

TRADITION.  
INNOVATION.  
SUSTAINABILITY.



**TRANSAVIA**



[transavia.ro](http://transavia.ro)



PURE AND SAFE, FROM GRAIN TO FORK



# SUMMARY

Transavia, Romania's chicken meat industry leader, offers a unique blend of unparalleled expertise, leading-edge technology, best practices that meet the most stringent industry standards, and an integrated poultry production and traceability system that is unique in Southeastern Europe.

Our products fully deliver on our promise to consumers:  
*Pure and safe, from grain to fork.*



An unbeatable competitive advantage:  
our 100% vertically integrated model

P. 06



Responsibility, the backbone  
of Transavia's philosophy

P. 26



Growing together  
with our partners

P. 30



We are here  
for you

**P. 12**



Our value chain  
framework

**P. 18**



Transavia  
brand portfolio

**P. 34**



Transavia  
representative product catalogue

**P. 36**

# AN UNBEATABLE COMPETITIVE ADVANTAGE - OUR 100% VERTICALLY INTEGRATED MODEL





## TRANSAVIA ECOSYSTEM

Our company's business model allows us to operate at peak efficiency, guarantees security of supply for each of Transavia's units, and meets the highest standards in our industry, giving us a unique competitive advantage. Over the years, we have optimized both our upstream and downstream operations.

Upstream integration means, for example, sourcing poultry feed from our own sources: we grow more than 10,000 hectares of cereals on our farmland and prepare the feed in our own feed mill. Downstream integration means that we control distribution to our partners using our own fleet of vehicles.

This streamlined system enables us to be a highly reliable supplier to large trading and distribution networks, as well as fast food chains, thanks to the consistent quality of our products and our rapid response and flexibility in fulfilling orders.

## FULL VERTICAL INTEGRATION

- ✦ Predictable business and relationship management with our partners
- ✦ A resilient supply chain, less susceptible to disruption
- ✦ Optimized coordination between production stages
- ✦ Full quality control and more effective cost management
- ✦ Reduced reliance on third parties through disintermediation
- ✦ Secure sources of supply
- ✦ Greater control over supply chain processes, product pricing and distribution
- ✦ And greater value for consumers.

# SUCCESSFUL BUSINESS

Founded in 1991,  
the company is one of the most solid family-owned businesses  
and one of the leading agribusiness firms in Romania.

## TOP BRANDS

Transavia owns and produces the iconic chicken brand Fragedo\*, the chicken-based pre-cooked products brand Papane, and a wide range that includes brands such as Dudulan, Bravis, CumSeCade, etc.

\* Fragedo was designated "The No. 1 Brand for Kids" by Forbes Romania for the sixth year in a row (Nov. 2024), being considered "the most trustworthy meat brand (chicken, pork, beef)" by Romanian parents, and was recognized as "the most powerful meat brand" in Romania (PIAȚA Awards Gala, Nov. 2023).

## TURNOVER

**+200**  
MILLION EUROS  
(RON 1.011 billion) in 2023

## EMPLOYEES

More than **2,300**  
employees work in the company's  
production facilities

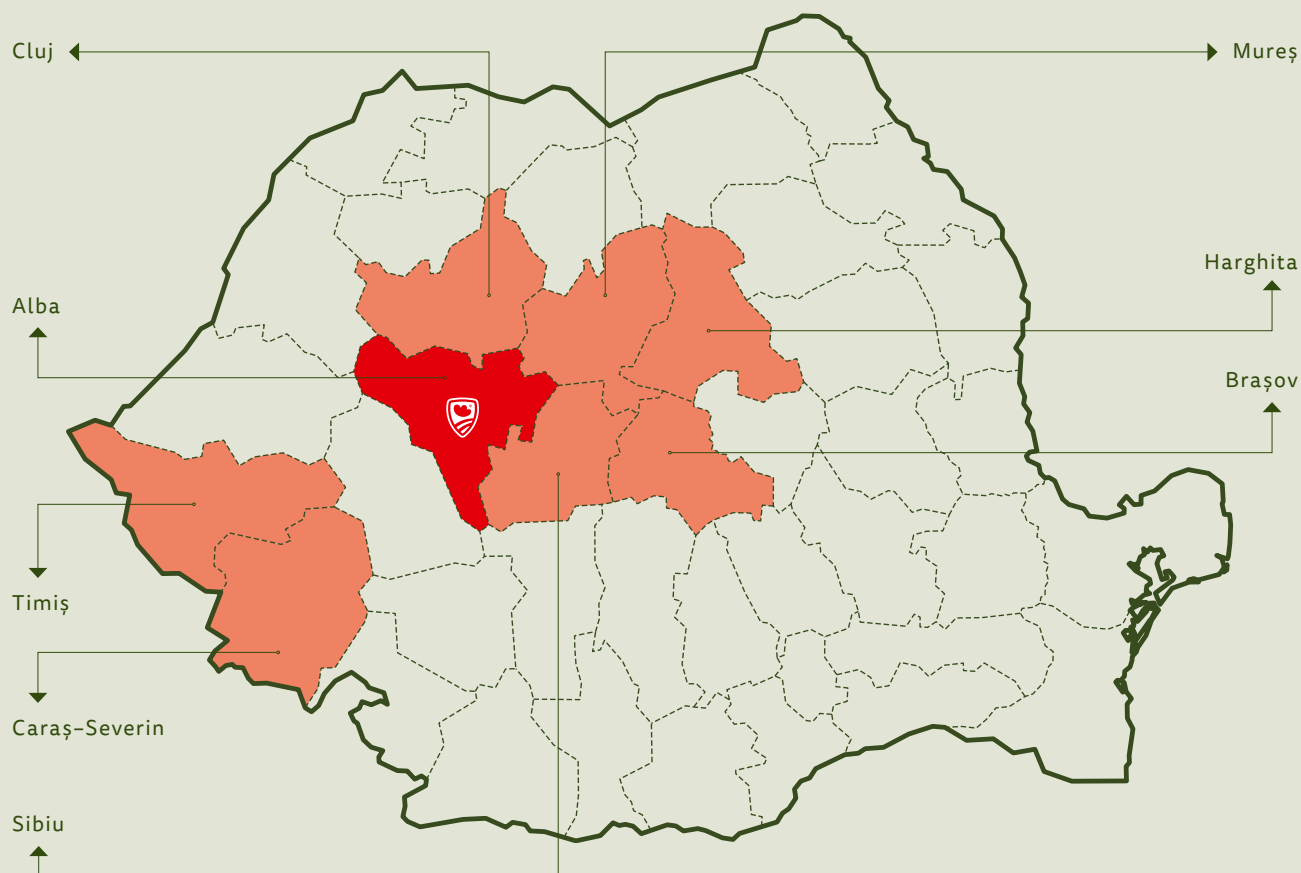
## CUMULATIVE VALUE OF THE PORTFOLIO

**113** MILLION EUROS

is the cumulative value of Transavia's  
brand portfolio in 2024\*

\*Brand Finance® Romania 50, 2024 edition – the annual report on the most valuable and powerful Romanian brands, published by Brand Finance®, the world's largest independent brand valuation consultancy





#### INVESTMENTS

**300**  
MILLION EUROS

of the company's resources have been reinvested over the last ten years to support sustainable development, modernize production facilities, and implement efficient waste management.

These investments reflect the company's strategic commitment to protect the environment, promote sustainability and build a sustainable future by integrating the principles of environmental and social responsibility into every stage of its operations.



## PRODUCTION ACTIVITY

Transavia is the only producer in the region that exclusively rears, slaughters and processes chickens within its own facilities – a strong differentiator that gives Transavia a distinct competitive advantage in the local and international chicken market.

### PRODUCTION

**110,000** TONNES  
of chicken meat produced annually

### EXPORT

**35%**  
of the company's annual production is exported, both to European countries and to other continents

## PRODUCTION FACILITIES

**4** FARMS  
supplying cereals  
for poultry feed

**+10,000** HA  
of farmland used  
for cereal production

**31**  
REARING  
FARMS

**1** COMPOUND  
FEED MILL  
with an annual output  
of 250,000 t

**3** SLAUGHTERHOUSES  
with a production capacity  
of over 100,000 t/year

**5**  
ANALYSIS  
LABORATORIES

**1** MEAT  
PROCESSING PLANT  
with modern production lines

**>500**  
OWN VEHICLES

## MAIN SELLING CHANNELS



## FUTURE PROJECTS

**120** MILLION EUROS

of the company's own funds were invested in 2024 in high-return projects to modernize and expand its production capacity, which will contribute to its rapid development in the next couple of years

OVER **80%**

of the energy needed for its production processes will come from renewable sources (photovoltaic panels have been installed on approximately 30 ha and a high-efficiency cogeneration unit has recently been launched)

**ZERO WASTE**

is Transavia's policy that contributes to a circular ecosystem by recovering as many valuable resources as possible from waste, and this enables us to remain one of the most efficient companies in Romania

WE ARE HERE FOR YOU





---

#### **TRUSTED PARTNERS SINCE 1991**

Over three decades ago, Dr. Ing. Ioan Popa founded the company driven by an aspiration to build a family-run sustainable business that would grow stronger from one generation to the next, remaining true to principles such as integrity, responsibility, honesty, discipline, genuine care for people, animals, and the environment. These principles have been maintained throughout the years and are reflected today in every aspect of our business.

---

#### **PRODUCT PORTFOLIO FOCUSED ON CONSUMER NEEDS**

Our consistently excellent product quality – praised time and again by consumers – is complemented by the diversity of our product portfolio. Local and international market dynamics, ever-expanding consumption opportunities, the preference for chicken meat and its presence in many traditional cuisines around the world have led to a significant increase in our product diversity.

Transavia offers a comprehensive portfolio of chicken products ranging from fresh and frozen chicken meat to marinated products and ready-to-cook meals. In addition to taste, consumers increasingly appreciate foods that contribute to a nutritionally balanced diet.




---

#### THE EFFECTIVE “GRAIN TO FORK” STRATEGY

Transavia has managed to effectively navigate the complex and unpredictable environment of the last few years, adapting to the uncertain macroeconomic situation with a cautious-optimistic approach. Our 100% vertically integrated business model has proven its viability and we are the only company in the poultry sector in Romania and the region that owns and manages all the operations in the production chain.

With a well-established „grain to fork” strategy, we have continued to seamlessly deliver top quality, safe and affordable products to customers in Romania and in partner countries. We have strengthened our competitive advantages and consolidated our leadership position, achieving record results – 2023 was the best year in the company’s history, recording the highest regional profit in the industry, confirming our status as a reliable partner, and expanding export sales.

---

#### UNCOMPROMISING QUALITY

Quality is a key pillar in our production chain and is a non-negotiable subject. Every production unit in the company is monitored by a team that pays attention to the smallest details.

Our products are certified to the highest international standards. Since 2008, we have held GFSI (Global Food Safety Initiative) approved certifications – BRC Food v8, FSSC 22000 v5.1 (for slaughterhouses and the processing plant). Since 2017 we have been a McDonald’s supplier, audited annually and certified on 4 specific requirement schemes.

We act responsibly and implement a strong quality and safety culture that is reflected in every aspect of our operations. In our 5 analysis laboratories we carry out microbiological and physicochemical analyses of the meat, feed and water analyses, serological analyses, etc. on an ongoing basis.








---

**SUSTAINABILITY  
AND COMMERCIAL SUCCESS  
GO HAND IN HAND**

The company's year-on-year growth is in line with our concern for the welfare of people, birds, the environment, and communities. We constantly reinvest a significant portion of our profits in the development of our operations, digitization, and optimization of the value chain through a circular approach to all our activities, following the principle „from grain to fork.... and back”, reusing wherever possible every single element resulting from the production processes.

We are the first company in Romania to co-sign the EU Code of Conduct on Responsible Food Business and Marketing Practices. Among the commitments we have made are the implementation of an environmental management system according to the latest requirements, the efficient use of energy, the improved management of waste and wastewater, the continuous modernization and replacement of inefficient technologies for sustainable production, the sourcing of raw materials from certified sustainable production areas without negative environmental impact, the use of innovative packaging, the implementation of a food system that facilitates the choice of a healthy and sustainable diet, etc.

We are very proud to have succeeded in implementing the largest renewable energy project in the Romanian food industry, which will enable us to provide up to 80% of the electricity needed for our production processes.

Our consumers are more interested than ever in issues such as nutrition and health. They want to know where the ingredients they eat come from, and they pay close attention to the LATTE ideals (Local, Authentic, Traceable, Transparent, and Ethical). The sustainability trend is now giving way to others, such as regenerative agriculture, which is not just about „sustaining” nature, but also about taking concrete action to restore degraded soils through management practices and add to nature's richness.

# OUR VALUE CHAIN FRAMEWORK





*Feeding the poultry from our own sources is a great advantage. The safety and timeliness of our supply ensures that we have full control over the origin of the raw materials used to produce the feed."*

**ADRIAN FĂRCAȘ** — Director, Vegetal Sector



---

## CEREAL FARMING

15 years ago, the company's decision to develop its own agricultural division and grow the cereals needed to feed the birds on Transavia's farms proved to be visionary. Today, we grow wheat, maize, and sunflower crops on over 10,000 hectares of farmland, most of it fertilized with natural manure from our poultry units. The 4 farms we own are equipped with modern and efficient machinery, allowing us to carry out farming activities at the highest level. This initiative represents our company's firm commitment to sustainability, autonomy and excellence in agriculture, contributing to the consolidation of a sustainable and responsible business model.



Consumers are increasingly aware of the link between the quality of the chicken meat and the quality of the poultry feed. For us, this is a strong motivation to provide our birds with high-quality feed, carefully tailored to their specific needs and produced in collaboration with expert nutritionists.”

#### FLAVIUS GÂNDILĂ

— Deputy Director,  
Feed Mill Plant



---

#### FEED MILL

Our compound feed factory has an annual production capacity of 250,000 t and a storage capacity of 120,000 t for cereals and 30,000 t for protein meals. The poultry feed is produced without external environmental contact, by using a feed sterilization facility that is unique in Romania. Cereals undergo meticulous drying and cleaning processes to reduce the risk of contamination and spoilage. As a result, the birds raised on Transavia’s farms have access to an all-vegetal diet, free from by-products and medicines.



## REARING FARMS



*We attach great importance to the welfare and health of the birds on our farms and focus on the preservation of biodiversity, where Romania has a valuable tradition that we are determined to continue, for the benefit of our consumers."*

**DIANA CORINA URSALEŞ**

— Director,  
Rearing Farming Division

Managing broiler rearing, heavy breed breeding, and the hatching in our own facilities gives us full control over the origin of our birds. As the largest poultry producer in Romania, Transavia also secures an annual production of over 50 million eggs. This helps us to ensure a constant number of eggs required for hatching and a constant flow to the rearing farms, in close coordination with the processing capacity of the slaughterhouses.

Our priority is to ensure the health and welfare of the birds, and all our efforts are directed towards this goal. Our 31 breeding and rearing farms are located in rural areas, away from human habitation, other livestock farms, and potential sources of contamination, to ensure the highest levels of biosecurity, protection, and comfort for the birds. Hatcheries use the latest technology to maximize the quality of future chicks. Incubators and hatchers are linked to software that monitors all parameters (humidity, temperature, ventilation); the chicks are carefully transported to the production farm; and on the farm, they benefit from optimal conditions specific to their needs.

The farms comply with the most stringent European standards. Birds have unrestricted access to fresh, all-vegetal feed. We have implemented automated sensor-controlled feeding, watering, and monitoring technologies and processes to ensure their welfare under the supervision of veterinarians and technicians. We continually invest in upgrading and retrofitting existing farms, as well as building new farms from scratch using the latest technology.



*Flow production and high-performance equipment ensure fast and highly accurate raw material processing, which is further enhanced by the discipline and solid professional training of our team members."*

**CĂLIN BORCEA**

— Deputy Director,  
Oiejde Slaughterhouse



---

**SLAUGHTERHOUSES**

The three slaughterhouses we own are benchmarks of best practice for the Romanian food industry. Raw material is sourced exclusively from our own farms, guaranteeing quality and traceability.

Protocols and workflows are aligned to the highest standards, high-performance technological lines and equipment ensure high productivity in all departments while product quality is constantly tested in our analysis laboratories. Product portioning and selection meet the needs for both traditional products (i.e., whole chickens, chicken breasts, wings, etc.) and new consumer preferences (such as convenience products). All packaging complies with the strictest regulations in force in the EU: meat products are packaged under controlled atmosphere, which guarantees that the qualities of the fresh chicken meat are preserved intact, and the products are then stored in dedicated cold storage facilities and delivered under secure conditions.



*We have extensive experience in the production of convenience chicken products and will continue to diversify our portfolio to meet growing consumer demand, while also developing bespoke products for our partners' own brands."*

**RADU POPA**

— Director,  
Meat Processing Plant



## MEAT PROCESSING PLANT

In Transavia's processing plant, raw material is processed into finished products such as ready meals, marinated products, and chicken meat mixes. All key operations are fully automated, with minimal human intervention and a focus on supervisory roles. The product range is constantly being adapted to the new preferences of our consumers, the new markets we are expanding into, and the latest trends in nutrition and gastronomy.

We are the sole supplier of chicken meat to McDonald's in Romania, which confirms the exceptional quality and safety of our products – the American company is recognized for its rigorous quality standards, the required certifications, and the thorough audits it carries out on an ongoing basis.



Connecting with the international market is a source of constant development and building new strategies for the company. As distribution is at the end of Transavia's integrated production chain, our division takes full advantage of this model. We can guarantee quality products, delivered on time and in optimal conditions, which helps us to strengthen the relationship with our partners."

**DANIEL OPRİŞ**

— Director, International Sales



## DISTRIBUTION

With more than 500 vehicles equipped with high-performance systems in its fleet, Transavia ensures the safest and best possible daily delivery of Transavia's products both in Romania and to external partners. The company has made significant investments to make sure that product freshness is maintained during storage and distribution. We monitor product temperature throughout the journey from Transavia's plant to its destination and constantly optimize transport routes to reduce distances and travel times. We also take all necessary measures to improve food safety: only company lorries have access to production facilities, access and transport routes are disinfected daily, and we maintain strict control over delivery conditions.

Our goals for the future include increasing exports to the international retail sector and automating processes by implementing technology that will help us improve the way we serve our customers.

## CERTIFICATIONS THAT GUARANTEE THE QUALITY AND SAFETY OF OUR PRODUCTS



**GLOBAL S.L.P.**  
Smart Livestock Practices

We are the only poultry meat producer in Romania certified to GLOBAL S.L.P. (Smart Livestock Practices Standards), the world's leading certification programme for good practices in livestock farming and production.



**BRCGS** Food Safety

The quality and food safety management system implemented at all stages of production is FSSC 22000, ISO 22000 certified, and our commitment to consumer safety and our relationships with our partners is confirmed by BRCGS Food Safety certification. Other relevant certifications: BRC 8 A+, McDonald's SQMS, SMETA, Halal.



Since 2006, we have proudly held the prestigious title of "Supplier to the Romanian Royal Household", a sign of recognition and appreciation for the premium quality of our products.



Following an audit by the Romanian Advertising Council (RAC), Fragedo, the company's flagship brand, became the first brand in Romania to be awarded the "Ethical Mark" licence for its TV commercial, confirming that our communication complies with ethical principles and good advertising practices.

# RESPONSIBILITY, THE BACKBONE OF TRANSAVIA'S PHILOSOPHY



## TRANSAVIA'S 4 STRATEGIC PILLARS OF SUSTAINABILITY

### Responsibility for people

At the heart of everything we do is the idea of doing good for people: for the team we rely on throughout the production chain, for the consumers who choose our products, for the partners who contribute to our development, and for the communities in which we operate.

### Responsibility for quality products

Our reputation for providing the best chicken meat in Romania is both an honour and a commitment. We have earned the trust of our consumers and partners through hard work, over time, and we are motivated to keep it.

### Responsibility for bird welfare and the environment

We are committed to environmental protection, animal welfare and resource conservation, ensuring the best possible conditions for our birds. By optimizing the use of resources and investing in innovative technologies with minimal environmental impact, we are committed to building a sustainable future for generations to come.

### Responsibility for community

We are committed to improving the lives of people in the communities where Transavia has a strong presence. Together with trusted partners, we take concrete action to support health-care, social inclusion, education, culture, sport, and environmental protection.

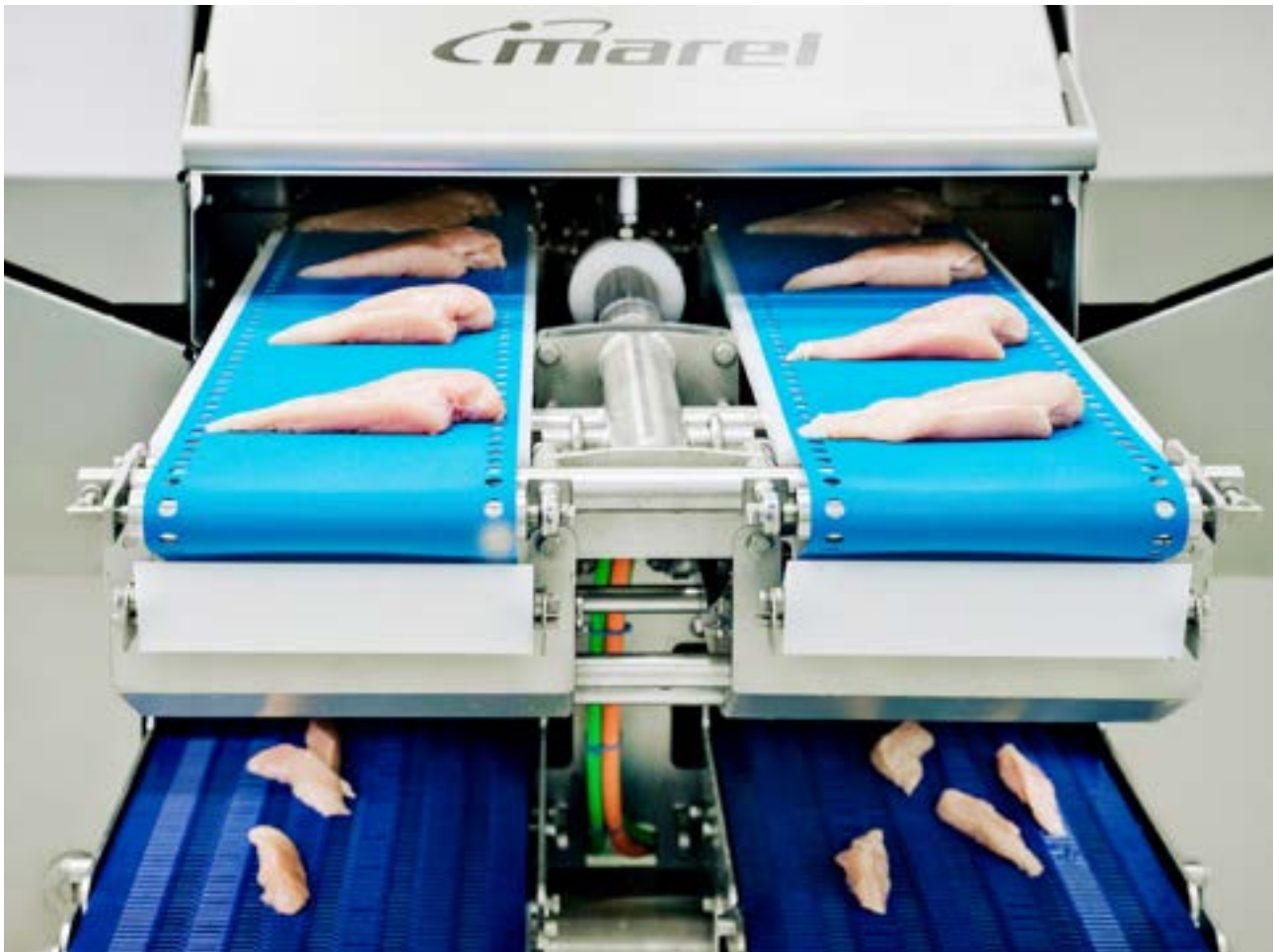


---

## INVESTING FOR THE FUTURE

Transavia has the best profitability indicators in the industry in which it operates not only in Romania but also at European level, which gives us unparalleled freedom to plan for future development. Financial sustainability is replicated at all levels of the company, which is reflected in its healthy and steady growth.

We are in a new phase of strategic growth, transformation, and access to a higher level of performance and expansion by capitalizing on our competitive advantages and the investments made in recent years, but also by taking advantage of new opportunities.



---

#### THE MOST IMPORTANT RECENT INVESTMENTS

With cumulative investments exceeding 250 million euros over the past 10 years, Transavia has been at the forefront of innovation and sustainability in the food industry. Our investments are redefining sustainability standards in the industry, improving the company's operational efficiency and contributing significantly to efforts to combat climate change and promote a more environmentally friendly future. In the last year alone, we have successfully implemented strategic projects such as the commissioning of our new cutting-edge, fully automated processing line, which will double our capacity to process chicken meat into processed products, strengthening our regional position, the construction of new chicken rearing halls, and the construction of a new grain storage facility.

Other key investments in expanding production capacity and ensuring an efficient and environmentally friendly supply chain include the up-to-date protein meal plant, which will enable the company to recycle by-products from its technological processes and to operate sustainably, virtually eliminating waste.

Transavia has invested around 35 million euros to implement the largest renewable energy project in the food industry in Romania. A high-efficiency cogeneration plant and approximately 30 hectares of photovoltaic panels will provide 80% to 100% of the electricity needed for production processes. In addition to energy efficiency, this initiative supports the annual removal of 18 million kg of CO<sub>2</sub>, which is equivalent to planting 900 hectares of forest every year (841,000 trees/year).

# GROWING TOGETHER WITH OUR PARTNERS






---

**QUALITY PRODUCTS  
PRODUCED IN  
AN INTEGRATED SYSTEM  
AND DELIVERED SAFELY**

At Transavia, we have invested heavily in optimizing our production capabilities and services across all components of the vertically integrated system we have developed. This has enabled us to increase our export volumes and is seen by our partners as an important competitive advantage. The delivery of products by Transavia's fleet is a guarantee that the products reach their destination with maximum safety, in the shortest possible time, and in compliance with all rules and conditions agreed with our partners. Transavia's portfolio for the external retail market consists of high-added value products, from carefully selected and portioned fresh chilled meat to semi-prepared products that meet the tastes of today's consumers. Our development strategy for the coming years includes entering new markets and consolidating our activities in the markets where we are already present through an open and flexible approach.

---

**WE ATTEND  
THE MOST IMPORTANT  
TRADE FAIRS**

Transavia actively participates in the most representative international food industry trade fairs and exhibitions in order to strengthen its partnerships and explore new opportunities for cooperation. The presence of our stands at prestigious events such as Anuga confirms the company's position as market leader and our care for the reputation we have in the country and on international markets.



---

#### **CONTINUOUSLY IMPROVING THE WAY WE WORK WITH PARTNERS**

Just as important as the quality of our products or delivery terms is the way we work with our internal and external partners on a daily basis. We rely on direct, efficient, and transparent communication, on the use of the latest technology to manage orders and monitor deliveries, and on the experience of our team of professionals, who are ready to find solutions to any situation that may arise. This is how we keep our promise to our customers and consumers – *Well Made in Romania*.

---

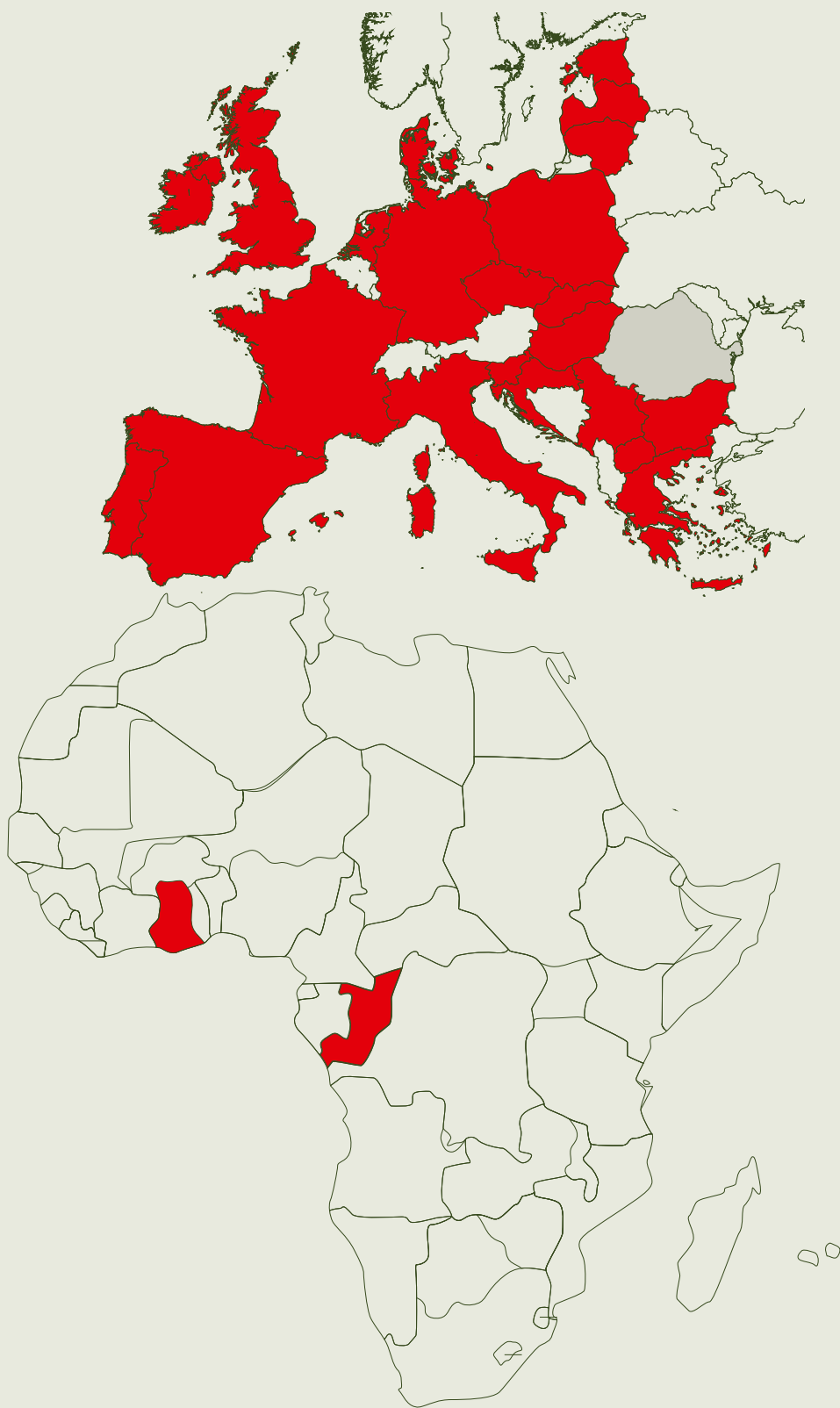
#### **A NEW CHALLENGE: OWN BRAND PRODUCTS FOR OUR PARTNERS**

Transavia is a flexible and competitive supplier of customised solutions, producing a wide range of convenience chicken products in its processing plant. According to the customer's requirements, the products can be breaded with various coating formulas – tempura, plain or flavoured breadcrumbs –, pre-fried, baked and quickly frozen individually, to be ready-to-cook. The range of whole, boneless, fresh chicken breasts, not minced before forming, includes products such as schnitzels, strips, chunks, and others.

## TRANSAVIA'S MAIN EXPORT MARKETS

Through the external partnerships we have developed, we supply our best-known brands, Fragedo and Papane, as well as private label products developed for our international customers. Approximately 35% of the company's annual production is supplied to the European market and the African continent.

- ★ Bulgaria
- ★ Czech Republic
- ★ Congo
- ★ Croatia
- ★ Denmark
- ★ Estonia
- ★ France
- ★ Germany
- ★ Ghana
- ★ Greece
- ★ Hungary
- ★ Ireland
- ★ Italy
- ★ Kosovo
- ★ Latvia
- ★ Lithuania
- ★ Malta
- ★ North Macedonia
- ★ Poland
- ★ Portugal
- ★ Serbia
- ★ Slovakia
- ★ Slovenia
- ★ Spain
- ★ The Netherlands
- ★ United Kingdom



# TRANSAVIA BRAND PORTFOLIO





## Fragedo®

Fragedo, Transavia's flagship brand, enjoys a special reputation – it is the best-selling chicken brand in Romania and the top-ranked brand in the food industry in the Brand Finance® Romania 50 Top mentioned previously on page 08. Fragedo offers a diverse range of high quality products that create a unique consumer experience that is valued by our consumers. Fragedo is recognized for the impeccable quality, diversity, and versatility of its product range, for the honest way in which it communicates, and for the constant innovation it proposes. Fragedo includes portioned products and ready-made specialties made according to its own recipes, such as the Fragedo Deli range (Barbecue, Marinés, and selected Assortments) and the traditional grilled chicken, boneless breast, wings, or chicken livers. The products are aimed at both individual consumers and HoReCa professionals and are appreciated for their authentic taste, special texture, and high nutritional value.

## Papane

For our consumers with active lifestyles who want to benefit from options that allow them to eat healthy without spending a lot of time preparing meals, as well as for our foodservice customers, we have created the Papane range. These are semi-prepared fresh chicken products – from schnitzels and nuggets to burgers and dumplings – that have been pre-fried, baked, and frozen using the latest technology, while retaining their authentic taste and tender texture. The products are made from fresh meat and can form the basis of light, tasty, and low-calorie menus. The recipes used are versatile and have been created with the tastes of today's consumers in mind.

The Papane Bistro and Papane Chef ranges are an advantageous choice for professionals in the HoReCa sector, who benefit from weights and packaging adapted to their specific needs. Moreover, thanks to the technology used and the innovative portioning software, the resulting products make efficient use of the raw material, are uniform, and offer perfect portion control.



# TRANSAVIA PRODUCT CATALOGUE



# Breast fillets



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Single fillets, skinless, boneless – with inner	068	MAP	0.85	12	10	12 days	Fresh 0-4°C
	072		1.5	8	12		
	339		5	2	10		
Butterfly fillets, skinless, boneless	044	MAP	2.5	4	10	7 days	
	523		3		12		
	054	Bulk	12	–	–		
Tenderloin (inner fillet)	564	MAP	0.75	10	7.5	12 days	
Steak (sliced fillet)	50		0.6	12	7		
	49		1	9	9		
Minced meat	27		MAP	0.5	12	6	8 days
	26	0.9		9	8		
Single fillets, skinless, boneless – without inner	048	Polyblock	10 €	–	10	18 months	Frozen -18°C
	382	IQF bag	2.5 €	4			
Single fillets, skinless, boneless – with inner	057	Bulk	2x5 €	–	15		
	067	Polyblock	15				
Butterfly fillets, skinless, boneless	324	Bulk	5		5		
Tenderloin (inner fillet)	036	Polyblock	15		15		

## ALEXANDRA DODIȚĂ

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



“Over the last 10 years we have built a unique partnership with Transavia: our companies have gone through challenging times and have grown together. It’s easy to work with people you trust and who understand the specific requirements of your customers, from food resellers and HoReCa companies to famous chefs. Transavia has presented food solutions in line with our specifications and operational needs, demonstrating exceptional culinary expertise and valuable know-how, and has developed a wide range of convenience products that meet our customers’ needs.”

## PAUL BRAUN

— Director of Supply Chain and Quality Assurance, Premier Restaurants Romania



“Started in 2017, our partnership with Transavia has grown stronger year after year. At McDonald’s, we are keen to provide our consumers their favourite recipes using the highest quality Romanian chicken meat, provided by a company that fully complies with McDonald’s very restrictive global standards. From McPuișor and Supreme Chicken Tenders to chicken wings and Spicy Chicken McNuggets, all the products developed using chicken meat from Transavia met our customers’ expectations for best taste and high-quality of products. Also, we appreciate the company’s unmatched food safety and quality assurance practices, as well as its commitment to responsible sourcing and sustainability throughout its operations.”

# Boneless, skinless chicken thighs



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Boneless, skinless thighs	297	MAP	0.9	12	11	12 days	Fresh 0-4°C
	107		1.4	8			
	108		2.5	4	10		
	99		3		12		
	164	Bulk	12	-			
Boneless, skinless thighs – minced meat	26	MAP	0.9	9	8	7 days	Fresh 0-2°C
Boneless, skinless thighs	102	Tray	0.9	12	10.5	18 months	Frozen -18°C
	381	IQF bag	2.5 €	4	10		
	329	Bulk	5	-	5		

## NIGEL O'DONNELL

— Managing Director,  
Meadow Vale Foods UK



"Excellent quality and consistency delivered over the years is what makes Transavia a valuable partner for our company. Meadow Vale Foods is a leading supplier of IQF chicken to food businesses, so we must have partners that are reliable, responsible, flexible, and prompt in their response when they are needed. Transavia standardized production processes ensure a uniform high quality. All products are pre-cooked and frozen, which ensures the preservation of their nutritional qualities, taste, and texture – aspects that our clients and consumers in UK highly appreciate!"

## DANIEL COSTACHE

— Director Food Purchasing PENNY,  
REWE Romania



"PENNY's partnership with Transavia is a successful example of what it means to offer high quality, fresh chicken at a fair price to all customers. The entire range of Transavia chicken meat in PENNY stores is aligned to our TripleRO (3RO) objective. 3RO labelled products have the main ingredient sourced from Romania, processed in our country and packaged here. In addition, Transavia's chicken farms support healthy chicken rearing to the highest European standards by feeding them with natural feed from our country. Together, we offer our customers the chicken meat that is so appreciated in Romanian cuisine and support the country's economy by promoting locally sourced products."

# Legs



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Oyster legs	143	MAP	1.1	8	9	10 days	Fresh 0-4°C
	138		2.2	4			
	125		1.75		11		
	121		2.75				
Legs with backbone/quarter	127	Bag	0.35	28	10	7 days	
	124	Bulk	12	–	12	10 days	
	114	MAP	0.75	12	9		
Drumsticks	118		1	8	8		
	119		2	4			
	112		2.75				
	136		0.8	12	10	7 days	
Thighs	527		3	4	12		
	95	Bulk	12	–			
Legs with backbone/quarter	327	Bag	0.35	28	10	18 months	Frozen -18°C
	328	Bulk	5	–	5		
	319	Tray	1.1	8	9		
Drumsticks	215	IQF bag	1.25 E	10	12.5		
	326	Bulk	5	–	5		
	318	Tray	1.1	8	9		
Thighs	214	IQF bag	1.25 E	10	12.5		
	325	Bulk	5	–	5		

# Whole chicken and hen



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Whole chicken	85	Bag	1.75	7	12	7 days	Fresh 0-4°C
	91	Tray	1.8	5	9	8 days	
Whole chicken	298	Bag	1.75	7	12	18 months	Frozen -18°C
Whole heavy hen	207		3.5	5	18		
Heavy hen portions	203		1.6	8	12.5		



## MATTHEW MABBOTT-QUARTLEY

— Supply Chain Manager,  
Green Gourmet UK



"As a dynamic food innovation company that creates and delivers products across food service and retail markets, we choose our partners taking into consideration not only the quality of their products, but also the principles that guide us and the values we share. Transavia is professional in every aspect of its activity, responsible, up to date with food trends, most creative and trusted, and has one of the most impressive sustainability strategy in the chicken meat industry in Europe."

## Wings



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Wings 3-joint	18	MAP	0.8	9	7	10 days	Fresh 0-4°C
	22		1	8	8		
	374		2	4	9		
	295		2.25				
Wings 2-joint, split	304	Bulk	1	12	12	7 days	
	292		12	–			
Wings 3-joint	296	Tray	0.9	12	11	18 months	Frozen -18°C
Wings 2-joint, split	217	IQF bag	1.25	10	12.5		
	24	Polyblock	15	–	15		

## Bones and offals



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Livers	33	MAP	0.5	15	7.5	7 days	Fresh 0-2°C
Gizzards and hearts mix	80						
Neck and back bones (soup portions)	153	Bag	1.3	10	13	5 days	Fresh 0-4°C
Livers	287	Tray	0.5	16	8	18 months	Frozen -18°C
Gizzards and hearts mix	290						
Neck and back bones (soup portions)	320	Bag	1.2	10	12		
Upper backs	152	Bulk	10	–	10		

## Marinated products and specialties



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions			
Marinated chicken wings (spicy and barbeque) mix	177	MAP	1.25	4	5	8 days	Fresh 0-4°C			
Marinated chicken thighs and spicy wings mix	179									
Mix grill barbeque	181									
Chicken burgers	246		0.39 €	12	4.68					
Chicken sausages	245		0.55 €		6.6					
Hot and spicy chicken sausages	248		0.32 €		3.84					
Chicken meatballs	247									

## Whole Muscle Products – Fragedo CrunchYour Lunch



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions
Chicken breast in a crispy coating with oats	596	Bag-In-Box	0.32 €	16	5.12	18 months	Frozen -18°C
Chicken breast strips in a crispy coating	597						
Chicken breast bites coated with whole grains	598						

### CRISTIAN ROȘCA

— Supply Chain Director, Macromex



“For Macromex, the strategic partnership with Transavia, the most powerful player in the Romanian poultry market, was the obvious answer to the demands and requirements of our customers, both in the catering and in the traditional retail market. Flexibility, punctuality, honesty, and above all, the product, Well Made in Romania, are among the reasons that led to the beginning of our cooperation with Transavia. However, it is passion and operational excellence, the desire to do things perfectly, by the book, and the responsibility to provide a sustainable, unique and high quality to all partners that best defines the relationship between the two companies.”

# Formed Chicken Products – Papane



Description	Product code	Packaging description	Average net weight/ pack (kg)	Case pack	Average net weight/ case (kg)	Shelf life	Storage conditions				
Chicken nuggets, Papane	340	IQF bag	0.69 e	15	10.4	18 months	Frozen -18°C				
Chicken burger, Papane	342		0.66 e		9.9						
Chicken schnitzel, Papane	341		0.64 e		9.6						
Chicken cordon bleu, Papane	343		0.66 e		9.9						
Breaded chicken schnitzel, Papane	349		2.5 e	4	10						
Breaded chicken burger, Papane Bistro	348										
Breaded chicken nuggets, Papane Bistro	346		1 e	10							
Crunchy chicken wings, Papane Chef	593										
Cornflake chicken burger, Papane Chef	591										
Chicken cordon bleu, Papane Chef	599										
Chicken medallion with cheese, Papane Chef	601										
Breaded chicken goujon, Papane Chef	345										
Spicy breaded chicken goujon, Papane Chef	600										



## OUR PRODUCTS GUARANTEE:

- ★ 100% natural chicken meat
- ★ 100% plant-based poultry feed
- ★ Certified traceability throughout the production chain, from grain to fork
- ★ Superior product quality with a unique taste, achieved through responsible and rigorous production processes
- ★ Controlled atmosphere packaging to maintain product freshness and safety
- ★ Ongoing monitoring of animal welfare in accordance with the strictest European standards
- ★ International food safety certification: 100% of Transavia's poultry production is BRCGS Food Safety and FSSC 22000 certified, ensuring the highest food safety standards
- ★ Strict control through external audits – Transavia's products and operations are regularly audited by independent third parties to confirm quality and food safety
- ★ Implementation of sustainable practices and rational use of resources, including modern technologies, to support a balanced ecosystem and minimal environmental impact

# Fragedo®

## No. 1 in the Romanian chicken meat market\*



**Transavia's flagship brand, Fragedo, continues to consolidate its reputation as the brand of choice for Romanian consumers: it is the best-selling brand in the food industry\*\*, confirming consumers' appetite for safe and high-quality Romanian products.**

transavia.ro  /Transavia.WellMadeinRomania  /fragedoromania

\* In reported sales for the fresh chicken meat category (in value and volume), according to RetailZoom estimates for the years 2022 and 2023, for the food retail market – international networks (excluding Lidl).

\*\* Fragedo is the best-positioned Romanian brand in the food sector, ranking 14<sup>th</sup> in the prestigious top published by BrandFinance® Romania 50, edition 2024.



**TRANSAVIA**

Our team is in constant contact with the teams of our national and international partners so that we can quickly understand your needs and calibrate our work together according to market trends.

Feel free to contact us to find out more about our products and services and to discuss your areas of interest for potential collaboration.

TRANSAVIA  
244D Blajului Street  
Sântimbru, 517675, Alba County, Romania  
Tel: +40 (258) 813 515  
Email: [trade@transavia.ro](mailto:trade@transavia.ro)  
[transavia.ro](http://transavia.ro)



/Transavia.WellMadeinRomania



/fragedoromania



/company/transavia-sa



/@transaviaromania

*Well Made in Romania*