

**Kandia** Dulce

Products Portfolio





***In 1890, our company started to manufacture the first milk chocolate in Romania.***

***After 127 years of activity, the present-day Kandia Dulce company has become the biggest confectionery manufacturer in Romania, with products ranging from chocolate, pastry, biscuits and sugar candies.***

***Kandia Dulce is a company with tradition, who knows the Romanian tastes, preferences and customs, a company with a wide portfolio of products, including some unique ones. And because we appreciate and treasure the Romanian taste, as part of the Romanian history, our company has the goal of preserving and carrying forward the authentic taste of local sweets.***

***Feel free to discover the Kandia Dulce universe filled with brands and products aiming to bring joy to all consumers.***





**BARS**





Preserving its original 1964 shape, the ROM chocolate bar keeps the Romanian spirit alive, due to its tradition, the Romanian flag and the authentic Rom taste. With a brand that managed to reinvent itself, as well as keeping its consistency, the ROM bar doubled its size for those who like to share with others or themselves, then became deliciously crunchy with biscuits, improved its authentic taste with tasty milk chocolate, and for those who can't decide between peanuts and caramel, Rom Peanuts and Caramel has everything: authentic ROM taste, sweet caramel and crunchy peanuts.

With an honest and authentic character, ROM promotes national pride in its own unique style and proves each time it has the power to motivate and gather Romanians around the cause to turn Romania's image into a positive one.



Authentic Rom Bar 30g



Authentic Rom Bar with Chocolate & Milk 30g



Authentic Rom Bar with Caramel & Peanuts 29g



Authentic Rom Bar with Biscuits 29g



Authentic Rom Bar Duo-pack 60g





Cherished by generations, the Fagaras bar is a unique product, with a strong Romanian personality, combining the most popular ingredients and local flavours: raisins and rum. It's an accessible product, being widely appreciated.



Raisins and Rum Bar 30g



Raisins and Rum Bar 45g





### ***The chocolate bear-shaped bar***

Papi is the chocolate bear-shaped bar that all children love, unique on the chocolate product market due to its special shape. Papi is children's friend, accessible and handy, available in 2 varieties.

Bars



Chocolate Bar with Milk Filling 27.5g



Chocolate Bar with Milk & Strawberry Filling 27.5g





# TABLETS



*The intense pleasure of chocolate*

Kandia knows what women want: fine, dark, top-quality chocolate. That's why it concentrated its portfolio on dark chocolate, up to 85% cocoa, in surprising mixes. Everything to provide the intense pleasure of chocolate!

Tablets



Kandia Dark 85%80g



Kandia Dark 75%80g



Kandia Dark 55%80g



Kandia Dark Mint 80g



Kandia Dark Orange 80g



Kandia Milk 80g





**Double cream, double joy!**

In 2017, Primola announces great product improvements, once again stating its presence in the cream chocolate segment, where the brand had a good performance in the past:

Tablets



Primola Milk Chocolate & Cream 89g



Primola Milk Strawberry & Cream 89g



Primola Milk Caramel & Cream 89g



Primola Dark Raspberry & Cream 89g



Primola White Cappuccino & Cream 87g



Primola Milk 80g



Primola Milk Hazelnuts & Peanuts 80g





## Share from the heart!

Laura is the best choice for the entire family offering a wide range of cream-filled, simple or inclusion-based tablets.



Laura Milk Tablet  
Strawberry 95g



Laura Milk Tablet &  
Peanuts 90g



Laura Dark Tablet  
90g



Laura Milk Tablet  
90g



Laura Milk Tablet &  
Sourcherry 95g



Laura Milk Tablet &  
Cognac 95g



Laura Milk Tablet &  
Raspberry 95g



Laura Milk Tablet &  
Coconut 90g



Laura Dark Tablet &  
Raisins 90g



Laura Milk Tablet &  
Apricot 95g

Tablets





***The success of Rom bar reloaded, the chocolate tablet, is everything you ever expected from a Rom tablet: lots of ZVÂC and no rules! Anyway, anywhere, anyhow!***

The 3 varieties challenge you to go beyond the limits of taste, through the delicious combination between intense chocolate and the unmistakable authentic Rom taste.

Tablets



Rom Chocolate Milk Tablet 88g



Rom 55% Tablet 88g



Rom 75% Tablet 88g



***All the Tenderness of Chocolate!***

Anidor offers you the exquisite taste of dark chocolate with a luxurious appearance!



75% Cocoa Dark Chocolate 85g



75% Coca Dark Chocolate with orange peel 85g





# PRALINES





For the moments you want to share the intense pleasure of chocolate, the Kandia pralines are the best choice, ideal as gifts. Each box has a special message that helps you show your gratitude or good thoughts to the ones you are offering them to.

Pralines



Kandia Assorted Pralines 105.5g



Kandia Caramel & Peanuts Pralines 102.5g



Kandia Chocolate Pralines 106.5g



Kandia Raspberry & Whipped Cream Pralines 103.5g



Kandia Irish Cream Pralines 104.5g





For unforgettable moments with friends, the Primoline range combines creamy chocolate with a double cream layer in a delicious variety.



Primoline Assorted Pralines 105.7g



Primoline Strawberry & Whipped Cream Pralines 103.5g



Primoline Caramel & Whipped Cream Pralines 104.5g



Primoline Cognac & Chocolate Pralines 107g



Primoline White Chocolate & Cappuccino Pralines 105g

Pralines





In any occasion, share Laura pralines in a variety of rich creams and flavours.



Laura Assorted Pralines 140g



Laura Chocolate Pralines 140g



Laura Caramel Pralines 140g



Laura Rum Pralines 140g



Laura Strawberry & Whipped Cream Pralines 140g



Laura Hazelnuts Pralines 140g



Laura Cappuccino Pralines 140g





***Strong Romanian sensations in the shape of toffees – RomToff!***

With a rich glazing and an authentic Rom taste they transform normal into sensational.



RomToff 210g

Pralines





**PASTRY**



**magura**

## *The cake of all cakes*

Magura, the first wrapped mini-sponge cake in Romania, keeps its leader position on the mini-cake market. With top-quality ingredients, Magura offers a moment of indulgence, with its ideal combination of fluffy dough and a fine, delicious cream.

Discover the 5 unique varieties that will delight your senses and the 3 Swiss-roll varieties with 2 delicious flavours.



Magura mini-cake Milk Filling 35g



Magura mini-cake Cocoa Filling 35g



Magura min-cake Hazelnuts Filling 35g



Magura mini-cake Strawberry Filling 35g



Magura mini-cake Rum Filling 35g



**magura**



Magura swiss roll with Yoghurt & Raspberry Filling 35g



Magura swiss roll with Cheesecake & Forrest Fruits 35g



Magura swiss roll with Chocolate & Vanilla Filling 35g

Pastry





## ***Strong Romanian sensations! Rom Cake!***

Authentic Rom is considered by the Romanian consumers as a dynamic, trustworthy brand, as proven by the nominalization as SUPERBAND in 2013\*. Moreover, the consumers look forward to the innovations launched under the Rom brand.

Therefore, the innovation in the cake category - Rom Cake - immediately enjoyed the appreciation of consumers through the authentic Rom taste and the intense cocoa dough.



Rom mini-cake 35g

Pastry

\*Ipsos study, 1500 respondents.





**BISCUITS**





**Ulpio – discover the new range of delicious Ulpio biscuits!**  
**Ulpio – just what you need!**  
**Ulpio Cremita – sandwich biscuits with a delicious cream**

The Ulpio Cremita biscuits tempt consumers with a deliciously flavoured cream and highly tender biscuits for a sweet moment of indulgence throughout the day. Now available with the new forest fruits cream!



Ulpio Cremita Vanilla Biscuits with Cocoa Filling 30g



Ulpio Cremita Cocoa Biscuits with Whipped Cream Filling 30g



Ulpio Cremita Vanilla Biscuits with Forrest Fruits Filling 30g



Ulpio Cremita Sandwich Vanilla Biscuits with Cocoa Filling 123g



Ulpio Cremita Sandwich Cocoa Biscuits & Whipped Cream Filling 123g



Ulpio Cremita Sandwich Vanilla Biscuits with Forrest Fruits Filling 123g



## Ulpio Digestini

Ulpio Digestini are the perfect choice for those who want a healthy, tasty snack: source of fibre, good for digestion, with no colouring, no preservatives and top-quality ingredients.



Ulpio Digestini Digestive Biscuits 180g



Ulpio Digestini Digestive Biscuits with Raisins & Sourcherries 172g



Ulpio Digestini Digestive Biscuits with Forrest Fruits 172g

## Ulpio Cookino

Ulpio Cookino is the delicious choice for the most pretentious consumers. The perfect combination between biscuit and chocolate, for efined tastes!



Ulpio Cookino Chocolate 108g



Ulpio Cookino White Chocolate 108g





## Strong Romanian sensations have a new name: Rom Sandwich!

Rom, a fascinating brand for all Romanians\*, extends itself in the sandwich biscuits category. The Rom Sandwich biscuits, with intense cocoa taste and rum cream are the perfect snack, anywhere, anyhow.



Rom Sandwich Biscuits Vanilla & Rum Filling 36g



Rom Sandwich Biscuits Cocoa & Rum Filling 36g



Rom Sandwich Biscuits Cocoa, Rum & Whipped Cream Filling 36g



Rom Sandwich Cocoa & Rum Filling Round Biscuits 60g



Rom Sandwich Vanilla & Rum Round Biscuits 140g



Rom Sandwich Cocoa, Rum & Whipped Cream Filling Round Biscuits 140g



Rom Sandwich Cocoa & Rum Filling Round Biscuits 140g

\*Unlock Research 2013, Top 50 Fascinating Brands



# LOGISTICS DATA

Brand	Product Name	Wt/ unit(g)	Units/ Display	Displays /box	Units/ box	Boxes/ Pallet	EAN Code/Unit	EAN Code/ Display	EAN Code/box	Shelf life (days)
<b>BARS</b>										
ROM	Authentic Rom Bar 30g	30			36	300	5941047805911		5941047805928	365
	Authentic Rom Bar with Chocolate & Milk 30g	30			36	300	5941047823892		5941047823908	365
	Authentic Rom Bar with Caramel & Peanuts 29g	29			36	300	5941047825322		5941047825339	365
	Authentic Rom Bar with Biscuits 29g	29			36	300	5941047819185		5941047822796	365
	Authentic Rom Bar Duo-pack 60g	60			36	160	5941047811226		5941047811356	365
PRIMOLA PAPI	Chocolate Bar with Milk & Strawberry Filling 27.5g	27.5			24	300	5941047802088		5941047802118	300
	Chocolate Bar with Milk Filling 27.5g	27.5			24	300	5941047800251		5941047802101	300
FĂGĂRAȘ	Raisins and Rum Bar 30g	30			40	300	5941047800336		5941047812056	240
	Raisins and Rum Bar 45g	45			40	216	5941047814746		5941047814753	240
<b>TABLETS</b>										
KANDIA	Kandia Dark 85% 80g	80			24	180	5941047826336		5941047826343	540
	Kandia Dark 75% 80g	80			24	210	5941047823267		5941047823274	540
	Kandia Dark 55% 80g	80			24	210	5941047823243		5941047823250	540
	Kandia Dark Mint 80g	80			24	180	5941047824820		5941047824837	540
	Kandia Dark Orange 80g	80			24	210	5941047823328		5941047823335	540
	Kandia Milk 80g	80			24	210	5941047823304		5941047823311	540
PRIMOLA	Primola Milk Chocolate & Cream 89g	89			20	208	5941047830050		5941047830067	365
	Primola Milk Strawberry & Cream 89g	89			20	208	5941047830074		5941047830081	365
	Primola Milk Caramel & Cream 89g	89			20	208	5941047830098		5941047830104	365
	Primola Dark Raspberry & Cream 89g	89			20	208	5941047830111		5941047830128	365
	Primola White Cappuccino & Cream 87g	87			20	208	5941047830135		5941047830142	365
	Primola Milk 21x80g	80			21	208	5941047830159		5941047830166	540
	Primola Milk Hazelnuts & Peanuts 20x80g	80			20	208	5941047830173		5941047830180	330
LAURA	Laura Milk Tablet Strawberry 95g	95			20	210	5941047821386		5941047821393	365
	Laura Milk Tablet & Peanuts 90g	90			24	210	5941047816559		5941047823380	240
	Laura Dark Tablet 90g	90			24	210	5941047821409		5941047823373	450
	Laura Milk Tablet 90g	90			24	210	5941047821300		5941047823366	450
	Laura Milk Tablet & Sourcherry 95g	95			20	210	5941047821263		5941047821270	365
	Laura Milk Tablet & Cognac 95g	95			20	210	5941047821201		5941047821218	365
	Laura Milk Tablet & Coconut 90g	90			24	210	5941047826299		5941047826305	365
	Laura Dark Tablet & Raisins 90g	90			24	210	5941047826633		5941047826640	450
	Laura Milk Tablet & Raspberry 95g	95			20	210	5941047821287		5941047821294	365
	Laura Milk Tablet & Apricot 95g	95			20	210	5941047821348		5941047821355	365
ROM	Rom Chocolate Milk Tablet 88g	88			24	210	5941047827401		5941047827418	365
	Rom 55% Tablet 88g	88			24	210	5941047827425		5941047827432	365
	Rom 75% Tablet 88g	88			24	210	5941047827449		5941047827456	365
ANIDOR	75% Cocoa Dark Chocolate 85g	85			20	180	5941047821645		5941047821652	365
	75% Coca Dark Chocolate with orange peel 85g	85			20	180	5941047821584		5941047821591	365
<b>PRALINES</b>										
KANDIA	Kandia Assorted Pralines 105.5g	104.5			14	63	5941047829078		5941047829085	270
	Kandia Caramel & Peanuts Pralines 102.5g	102.5			14	63	5941047829030		5941047829047	270
	Kandia Chocolate Pralines 106.5g	106.5			14	63	5941047829016		5941047829023	270
	Kandia Raspberry & Whipped Cream Pralines 103.5g	103.5			14	63	5941047828996		5941047829009	270
	Kandia Irish Cream Pralines 104.5g	104.5			14	63	5941047829054		5941047829061	270
PRIMOLINE	Primoline Assorted Pralines 105.7g	105.7			14	63	5941047829177		5941047829184	270
	Primoline Strawberry & Whipped Cream Pralines 103.5g	103.5			14	63	5941047829153		5941047829160	270
	Primoline Caramel & Whipped Cream Pralines 104.5g	104.5			14	63	5941047829092		5941047829108	270
	Primoline Cognac & Chocolate Pralines 107g	107			14	63	5941047829115		5941047829122	270
	Primoline White Chocolate & Cappuccino Pralines 105g	105			20	63	5941047829214		5941047829221	270
LAURA	Laura Assorted Pralines 140g	140			14	72	5941047824943		5941047828545	365
	Laura Chocolate Pralines 140g	140			14	72	5941047808509		5941047828484	365
	Laura Caramel Pralines 140g	140			14	72	5941047808387		5941047828507	365
	Laura Rum Pralines 140g	140			14	72	5941047808349		5941047828514	365
	Laura Strawberry & Whipped Cream Pralines 140g	140			14	72	5941047808486		5941047828491	365
	Laura Hazelnuts Pralines 140g	140			14	72	5941047808523		5941047828521	365
	Laura Cappuccino Pralines 140g	140			14	72	5941047808363		5941047828538	365
ROM	Rom Toff 210g	210			14	64	5941047822659		5941047822697	365

Brand	ProductName	Wt/ unit (g)	Units/ Display	Displays /box	Units/ box	Boxes/ Pallet	EAN Code/Unit	EAN Code/ Display	EAN Code/box	Shelf life (days)
<b>PASTRY</b>										
<b>MĂGURA</b>	Magura mini-cake Milk Filling 35g	35	20	6	120	50	5941047813978	5941047813985	5941047813992	210
	Magura mini-cake Cocoa Filling 35g	35	20	6	120	50	5941047814005	5941047814012	5941047814029	210
	Magura min-cake Hazelnuts Filling 35g	35	20	6	120	50	5941047820563	5941047820570	5941047820587	210
	Magura mini-cake Rum Filling 35g	35	20	6	120	50	5941047813947	5941047813954	5941047813961	210
	Magura mini-cake Strawberry Filling 35g	35	20	6	120	50	5941047814036	5941047814043	5941047814050	210
<b>MĂGURA RULADĂ</b>	Magura swiss roll with Chocolate & Vanilla Filling 35g	35	20	5	100	50	5941047826763	5941047826770	5941047826787	210
	Magura swiss roll with Yoghurt & Raspberrry Filling 35g	35	20	5	100	50	5941047826794	5941047826800	5941047826817	210
	Magura swiss roll with Cheesecake & Forrest Fruits 35g	35	20	5	100	50	5941047826824	5941047826831	5941047826848	210
<b>ROM</b>	Rom mini-cake 35g	35			15	385	5941047822338		5941047822345	210
<b>BISCUITS</b>										
<b>ROM</b>	Rom Sandwich Biscuits Vanilla & Rum Filling 36g	36			24	150	5941047827104		5941047827111	365
	Rom Sandwich Biscuits Cocoa & Rum Filling 36g	36			24	150	5941047827128		5941047827135	365
	Rom Sandwich Biscuits Cocoa, Rum & Whipped Cream Filling 36g	36			24	150	5941047827142		5941047827159	365
	Rom Sandwich Cocoa & Rum Filling Round Biscuits 60g	60			20	198	5941047822536		5941047822543	365
	Rom Sandwich Cocoa & Rum Filling Round Biscuits 140g	140			30	96	5941047822512		5941047828699	365
	Rom Sandwich Vanilla & Rum Round Biscuits 140g	140			30	96	5941047828729		5941047828736	365
	Rom Sandwich Cocoa, Rum & Whipped Cream Filling Round Biscuits 140g	140			30	96	5941047828705		5941047828712	365
<b>ULPIO</b>	Ulpio Cremita Cocoa Biscuits with Whipped Cream Filling 30g	30	30	4	120	60	5941047829405	5941047829412	5941047829429	365
	Ulpio Cremita Vanilla Biscuits with Forrest Fruits Filling 30g	30	30	4	120	60	5941047828934	5941047828965	5941047828972	365
	Ulpio Cremita Vanilla Biscuits with Cocoa Filling 30g	30	30	4	120	60	5941047829474	5941047829498	5941047829481	365
	Ulpio Cremita Sandwich Cocoa Biscuits & Whipped Cream Filling 123g	123			30	96	5941047828767		5941047828774	365
	Ulpio Cremita Sandwich Vanilla Biscuits with Forrest Fruits Filling 123g	123			30	96	5941047828743		5941047828750	365
	Ulpio Cremita Sandwich Vanilla Biscuits with Cocoa Filling 123g	123			30	96	5941047828781		5941047828798	365
	Ulpio Digestini Digestive Biscuits 180g	180			20	96	5941047829542		5941047829559	365
	Ulpio Digestini Digestive Biscuits with Forrest Fruits 172g	172			20	96	5941047829528		5941047829535	365
	Ulpio Digestini Digestive Biscuits with Raisins & Sourcherries 172g	172			20	96	5941047829504		5941047829511	365
	Ulpio Cookino Chocolate 108g	108			20	72	5941047829580		5941047829597	365
	Ulpio Cookino White Chocolate 108g	108			20	72	5941047829566		5941047829573	365



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March 2017