

WELCOME to ALPIN 57 LUX



HISTORY TIMELINE



1992	First wafa produced in house in Sebes
1994	Alpin57Lux founded by Ioan Istrate as a family business
2000	First industrial production of Ice Cream in Sebes [6 street freezers]
2005	Production started at the current site [5 TP freezers, 150 kg/h]
2006	Start of national expansion [Arad, Brasov]
2009	Alpin entered Modern Trade
2016	Acquired by Food Union
2017	BRAND of TRANSALPINA was born
2022	Start of acceleration & transformation



Alpin's strength in numbers TODAY



Local production with more than **500** employees nationally

Importing products from **4** countries

[Denmark, Poland, Latvia, Estonia]

20 regional warehouses, **130** agents, **180** trucks,
15k clients, **27k+** freezers

30k people sampled our products in-store in 2024

145k+ people interact with our brands at events

Over **4,5m people** reach, only on Facebook & Instagram
[summer 2024]

Over **12,2m Impressions** [summer 2024]

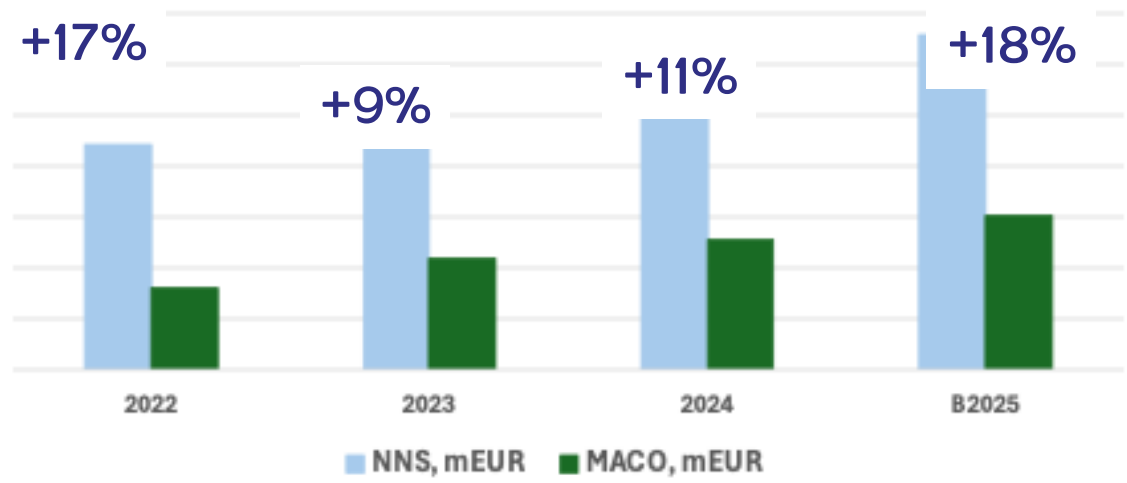
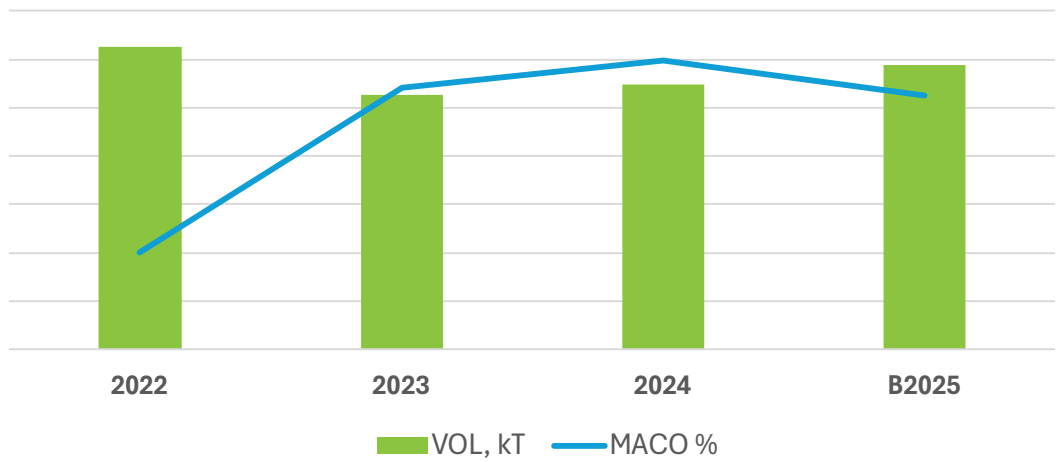
365 days a year of digital media investment
for Transalpina & Ekselence



2022 – 2025 CONSISTENT TOPLINE GROWTH.



As of 2023 focus on simplification & profitability reset to create the base for even stronger growth. Delivering today, building for tomorrow.





Brands



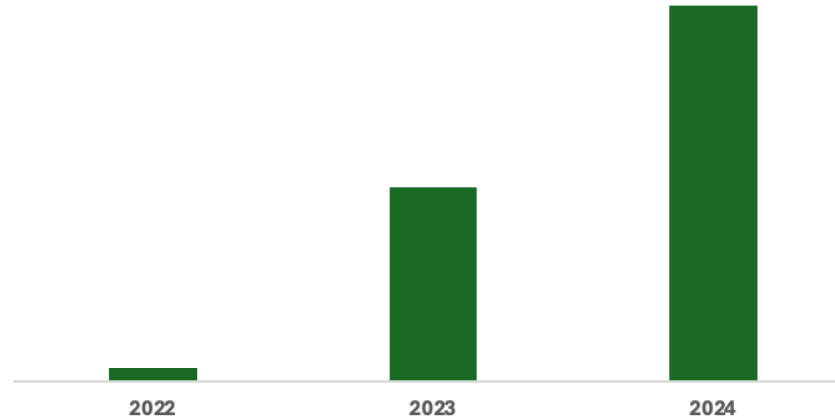
In 2023 we built a **new portfolio strategy**, anchored in market reality & updated brand positionings: starting the shift from economy to mainstream.



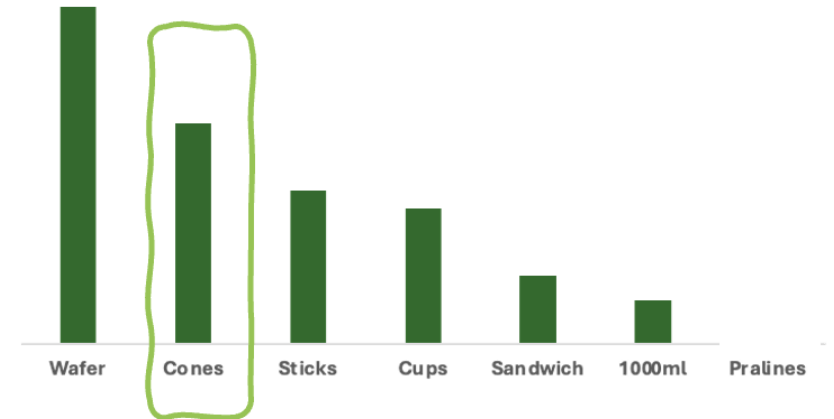
Transalpina was launched in 2017 and is **PRIO 1** as of **2023**, with the **biggest support** behind. **Accelerated growth** in the last 2 years, in 2024 almost **doubling in size**.



Transalpina NNS evolution



Formats NNS 2024



CONES 2024 LAUNCH prerequisites:

cones 2nd biggest segment in RO market

NO cones in TA range till 2024

CLEAR USP as MUST HAVE

2024 RESULTS:

LISTED in most MT customers

Just after Y1 CONES have become the 2nd biggest format in Transalpina



Transalpina is the **only Romanian ice-cream brand** with **full comms & activation support**, across **all touchpoints**, with a **tailor made media strategy**, targeting the **right audience**



2024 TV campaign

4 weeks, 2 TVCs in parallel, 723 TRPs & Reach 1+ 73,3%.
Audience: W 20-55 U



2024 Digital campaign

Touchpoints activated: Meta, Youtube, TikTok, content creators

Youtube:
2,3m views
26,2m impressions

Meta (FB + IG):
5m reach
24m impressions
60k clicks

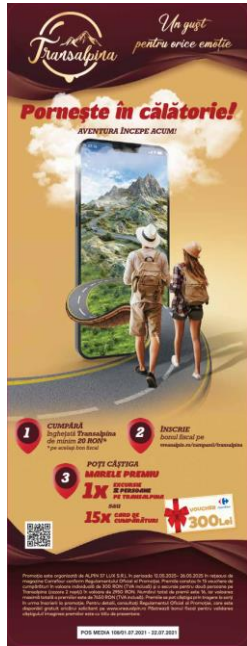
TikTok:
9,6m views

Content Creators: over 800k views

ON TOP of monthly
boosting, above 1,5m reach
& 5,5m impressions/month



New in 2025: even more mental & physical availability, build trial & in-store visibility



Tailor made activations in Carrefour Hypermarket:

LED shelf stopers, standard shelf stopers
Floor stickers 5 x 1m

2 Campaigns confirmed

Branded trams in Bucharest, 6 weeks

Cross brand campaign with Nostalgia, 6 weeks

Guerrilla sampling, 2 weekends



2025 Innovation & Renovation



TAKE HOME RENO:

- from pint 1000ml to TUB 900ml
- recipes improved

STRENGTHEN STICKS (#1 segment in the market):

INNO:

- plant based sorbet
- added value for MT
- the only offer in ALPIN range



2025 Ekselence sticks upgrade



KEEP:

IMPROVE:

IMPROVE:

OPTIMIZE:

OPTIMIZE & IMPROVE:

2 best selling & best know flavours

recipe, glaze

Added RO language on FOP

from 5 SKUs to 2 SKUs

Carton out

Size in line with market. Portion

control: 100 ml > 82 ml



Jungle Pop, 2025 LAUNCH

2025 New launch: Jungle Pop



To bring the BEST OFFER for our consumers we source across FOOD UNION + external

Riga



Sebes



Tallin



Rzeszo
w



Sebes



New licensed project: Eugenia



Leveraging one of the strongest legacy brands in Romania, #1 Brand in Biscuits





As of 2023 our **focus is to improve consumer experience.**
Recipe improvement, packaging improvement, process improvement.

We improved almost all recipes and upgraded the stabilizer. Improved mouthfeel [from cold to warm], softness & reduced melting.



We improved all cones: crunchier & tastier
2024: Fulg de Nea & Tedi + SPRAY + Spraying system
2025: Fulg de Nea, Jungle Pop, Alpin
100% coverage



As of 2023 our focus is to improve consumer experience. Improvement of recipes, packaging & process.



TRANSALPINA sticks:
new glaze, new shape, new packaging



PACKAGING & FORMAT IMPROVED for
more than 30 SKUs

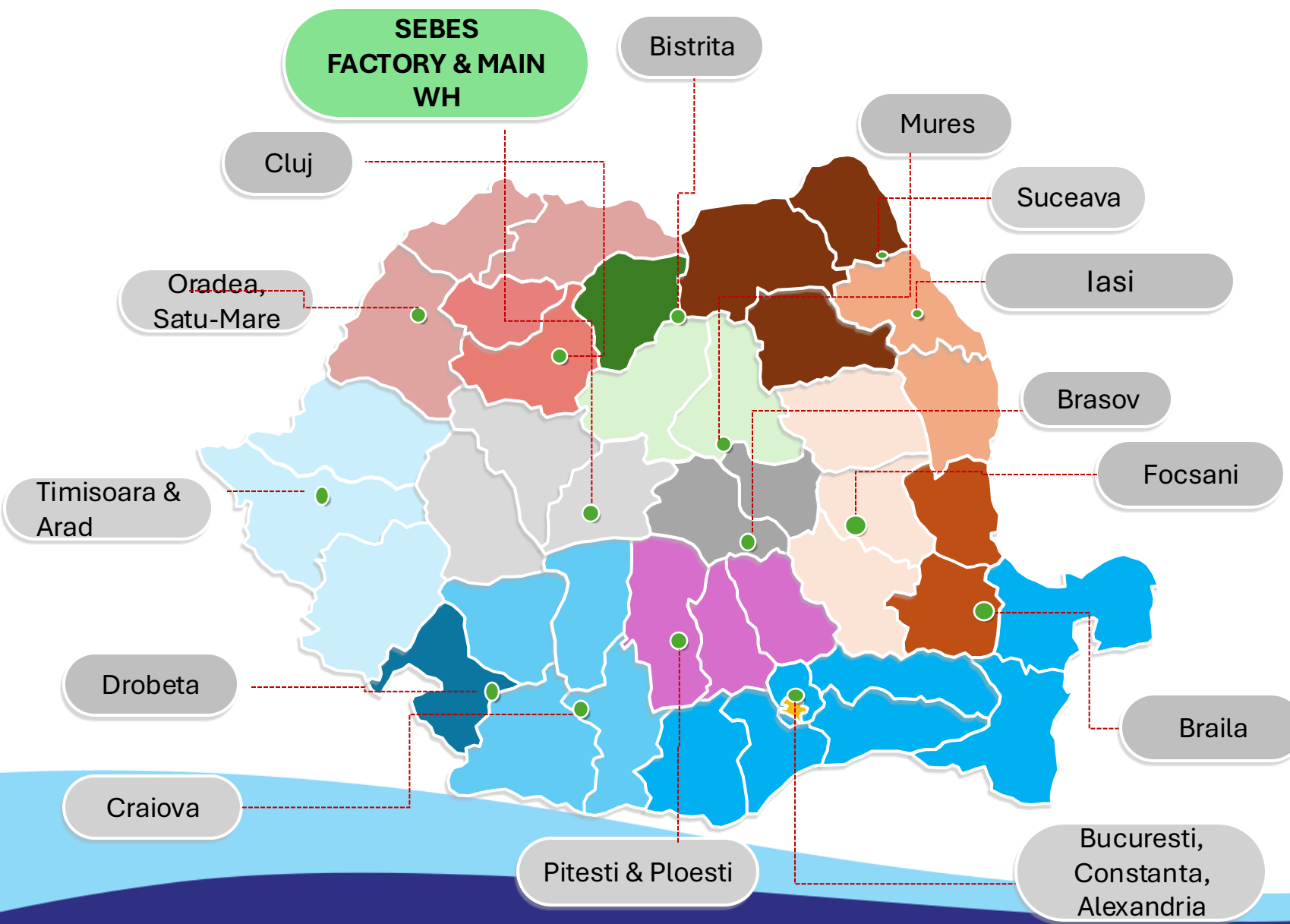


FY'24 VOL **+179%** NNS **+166%**, MACO **39%**
APRIL YTD'25 us LY VOL **+67%** NNS **+63%**, MACO **+1%**

Relaunch – March'25
APRIL YTD'25 us LY VOL **+35%** NNS **+35%**, MACO **+37%**



Traditional Trade RTM - full country coverage



20 Regional warehouses:

4 OWN

3 fully rented

13 combined:

ambient rent & own -18% cameras

Frozen Capacity: 5K pal

Sebes Main WH:

Frozen Capacity: 3K pal

177 OWN Trucks:

[Frozen, Combined]

15+6 Delivery Trucks

156 Sales Trucks 3,5t/5,5t



ALPIN FRIDGES: consistent in-store execution improvement



From boxes to baskets [65% in 2024]

From boxes to BRAND planos [35%- 40% in 2024]

2025: Further build up the execution + ADD TRACKING in SFA



ALPIN Fleet: consistent optimization & renewal

