



TRANSAVIA

- »» Top performing convenience products
- »» New technologies and customized items
- »» Flexible collaboration with our clients

Breaded & Pre-cooked Convenience Solutions



**YOUR NEXT
BUSINESS
ACCELERATOR**



TRANSAVIA

The varieties, flavours and pack sizes we offer are carefully designed, having in mind your specific needs and our end consumer's cravings for new culinary experiences.



TRANSAVIA

The convenience market offers unprecedented growth potential for food manufacturers, retailers, and HoReCa players alike. Transavia, Romania's chicken market leader, brings in the expertise, technology, and creativity required to service this sector and delivers unequalled value for money for its clients and consumers. Our convenience offerings tap into trending flavours and menu solutions that make food preparation easier and more rewarding than ever.

Well Made in Romania



COMPANY OVERVIEW

Transavia, Romania's premier poultry product provider – a country currently ranked the 7th among the chicken meat producers in the European Union – takes the next step and focuses on expanding international cooperation, strengthening existing partnerships, and increasing exports by enhancing its convenience production capabilities.



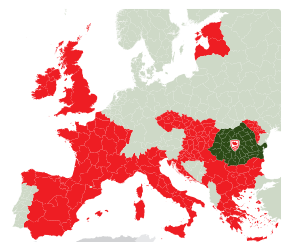
TRANSAVIA HIGHLIGHTS

We are a family-run company headquartered in the heart of Transylvania. Now in our third decade of business, we proudly lead the local chicken meat industry and pioneer the most advanced vertically integrated poultry business system in Eastern Europe. We completely control our products' safety and quality, from grain to fork, as well as the cost of production. We are the only producer in the region that raises, processes, packs and delivers a wide range of high-quality chicken products. This strong competitive advantage has consolidated our regional market leader position and allowed for an increase in exports, currently standing at about 30% of the production.

We offer a diverse portfolio of chicken products, including fresh and frozen chicken meat, marinated items, and convenience products. Our iconic brand, Fragedo, is appreciated by both consumers and retail professionals for its excellent quality and authenticity, being designated the best-ranked brand in the

food industry in Romania for several years in a row in the prestigious top Brand Finance® Romania 50. Fragedo includes a range of fresh meat products that are portioned to serve individual customers and HoReCa professionals. Under the Fragedo umbrella, the company has developed Fragedo Deli sub-brands, Barbecue, Marinés, and Selected Assortments – ready-to-cook specialties based on Transavia's recipes. Papane, Papane Bistro, Papane Chef and Fragedo Crunch Your Lunch ranges offer a full line of pre-cooked products for foodservice operators and retail. From chicken nuggets to burgers and schnitzels, our products star in various menus preferred by people with active lifestyles, as they make a delicious quick fix and offer healthier, more nutritious choices.

Our goal is to provide the safest, most authentic and delicious chicken meat for you and your customers, spanning across all tiers of value while being mindful of consumers' changing lifestyle priorities and needs.



We are headquartered in the heart of Romania, in Alba county, with operations extending across seven additional counties. We are a reliable partner for international customers, currently exporting mainly to countries in Europe and Africa.



The convenience food industry presents significant opportunities for future innovation and growth. At Transavia, we are committed to addressing these challenges and partnering with our clients to create exceptional convenient consumer experiences."

ENG. THEODORA POPA-LITEANU, Vice President of Transavia



THE BEST "GRAIN TO FORK" EXPERIENCE IN SE EUROPE



Our company's growth strategy has focused on 100% vertical integration, business enlargement within the production and distribution chain, and predictable management of the business. This approach allows us to be highly resilient and flexible – we have full control over the quality and costs and are not dependant on third party suppliers. The integrated chain components include all the strategic aspects of the Transavia business, from grain and poultry fodder production, hatcheries, and rearing farms, slaughterhouses and the meat processing plant to product distribution all over Romania and abroad, performed exclusively with our own delivery fleet. This operational model secures the supply for each of Transavia entities and the compliance with the strictest requirements specific to our industry at every stage. For our customers, it guarantees the highest degree of food safety and quality, and the efficiency of the entire production chain, from grain to fork.

RESPONSIBILITY IN ALL ASPECTS OF OUR ACTIVITY

We've gained the reputation of being a model of good practice in the food industry and sustainable development in Romania, acting responsibly in every area of our business. We hold in high regard our responsibility for people – from the consumers who choose our products and the partners who contribute to developing our business to our team members and the people in the communities in which we operate.

We take very seriously our purpose to facilitate people's access to healthy, safe, nutritious and affordable food as a way to improve their quality of life and make no compromise when it comes to the quality of our products. We are proud to lead the industry in chicken welfare, setting new standards and ensuring that the birds we raise are properly and ethically taken care of. We also act responsibly and implement the most effective solutions to have the lowest impact possible on the environment and maximize the available life of our resources. For example, we utilize 100% of the used bedding taken out of the poultry houses as organic fertilizer on the farming land where we grow cereals. We have made the largest investment in green energy within Romania's food sector,



enabling us to meet our energy needs through renewable resources. Approaching every aspect of our relationships with our partners responsibly and openly has contributed to the development of our business on a solid base. We build better-together partnerships that facilitate growth for all of us. Follow-up care and ongoing communication with your team help us quickly understand your needs, communicate more effectively, and come up with customer-specific solutions when needed.

At the same time, we live up to our civic responsibility and contribute to the overall development of the communities where Transavia is present by constantly investing in health, education, culture, and sports.



FOCUS ON CONVENIENCE

Transavia's convenience portfolio consists of high value-added tailored products that meet the tastes of today's consumers. Whether for our HoReCa partners or retail food brands, we develop creative food solutions or in line with our customers' specific requirements.



INCREASED MARKET APPETITE FOR CONVENIENCE FOOD OPTIONS

Changes in lifestyle and consumer patterns, rising internet penetration and new ways of preparing food, an increase in consumers' disposable income, and catering solutions have contributed to a growing preference for convenience food over the last decade. Consequently, the production and preparation of convenience food have changed considerably.

Due to its easy availability, affordable price, greater protein/lower fat ratio, and taste advantages, chicken meat is at the forefront of the convenience food trend. Chicken meat ranks high among the dietary preferences of people of all ages because of its versatility – it is a significant component in many traditional cuisines from all over the world and can be integrated in an unrivalled number of recipes. As the demand for processed

poultry products, frozen items especially, is expected to rise, producers need to offer a larger variety of options to their clients and consumers.

Transavia is well-known for its breaded and processed chicken meat products with great taste, unbeatable quality-to-price ratio, large variety of products, and supply chain capacities that allow us to meet all our clients' requirements and stand out in the market. Our 100% vertically integrated business model is recognized as an important competitive advantage by our partners, as it guarantees we maintain full control on every stage of the production process. Additionally, our dedicated fleet guarantees secure, expedient delivery, adhering to all agreed terms and regulations, thereby ensuring products reach their destination swiftly and safely.



Our offer includes full-meat and formed products, prepared in various coating systems, and state-of-the-art technology that guarantees perfect results every time.

- ✦ Highly automated portioning and automated packing
- ✦ Numerous cutting and styling patterns
- ✦ Accurate fixed weight packing with controlled low waste
- ✦ Consistent product features
- ✦ Maximum process yield



Now, for the first time, we are focusing on producing innovative breaded and processed convenience products not only under the Transavia umbrella, but also for our partners' private labels."

DANIEL OPRIȘ, Director, Transavia International Sales

FLEXIBLE PARTNER AND TRUSTWORTHY ADVISOR FOR OUR CLIENTS

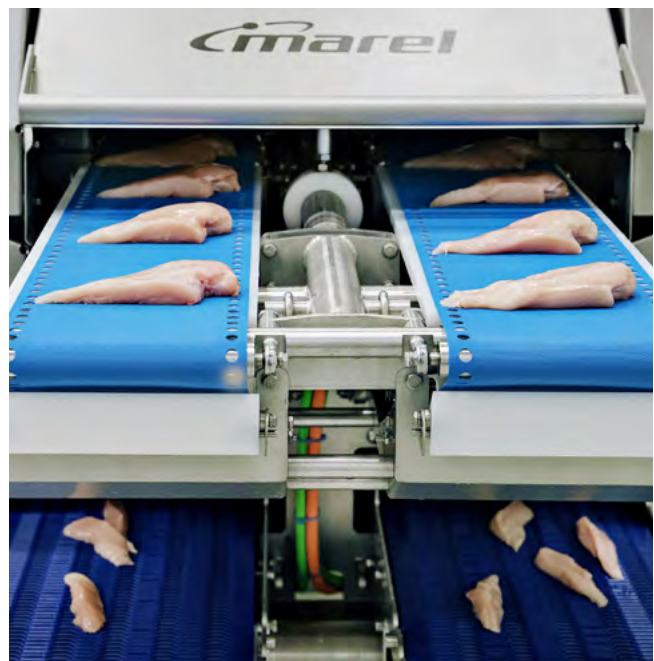


We have crafted premium convenience products for our partners using high-quality chicken, tailored precisely to their stringent specifications or developed collaboratively through recipe refinement. We attentively monitor market trends, conduct consumer research, and strategize to deliver precisely the right product, production scale, and packaging concept, offering expert guidance when sought by our customers. Since 2017, we have acquired valuable expertise as the exclusive certified supplier of chicken meat to McDonald's in Romania. This partnership has deepened our understanding of the convenience food industry, its complexities, regulations, and consumer expectations. We uphold rigorous quality standards across all our convenience food offerings and draw daily inspiration from the latest trends and consumer preferences.

NEW TECHNOLOGICAL CAPABILITIES, A MORE VERSATILE OFFERING

Transavia has recently acquired a new production line, featuring state-of-the-art Marel i-CUT technology, allowing us to produce hi-quality whole-muscle chicken convenience items. This technology combines high levels of accuracy, throughput, and reliability, with innovative software. The portion-cutter cuts boneless, non-frozen poultry products to fixed weight and/or uniform sizes, enabling us to maximize the use of raw material, minimize waste and increase yield.

Depending on customer needs, whole muscle products can be simple raw products individually cooked or breaded with various coatings such as tempura, plain or seasoned breaded, pre-cooked, baked and individually quick frozen, so that they are ready-to-cook. The range of products made from all-natural, whole, boneless, fresh, no pre-shredded chicken breast includes products such as schnitzels, strips, chunks, nuggets, cubes, cordon bleu and more – virtually all portioned products supermarkets and quick-service restaurants ask for.



Whole Muscle Products

Delicious breast strips and patties, wings, and chunks prepared from fresh meat, expertly seasoned and coated in a crunchy, golden breading, which makes them the mouthwatering stars of any plate.



Hot and spicy breaded chicken wings



Spicy and juicy chicken wings coated with spicy breadcrumbs.
Whether you are enjoying them as a quick snack or as part of a hearty meal, they add a zesty kick to any occasion. Serve with creamy dips, potato wedges, or fried rice.



Cooked, pre-fried | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
	50g	



TRANSAVIA

Lemon and pepper breaded chicken breast patty







Slices of tender chicken breast, coated in breadcrumbs flavoured with lemon and pepper.

Serve it stand-alone on a bun, with various Mediterranean sauces and veggies, or with your favorite sides.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	100g, 125g	 

Southern fried chicken breast strips





Pan-ready tasty chicken breast strips with spicy Southern fried coating.

They work just well with French fries, sweet potatoes, or barbecue sauce. Chicken-licious!



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	55g, 60g	  

Zinger chicken breast strips






Crunchy chicken breast strips coated with a slightly spicy layer of crispy breadcrumbs.

Serve alongside potato wedges, creamy coleslaw or mayonnaise, or pop it into a flavourful sandwich.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	55g, 60g	  

Whole Muscle Products

“Over the last 20 years, we have built a unique partnership with Transavia: our companies have gone through challenging times and have grown together. It's easy to work with people you trust, who understand the specific requirements of your customers, from food resellers and HoReCa entities to famous chefs. Transavia has developed food solutions in line with our specifications and operational needs, and has proved extraordinary culinary skills and global insight into flavour, coming up with a great diversity of convenience products that meet our customers' needs.”



ALEXANDRA DODIȚĂ
Head of Fresh and Ultra Fresh Products
Department, METRO Romania

Crispy chicken breast strips







Juicy chicken breast strips wrapped in a crunchy cornflake coating and cooked until perfectly crisp.

Serve it with a selection of dips, from honey mustard to creamy feta roasted red pepper, or a side of fries.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	55g, 60g	  

Chicken breast chunks








Tender chicken breast pieces wrapped in a crust of golden breadcrumbs.

Crispy bites full of flavour, perfect in a zesty, lemony green salad, as a pasta topper, or on their own.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	20g, 30g	  





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Cornflakes breaded chicken breast patty

Slices of tender chicken breast, coated in crunchy golden cornflakes. With its crispy coating and moist middle, this ultimate crispy delight for fried chicken lovers can be served alongside smashed potatoes or a fresh cucumber salad.



Pre-fried, cooked | Individually quick frozen (IQF)



How to cook	Net weight/piece	Packaging details
 	100g, 125g	 



Whole Muscle Products








Buttermilk chicken breast strips



Succulent chicken breast strips coated in a crispy, butter-flavoured breading. Each piece offers a delightful balance of tender meat and satisfying crunch. Serve these versatile strips alongside your favorite dipping sauces, fresh salads, or roasted vegetables.

Pre-fried, cooked | Individually quick frozen (IQF) ❄️❄️❄️

How to cook	Net weight/piece	Packaging details
 	55g, 60g	  



TRANSAVIA

Spicy chicken bites



Bite-sized tender mouthfuls covered in a breadcrumb coating, spiced with a seasoning blend that delivers a harmonious hot, and tasty balance.

The perfect snack for any occasion, paired well with a variety of dipping sauces or side dishes.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
  	20g, 30g	  

Buffalo chicken wings







Marinated to perfection, these mouthwatering buffalo chicken wings are the perfect blend of juicy, tender chicken and bold, spicy flavours.

Serve them alongside refreshing vegetable sticks and your favorite dipping sauces.



Cooked, pre-fried | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
	50g	  

Quality and safety certifications cover all our poultry operations

We guarantee the meat and chicken products in our supply chain are manufactured to the highest standards, stored and shipped under proper conditions, and comply with the regulations of their destination market. Our commitment to quality is underscored by a range of internationally recognized certifications – including GLOBAL S.L.P., GMP, ISO 22000, BRCGS Food Safety, FSSC 22000, among others – that validate our adherence to the highest standards of product safety and food safety practices. Since 2006, we have proudly held the esteemed title of “Supplier to the Romanian Royal House”, a testament to the exceptional quality of our services and products within the Romanian market.



Formed Chicken Products

Versatile and convenient, our formed chicken products are the perfect addition to your recipe repertoire. Crafted with the highest quality chicken meat, they are meticulously formed to ensure an accurate weight, shape and size, to deliver a consistent texture and flavour in every bite.



Breaded chicken burger



A juicy chicken burger patty made from fresh chicken meat, coated in a delightful breading that crisps up beautifully when cooked.

Versatile and easy to prepare, it can be enjoyed on a fresh bun with your favourite toppings or as the main course alongside your preferred side dishes.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	50g, 60g, 80g, 105g	  



TRANSAVIA

Breaded chicken schnitzel








Tender, juicy chicken meat that's been expertly formed into a classic schnitzel shape, then coated in a blend of premium breadcrumbs that create a satisfyingly crunchy texture, complementing the juicy, succulent chicken within.

Discover the joy of home-cooked, restaurant-quality schnitzel!



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	80g, 150g	  

Breaded chicken patty








Flavourful chicken meat patties carefully shaped and coated in a crispy breadcrumb breading.

A convenient and tasty choice for a quick meal or snack, these versatile patties can be served in a classic chicken sandwich or paired with a fresh salad or roasted vegetables for a healthier option.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	100g	  

“Started in 2017, our partnership with Transavia has grown stronger year after year. At McDonald's, we are keen to provide our consumers their favourite recipes using the highest quality Romanian chicken meat, provided by a company that fully complies with McDonald's very restrictive global standards. From McPuișor, Crispy Chicken Tenders to chicken wings and chicken burgers in limited edition, all the products developed using chicken meat from Transavia met our customers' expectations for best taste and high-quality of the products. Also, we appreciate the company's unmatched practices for food safety and quality assurance, and its dedication to responsible sourcing and sustainability across its entire operations.”



PAUL BRAUN
Director of Supply Chain and Quality Assurance, Premier Restaurants Romania

Formed Chicken Products

“ As market leader in added value frozen poultry for the foodservice industry, at Meadow Vale Foods, we work closely with our supplier partners. We have partnered with Transavia for a number of years. Together we focus on delivering the best in product quality, taste and consistency required for the modern caterer, all products are fully cooked and IQF saving time and preparation, reducing waste and cutting out risks of raw, all important to our customers.”



NIGEL O'DONNELL
Managing Director, Meadow Vale Foods UK

Chicken cheese medallion








Juicy chicken meat coated in golden breadcrumbs, with a creamy cheese mixture.

This innovative dish offers a satisfying and flavourful eating experience. The rich, creamy cheese mixture adds a decadent twist, creating a harmonious balance of textures and flavours.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	100g	  

Breaded chicken steaks








High-quality chicken meat carefully shaped and coated in a crispy breadcrumb layer that seals in the natural flavours.

Incredibly versatile, these steaks can inspire a range of centre-of-plate applications or be sliced up and added to salads, sandwiches or pasta dishes.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
 	95g, 100g	  



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Chicken cordon bleu

Tender chicken meat, shaped and covered with a golden crispy coating, and filled with savoury ham and melted cheese. It is a delightful fusion of flavours that's sure to impress, whether you're hosting a family gathering or treating yourself to a special meal.



Pre-fried, cooked | Individually quick frozen (IQF)



How to cook	Net weight/piece	Packaging details
	165g, 125g	



Formed Chicken Products





Smiley chicken nuggets



Bite-sized nuggets, crafted with high-quality chicken meat, shaped into cheerful smiley faces and coated in a golden breadcrumb batter.
Perfect for kids and adults alike, the smiley chicken nuggets are a convenient option for any meal or snack.

Pre-fried, cooked | Individually quick frozen (IQF) ❄️❄️❄️

How to cook	Net weight/piece	Packaging details
  	23g	  



TRANSAVIA

Smiley chicken burger









Designed to bring a smile to your face, this juicy chicken patty is shaped into a cheerful smiley face, and coated in a golden, crispy breadcrumb crust.

Enjoy this playful and delicious burger as a quick meal during the week or as a fun weekend treat.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
  	50g	  

Battered chicken nuggets









Juicy pieces of chicken meat, carefully formed and coated in a light and airy tempura batter.

The delightful fusion of tender chicken and crispy tempura makes these nuggets the perfect addition to any meal.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
  	22g	  

“As a dynamic food innovation company that creates and delivers products across food service and retail markets, we choose our partners taking into consideration not only the quality of their products, but also the principles that guide us and the values we share. Transavia is professional in every aspect of its activity, responsible, up to date with food trends, most creative and trusted, and has one of the most impressive sustainability strategy in the chicken meat industry in Europe.”



MATTHEW MABBOTT-QUARTLEY
Supply Chain Manager, Green Gourmet UK

Formed Chicken Products

Now it's easy to produce your own private label convenience products!

Our multidisciplinary team can assist you on each stage of the production process and help you develop innovative, distinctive products for your target audience. Pre-cooked frozen foods are a great solution for everyday kitchen use – standardized production processes ensure a uniform high quality and portionability of the products. HoReCa customers appreciate these multi-use products as they can be used across different meal times and occasions. In addition, pre-cooked food items meet the highest hygienic requirements, reduce costs, and save valuable time in the kitchen. We put all our expertise and creativity to work so that together we can offer the end consumer a large variety of tastes and formats fit for the whole family.



Southern fried chicken popcorn





Tender chicken meat shaped like fluffy popcorn kernels and coated in crispy Southern fried style breadcrumbs.

You can enjoy it on its own as a tasty and portable snack or sprinkle it over a fresh vegetable salad.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
	8g	

Breaded chicken fries





Juicy chicken meat, minced and formed like French fries, and covered with crispy golden breadcrumbs.

A delightful twist on classic fried chicken, they stand as an ideal aperitif at parties, pairing very well with a variety of dipping sauces.



Pre-fried, cooked | Individually quick frozen (IQF)

How to cook	Net weight/piece	Packaging details
	13g	



TRANSAVIA



Southern fried chicken goujon

Deliciously tender goujons formed from chopped fresh chicken meat and coated in lightly spiced Southern fried style breadcrumbs. Pair them with Southern fried potato wedges and a dip of your choice and discover the mouthwatering flavours of the American South in every bite.



Pre-fried, cooked | Individually quick frozen (IQF)



How to cook	Net weight/piece	Packaging details
	23g, 25g, 40g, 42g	  



CERTIFICATIONS



BRCGS
Brand
Reputation
Through
Compliance
Global
Standard Food
Safety



FSSC 22000
Food Safety
System
Certification



GLOBAL S.L.P.
Animal Welfare
Standard



McDonald's
SQMS – Sup-
plier Quality
Management
System;
GMP – Good
Manufactur-
ing Practices;
CSD – Chicken
Slaughter and
Deboning;
CHW – Chicken
Health and
Welfare



HALAL
Islamic
Cultural Centre
– Romania



SWA
McDonald's
Supplier
Workplace
Accountability



ESG
Sustainability
Assessment

TABLE OF SYMBOLS

GENERIC



Frozen product

HOW TO COOK



Frying pan



In the oven



Air frying

PACKAGING



Retail box



Retail bag



Wholesale bag



OUR PRODUCTS CLAIMS

- 100% natural chicken meat
- Hatched, raised and processed in Transavia's owned facilities in Romania
- All-vegetal origin feed
- Sustainable practices
- 100% traceability, superior quality, authentic taste



Papane

PAPANE is Transavia's label of convenience products, offering delicious schnitzels, nuggets, burgers, and gujons, cooked and frozen – a technology that maintains their taste, texture and nutritional qualities.



TRANSAVIA

Make the most of your convenience food solutions
by partnering with a brand name as big as your customers' appetites.
Get in touch and find out how we can best work together!

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