

# Product profile

Tnuva Romanian Dairies (TRD), Romania



## Tnuva dairy range captures 17% share in Diamond Curve®

In 2006, Tnuva launched a fresh dairy range tailored to local tastes and way of life. Packaged using the Diamond Curve® concept, within the first 12 months it had captured an incredible 17% market share.

### Market Information

Tnuva's fresh products include 'My Milk' with 1.5% or 3.5% fat, and flavoured milks such as 'My milk with cocoa'. Fresh milk 'Frappe' and 'Espresso' offer the convenience of ready-to-drink, natural coffees. 'Iaurtul meu fin de baut' is a light and refreshing drinking yoghurt and 'Sana Mea' is a natural, cultured, 3.6% fat milk drink.

Products are positioned squarely in the middle of the segment at a convenient price point. One-litre is perfect for families with children. 500ml is ideal for active consumption outside the home, targeting the 'on-the-go' sector including teenagers, young workers and students. The large, reclosable Elo-cap™ XE maintains freshness, meeting the needs of dynamic people on the run.

TRD undertook extensive consumer testing on Diamond Curve®. The marketing team visited hundreds of families to better understand their needs. Consumers wanted a large cap that was easy to pour from, innovative package design, excellent raw milk quality and a new combination of flavours.

By introducing the Diamond Curve® to Romania, Tnuva leapfrogged the competition, capturing an important slice of the market. Their all-round superior products were wholly embraced by consumers and TRD instantly outpaced well-established regional dairies.

### Distribution

Products are distributed chilled to all good retailers (including Carrefour and local stores) via a wide sales and distribution network in a format of ten shrink-wrapped packs.

### Technical Information

Filled on a Galdi GS50 Ultra-Clean machine with screw-cap applicator into Diamond Curve® cartons with offset print.

Cartons are B-style, skived, Jbottom 72x72mm base configuration, PE coated and sold by Elopak Israel.

### Additional Information

Number one in the Israeli dairy market with more than 80 years of experience, Tnuva Israel chose Romania for its European expansion in 2004.

Founded as a joint venture with assistance from with the European Bank of Reconstruction and Development, TRD regeneration projects included construction of a dairy plant and renovation of a farm. Both launched commercially in June 2007 with investment totalling more than €55 million, illustrating a strong commitment to the country.



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