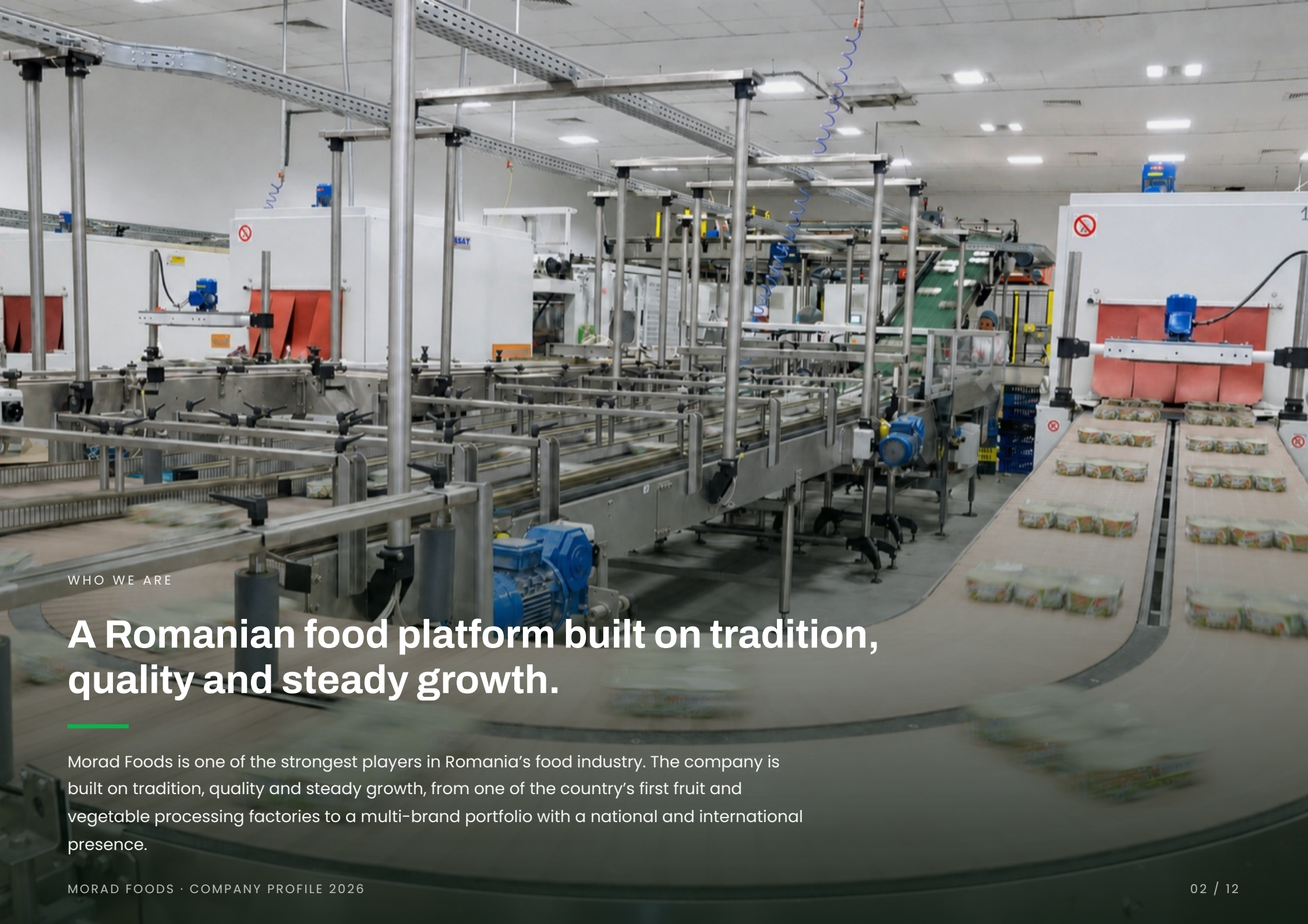




A portfolio of brands built on tradition and developed for growth.

Seven brands, hundreds of products and a single obsession: quality taste.





WHO WE ARE

A Romanian food platform built on tradition, quality and steady growth.

Morad Foods is one of the strongest players in Romania's food industry. The company is built on tradition, quality and steady growth, from one of the country's first fruit and vegetable processing factories to a multi-brand portfolio with a national and international presence.

25+

YEARS OF EXPERIENCE

2

OWN FACTORIES

7

BRANDS IN PORTFOLIO

200k+

M² PRODUCTION
SURFACE

10M

UNITS / MONTH



MISSION

We develop high-quality food products that blend Romanian culinary tradition with modern production standards. Through strong brands, clean recipes and continuous innovation, we offer convenient solutions suited to today's lifestyle. We want one simple thing: products that consumers choose again and again.

VISION

We aim to become a benchmark Romanian producer in the food industry, with a strong presence on both the local and international markets. Through portfolio expansion, brand consolidation and continuous investment in industrial capacity, we are building a scalable platform geared towards long-term growth.

A journey built on tradition, excellence and strategic development, from the first cannery in Topoloveni to a diversified, scalable FMCG portfolio.



1901

Founding of the Topoloveni factory

One of Romania's first fruit and vegetable processing facilities. This is where our expertise in traditional food production began, developed steadily through technology investments and a consolidated local-market presence.



2007

Entry into the meat category

Diversifying the portfolio beyond traditional vegetable products by entering the meat category.



2012–2020

Operational integration and quality

Modernising and integrating production facilities, implementing international standards and developing in-house laboratory capabilities to ensure quality and efficiency.



2022

Acquisition of the Topoloveni factory

Strategic expansion through the acquisition of MGC Topoloveni: entering the jams, zacusca and cooked-meals categories and consolidating our position in traditional Romanian segments.



2023

Integration of Prefera Trading

Expanding the portfolio with complementary brands and capabilities: Capricii și Delicii, de Azi and Atelier Mediaș join the Morad Foods family.



2023–2024

Portfolio transformation

Reorganising the portfolio and brand architecture, with clear positioning across the premium, mainstream and economy segments.



2025

Acquisition of Monte Verde

Expanding into the canned vegetables and fruit category through the acquisition of Monte Verde (Caracal) and the integration of the Elio brand, for operational efficiency.



2026

Accelerating growth

A focus on developing exports, consolidating the premium portfolio and leadership in the plant-based category.



2030

Vision: a scalable platform

Morad Foods aims to become a benchmark regional producer, combining tradition with a diversified portfolio and solid international partnerships.

Factories & certifications

TWO PRODUCTION SITES



Two production facilities supporting an integrated, scalable food platform ready for export.



Topoloveni factory

ARGEŞ · SINCE 1901

A landmark of the Romanian food industry, with a tradition spanning more than a century. This is where the jams, zacusca, canned vegetables and cooked dishes are made, from carefully preserved recipes.



Glina factory

ILFOV · HEADQUARTERS

A high-capacity industrial platform that rounds out the company’s production with efficiency and high quality standards.

BOTH SITES AUDITED TO INTERNATIONAL STANDARDS



FSSC 22000
Food safety, global standard



IFS Food v8
Score 93.13%, Foundation level



ISO 9001
Quality management

Rigorous quality, safety and traceability processes across all production lines.

01

Carefully selected ingredients

Raw materials sourced from trusted Romanian producers and qualified international suppliers.

02

Quality verification

Every raw material is inspected according to our food safety standards.

03

Manufacturing

Products are manufactured in our certified production facilities in Romania.

04

Quality control

Continuous quality monitoring throughout the production process.

05

Packaging & batch identification

Every product receives a batch code for complete internal traceability.

06

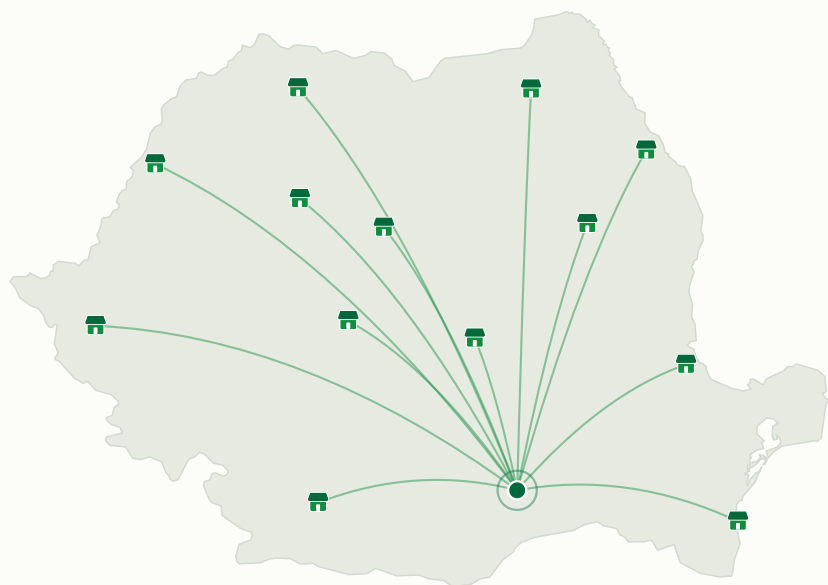
Distribution

National and international distribution through our logistics network.

07

Retail & consumers

Products available nationwide and in international markets.



BATCH TRACEABILITY

Every product receives a batch code for complete internal traceability.

National and international distribution through our logistics network.

Market positions

WHERE WE LEAD



Our leadership positions in the main categories reflect the strength of the Morad Foods brands, our industrial capabilities and a consolidated presence on the Romanian market. Omnichannel distribution across the main retail networks, modern and traditional, with a constant export presence.

68%

combined share in plant-based spreadable appetisers

35%

share in the zacusca category

#1

in plant-based spreads & pâté, zacusca and soups

PORTFOLIO ARCHITECTURE — FROM PREMIUM TO ECONOMY

CAPRICII
și DELICII

PREMIUM

de
Azi

PREMIUM

Bunătăți de
TOPOLOVENI
-1901-

UPPER-MAINSTREAM

MANDY

MAINSTREAM

spring

MAINSTREAM

ATELIER
1895
MEDIAS

AFFORDABLE MAINSTREAM

Elio
— DIN 1967 —

ECONOMY



Bean dip · Canned tuna · Fish pâtés · Hummus · Tomato purée & paste · Tuna salad · Vegetable appetisers · Zacusca

CAPRICII
și DELICII



Canned meat · Pâtés · Ready meals · Sour soups & soups · Vegetable appetisers · Zacusca

Bunătăți de
TOPOLOVENI
-1901-



Canned vegetables · Jams & preserves · Tomato purée & paste · Vegetable appetisers · Zacusca

**de
Azi**



Cream soups · Super Soups

spring



Ketchup · Mayonnaise · Sauces

1895 ATELIER
MEDIAS



Canned meat · Pâtés · Ready meals
· Sour soups & soups

Elio
— DIN 1967 —



Canned meat · Canned vegetables
· Pâtés · Ready meals · Tomato
purée & paste · Vegetable
appetisers · Zacusca

A Romanian FMCG company with two factories of its own and a portfolio of 7 brands across all price segments. We produce for retail, HoReCa and international markets, from our own brands to private label.

Private label

We develop and produce under our partner's brand, with our own or customised recipes, in our certified factories.

Retail & HoReCa

Large formats and reliable supply for distributors, retail chains and the HoReCa segment.

Export

We deliver to international markets, with complete export documentation and labelling adapted to each market.

Multi-brand portfolio

7 brands and over 200 products, from affordable to premium, with leading positions in key categories.

From strong local leadership to worldwide expansion

Morad Foods products are distributed across international markets, addressing both mainstream retail demand and diaspora-driven consumption. Export development represents a key strategic growth pillar for the group.

- **Long shelf-life ambient portfolio**

Ambient products with long shelf life, suited to long-distance distribution.

- **Scalable production capacity**

Two facilities and industrial canning capacity that absorb volume growth.

- **Traditional recipes with international appeal**

Recipes that serve both mainstream retail demand and diaspora consumption.





Let's talk

Morad Foods SRL

Intrarea Abatorului 5, Glina 077105, Ilfov, Romania

(+4) 021 492 00 04 · (+4) 021 492 01 21

office@moradfoods.com · moradfoods.com

25+

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