



Kingdom of the Netherlands



# **FOOD MARKET IN ROMANIA 2016**


## **ANNEX FOOD PRICE EXAMPLES**

**DAIRY**

Product	Brand - Producer	Store	Price including VAT in EUR	Image
Milk, 1.5% fat, 1.4 l	Napolact - FrieslandCampina	Kaufland	1.4	
Natural yogurt, 125 g	Danone - Danone	Carrefour	0.2	
Cow cheese, 6% fat, 200 g	Covalact de Tara - Covalact	Mega Image	0.9	
Cream, 20% fat, 900 g	Albalact - Albalact - Lactalis	Carrefour	2.4	
Goat cheese, 350 kg	Olympus - Fabrica de Lapte Brasov	Carrefour	2.8	
Fruit yogurt, 500 g	Müller - imported	Kaufland	1.1	
Parmigiano Reggiano cheese, 200 g	Zanetti - imported	Carrefour	5.4	
Goat cheese, 250 g	El Pastor - imported	Mega Image	5.8	
Sweet Gorgonzola cheese, 200 g	Igor - imported	Kaufland	1.9	
Feta cheese, 200 g	Ifantis - imported	Carrefour	1.7	

Source: FRD Center

**MEAT**

Product	Brand - Producer	Store	Price including VAT in EUR	Image
Salam de Sibiu - Salami, 470 g	Agricola - Agricola	Carrefour	7.5	
Salam Banatean - Salami, 400 g	Unicarm - Unicarm	Carrefour	2.6	
Chilled chicken, 1 kg	Fragedo - Transavia	Kaufland	2.3	
Chicken legs, 1 kg	Coco Rico - Aaylex	Kaufland	3.9	
Beef fillet, 80 g	Bunea Haiducul - Cris-Tim	Mega Image	3.6	
Frozen whole duck, 2.3 kg	Valdor - imported	Kaufland	11.8	
Chorizo extra salami, 75 g	Espina - imported	Mega Image	1.8	
Milano salami, 80 g	Casa Modena - imported	Carrefour	2.6	
Bio ham, 200 g	Zimmermann - imported	Carrefour	3.4	
Prosciutto di Parma, 100 g	Agricola Tre Valli - imported	Kaufland	2.4	

Source: FRD Center

**PROCESSED FRUITS & VEGETABLES**

Product	Brand - Producer	Store	Price including VAT in EUR	Image
Plum jam, 350 g	Raureni - Annabella Fabrica de Conserve Raureni	Carrefour	1.8	
Blueberry jam, 340 g	Arovit - MIB Prodcum	Carrefour	1.7	
Green pea beans, 720 ml	Olympia - Contec Foods	Kaufland	1.1	
Cucumbers in vinegar, 1,600 g	Raureni - Annabella Fabrica de Conserve Raureni	Carrefour	2.0	
Tomato paste, 690 g	Rossa C - Legume Fructe Buzau	Penny Market	1.0	
Raspberry jam, 340 g	Schwartau - imported	Carrefour	2.6	
Orange jam, 450 g	Argos - Άργος - imported	Mega Image	2.2	
Canned green pea beans, 400 g	Bonduelle - imported	Carrefour	1.1	
Frozen vegetables, 450 g	Edenia - imported	Mega Image	1.2	
Peeled tomatoes, 800 g	Cirio - imported	Carrefour	1.9	

Source: FRD Center

**BAKERY**

Product	Brand - Producer	Store	Price including VAT in EUR	Image
Sliced rye bread, 500 g	Vel Pitar - Vel Pitar	Carrefour	0.7	
Sliced integral toast, 500 g	Bongrana - Dobrogea	Carrefour	1.1	
Sponge cake with chocolate cream and rum, 450 g	Boromir - Boromir	Penny Market	2.0	
Snacks with sesame seeds, 180 g	Toortitzi - Alka Co	Mega Image	0.8	
Brezel Crackers Mix, 500 g	Croco - Croco	Carrefour	1.1	
Panettone with lemon cream, 750 g	Granducale - imported	Kaufland	5.6	
Chocolate cream biscuits, 176 g	Oreo - imported	Carrefour	1.1	
Butter biscuits, 200 g	Leibniz - imported	Carrefour	1.7	
Milk & cereals biscuits, 300 g	Belvita - imported	Lidl	1.3	
Hazelnut wafer, 25 g	Locker - imported	Mega Image	0.3	

Source: FRD Center

**PROCESSED POTATOES**

Product	Brand - Producer	Store	Price including VAT in EUR	Image
Salted chips, 65 g	Chio - Intersnack	Mega Image	0.4	
Chips with sea salt flavour, 65 g	Chio Exxtra Deep - Intersnack	Carrefour	0.5	
Paprika chips, 155 g	Lay's - Star Foods – PepsiCo	Kaufland	1.0	
Salted chips, 125 g	Lay's Maxx Deep Ridged - Star Foods – PepsiCo	Carrefour	0.8	
Sour cream & dill chips, 100 g	Viva - European Food	Carrefour	0.5	
Frozen potato wedges, 750 g	Harvest Basket - imported	Lidl	0.9	
Hot & spicy chips, 165 g	Pringles - imported	Carrefour	1.5	
Salted snacks, 40 g	Pringles - imported	Carrefour	0.8	
Salted chips, 85 g	Doritos - imported	Carrefour	0.6	
Sour cream & onion chips, 175 g	Crusti Croc - imported	Lidl	1.1	

Source: FRD Center

**FISH**

Product	Brand - Producer	Store	Price including VAT in EUR	Image
Sliced Atlantic smoked salmon fillet, 140 g	Gastronatura - Negro 2000	Carrefour	2.9	
Smoked butterfish, 150 g	Ocean Fish - Ocean Fish	Carrefour	3.6	
Smoked mackerel, 180 g	Gastronatura - Negro 2000	Billa	1.4	
Carp roe salad, 190 g	Delta din Carpati - Doripesco	Kaufland	1.6	
Carp roe salad with onion, 70 g	Negro 2000 - Negro 2000	Penny Market	0.6	
Shrimps, 500 g	Ocean Fish - Ocean Fish	Kaufland	14.9	
Perch Fillet, 600 g	Edenia - imported	Mega Image	5.7	
Smoked salmon, 100 g	Labeyrie - imported	Carrefour	5.1	
Canned tuna in oil, 185 g	Siblou - imported	Carrefour	1.7	
Lumpfish roe, 50 g	Royal Greenland - imported	Kaufland	0.9	

Source: FRD Center