

**Food For Thought (FFT)
Strategic Information Services**

Food & Drink Markets

2008 Edition

Prepared for:

Food For Thought

Disclaimer

Disclaimer and © Copyright: Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy. No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

© 2008 Food For Thought (FFT) S.A.

www.fft.com

sales-service@fft.com

FOREWORD

LEGAL, DISCLAIMER and COPYRIGHT

- Legal:** This report is governed by the "Terms of Service" and "Legal & Disclaimer" sections to be found on FFT's online website at www.fft.com.
- Disclaimer:** Whilst every possible care has been taken in the compilation, preparation and presentation of the information published in this report, no liability whatsoever can be accepted for the contents or their accuracy.
- Copyright ©** No part of this work may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, internet or any other information storage or retrieval system, without prior written permission of the publishers.

OVERALL DEFINITIONS

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

METHODOLOGY

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

FULL COVERAGE

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

DATA COLLECTION PRINCIPLES

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

TABLE OF CONTENTS

Summary Market Tables	81
2002 Total Expenditure	81
All Flour & Bakery to Cream	81
Romania and 1-Country Total	81
Yoghurt to Beef	82
Romania and 1-Country Total	82
Pork to Still Wine	83
Romania and 1-Country Total	83
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	84
Romania and 1-Country Total	84
2007 Total Expenditure	85
All Flour & Bakery to Cream	85
Romania and 1-Country Total	85
Yoghurt to Beef	86
Romania and 1-Country Total	86
Pork to Still Wine	87
Romania and 1-Country Total	87
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	88
Romania and 1-Country Total	88
2007 Retail Expenditure	89
All Flour & Bakery to Cream	89
Romania and 1-Country Total	89
Yoghurt to Beef	90
Romania and 1-Country Total	90
Pork to Still Wine	91
Romania and 1-Country Total	91
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	92
Romania and 1-Country Total	92
2007 Foodservice Expenditure	93
All Flour & Bakery to Cream	93
Romania and 1-Country Total	93
Yoghurt to Beef	94
Romania and 1-Country Total	94
Pork to Still Wine	95
Romania and 1-Country Total	95
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	96
Romania and 1-Country Total	96
2002-2007 Value Growth Rates	97
All Flour & Bakery to Cream	97
Romania and 1-Country Total	97
Yoghurt to Beef	98
Romania and 1-Country Total	98
Pork to Still Wine	99
Romania and 1-Country Total	99
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	100

Romania and 1-Country Total	100
2002-2007 Per Capita Growth Rates	101
All Flour & Bakery to Cream	101
Romania and 1-Country Total	101
Yoghurt to Beef	102
Romania and 1-Country Total	102
Pork to Still Wine	103
Romania and 1-Country Total	103
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	104
Romania and 1-Country Total	104
2007 Retail Market Share	105
All Flour & Bakery to Cream	105
Romania and 1-Country Total	105
Yoghurt to Beef	106
Romania and 1-Country Total	106
Pork to Still Wine	107
Romania and 1-Country Total	107
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	108
Romania and 1-Country Total	108
2007 Foodservice Market Share	109
All Flour & Bakery to Cream	109
Romania and 1-Country Total	109
Yoghurt to Beef	110
Romania and 1-Country Total	110
Pork to Still Wine	111
Romania and 1-Country Total	111
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	112
Romania and 1-Country Total	112
2007 Total Retail Market Share	113
All Flour & Bakery to Cream	113
Romania and 1-Country Total	113
Yoghurt to Beef	114
Romania and 1-Country Total	114
Pork to Still Wine	115
Romania and 1-Country Total	115
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	116
Romania and 1-Country Total	116
2007 Total Foodservice Market Share	117
All Flour & Bakery to Cream	117
Romania and 1-Country Total	117
Yoghurt to Beef	118
Romania and 1-Country Total	118
Pork to Still Wine	119
Romania and 1-Country Total	119
Sparkling Wine to Dry/Semi-Moist Dog food and 114-Product Total	120
Romania and 1-Country Total	120

Demand and Supply by Product	121
1. All Flour & Bakery Market Profile	123
Periscope for All Flour & Bakery in Romania	123
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Flour & Bakery, Romania	124
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Flour & Bakery, Romania	124
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Flour & Bakery, Romania	124
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Flour & Bakery, Romania	125
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Flour & Bakery, Romania	125
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.1 Flour (retail only) Market Profile	127
Periscope for Flour (retail only) in Romania	127
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Flour (retail only), Romania	128
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Flour (retail only), Romania	128
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Flour (retail only), Romania	128
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Flour (retail only), Romania	129
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Flour (retail only), Romania	129
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Flour (retail only), Romania	130
Major Brands Listing by Company and Subsidiary, 2008	

1.2 Bread Products Market Profile	131
Periscope for Bread Products in Romania	131
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bread Products, Romania	132
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bread Products, Romania	132
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bread Products, Romania	132
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bread Products, Romania	133
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bread Products, Romania	133
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bread Products, Romania	134
Major Brands Listing by Company and Subsidiary, 2008	
1.3 Crispbread Market Profile	135
Periscope for Crispbread in Romania	135
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Crispbread, Romania	136
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Crispbread, Romania	136
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Crispbread, Romania	136
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Crispbread, Romania	137
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Crispbread, Romania	137
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Crispbread, Romania	138
Major Brands Listing by Company and Subsidiary, 2008	

1.4 Industrial Pastry Market Profile	139
Periscope for Industrial Pastry in Romania	139
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Industrial Pastry, Romania	140
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Industrial Pastry, Romania	140
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Industrial Pastry, Romania	140
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Industrial Pastry, Romania	141
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Industrial Pastry, Romania	141
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Industrial Pastry, Romania	142
Major Brands Listing by Company and Subsidiary, 2008	
1.5 Biscuits Market Profile	143
Periscope for Biscuits in Romania	143
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Biscuits, Romania	144
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Biscuits, Romania	144
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Biscuits, Romania	144
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Biscuits, Romania	145
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Biscuits, Romania	145
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Biscuits, Romania	146
Major Brands Listing by Company and Subsidiary, 2008	

1.6 Frozen Pastry Products Market Profile	147
Periscope for Frozen Pastry Products in Romania	147
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pastry Products, Romania	148
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pastry Products, Romania	148
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pastry Products, Romania	148
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pastry Products, Romania	149
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pastry Products, Romania	149
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.7 All Pasta Market Profile	151
Periscope for All Pasta in Romania	151
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Pasta, Romania	152
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Pasta, Romania	152
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Pasta, Romania	152
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Pasta, Romania	153
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Pasta, Romania	153
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.71 Fresh Pasta Market Profile	155
Periscope for Fresh Pasta in Romania	155
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Pasta, Romania	156

Detailed product definition, including local market particularities	156
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Pasta, Romania	156
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Pasta, Romania	156
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Pasta, Romania	157
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Pasta, Romania	157
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
1.72 Dry Pasta Market Profile	159
Periscope for Dry Pasta in Romania	159
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry Pasta, Romania	160
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry Pasta, Romania	160
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dry Pasta, Romania	160
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry Pasta, Romania	161
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry Pasta, Romania	161
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry Pasta, Romania	162
Major Brands Listing by Company and Subsidiary, 2008	
2. All Other Cereals Market Profile	163
Periscope for All Other Cereals in Romania	163
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Other Cereals, Romania	164
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	164
Total Market Volume, All Other Cereals, Romania	164
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Other Cereals, Romania	164
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Other Cereals, Romania	165
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Other Cereals, Romania	165
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
2.1 Rice Market Profile	167
Periscope for Rice in Romania	167
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Rice, Romania	168
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Rice, Romania	168
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Rice, Romania	168
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Rice, Romania	169
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Rice, Romania	169
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Rice, Romania	170
Major Brands Listing by Company and Subsidiary, 2008	
2.2 Breakfast Cereals Market Profile	171
Periscope for Breakfast Cereals in Romania	171
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Breakfast Cereals, Romania	172
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, Breakfast Cereals, Romania	172
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Breakfast Cereals, Romania	172
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Breakfast Cereals, Romania	173
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Breakfast Cereals, Romania	173
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Breakfast Cereals, Romania	174
Major Brands Listing by Company and Subsidiary, 2008	
3. All Sugar & Sweeteners Market Profile	175
Periscope for All Sugar & Sweeteners in Romania	175
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar & Sweeteners, Romania	176
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar & Sweeteners, Romania	176
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar & Sweeteners, Romania	176
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar & Sweeteners, Romania	177
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar & Sweeteners, Romania	177
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
3.1 Sugar Market Profile	179
Periscope for Sugar in Romania	179
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sugar, Romania	180
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sugar, Romania	180
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	180
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sugar, Romania	180
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sugar, Romania	181
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sugar, Romania	181
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sugar, Romania	182
Major Brands Listing by Company and Subsidiary, 2008	
3.2 Artificial Sweeteners Market Profile	183
Periscope for Artificial Sweeteners in Romania	183
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Artificial Sweeteners, Romania	184
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Artificial Sweeteners, Romania	184
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Artificial Sweeteners, Romania	184
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Artificial Sweeteners, Romania	185
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Artificial Sweeteners, Romania	185
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Artificial Sweeteners, Romania	186
Major Brands Listing by Company and Subsidiary, 2008	
4. All Preserves Market Profile	187
Periscope for All Preserves in Romania	187
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Preserves, Romania	188
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Preserves, Romania	188
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	188
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Preserves, Romania	188
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Preserves, Romania	189
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Preserves, Romania	189
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
4.1 Jams & Marmalade Market Profile	191
Periscope for Jams & Marmalade in Romania	191
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Jams & Marmalade, Romania	192
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Jams & Marmalade, Romania	192
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Jams & Marmalade, Romania	192
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Jams & Marmalade, Romania	193
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Jams & Marmalade, Romania	193
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Jams & Marmalade, Romania	194
Major Brands Listing by Company and Subsidiary, 2008	
4.2 Honey Market Profile	195
Periscope for Honey in Romania	195
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Honey, Romania	196
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Honey, Romania	196
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, Honey, Romania	196
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Honey, Romania	197
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Honey, Romania	197
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Honey, Romania	198
Major Brands Listing by Company and Subsidiary, 2008	
4.3 Other Sweet Spreads Market Profile	199
Periscope for Other Sweet Spreads in Romania	199
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sweet Spreads, Romania	200
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sweet Spreads, Romania	200
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sweet Spreads, Romania	200
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sweet Spreads, Romania	201
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sweet Spreads, Romania	201
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sweet Spreads, Romania	202
Major Brands Listing by Company and Subsidiary, 2008	
5. All Confectionery & Snacks Market Profile	203
Periscope for All Confectionery & Snacks in Romania	203
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Confectionery & Snacks, Romania	204
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Confectionery & Snacks, Romania	204
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, All Confectionery & Snacks, Romania	204
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Confectionery & Snacks, Romania	205
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Confectionery & Snacks, Romania	205
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.1 All Sugar Confectionery Market Profile	207
Periscope for All Sugar Confectionery in Romania	207
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Sugar Confectionery, Romania	208
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Sugar Confectionery, Romania	208
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Sugar Confectionery, Romania	208
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Sugar Confectionery, Romania	209
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Sugar Confectionery, Romania	209
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.11 Chewing Gum Market Profile	211
Periscope for Chewing Gum in Romania	211
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chewing Gum, Romania	212
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chewing Gum, Romania	212
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chewing Gum, Romania	212
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Chewing Gum, Romania	213
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chewing Gum, Romania	213
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chewing Gum, Romania	214
Major Brands Listing by Company and Subsidiary, 2008	
5.12 Other Sugar Confectionery Market Profile	215
Periscope for Other Sugar Confectionery in Romania	215
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Sugar Confectionery, Romania	216
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Sugar Confectionery, Romania	216
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Sugar Confectionery, Romania	216
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Sugar Confectionery, Romania	217
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Sugar Confectionery, Romania	217
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Sugar Confectionery, Romania	218
Major Brands Listing by Company and Subsidiary, 2008	
5.2 All Chocolate Confectionery Market Profile	219
Periscope for All Chocolate Confectionery in Romania	219
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Chocolate Confectionery, Romania	220
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Chocolate Confectionery, Romania	220
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Chocolate Confectionery, Romania	220
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, All Chocolate Confectionery, Romania	221
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Chocolate Confectionery, Romania	221
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.21 Chocolate Countlines Market Profile	223
Periscope for Chocolate Countlines in Romania	223
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chocolate Countlines, Romania	224
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chocolate Countlines, Romania	224
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chocolate Countlines, Romania	224
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chocolate Countlines, Romania	225
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chocolate Countlines, Romania	225
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Chocolate Countlines, Romania	226
Major Brands Listing by Company and Subsidiary, 2008	
5.22 Other Chocolate Confectionery Market Profile	227
Periscope for Other Chocolate Confectionery in Romania	227
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Chocolate Confectionery, Romania	228
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Chocolate Confectionery, Romania	228
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Chocolate Confectionery, Romania	228
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Chocolate Confectionery, Romania	229
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	229
Distribution Channels, Other Chocolate Confectionery, Romania	229
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Chocolate Confectionery, Romania	230
Major Brands Listing by Company and Subsidiary, 2008	
5.3 All Savoury Snacks Market Profile	231
Periscope for All Savoury Snacks in Romania	231
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Savoury Snacks, Romania	232
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Savoury Snacks, Romania	232
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Savoury Snacks, Romania	232
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Savoury Snacks, Romania	233
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Savoury Snacks, Romania	233
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
5.31 Nuts Market Profile	235
Periscope for Nuts in Romania	235
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Nuts, Romania	236
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Nuts, Romania	236
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Nuts, Romania	236
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Nuts, Romania	237
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Nuts, Romania	237

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	237
Major Brands, Nuts, Romania	238
Major Brands Listing by Company and Subsidiary, 2008	
5.32 Savoury Biscuits Market Profile	239
Periscope for Savoury Biscuits in Romania	239
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Savoury Biscuits, Romania	240
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Savoury Biscuits, Romania	240
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Savoury Biscuits, Romania	240
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Savoury Biscuits, Romania	241
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Savoury Biscuits, Romania	241
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Savoury Biscuits, Romania	242
Major Brands Listing by Company and Subsidiary, 2008	
5.33 Extruded Snacks Market Profile	243
Periscope for Extruded Snacks in Romania	243
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Extruded Snacks, Romania	244
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Extruded Snacks, Romania	244
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Extruded Snacks, Romania	244
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Extruded Snacks, Romania	245
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Extruded Snacks, Romania	245

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	245
Major Brands, Extruded Snacks, Romania	246
Major Brands Listing by Company and Subsidiary, 2008	
6. All Fruits & Vegetables Market Profile	247
Periscope for All Fruits & Vegetables in Romania	247
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fruits & Vegetables, Romania	248
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fruits & Vegetables, Romania	248
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fruits & Vegetables, Romania	248
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fruits & Vegetables, Romania	249
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fruits & Vegetables, Romania	249
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.1 Fresh Fruit Market Profile	251
Periscope for Fresh Fruit in Romania	251
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fruit, Romania	252
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fruit, Romania	252
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fruit, Romania	252
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fruit, Romania	253
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Fruit, Romania	253
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fruit, Romania	254

Major Brands Listing by Company and Subsidiary, 2008	254
6.2 Canned Fruit Market Profile	255
Periscope for Canned Fruit in Romania	255
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fruit, Romania	256
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fruit, Romania	256
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fruit, Romania	256
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fruit, Romania	257
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Fruit, Romania	257
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fruit, Romania	258
Major Brands Listing by Company and Subsidiary, 2008	
6.3 Frozen Fruit Market Profile	259
Periscope for Frozen Fruit in Romania	259
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fruit, Romania	260
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fruit, Romania	260
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fruit, Romania	260
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fruit, Romania	261
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Fruit, Romania	261
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.4 Fresh Vegetables Market Profile	263

Periscope for Fresh Vegetables in Romania	263
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Vegetables, Romania	264
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Vegetables, Romania	264
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Vegetables, Romania	264
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Vegetables, Romania	265
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Vegetables, Romania	265
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
6.5 Canned Vegetables Market Profile	267
Periscope for Canned Vegetables in Romania	267
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Vegetables, Romania	268
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Vegetables, Romania	268
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Vegetables, Romania	268
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Vegetables, Romania	269
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Vegetables, Romania	269
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Vegetables, Romania	270
Major Brands Listing by Company and Subsidiary, 2008	
6.6 Frozen Vegetables Market Profile	271
Periscope for Frozen Vegetables in Romania	271
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, Frozen Vegetables, Romania	272
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Vegetables, Romania	272
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Vegetables, Romania	272
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Vegetables, Romania	273
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Vegetables, Romania	273
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Vegetables, Romania	274
Major Brands Listing by Company and Subsidiary, 2008	
6.7 Chilled Vegetables Market Profile	275
Periscope for Chilled Vegetables in Romania	275
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Vegetables, Romania	276
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Vegetables, Romania	276
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Vegetables, Romania	276
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Vegetables, Romania	277
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Vegetables, Romania	277
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7. All Potato & Potato Products Market Profile	279
Periscope for All Potato & Potato Products in Romania	279
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Potato & Potato Products, Romania	280
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	280
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Potato & Potato Products, Romania	280
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Potato & Potato Products, Romania	280
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Potato & Potato Products, Romania	281
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Potato & Potato Products, Romania	281
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7.1 Fresh Potatoes Market Profile	283
Periscope for Fresh Potatoes in Romania	283
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Potatoes, Romania	284
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Potatoes, Romania	284
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Potatoes, Romania	284
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Potatoes, Romania	285
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Potatoes, Romania	285
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
7.2 Potato Crisps Market Profile	287
Periscope for Potato Crisps in Romania	287
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Potato Crisps, Romania	288
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Potato Crisps, Romania	288

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	288
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Potato Crisps, Romania	288
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Potato Crisps, Romania	289
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Potato Crisps, Romania	289
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Potato Crisps, Romania	290
Major Brands Listing by Company and Subsidiary, 2008	
7.3 Frozen Potato Market Profile	291
Periscope for Frozen Potato in Romania	291
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Potato, Romania	292
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Potato, Romania	292
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Potato, Romania	292
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Potato, Romania	293
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Potato, Romania	293
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Potato, Romania	294
Major Brands Listing by Company and Subsidiary, 2008	
7.4 Dehydrated Potato Market Profile	295
Periscope for Dehydrated Potato in Romania	295
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Potato, Romania	296
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Potato, Romania	296

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	296
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Potato, Romania	296
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Potato, Romania	297
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Potato, Romania	297
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Potato, Romania	298
Major Brands Listing by Company and Subsidiary, 2008	
8. All Dairy Products Market Profile	299
Periscope for All Dairy Products in Romania	299
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dairy Products, Romania	300
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dairy Products, Romania	300
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dairy Products, Romania	300
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dairy Products, Romania	301
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dairy Products, Romania	301
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
8.1 Liquid Milk Market Profile	303
Periscope for Liquid Milk in Romania	303
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Liquid Milk, Romania	304
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Liquid Milk, Romania	304
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	304
Total Market Value, Liquid Milk, Romania	304
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Liquid Milk, Romania	305
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Liquid Milk, Romania	305
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Liquid Milk, Romania	306
Major Brands Listing by Company and Subsidiary, 2008	
8.2 Cream Market Profile	307
Periscope for Cream in Romania	307
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cream, Romania	308
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cream, Romania	308
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cream, Romania	308
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cream, Romania	309
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cream, Romania	309
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cream, Romania	310
Major Brands Listing by Company and Subsidiary, 2008	
8.3 Yoghurt Market Profile	311
Periscope for Yoghurt in Romania	311
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Yoghurt, Romania	312
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Yoghurt, Romania	312
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	312
Total Market Value, Yoghurt, Romania	312
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Yoghurt, Romania	313
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Yoghurt, Romania	313
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Yoghurt, Romania	314
Major Brands Listing by Company and Subsidiary, 2008	
8.4 Condensed Milk Market Profile	315
Periscope for Condensed Milk in Romania	315
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Condensed Milk, Romania	316
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Condensed Milk, Romania	316
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Condensed Milk, Romania	316
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Condensed Milk, Romania	317
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Condensed Milk, Romania	317
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Condensed Milk, Romania	318
Major Brands Listing by Company and Subsidiary, 2008	
8.5 Powdered Milk Market Profile	319
Periscope for Powdered Milk in Romania	319
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Milk, Romania	320
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Milk, Romania	320
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	320
Total Market Value, Powdered Milk, Romania	320
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powdered Milk, Romania	321
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Milk, Romania	321
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Milk, Romania	322
Major Brands Listing by Company and Subsidiary, 2008	
8.6 Fresh Cheese Market Profile	323
Periscope for Fresh Cheese in Romania	323
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Cheese, Romania	324
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Cheese, Romania	324
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Cheese, Romania	324
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Cheese, Romania	325
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Cheese, Romania	325
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Cheese, Romania	326
Major Brands Listing by Company and Subsidiary, 2008	
8.7 Natural Cheese Market Profile	327
Periscope for Natural Cheese in Romania	327
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Natural Cheese, Romania	328
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Natural Cheese, Romania	328
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	328
Total Market Value, Natural Cheese, Romania	328
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Natural Cheese, Romania	329
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Natural Cheese, Romania	329
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Natural Cheese, Romania	330
Major Brands Listing by Company and Subsidiary, 2008	
8.8 Processed Cheese Market Profile	331
Periscope for Processed Cheese in Romania	331
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Processed Cheese, Romania	332
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Processed Cheese, Romania	332
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Processed Cheese, Romania	332
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Processed Cheese, Romania	333
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Processed Cheese, Romania	333
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Processed Cheese, Romania	334
Major Brands Listing by Company and Subsidiary, 2008	
8.9 Eggs Market Profile	335
Periscope for Eggs in Romania	335
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Eggs, Romania	336
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Eggs, Romania	336
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	336
Total Market Value, Eggs, Romania	336
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Eggs, Romania	337
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Eggs, Romania	337
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Eggs, Romania	338
Major Brands Listing by Company and Subsidiary, 2008	
9. All Desserts & Ice Cream Market Profile	339
Periscope for All Desserts & Ice Cream in Romania	339
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Desserts & Ice Cream, Romania	340
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Desserts & Ice Cream, Romania	340
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Desserts & Ice Cream, Romania	340
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Desserts & Ice Cream, Romania	341
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Desserts & Ice Cream, Romania	341
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
9.1 Ice Cream Market Profile	343
Periscope for Ice Cream in Romania	343
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ice Cream, Romania	344
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ice Cream, Romania	344
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ice Cream, Romania	344

Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	344
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ice Cream, Romania	345
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ice Cream, Romania	345
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ice Cream, Romania	346
Major Brands Listing by Company and Subsidiary, 2008	
9.2 Chilled Dairy Desserts Market Profile	347
Periscope for Chilled Dairy Desserts in Romania	347
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Dairy Desserts, Romania	348
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Dairy Desserts, Romania	348
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Dairy Desserts, Romania	348
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Dairy Desserts, Romania	349
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Dairy Desserts, Romania	349
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
9.3 Powdered Desserts Market Profile	351
Periscope for Powdered Desserts in Romania	351
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powdered Desserts, Romania	352
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powdered Desserts, Romania	352
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powdered Desserts, Romania	352
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	352
Company Market Shares, Powdered Desserts, Romania	353
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powdered Desserts, Romania	353
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powdered Desserts, Romania	354
Major Brands Listing by Company and Subsidiary, 2008	
10. All Oils & Fats Market Profile	355
Periscope for All Oils & Fats in Romania	355
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Oils & Fats, Romania	356
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Oils & Fats, Romania	356
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Oils & Fats, Romania	356
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Oils & Fats, Romania	357
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Oils & Fats, Romania	357
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.1 All Butter Market Profile	359
Periscope for All Butter in Romania	359
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Butter, Romania	360
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Butter, Romania	360
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Butter, Romania	360
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Butter, Romania	361

Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	361
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Butter, Romania	361
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.11 Butter (standard) Market Profile	363
Periscope for Butter (standard) in Romania	363
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Butter (standard), Romania	364
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Butter (standard), Romania	364
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Butter (standard), Romania	364
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Butter (standard), Romania	365
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Butter (standard), Romania	365
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Butter (standard), Romania	366
Major Brands Listing by Company and Subsidiary, 2008	
10.12 Other Dairy Spreads Market Profile	367
Periscope for Other Dairy Spreads in Romania	367
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Dairy Spreads, Romania	368
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Dairy Spreads, Romania	368
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Dairy Spreads, Romania	368
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Dairy Spreads, Romania	369
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	

Distribution Channels, Other Dairy Spreads, Romania	369
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.2 All Margarine Market Profile	371
Periscope for All Margarine in Romania	371
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Margarine, Romania	372
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Margarine, Romania	372
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Margarine, Romania	372
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Margarine, Romania	373
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Margarine, Romania	373
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.21 Margarine (standard) Market Profile	375
Periscope for Margarine (standard) in Romania	375
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Margarine (standard), Romania	376
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Margarine (standard), Romania	376
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Margarine (standard), Romania	376
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Margarine (standard), Romania	377
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Margarine (standard), Romania	377
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Margarine (standard), Romania	378
Major Brands Listing by Company and Subsidiary, 2008	

10.22 Other Non-Dairy Spreads Market Profile	379
Periscope for Other Non-Dairy Spreads in Romania	379
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Non-Dairy Spreads, Romania	380
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Non-Dairy Spreads, Romania	380
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Non-Dairy Spreads, Romania	380
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Non-Dairy Spreads, Romania	381
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Non-Dairy Spreads, Romania	381
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Non-Dairy Spreads, Romania	382
Major Brands Listing by Company and Subsidiary, 2008	
10.3 All Edible Oils Market Profile	383
Periscope for All Edible Oils in Romania	383
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Edible Oils, Romania	384
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Edible Oils, Romania	384
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Edible Oils, Romania	384
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Edible Oils, Romania	385
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Edible Oils, Romania	385
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
10.31 Olive Oil Market Profile	387
Periscope for Olive Oil in Romania	387

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	387
Introduction, Olive Oil, Romania	388
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Olive Oil, Romania	388
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Olive Oil, Romania	388
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Olive Oil, Romania	389
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Olive Oil, Romania	389
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Olive Oil, Romania	390
Major Brands Listing by Company and Subsidiary, 2008	
10.32 Other Oils Market Profile	391
Periscope for Other Oils in Romania	391
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Oils, Romania	392
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Oils, Romania	392
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Oils, Romania	392
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Oils, Romania	393
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Oils, Romania	393
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Oils, Romania	394
Major Brands Listing by Company and Subsidiary, 2008	
10.4 Cooking Fats (retail only) Market Profile	395
Periscope for Cooking Fats (retail only) in Romania	395

Summary Flowchart of Major Suppliers, Demand and Distribution Channels	395
Introduction, Cooking Fats (retail only), Romania	396
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cooking Fats (retail only), Romania	396
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cooking Fats (retail only), Romania	396
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cooking Fats (retail only), Romania	397
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cooking Fats (retail only), Romania	397
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cooking Fats (retail only), Romania	398
Major Brands Listing by Company and Subsidiary, 2008	
11. All Dressings & Condiments Market Profile	399
Periscope for All Dressings & Condiments in Romania	399
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Dressings & Condiments, Romania	400
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Dressings & Condiments, Romania	400
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Dressings & Condiments, Romania	400
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Dressings & Condiments, Romania	401
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Dressings & Condiments, Romania	401
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
11.1 Mayonnaise Market Profile	403
Periscope for Mayonnaise in Romania	403
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mayonnaise, Romania	404

Detailed product definition, including local market particularities	404
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mayonnaise, Romania	404
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mayonnaise, Romania	404
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mayonnaise, Romania	405
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mayonnaise, Romania	405
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mayonnaise, Romania	406
Major Brands Listing by Company and Subsidiary, 2008	
11.2 Salad Dressings Market Profile	407
Periscope for Salad Dressings in Romania	407
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Salad Dressings, Romania	408
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Salad Dressings, Romania	408
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Salad Dressings, Romania	408
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Salad Dressings, Romania	409
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Salad Dressings, Romania	409
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Salad Dressings, Romania	410
Major Brands Listing by Company and Subsidiary, 2008	
11.3 Ketchup Market Profile	411
Periscope for Ketchup in Romania	411
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Ketchup, Romania	412

Detailed product definition, including local market particularities	412
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Ketchup, Romania	412
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Ketchup, Romania	412
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Ketchup, Romania	413
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Ketchup, Romania	413
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Ketchup, Romania	414
Major Brands Listing by Company and Subsidiary, 2008	
11.4 Vegetables in Vinegar Market Profile	415
Periscope for Vegetables in Vinegar in Romania	415
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vegetables in Vinegar, Romania	416
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vegetables in Vinegar, Romania	416
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Vegetables in Vinegar, Romania	416
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Vegetables in Vinegar, Romania	417
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vegetables in Vinegar, Romania	417
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vegetables in Vinegar, Romania	418
Major Brands Listing by Company and Subsidiary, 2008	
11.5 Mustard Market Profile	419
Periscope for Mustard in Romania	419
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mustard, Romania	420

Detailed product definition, including local market particularities	420
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mustard, Romania	420
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mustard, Romania	420
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mustard, Romania	421
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mustard, Romania	421
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mustard, Romania	422
Major Brands Listing by Company and Subsidiary, 2008	
11.6 Table Salt Market Profile	423
Periscope for Table Salt in Romania	423
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Table Salt, Romania	424
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Table Salt, Romania	424
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Table Salt, Romania	424
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Table Salt, Romania	425
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Table Salt, Romania	425
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Table Salt, Romania	426
Major Brands Listing by Company and Subsidiary, 2008	
11.7 Herbs & Spices Market Profile	427
Periscope for Herbs & Spices in Romania	427
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbs & Spices, Romania	428

Detailed product definition, including local market particularities	428
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbs & Spices, Romania	428
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbs & Spices, Romania	428
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbs & Spices, Romania	429
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbs & Spices, Romania	429
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbs & Spices, Romania	430
Major Brands Listing by Company and Subsidiary, 2008	
11.8 Vinegar Market Profile	431
Periscope for Vinegar in Romania	431
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Vinegar, Romania	432
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Vinegar, Romania	432
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Vinegar, Romania	432
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Vinegar, Romania	433
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Vinegar, Romania	433
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Vinegar, Romania	434
Major Brands Listing by Company and Subsidiary, 2008	
12. All Soups & Sauces Market Profile	435
Periscope for All Soups & Sauces in Romania	435
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soups & Sauces, Romania	436

Detailed product definition, including local market particularities	436
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soups & Sauces, Romania	436
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soups & Sauces, Romania	436
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soups & Sauces, Romania	437
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soups & Sauces, Romania	437
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.1 Canned and Cartoned Soup Market Profile	439
Periscope for Canned and Cartoned Soup in Romania	439
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned and Cartoned Soup, Romania	440
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned and Cartoned Soup, Romania	440
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned and Cartoned Soup, Romania	440
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned and Cartoned Soup, Romania	441
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned and Cartoned Soup, Romania	441
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned and Cartoned Soup, Romania	442
Major Brands Listing by Company and Subsidiary, 2008	
12.2 Dehydrated Soup Market Profile	443
Periscope for Dehydrated Soup in Romania	443
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Soup, Romania	444
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	

Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	444
Total Market Volume, Dehydrated Soup, Romania	444
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Soup, Romania	444
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Soup, Romania	445
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Soup, Romania	445
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Soup, Romania	446
Major Brands Listing by Company and Subsidiary, 2008	
12.3 Frozen Soup Market Profile	447
Periscope for Frozen Soup in Romania	447
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Soup, Romania	448
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Soup, Romania	448
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Soup, Romania	448
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Soup, Romania	449
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Soup, Romania	449
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.4 All Canned & Cartoned Sauces Market Profile	451
Periscope for All Canned & Cartoned Sauces in Romania	451
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Canned & Cartoned Sauces, Romania	452
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	

Total Market Volume, All Canned & Cartoned Sauces, Romania	452
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Canned & Cartoned Sauces, Romania	452
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Canned & Cartoned Sauces, Romania	453
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Canned & Cartoned Sauces, Romania	453
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
12.41 Canned Tomato Market Profile	455
Periscope for Canned Tomato in Romania	455
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Tomato, Romania	456
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Tomato, Romania	456
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Tomato, Romania	456
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Tomato, Romania	457
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Tomato, Romania	457
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Tomato, Romania	458
Major Brands Listing by Company and Subsidiary, 2008	
12.42 Tomato Concentrate Market Profile	459
Periscope for Tomato Concentrate in Romania	459
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Tomato Concentrate, Romania	460
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Tomato Concentrate, Romania	460
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	460
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Tomato Concentrate, Romania	460
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Tomato Concentrate, Romania	461
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Tomato Concentrate, Romania	461
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Tomato Concentrate, Romania	462
Major Brands Listing by Company and Subsidiary, 2008	
12.43 Pasta Sauces Market Profile	463
Periscope for Pasta Sauces in Romania	463
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pasta Sauces, Romania	464
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pasta Sauces, Romania	464
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pasta Sauces, Romania	464
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Pasta Sauces, Romania	465
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pasta Sauces, Romania	465
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pasta Sauces, Romania	466
Major Brands Listing by Company and Subsidiary, 2008	
12.44 Other Canned Sauces Market Profile	467
Periscope for Other Canned Sauces in Romania	467
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Canned Sauces, Romania	468
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Canned Sauces, Romania	468
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	468
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Canned Sauces, Romania	468
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Canned Sauces, Romania	469
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Canned Sauces, Romania	469
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Canned Sauces, Romania	470
Major Brands Listing by Company and Subsidiary, 2008	
12.5 Dehydrated Sauces Market Profile	471
Periscope for Dehydrated Sauces in Romania	471
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Sauces, Romania	472
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Sauces, Romania	472
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Sauces, Romania	472
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Sauces, Romania	473
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Sauces, Romania	473
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Sauces, Romania	474
Major Brands Listing by Company and Subsidiary, 2008	
12.6 Bouillon Cubes Market Profile	475
Periscope for Bouillon Cubes in Romania	475
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bouillon Cubes, Romania	476
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bouillon Cubes, Romania	476
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	

Total demand 5-year growth rates, 2002-2007	476
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bouillon Cubes, Romania	476
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bouillon Cubes, Romania	477
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bouillon Cubes, Romania	477
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bouillon Cubes, Romania	478
Major Brands Listing by Company and Subsidiary, 2008	
13. All Fresh & Processed Meat Market Profile	479
Periscope for All Fresh & Processed Meat in Romania	479
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Meat, Romania	480
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Meat, Romania	480
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Meat, Romania	480
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh & Processed Meat, Romania	481
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Meat, Romania	481
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.1 All Fresh Meat Market Profile	483
Periscope for All Fresh Meat in Romania	483
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh Meat, Romania	484
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh Meat, Romania	484
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	

Total Market Value, All Fresh Meat, Romania	484
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Fresh Meat, Romania	485
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh Meat, Romania	485
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.11 Beef Market Profile	487
Periscope for Beef in Romania	487
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beef, Romania	488
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beef, Romania	488
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beef, Romania	488
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beef, Romania	489
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Beef, Romania	489
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beef, Romania	490
Major Brands Listing by Company and Subsidiary, 2008	
13.12 Pork Market Profile	491
Periscope for Pork in Romania	491
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Pork, Romania	492
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Pork, Romania	492
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Pork, Romania	492
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	492
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Pork, Romania	493
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Pork, Romania	493
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Pork, Romania	494
Major Brands Listing by Company and Subsidiary, 2008	
13.13 Mutton Market Profile	495
Periscope for Mutton in Romania	495
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mutton, Romania	496
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mutton, Romania	496
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mutton, Romania	496
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mutton, Romania	497
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mutton, Romania	497
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mutton, Romania	498
Major Brands Listing by Company and Subsidiary, 2008	
13.14 Poultry Market Profile	499
Periscope for Poultry in Romania	499
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Poultry, Romania	500
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Poultry, Romania	500
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Poultry, Romania	500
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	500
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Poultry, Romania	501
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Poultry, Romania	501
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Poultry, Romania	502
Major Brands Listing by Company and Subsidiary, 2008	
13.15 Other Fresh Meat Market Profile	503
Periscope for Other Fresh Meat in Romania	503
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Fresh Meat, Romania	504
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Fresh Meat, Romania	504
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Fresh Meat, Romania	504
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Fresh Meat, Romania	505
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Fresh Meat, Romania	505
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Fresh Meat, Romania	506
Major Brands Listing by Company and Subsidiary, 2008	
13.2 All Processed Meat Market Profile	507
Periscope for All Processed Meat in Romania	507
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Processed Meat, Romania	508
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Processed Meat, Romania	508
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Processed Meat, Romania	508
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	

Total demand real 5-year growth rates, 2002-2007	508
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Processed Meat, Romania	509
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Processed Meat, Romania	509
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
13.21 Canned Meat Market Profile	511
Periscope for Canned Meat in Romania	511
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Meat, Romania	512
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Meat, Romania	512
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Meat, Romania	512
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Meat, Romania	513
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Meat, Romania	513
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Meat, Romania	514
Major Brands Listing by Company and Subsidiary, 2008	
13.22 Frozen Convenience meat Market Profile	515
Periscope for Frozen Convenience meat in Romania	515
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Convenience meat, Romania	516
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Convenience meat, Romania	516
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Convenience meat, Romania	516
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Frozen Convenience meat, Romania	517
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Convenience meat, Romania	517
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Convenience meat, Romania	518
Major Brands Listing by Company and Subsidiary, 2008	
13.23 Cured Meat Market Profile	519
Periscope for Cured Meat in Romania	519
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Cured Meat, Romania	520
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Cured Meat, Romania	520
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Cured Meat, Romania	520
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Cured Meat, Romania	521
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Cured Meat, Romania	521
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Cured Meat, Romania	522
Major Brands Listing by Company and Subsidiary, 2008	
13.24 Bacon & Ham Market Profile	523
Periscope for Bacon & Ham in Romania	523
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bacon & Ham, Romania	524
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bacon & Ham, Romania	524
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bacon & Ham, Romania	524
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, Bacon & Ham, Romania	525
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bacon & Ham, Romania	525
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bacon & Ham, Romania	526
Major Brands Listing by Company and Subsidiary, 2008	
13.25 Delicatessen Products Market Profile	527
Periscope for Delicatessen Products in Romania	527
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Delicatessen Products, Romania	528
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Delicatessen Products, Romania	528
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Delicatessen Products, Romania	528
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Delicatessen Products, Romania	529
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Delicatessen Products, Romania	529
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Delicatessen Products, Romania	530
Major Brands Listing by Company and Subsidiary, 2008	
14. All Fresh & Processed Fish Market Profile	531
Periscope for All Fresh & Processed Fish in Romania	531
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Fresh & Processed Fish, Romania	532
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Fresh & Processed Fish, Romania	532
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Fresh & Processed Fish, Romania	532
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	

Company Market Shares, All Fresh & Processed Fish, Romania	533
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Fresh & Processed Fish, Romania	533
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
14.1 Fresh Fish Market Profile	535
Periscope for Fresh Fish in Romania	535
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fresh Fish, Romania	536
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fresh Fish, Romania	536
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fresh Fish, Romania	536
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fresh Fish, Romania	537
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fresh Fish, Romania	537
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fresh Fish, Romania	538
Major Brands Listing by Company and Subsidiary, 2008	
14.2 Canned Fish Market Profile	539
Periscope for Canned Fish in Romania	539
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Fish, Romania	540
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Fish, Romania	540
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Fish, Romania	540
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Fish, Romania	541
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	541
Distribution Channels, Canned Fish, Romania	541
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Fish, Romania	542
Major Brands Listing by Company and Subsidiary, 2008	
14.3 Frozen Fish Market Profile	543
Periscope for Frozen Fish in Romania	543
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Fish, Romania	544
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Fish, Romania	544
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Fish, Romania	544
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Fish, Romania	545
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Fish, Romania	545
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Fish, Romania	546
Major Brands Listing by Company and Subsidiary, 2008	
14.4 Other Processed Fish Market Profile	547
Periscope for Other Processed Fish in Romania	547
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Processed Fish, Romania	548
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Processed Fish, Romania	548
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Processed Fish, Romania	548
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Processed Fish, Romania	549
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	

Who owns Whom: Key Local Subsidiary given for each Holding Company	549
Distribution Channels, Other Processed Fish, Romania	549
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Processed Fish, Romania	550
Major Brands Listing by Company and Subsidiary, 2008	
15. All Ready Meals Market Profile	551
Periscope for All Ready Meals in Romania	551
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Ready Meals, Romania	552
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Ready Meals, Romania	552
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Ready Meals, Romania	552
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Ready Meals, Romania	553
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Ready Meals, Romania	553
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
15.1 Canned Pasta Market Profile	555
Periscope for Canned Pasta in Romania	555
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Pasta, Romania	556
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Pasta, Romania	556
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Pasta, Romania	556
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Pasta, Romania	557
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Pasta, Romania	557

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	557
15.2 Canned Ready Meals Market Profile	559
Periscope for Canned Ready Meals in Romania	559
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Ready Meals, Romania	560
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Ready Meals, Romania	560
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Ready Meals, Romania	560
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Ready Meals, Romania	561
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Ready Meals, Romania	561
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Ready Meals, Romania	562
Major Brands Listing by Company and Subsidiary, 2008	
15.3 Dehydrated Ready Meals Market Profile	563
Periscope for Dehydrated Ready Meals in Romania	563
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dehydrated Ready Meals, Romania	564
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dehydrated Ready Meals, Romania	564
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Dehydrated Ready Meals, Romania	564
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dehydrated Ready Meals, Romania	565
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dehydrated Ready Meals, Romania	565
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dehydrated Ready Meals, Romania	566

Major Brands Listing by Company and Subsidiary, 2008	566
15.4 Frozen Pizza Market Profile	567
Periscope for Frozen Pizza in Romania	567
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Pizza, Romania	568
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Pizza, Romania	568
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Pizza, Romania	568
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Pizza, Romania	569
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Pizza, Romania	569
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Pizza, Romania	570
Major Brands Listing by Company and Subsidiary, 2008	
15.5 Frozen Ready Meals Market Profile	571
Periscope for Frozen Ready Meals in Romania	571
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Frozen Ready Meals, Romania	572
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Frozen Ready Meals, Romania	572
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Frozen Ready Meals, Romania	572
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Frozen Ready Meals, Romania	573
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Frozen Ready Meals, Romania	573
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Frozen Ready Meals, Romania	574

Major Brands Listing by Company and Subsidiary, 2008	574
15.6 Chilled Ready Meals Market Profile	575
Periscope for Chilled Ready Meals in Romania	575
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Chilled Ready Meals, Romania	576
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Chilled Ready Meals, Romania	576
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Chilled Ready Meals, Romania	576
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Chilled Ready Meals, Romania	577
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Chilled Ready Meals, Romania	577
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
15.7 Sandwiches Market Profile	579
Periscope for Sandwiches in Romania	579
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sandwiches, Romania	580
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sandwiches, Romania	580
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sandwiches, Romania	580
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sandwiches, Romania	581
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sandwiches, Romania	581
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
16. All Hot Beverages Market Profile	583
Periscope for All Hot Beverages in Romania	583
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	

Introduction, All Hot Beverages, Romania	584
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Hot Beverages, Romania	584
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Hot Beverages, Romania	584
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Hot Beverages, Romania	585
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Hot Beverages, Romania	585
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
16.1 Bean and Ground Coffee Market Profile	587
Periscope for Bean and Ground Coffee in Romania	587
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Bean and Ground Coffee, Romania	588
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Bean and Ground Coffee, Romania	588
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Bean and Ground Coffee, Romania	588
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Bean and Ground Coffee, Romania	589
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Bean and Ground Coffee, Romania	589
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Bean and Ground Coffee, Romania	590
Major Brands Listing by Company and Subsidiary, 2008	
16.2 Soluble Coffee Market Profile	591
Periscope for Soluble Coffee in Romania	591
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soluble Coffee, Romania	592
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	592
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soluble Coffee, Romania	592
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soluble Coffee, Romania	592
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soluble Coffee, Romania	593
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soluble Coffee, Romania	593
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soluble Coffee, Romania	594
Major Brands Listing by Company and Subsidiary, 2008	
16.3 Coffee Substitutes Market Profile	595
Periscope for Coffee Substitutes in Romania	595
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Coffee Substitutes, Romania	596
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Coffee Substitutes, Romania	596
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Coffee Substitutes, Romania	596
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Coffee Substitutes, Romania	597
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Coffee Substitutes, Romania	597
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Coffee Substitutes, Romania	598
Major Brands Listing by Company and Subsidiary, 2008	
16.4 Black Tea Market Profile	599
Periscope for Black Tea in Romania	599
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Black Tea, Romania	600
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	600
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Black Tea, Romania	600
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Black Tea, Romania	600
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Black Tea, Romania	601
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Black Tea, Romania	601
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Black Tea, Romania	602
Major Brands Listing by Company and Subsidiary, 2008	
16.5 Herbal Teas Market Profile	603
Periscope for Herbal Teas in Romania	603
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Herbal Teas, Romania	604
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Herbal Teas, Romania	604
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Herbal Teas, Romania	604
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Herbal Teas, Romania	605
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Herbal Teas, Romania	605
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Herbal Teas, Romania	606
Major Brands Listing by Company and Subsidiary, 2008	
16.6 Powd. Choc. & Malted Drinks Market Profile	607
Periscope for Powd. Choc. & Malted Drinks in Romania	607
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Powd. Choc. & Malted Drinks, Romania	608
Detailed product definition, including local market particularities	

5-year regional and 25-country real annual % value total forecasts, 2007-2012	608
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Powd. Choc. & Malted Drinks, Romania	608
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Powd. Choc. & Malted Drinks, Romania	608
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Powd. Choc. & Malted Drinks, Romania	609
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Powd. Choc. & Malted Drinks, Romania	609
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Powd. Choc. & Malted Drinks, Romania	610
Major Brands Listing by Company and Subsidiary, 2008	
17. All Soft Drinks & Juices Market Profile	611
Periscope for All Soft Drinks & Juices in Romania	611
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soft Drinks & Juices, Romania	612
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soft Drinks & Juices, Romania	612
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Soft Drinks & Juices, Romania	612
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Soft Drinks & Juices, Romania	613
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soft Drinks & Juices, Romania	613
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.1 Mineral Water Market Profile	615
Periscope for Mineral Water in Romania	615
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mineral Water, Romania	616
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	616
Total Market Volume, Mineral Water, Romania	616
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Mineral Water, Romania	616
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Mineral Water, Romania	617
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mineral Water, Romania	617
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Mineral Water, Romania	618
Major Brands Listing by Company and Subsidiary, 2008	
17.2 Soft Drinks Market Profile	619
Periscope for Soft Drinks in Romania	619
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soft Drinks, Romania	620
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soft Drinks, Romania	620
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Soft Drinks, Romania	620
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Soft Drinks, Romania	621
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soft Drinks, Romania	621
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Soft Drinks, Romania	622
Major Brands Listing by Company and Subsidiary, 2008	
17.3 Fruit Juices and Drinks Market Profile	623
Periscope for Fruit Juices and Drinks in Romania	623
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices and Drinks, Romania	624
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for	

all market data below provided	624
Total Market Volume, Fruit Juices and Drinks, Romania	624
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices and Drinks, Romania	624
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices and Drinks, Romania	625
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices and Drinks, Romania	625
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
17.31 Fruit Juices Market Profile	627
Periscope for Fruit Juices in Romania	627
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices, Romania	628
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices, Romania	628
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Juices, Romania	628
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Juices, Romania	629
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices, Romania	629
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Juices, Romania	630
Major Brands Listing by Company and Subsidiary, 2008	
17.32 Fruit Drinks Market Profile	631
Periscope for Fruit Drinks in Romania	631
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Drinks, Romania	632
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Drinks, Romania	632

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	632
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Fruit Drinks, Romania	632
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Fruit Drinks, Romania	633
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Drinks, Romania	633
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Fruit Drinks, Romania	634
Major Brands Listing by Company and Subsidiary, 2008	
17.4 Squashes and Concentrates Market Profile	635
Periscope for Squashes and Concentrates in Romania	635
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Squashes and Concentrates, Romania	636
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Squashes and Concentrates, Romania	636
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Squashes and Concentrates, Romania	636
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Squashes and Concentrates, Romania	637
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Squashes and Concentrates, Romania	637
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Squashes and Concentrates, Romania	638
Major Brands Listing by Company and Subsidiary, 2008	
17.5 Health & Sports Drinks Market Profile	639
Periscope for Health & Sports Drinks in Romania	639
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Health & Sports Drinks, Romania	640
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Health & Sports Drinks, Romania	640

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	640
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Health & Sports Drinks, Romania	640
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Health & Sports Drinks, Romania	641
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Health & Sports Drinks, Romania	641
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Health & Sports Drinks, Romania	642
Major Brands Listing by Company and Subsidiary, 2008	
17.6 Iced Tea Market Profile	643
Periscope for Iced Tea in Romania	643
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Iced Tea, Romania	644
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Iced Tea, Romania	644
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Iced Tea, Romania	644
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Iced Tea, Romania	645
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Iced Tea, Romania	645
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Iced Tea, Romania	646
Major Brands Listing by Company and Subsidiary, 2008	
18. All Alcoholic Beverages Market Profile	647
Periscope for All Alcoholic Beverages in Romania	647
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Alcoholic Beverages, Romania	648
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Alcoholic Beverages, Romania	648

Retail, Foodservice and Total Demand, 2002, 2006 and 2007	648
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Alcoholic Beverages, Romania	648
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Alcoholic Beverages, Romania	649
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Alcoholic Beverages, Romania	649
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.1 Beer Market Profile	651
Periscope for Beer in Romania	651
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Beer, Romania	652
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Beer, Romania	652
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Beer, Romania	652
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Beer, Romania	653
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Beer, Romania	653
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Beer, Romania	654
Major Brands Listing by Company and Subsidiary, 2008	
18.2 Wine Market Profile	655
Periscope for Wine in Romania	655
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Wine, Romania	656
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Wine, Romania	656
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market consumption, 2007	656
Total Market Value, Wine, Romania	656
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Wine, Romania	657
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Wine, Romania	657
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
18.21 Still Wine Market Profile	659
Periscope for Still Wine in Romania	659
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Still Wine, Romania	660
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Still Wine, Romania	660
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Still Wine, Romania	660
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Still Wine, Romania	661
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Still Wine, Romania	661
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Still Wine, Romania	662
Major Brands Listing by Company and Subsidiary, 2008	
18.22 Sparkling Wine Market Profile	663
Periscope for Sparkling Wine in Romania	663
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Sparkling Wine, Romania	664
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Sparkling Wine, Romania	664
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Sparkling Wine, Romania	664

Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	664
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Sparkling Wine, Romania	665
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Sparkling Wine, Romania	665
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Sparkling Wine, Romania	666
Major Brands Listing by Company and Subsidiary, 2008	
18.3 Aperitifs & Spirits Market Profile	667
Periscope for Aperitifs & Spirits in Romania	667
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Aperitifs & Spirits, Romania	668
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Aperitifs & Spirits, Romania	668
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Aperitifs & Spirits, Romania	668
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Aperitifs & Spirits, Romania	669
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Aperitifs & Spirits, Romania	669
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Aperitifs & Spirits, Romania	670
Major Brands Listing by Company and Subsidiary, 2008	
19. All Baby Foods Market Profile	671
Periscope for All Baby Foods in Romania	671
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Baby Foods, Romania	672
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Baby Foods, Romania	672
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, All Baby Foods, Romania	672

Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	672
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, All Baby Foods, Romania	673
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Baby Foods, Romania	673
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
19.1 Baby Jars Market Profile	675
Periscope for Baby Jars in Romania	675
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Jars, Romania	676
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Jars, Romania	676
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Jars, Romania	676
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Baby Jars, Romania	677
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Jars, Romania	677
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Jars, Romania	678
Major Brands Listing by Company and Subsidiary, 2008	
19.2 Baby Milks Market Profile	679
Periscope for Baby Milks in Romania	679
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Baby Milks, Romania	680
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Baby Milks, Romania	680
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Baby Milks, Romania	680
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per capita retail, foodservice and total market expenditure, 2007	680
Company Market Shares, Baby Milks, Romania	681
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Baby Milks, Romania	681
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Baby Milks, Romania	682
Major Brands Listing by Company and Subsidiary, 2008	
19.3 Other Baby Foods Market Profile	683
Periscope for Other Baby Foods in Romania	683
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Other Baby Foods, Romania	684
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Other Baby Foods, Romania	684
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market consumption, 2007	
Total Market Value, Other Baby Foods, Romania	684
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per capita retail, foodservice and total market expenditure, 2007	
Company Market Shares, Other Baby Foods, Romania	685
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Other Baby Foods, Romania	685
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Other Baby Foods, Romania	686
Major Brands Listing by Company and Subsidiary, 2008	
20. All Petfoods Market Profile	687
Periscope for All Petfoods in Romania	687
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Petfoods, Romania	688
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Petfoods, Romania	688
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per pet retail, foodservice and total market consumption, 2007	
Total Market Value, All Petfoods, Romania	688
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	

Per pet retail, foodservice and total market expenditure, 2007	688
Company Market Shares, All Petfoods, Romania	689
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Petfoods, Romania	689
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
20.1 Canned Cat Food Market Profile	691
Periscope for Canned Cat Food in Romania	691
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Cat Food, Romania	692
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Cat Food, Romania	692
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Cat Food, Romania	692
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Cat Food, Romania	693
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Cat Food, Romania	693
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Cat Food, Romania	694
Major Brands Listing by Company and Subsidiary, 2008	
20.2 Canned Dog Food Market Profile	695
Periscope for Canned Dog Food in Romania	695
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Canned Dog Food, Romania	696
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Canned Dog Food, Romania	696
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Canned Dog Food, Romania	696
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Canned Dog Food, Romania	697

Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	697
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Canned Dog Food, Romania	697
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Canned Dog Food, Romania	698
Major Brands Listing by Company and Subsidiary, 2008	
20.3 Dry/Semi-Moist Cat Food Market Profile	699
Periscope for Dry/Semi-Moist Cat Food in Romania	699
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Cat Food, Romania	700
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Cat Food, Romania	700
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Cat Food, Romania	700
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per cat retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry/Semi-Moist Cat Food, Romania	701
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Cat Food, Romania	701
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Cat Food, Romania	702
Major Brands Listing by Company and Subsidiary, 2008	
20.4 Dry/Semi-Moist Dog food Market Profile	703
Periscope for Dry/Semi-Moist Dog food in Romania	703
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Dry/Semi-Moist Dog food, Romania	704
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2007-2012	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Dry/Semi-Moist Dog food, Romania	704
Retail, Foodservice and Total Demand, 2002, 2006 and 2007	
Total demand 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market consumption, 2007	
Total Market Value, Dry/Semi-Moist Dog food, Romania	704
Retail, Foodservice and Total Demand, in Romanian Leus and Euros, 2002, 2006 and 2007	
Total demand real 5-year growth rates, 2002-2007	
Per dog retail, foodservice and total market expenditure, 2007	
Company Market Shares, Dry/Semi-Moist Dog food, Romania	705

Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	705
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Dry/Semi-Moist Dog food, Romania	705
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2008	
Major Brands, Dry/Semi-Moist Dog food, Romania	706
Major Brands Listing by Company and Subsidiary, 2008	

Company Profiles in Romania 707

ALL companies and subsidiaries identified in the markets covered listed	
Holding Company Country and Product Market Shares & Rankings (updated monthly)	
Note: Applying 2008 Company Market Shares to 2007 Market Value data	
ABF to Agroclip Fagaras	708
Agroexport to Agrolimen	709
Agrolimen to Alka	710
Alka to Argus	711
Armedica Tg-Mures to Avicola Brasov	712
Avicola Brasov to Avicola Crevedia	713
Avicola Crevedia to Balocco	714
Balocco to Bauturi Vaslui	715
Bega Pan to Belvédère	716
Benoit to Bere Galati	717
Bere Giurgiu to Bereta	718
Berralbac to Borges Pont	719
Brenox Trading to CIB	720
CIB to Cadbury	721
Cadbury to Campbell Soup	722
Campina to Carbac	723
Carbac to Carmeco	724
Carmeco to Carpimez	725
Carpimez to Cast Comex	726
Cebeco to Chiquita	727
Choukri Hamasoi to Coca-Cola	728
Coca-Cola to Comtom Tomesti	729
Comtom Tomesti to Conserve Buftea	730
Conserve Buftea to Constanta	731
Consum Co-op Braila to Contec	732
Cookies World to Copimex	733
Copimex to D'Nrta	734
Danish Crown to Daphne	735
Daphne to Deltalact	736
Deltalact to Dobrogea	737
Dobrogea to Elledi	738
Eru to European Drinks	739
European Drinks to Feleacul	740
Feleacul to Fofu Int'l	741
Food SRL to Fresh Del Monte	742

Friesland Coberco	743
Frosta to Gerola	744
Glincarn to Gouda	745
Granaria to Harmopan	746
Heidi Chocolat to Hipp	747
Hipp to Horticons	748
Horticons to Indflores Oradea	749
Industrial-Conserv to Jafko	750
Kamis to Kilindro-miloi	751
Kilindro-miloi to Kraft Foods	752
Kraft Foods to Lacta	753
Lacta to Lactis	754
Lactis to Lapte Arad	755
Laptelui Constanta to Leguvas	756
Leguvas to Lucis	757
Lucis to M.P. Iris	758
M.P. Iris to Mars	759
Mars	760
Mars to Meta-grimex	761
Meta-grimex to Mopariv	762
Mopariv to Muntenia Invest	763
Muntenia Invest to Murfatlar	764
Murfatlar to Nestlé	765
Nestlé	766
Nestlé to Nova Brazilia	767
Nova Brazilia to Oetker	768
Oetker to Oltchim	769
Oltchim to P&G	770
PCSB Bradet to Pangran	771
Pangran to Para-metros	772
Para-metros to Peace Canning	773
PepsiCo to Perla Tirnavei	774
Perla Tirnavei to Petra Cominpex	775
Pfeifer & Langen to Plafar	776
Plevnei to Prodlact	777
Prodlacta to Reh-Kendermann	778
Reh-Kendermann to Riccadonna	779
Rieber to Roermont	780
Roleski to Rosiori	781
Rotina to SC Regina Srl	782
SC Zimbru SA to Sardes Trade	783
Saront to Scrl Bloc	784
Scrl Bloc to Severina	785
Sicomed Bucuresti to Smithfield Foods	786
Smithfield Foods to Spak	787
Spicul to Strauss- Elite	788

Sucors to Suinprod Covasna	789
Suinprod Munteni to Supreme Chocolat	790
Suzanne to Tesco	791
Tesco to Tofan	792
Tomis to Ulcom Slobozia	793
Unilever	794
Unilever to Utim	795
Utim to Vascovin	796
Vascovin to Vermatta	797
Victoria to Vincon Vrancea	798
Vincon Vrancea to Woodman's Foods	799
Xifias to Yoka Kurtovo	800
Yphantis to Zalec Lechinta	801
Zamur Tg-Mures to Zarea	802

Major Brands And 'Who Owns Whom' in Romania 803

Holding Companies, Key Local Subsidiaries and Major Brands systematically identified by product and country	
Major Brands by Product Market	805
1.1 Flour (retail only)	805
1.2 Bread Products	805
1.3 Crispbread	805
1.4 Industrial Pastry	805
1.5 Biscuits	805
1.72 Dry Pasta	806
2.1 Rice	806
2.2 Breakfast Cereals	806
3.1 Sugar	807
3.2 Artificial Sweeteners	807
4.1 Jams & Marmalade	807
4.2 Honey	807
4.3 Other Sweet Spreads	807
5.11 Chewing Gum	808
5.12 Other Sugar Confectionery	808
5.21 Chocolate Countlines	808
5.22 Other Chocolate Confectionery	808
5.31 Nuts	808
5.32 Savoury Biscuits	808
5.33 Extruded Snacks	809
6.1 Fresh Fruit	809
6.2 Canned Fruit	809
6.5 Canned Vegetables	809
6.6 Frozen Vegetables	810
7.2 Potato Crisps	810
7.3 Frozen Potato	810
7.4 Dehydrated Potato	810

8.1 Liquid Milk	810
8.2 Cream	811
8.3 Yoghurt	811
8.4 Condensed Milk	811
8.5 Powdered Milk	811
8.6 Fresh Cheese	811
8.7 Natural Cheese	811
8.8 Processed Cheese	812
8.9 Eggs	812
9.1 Ice Cream	812
9.3 Powdered Desserts	812
10.11 Butter (standard)	812
10.21 Margarine (standard)	813
10.22 Other Non-Dairy Spreads	813
10.31 Olive Oil	813
10.32 Other Oils	813
10.4 Cooking Fats (retail only)	813
11.1 Mayonnaise	813
11.2 Salad Dressings	814
11.3 Ketchup	814
11.4 Vegetables in Vinegar	814
11.5 Mustard	814
11.6 Table Salt	815
11.7 Herbs & Spices	815
11.8 Vinegar	815
12.1 Canned and Cartoned Soup	815
12.2 Dehydrated Soup	815
12.41 Canned Tomato	815
12.42 Tomato Concentrate	815
12.43 Pasta Sauces	815
12.44 Other Canned Sauces	815
12.5 Dehydrated Sauces	815
12.6 Bouillon Cubes	816
13.11 Beef	816
13.12 Pork	816
13.13 Mutton	816
13.14 Poultry	816
13.15 Other Fresh Meat	816
13.21 Canned Meat	816
13.22 Frozen Convenience meat	817
13.23 Cured Meat	817
13.24 Bacon & Ham	817
13.25 Delicatessen Products	817
14.1 Fresh Fish	817
14.2 Canned Fish	818
14.3 Frozen Fish	818

14.4 Other Processed Fish	818
15.2 Canned Ready Meals	818
15.3 Dehydrated Ready Meals	818
15.4 Frozen Pizza	819
15.5 Frozen Ready Meals	819
16.1 Bean and Ground Coffee	819
16.2 Soluble Coffee	819
16.3 Coffee Substitutes	819
16.4 Black Tea	819
16.5 Herbal Teas	819
16.6 Powd. Choc. & Malted Drinks	819
17.1 Mineral Water	820
17.2 Soft Drinks	820
17.31 Fruit Juices	820
17.32 Fruit Drinks	820
17.4 Squashes and Concentrates	820
17.5 Health & Sports Drinks	820
17.6 Iced Tea	821
18.1 Beer	821
18.21 Still Wine	821
18.22 Sparkling Wine	822
18.3 Aperitifs & Spirits	822
19.1 Baby Jars	822
19.2 Baby Milks	822
19.3 Other Baby Foods	822
20.1 Canned Cat Food	822
20.2 Canned Dog Food	822
20.3 Dry/Semi-Moist Cat Food	822
20.4 Dry/Semi-Moist Dog food	823
Major Brands by Holding Company	825
AKZO to Avicola Brasov	825
Avicola Buftea to Bere Sadu	826
Bere Satu Mare to Carbac	827
Carbac to Coca-Cola	828
Coca-Cola to Copimex	829
Copimex to Edelweiss	830
Elcom to Fructexport	831
Fructexport to Horticons	832
Horticons to Lacta	833
Lacta to Malita	834
Malita to Muntenia Invest	835
Muntenia Invest to Oltchim	836
Oltchim to Pescaris	837
Pescaris to Rio Sofdrinks	838
Riso Gallo to Senator Trade	839
Serdika Montana to Südzucker	840

Südzucker to Valahia Comimpex	841
Vamvalis to Zamur Tg-Mures	842
Zanae Nikoglou to Zarea	843

(blank page)