



## Market

Teuta has a tradition of over 20 years as a manufacturer and distributor of food products. In 2001 they provided for Albanian market the first rice packaging in 1kg format under the brand GOLD. Throughout the years GOLD has become a well-known brand in Albanian market and now is one of the leaders in the rice industry.

Today the food is asked not only to be a source of nutrition, but also to improve durability and quality of life, and then to act as a central element in the prevention and maintenance of the best well-being.

Teuta Company, in accordance with these changing nutritional needs, acts as company-partner to the consumer, proposing a new alimentation, good for enhancing the health-conscious principles, and functional benefits of rice and other food products. Teuta is one of the biggest importers of food products in Albania. Originally in 2001 they provided for the market 3 kinds of rice varieties to continue with other food products like corn starch, bicarbonate sodium, sunflower oil, legumes, lentils, sugar, spices etc. Now, Teuta has more than 60 kind of products and owns a large part of dairy market.

## Achievements

The company owns the main warehouse with a space of 10,000 m<sup>2</sup> and besides the manufacturing it parallel does also distribution. This year they have managed to do the distribution center separately from the production and it is established in the highway Tirana- Durres 5km with a warehouse space of 5000m<sup>2</sup>. The company owns its own car fleet with modern vehicles and trucks for the transportation and distribution of goods. Besides the products

that Teuta trades under its brand they have managed to add more international partners and brands from all over Europe and not only, to represent them in Albania.

## History

Teuta Company was established in 1994. Company factory and packaging lines are based in the city of Durres. The company is private- held and today employs more than 100 employees. Throughout the years Teuta has invested in the packaging machines and now has various format of packaging

and also modern production center.

Teuta has been certified in 2009 and re-certified in 2012 and 2015 with the Standard ISO 9001 : 2008 and HACCP UNI 10854 : 1999 .

## Products

The mission of Teuta company owners is to fulfil the client needs according to the higher standard possible. These needs makes the company to continuously try to make improvements towards products quality and also to increase the products and brands range portfolio.

From the products that Teuta operates it's worth mention: different varieties of rice under Gold brand, sugar, sunflower oil, legumes, lentils, spices, different kind of puddings, soda etc. All these products are under Teuta umbrella brand and are sold with different types of format.

From international partners brands that Teuta represent for Albania are:

Riso Scotti , Ponti, Star, Callipo, Meray, Tedesco Group, Olitalia, Monini, Zucchi, 7 Stick, Limmi, etc.

## Recent Developments

Teuta tries their best to meet the consumer's demand for variety by packaging even more new products and investing in industry innovations. Teuta is always in development in terms of products, and now they are expanding also in the sector of distribution not only for their products but also for the partner companies from around the world and distributing their products in Albania.

## Promotion

Company success during more than 15 years has made Teuta a trusted brand in the food







industry. All the products that Teuta trades are synonymous of high quality. In these years Teuta has constantly used all modern promotional channels to promote and inform the consumer about the company and its products. Teuta participate in many corporate social responsibility initiatives, helping the people in need also supporting the orphanage. They have been sponsors of many cultural events in Durrës in collaboration with the Municipality of Durrës. Teuta Company is the main sponsor of the men's basketball team of Durrës that is also called Teuta Basket, offering a great support on their way.

#### Brand Value

Company success during more than 15 years has made Teuta a trusted brand in the food industry. All the products that Teuta trades are synonymous of high quality. Gold is another brand that Teuta has created



for rice in 2001 and in a very short time has become a leader in this sector in Albania market. Gold rice has now more 20 different type of packaging and varieties. The success of Teuta is based on the quality

of products that they offer, managerial skills of the staff, distribution in time of the products to the buyer with own transport vehicles, and fast reaction to requests of buyers with professionalism.



#### THINGS YOU DIDN'T KNOW ABOUT

##### TEUTA

Teuta is the company with the largest market share of rice in Albania.

Teuta has more than 60 kind of products with its brand name.

Teuta has the most advanced technology for food processing and packaging.