



BOROMIR is one of the leaders of the grain milling, bakery and confectionery market in Romania.

The company was founded in 1994 having as main activity the grain milling. Since then BOROMIR developed and diversified its business by taking over a few important companies in this field and today offers a wide range of grain milling, bakery and confectionery products.

The expertise gained over the years in this field, the professionalism and willingness to innovate are strengths that allow to the company to offer to its customers products that meet the highest requirements of quality, safety, tradition and originality.

Currently BOROMIR activity is conducted on 5 different production platforms based in areas with high economic potential in Romania: Valcea, Sibiu, Deva, Buzau, Slobozia.

The company offers to customers:

- Pastry products : croissants, brioches, mini cakes with various fillings, puff pastry, short dough cookies, traditional cakes with special filling, puff pastry layers for cakes, cake base, lady fingers;**
- Milling products: Wheat flour, special flours for retail, durum wheat flour, semolina, pearl barley, corn flour**
- Bakery products: bread, bagels, bakery specialties**
- Pasta: soft wheat - short (various forms), long pasta ; hard wheat - short, long pasta**
- Cookies**
- Expanded cereals**

For selling its products the company opted for traditional distribution channels, direct sales and its own specialized shops, and modern distribution channels, too which represent 40% of total sales: sales networks, cash & carry, supermarkets. Also, BOROMIR extended its market in the past 10 years and exports its products all over Europe: Italy, Spain, Great Britain, Germany, Belgium, Sweden, Ireland, Greece, France and also in US, UAE or Australia.

BOROMIR IND SRL

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