

Grocery

Chicken meat business

Agriculture

Bakery and milling

Transport and distribution

Pastry and cakes



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The company was founded in 1994 due to the need of bakery in Onești and surrounding Bacău city, watching to develop and expand their work from year to year.

During 1995-1998 it was decided to optimize the activity, increase bread furnace capacity, product quality and also economic results of the company. Since then fiscal value has doubled and staff numbers increased.

The next step in the company development continued in 2002 by acquiring a wheat mill from France, and it was followed in 2004 by purchasing a poultry farm in the village Zorleni, Vaslui county. As was the desired development of livestock sector has also purchased a poultry farm in the county of Bacău Parincea, this increasing production capacity and sales of birds.

Two years after the purchase chicken farm in Zorleni , company directs its activity to agriculture.

In 2013 and 2014, the inauguration of a new bread factory in Filipești, Bogdănești, opted for a development of the five stores in Onesti branded Băcănia Șerban, a pastry laboratory and investing to boost the capacity of storing cereals and oilseeds. The capacity of storing is now 42.000 tones which consists in a hall (12.000 tones capacity), 4 garrets (500 tones capacity) and 4 garrets (3.500 tones capacity).

If 2014 was a year of change, 2015-2016 continues the expansion of agriculture development steps, launching new product development and increasing the number of grocery stores Șerban, and therefore investment in a factory combined feed in Vaslui.

The main objective analyzed, implemented and monitored by Șerban Group involves developing areas activity through continuous quality improvement, safety products and services.

The quality and the sureness of our products represent our "Visit Card" in front of the costumers. Bakery and pastry products are found in our own shops (Băcănia Șerban) and bakery products as well as chicken meat from "Ferma Avicolă Șerban" can be found in our own grocery stores, in suppliers shops from Onești and surroundings, and as well in supermarkets all around Romania.

Bakery

"Moara Șerban" production capacity: 40 tones of wheat/24 h, which results in a quantity of 28 tones white flour/24 h. Thus, we can produce 70% white flour, 23 % bran, 6% black flour and 1% graham flour. The final products can be used as raw materials in our own production of pastry and bakery as well as merchandising in our shops and our partners shops.

/ Bakehouse production capacity: roughly 420.000 units of bread per month.

/Market we dine : our bakery range of products is rich and diversified, from white bread to corn bread, milk bread, Prokorn multigrain and lots of other fresh, tasty and nutritious products. Our products can be found in our own grocery stores, in stores from Onesti and surroundings as well as in supermarkets all around Romania (Profi, Kaufland, Billa, Zamfira, Artima).

Chicken meat

Ferma Avicolă Șerban capacity: the poultry farm from Simila, Vaslui county has the capacity of production roughly around 3.250.000 chicken/year and the one from Parincea, Bacau county has the capacity of production roughly around 975.000 chicken/year.

/Breeding chicken conditions: The technology of breeding, butchery and commercialization of chicken meat stands up to the required standards of European Union and our team form the poultry farm makes sure that each generation of birds is being cared under the strict supervision of veterinaries. The feeding of chickens is made with fodder from our own farm, thus the final product branded Serban turns to be the secret for a delicious and healthy meal.

/ Market we dine: beside our own grocery stores and suppliers from Onesti and surroundings, the products can be found also in hypermarkets such as Billa, Auchan, Profi.