugal snack for two or a nice party meal shared with friends, along with salads, French fries or various dips. Weights are optimized to meet our consumers' needs, including those of HoRecCa/ food service professionals.

LIST OF PRODUCTS

- ★ Chicken schnitzels in classic breadcrumbs
- ★ Chicken schnitzels in golden breadcrumbs/cornflakes
- ★ Chicken nuggets
- ★ Smiley® chicken nuggets
- ★ Chicken cordon bleu
- ★ Chicken burgers
- ★ Breaded chicken wings
- ★ Chicken goujons with herbs and garlic/hot spices



Chicken schnitzels in classic breadcrumbs

Tender snacks made of minced chicken breast meat, shaped and coated in a tasty layer of crispy classic breadcrumbs.

Coming in 2.5 kg bags, our Papane bistro range is the advantageous choice for our customers in the HoReCa industry.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
341	80 g	0.64 kg	15	pillow bag (IQF)	18 months	frozen product, -18°C
347	80 g	2.5 kg	4			



Chicken schnitzels in golden breadcrumbs/cornflakes

Tasty schnitzels made of minced chicken breast meat, shaped and wrapped in a layer of crispy golden breadcrumbs (350) or cornflakes (349), for an extra note of crunchiness.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
350	75 g	0.45 kg	12	stand-up bag (IQF)	18 months	frozen product, -18°C
349	75 g	0.45 kg	12			

Our Papane range of convenience products is prepared from fresh meat, according to recipes preferred by our consumers. All products are baked and frozen, which ensures the preservation of their nutritional qualities, delicious taste and texture. This way, they require a minimum of time and effort to be prepared and served by our consumers.





Chicken nuggets

Chubby nuggets made of minced chicken breast meat, shaped and coated with a tasty mixture made with crispy breadcrumbs.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
340	22 g	0.69 kg	15	pillow bag (IQF)	18 months	frozen product, -18°C
346	22 g	2.5 kg	4			



Smiley® chicken nuggets

Smiling nuggets made of minced chicken breast meat, shaped and coated in a crispy breadcrumb mixture. They are produced exclusively by Transavia under the Smiley® license.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
351	24 g	0.38 kg	12	stand-up bag (IQF)	18 months	frozen product, -18°C



Chicken cordon bleu

Tasty cordon bleu made of minced chicken breast meat, shaped and stuffed with ham and cheese and then wrapped in crispy breadcrumbs.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
343	165 g	0.66 kg	15	pillow bag (IQF)	18 months	frozen product, -18°C



Chicken burgers

Tender and juicy burgers made of minced chicken breast meat, coated in crispy breadcrumbs.

Coming in 2.5 kg bags, our Papane bistro range is the advantageous choice for our customers in the HoReCa industry.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
342	60 g	0.66 kg	15	pillow bag (IQF)	18 months	frozen product, -18°C
348	60 g	2.5 kg	4			



Breaded chicken wings

Fluffy chicken wings wrapped in a tasty layer of crunchy bread-crumbs seasoned with spicy notes.

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
345	55 g	0.45 kg	15	pillow bag (IQF)	18 months	frozen product, -18°C



Chicken goujons with herbs and garlic/hot spices

Delicious chicken breasts meat minced, shaped and then wrapped in a crispy crust, flavored with a mixture of herbs and garlic (354) or refreshed with a blend of hot spices (353).

PRODUCT CODE	WEIGHT/PIECE	NET WEIGHT/PACKAGE	NO. OF PACKAGES/BOX	PACKAGING	SHELF LIFE	STORAGE CONDITIONS
353	24 g	0.423 kg	12	stand-up bag (IQF)	18 months	frozen product, -18°C
354	25 g	0.45 kg	12			

WE ARE HONoured BY OUR PARTNERS' APPRECIATION!

Over the years, we have built lasting relationships with our partners, based on professionalism, fairness and flexibility. Whether we work with companies from Romania, from the European Union or from any other country, we adapt to the local needs of our clients and together we find efficient collaboration solutions and opportunities to innovate. That is why customer feedback is a valuable source for us, which helps us set new strategic directions.



"Our collaboration with Transavia started more than 16 years ago, and over time it has proven to be one of the most reliable partners that has helped us to consistently meet the quality requirements of our customers – primarily stores specializing in food resale or professionals in the hospitality industry. Quality, innovation, and availability to understand METRO customers' specific needs and to come with optimal solutions in order to help us contribute to the success of independent businesses in Romania are key aspects that have strengthened our partnership during the years."

ALEXANDRA DODIȚĂ — Head of Fresh and Ultra Fresh Products Department, METRO Romania



"We have been working with Transavia since 2015 and we have a very close working collaboration, which has helped both companies to secure their businesses. We appreciate that Daniel Opriș and all the people in Transavia we work with are very open and reliable. It's a real pleasure, they are always prompt to reply and helpful on all matters including all the important technical issues. Quality and consistency are probably the words that best describe Transavia. Trade and distribution within UK continues to be very challenging: transport, Brexit and post-Covid issues are taking additional time. Hopefully 2022 will see more given to NPD and enable us to expand our listings. It will be a new opportunity for partners such as Transavia to come up with new recipes to meet our consumers' tastes."

JON TWEED — Senior Manager, Kiril Mischief Limited UK



"We started our partnership with Transavia in 2017, focusing on one of the main ingredients we use in our products: chicken meat. McDonald's global standards require specific procedures and technologies, which Transavia has easily complied with. Becoming a McDonald's supplier is not simple, it is an uncompromising process, with very strict rules."

Over the years, we have used about 5,000 tonnes of chicken meat from Transavia – chicken wings and chicken meat for McPuișor, one of the most appreciated products by our customers in Romania. In 2021, our strategy was to introduce in our menu superior products using 100% locally-produced chicken, and together with Transavia we developed products that were an instant hit: premium burgers and chicken tenders. A project very dear to us, that we are glad we had the opportunity to carry out in partnership with Transavia, was the launch of Supreme Chicken Tenders – made of large pieces of 100% Fragedo chicken breast. Fragedo is a Transavia range recognized for the highest quality, authentic taste, tenderness, flavor and superior nutritional value of its products.

Transavia is one of the most notorious businesses in Romania, and for us, at McDonald's, this is a collaboration that we value a lot. It allows us to provide our customers products based on 100% Romanian chicken meat, from broilers reared in excellent conditions, fed on grains from Transavia farms. In addition to quality standards, we are happy to have a partner recognized for its values and good reputation with consumers, employees and partners."

CORA FLOREA — Head of Supply Chain & Procurement, Premier Restaurants Romania





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Farms

Fragedo®

CHICKENS FED 100%
WITH CEREALS FROM
OUR OWN FARMS

Made the right way





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