

Transylvania Food Company

We are artisan producers of cordials and fine sweet and savoury preserves. Local ingredients are combined with traditional recipes, small batches and slow cooking to ensure that our handmade products are full of flavour - just like the tasty ones your grandmother used to make. To preserve these for winter, she would have stored them in her cool cellar, hence our brand is **Pivnița Buncii**, Grandma's Cellar or Pantry. Our ingredients include fruits such as:

Wild forest: bitter cherry, blackberry, cornelian cherry, raspberry;

Wild meadow: blueberry, red and yellow bullace, elderberry, rose-hip;

Orchard: apple, plum, quince, sour cherry;

Courtyard: apricot, blackcurrant, peach, rhubarb.

Try our preserves as a sauce with meat dishes or cheese or as a dessert topping. Our cordials can be diluted with water and they are also the perfect compliment to spirits and cocktails or as ingredients in smoothies.

We also bottle several types of honey which is collected from these wildflower-rich grasslands and is truly symbolic of the rich biodiversity of this remarkable area. We buy our honey from local source, bee-keepers, and it is bottled at our premises in Saschiz.

We have created a **Taste Transylvania** experience and **Shop** next to our process facility, providing an opportunity for visitors to the area to enjoy the intense flavours of our artisan products and of course purchase some to take home. We also stock a selection of local wine and crafts.

On a larger scale, we produce raw acacia blossom and elder flower juices for further processing in the UK by a food and soft drinks manufacturer. We are their distributor in Romania for the finished products.

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Food Development Company



Impact Investment, Oxfordshire
Social Enterprise, Transylvania

Pivnița  Buncii

Food Development Company

In 2009, the Food Development Company Ltd (FDC) was registered in the UK with the aim of promoting socially responsible investment in small scale enterprises that have short supply chains, are commercially viable, ethical and sustainable - we call it impact investment.

Investment

We have put into practice what a small group of international development specialists have been writing about for decades on sustainable enterprise development i.e. we are neither a project nor a charity and instead promote transparency and accountability. Twenty three private investors have so far funded FDC in a mixture of loans and investment (debt and equity).

FDC qualifies for the Enterprise Investment Scheme (EIS) allowing UK investors 30% tax relief. After two years no inheritance tax is paid on these investments (with some exceptions) and they will be free of Capital Gains Tax after three years.

Transylvania Food Company Srl (TFC)

was registered in Romania in 2010. It is wholly owned by FDC and is a social enterprise.

Our production is located in modern premises in Saschiz (a UNESCO World Heritage Site). Careful design has ensured that our production facility blends with the architectural landscape on the outside while the use of modern materials provides thermal efficiency and a flexible food processing facility inside.

Traditional skills are combined with modern production controls to ensure consistent, handmade products that are safe and healthy.

We are accredited to the BRC Global Standard for Food Safety (Issue 7), Global Markets Programme.



Economic Impact

- Creation of local employment - eight permanent staff plus seasonal part time;
- Direct beneficiaries - over 1,300 of the poorest local people (approximately 50% women and children) collect wild flowers for our juices – probably their only source of income in the year. Some also collect wild fruits;
- Indirect beneficiaries - other members of collectors family;
- Sub-contractors and suppliers– transport and suppliers of product packaging etc;
- Community - increase in money circulating in local shops;
- Eco-tourism - increase in trade for local hotels and restaurants - our shop (opposite) is bringing more visitors to the town and we also promote other activities for a short stay.

Environmental Impact

- Sustainable wild harvesting promoted - based on annual environmental impact assessments;
- Local population are paid a fair price for collecting, providing them with a link to the value of conservation of their landscape and biodiversity;

- By-products from processing used for on-farm compost, returning nutrients to the soil and conserving soil moisture.

Social & Ethical Impact

- Creating employment opportunities in local community;
- Provision of training, fair wages, legal employment;
- Increased local capacity for compliance with health and safety, food legislation, fiscal and business environment etc leading to greater long term enterprise sustainability and increased impact on poverty reduction;
- Profit sharing scheme for staff and understanding that their long term employment depends on our success;
- Equity participation for local management providing sense of ownership;
- Empowerment of community leaders through the creation of collection points for wild harvested produce;
- Treating the poorest and often marginalised members of the community fairly and with respect.

