

The background is dark grey with a large, stylized phoenix icon in the center, rendered in shades of grey and white. The phoenix's tail feathers are on the left, and its wings are spread out to the right. The bottom of the phoenix is surrounded by a large pile of bright orange, spherical objects, possibly representing a product or a specific market segment.

# Company & product portfolio presentation

Who We Are

● Phoenixy ●





**Eliodor Apostolescu**



**Catalin Nour**

The story of Phoenixy and Gusto Pufuleti began in 1992, when Eliodor Apostolescu and Catalin Nour, two students at the Politehnica University of Bucharest, were looking for a business idea.

With lots of creativity and energy, they've started with an ice-cream stand at the corner of the street and decided to further develop it in the food sector. This decision made possible the continuity of the business throughout the entire year and offered the two young entrepreneurs a great platform to experiment.

Being a student, without any practical experience in a field of activity, they had to choose a business idea that would not pose great problems so that their experience could evolve along with the business itself. The corn puffs seemed to be a simple product to make, and so they bought an extruder from a food machine manufacturer in Romania.

In time, however, they've discovered that making corn puffs is an ... art. And they've mastered this art, managing to bring Gusto Pufuleti to millions of consumers, in more than 30 countries.

# Our story

- The story of Phoenixy Company & GUSTO corn puffs began in 1992.
- Since then, through perseverance and steady investment in quality and innovation, Phoenixy has become one of the most successful Romanian entrepreneurial initiatives. It's the largest corn puffs producer in Romania and one of the largest in Europe.
- The company is headquartered in Baicoi, Prahova County, Romania.



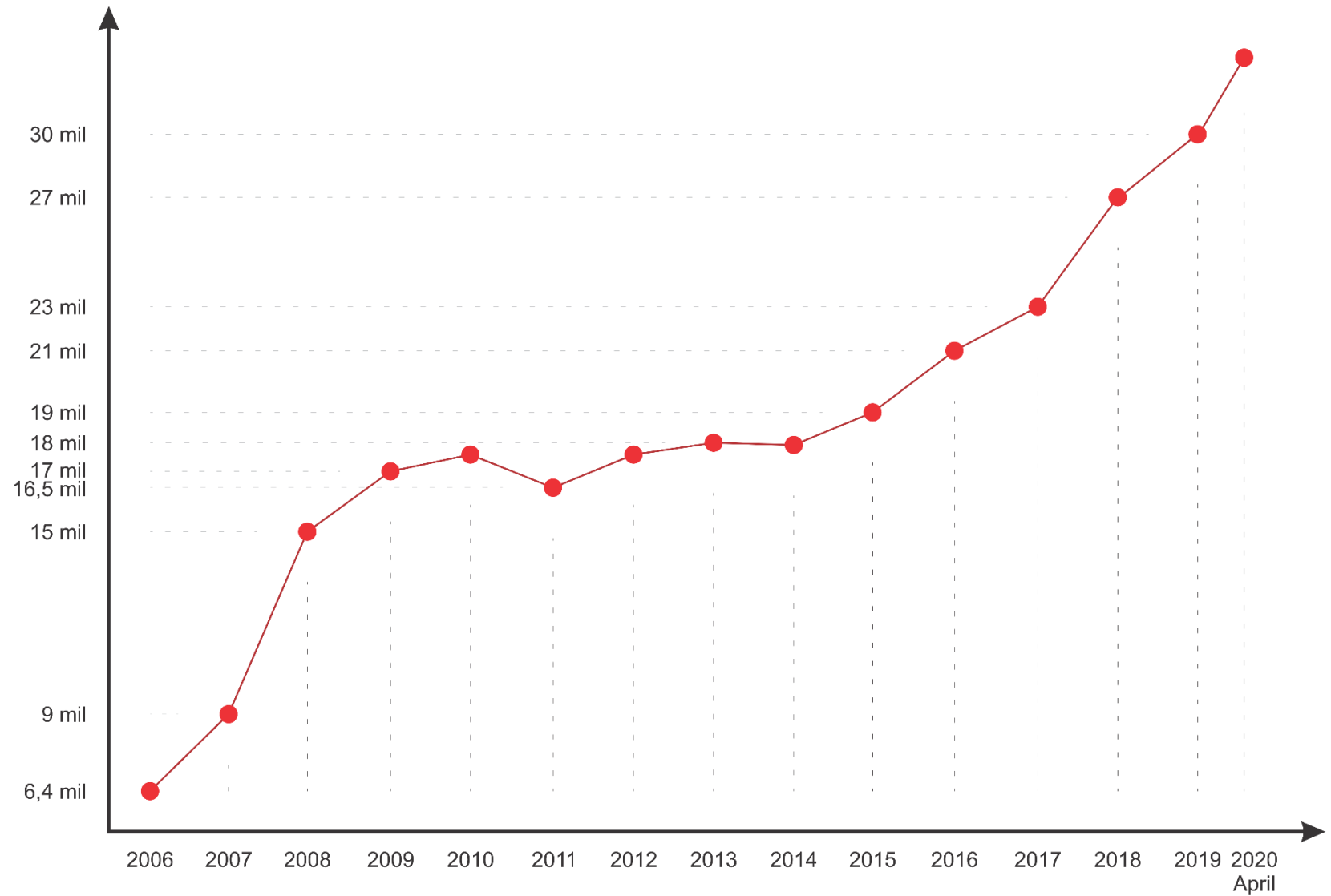
- Phoenixy is leading the Romanian corn puffs market with 70% market share.

- GUSTO is the corn puffs brand produced in Baicoi factory, one of the largest in Europe, with over 1,000,000 corn puffs bags produced per day.

- The company's yearly turnover is ~30 mil Euro, and the export rate is ~45% out of the entire sales volume.



# Phoenixy Sales



# Innovation and Technology



Success

Solution

Business Strategy

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

● SOCIAL NETWORK



Jun Jul Aug Sep Oct Nov Dec



PHOENIXY is the company who invented the technology used to produce the famous GUSTO corn puffs. Both the extruder technology and the recipe are unique, internationally patented, and were created by the two founders of the company more than two decades ago. This development is the key to the distinctive, delicious taste and texture of Gusto Corn Puffs – its major advantage worldwide.



The unique recipe and the proprietary technology have become the main competitive advantage of GUSTO Corn Puffs, globally. It highlights the care and commitment of Phoenixy to create an iconic brand in the category of corn puffs.





*About* GUSTO PUFULETI

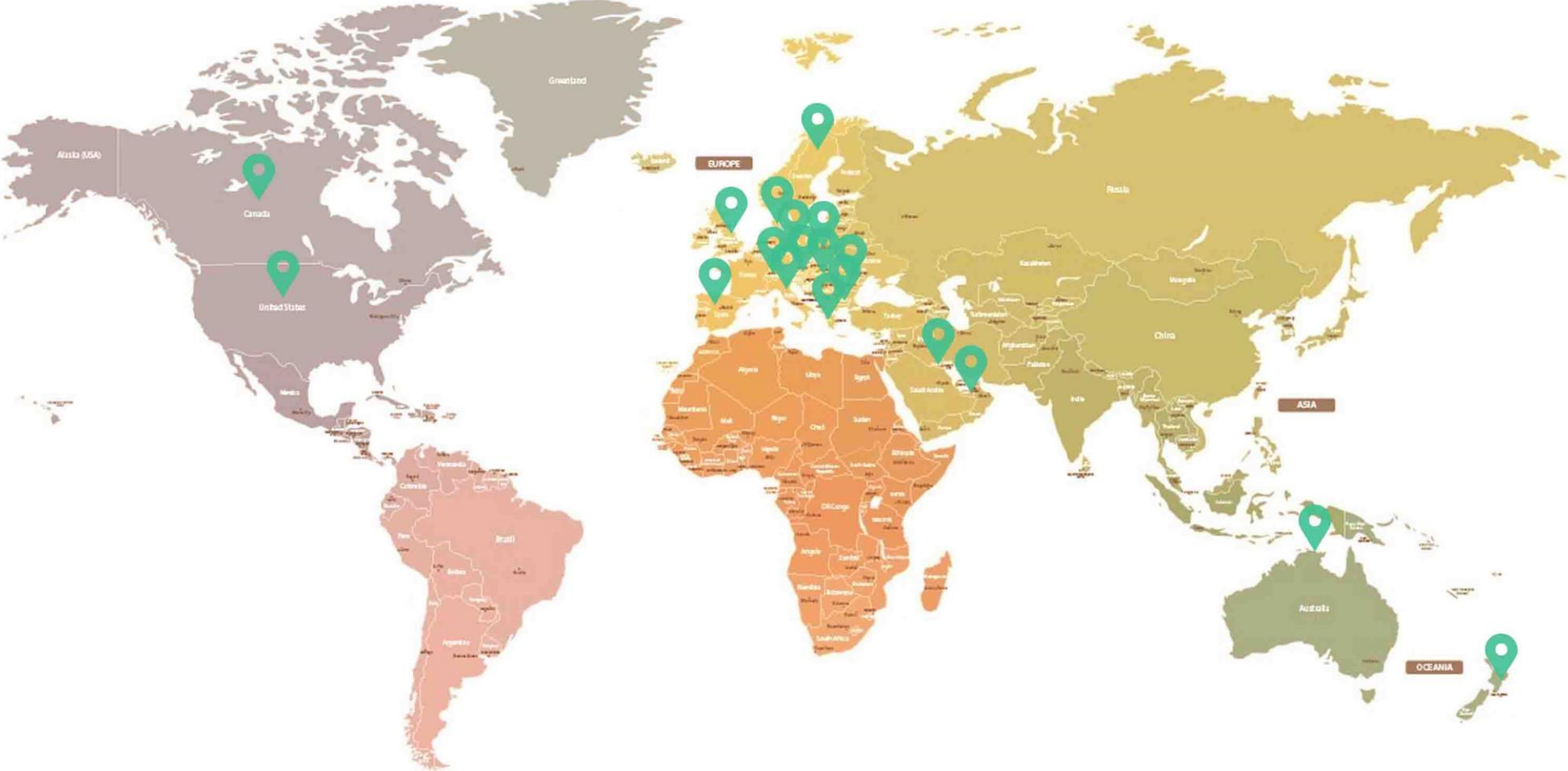
Gusto brand is present in all big retail chains in Europe such as:



**Auchan** | RETAIL **neto**



# Export countries



# *About GUSTO Corn Puffs*

During the past two decades, GUSTO had set the quality standard on the corn puffs market, following the highest European Standards in food safety and quality; International Food Standard and HACCP – high level. The recipe of the classic GUSTO corn puffs includes only three ingredients 100% natural: maize grits, vegetable oil, salt. No preservatives, no artificial flavors, no additives.

Gusto is sold in 32 countries; the majority of the European countries, as well as the United Arab Emirates, Kuwait, New Zealand, Australia, Canada, and the United States of America.

The product range is extremely wide and diverse, and it includes assortments for each consumer demand we've ever been requested to. Gusto is produced in more than 300 different product codes, amongst which we have the pleasure to present the following:

# GUSTO Classic

The classic version of world's most famous corn puffs provide consumers with a healthy, 100% natural snack, perfect for any moment of the day. Worldwide, GUSTO Corn Puffs are bought by millions of people!

Gusto Corn Puffs are produced from natural corn flour carefully chosen from the best agriculturalists in the world, adding a bit of salt and vegetable oil. Following the highest international food quality standards and a unique recipe, Gusto Corn Puffs are the best snack experience you could ever wish for!

The 45-gram bag is the perfect choice for a quick snack, on the run. The 85-gram one is enough to satisfy the appetite of the entire family, while watching a favourite series.



*Available in different sizes:*

*85g/bag; 18 bags/box*

*45g/bag; 36 bags/box*

# GUSTO Bio

Unique in texture and taste, the product has registered double volumes compared to other similar products in the market. GUSTO Bio are organic assortments, produced from the purest, most natural corn flour, harvested in clean soil and green agriculture. These new puffs have a very fine consistency, pleasantly aromatic, with a nice crunchy texture.



*With salt*  
20/35/80g/bag



*With apple*  
25/50g/bag



*With peanuts*  
50/150g/bag



# GUSTO Savoury

The world-famous GUSTO corn puffs, made after a unique recipe, are gently seasoned with natural flavors of Paprika, cheese, and sour cream and onion, offering to all savory snack lovers a clean label product, wonderfully rich in taste. The go-to snack when in the mood for something tasty.



with paprika



with sour cream and onion



with cheese



with pizza

100/80/50g/bag; 9 bags x 100g/box

# GUSTO Crunchy

From flavored cheese balls, roasted peanut puffs and corn puffs with cheese flavor, all bring consumers bold flavors and crunchy textures, with a delicious taste – aka the unique GUSTO taste! Nobody can say no to the crunchiest and tastiest CORN PUFFS!

Cheese Balls



*35 g/bag  
36 bags/carton*

Corn Puffs with  
Roasted Peanuts



*40g/bag  
40 bags/carton*

Corn Puffs with  
Cheese flavor





# GUSTO Rings

Crunchy, crispy and savory – these are the key characteristics of these delicious corn puffs from Gusto! Produced in three assortments, you can choose from crispy onion to flavored yummy cheese and mouth-watering pizza rings. All aim to bring consumers the unique GUSTO corn puffs, with delicious taste, bold flavors, and crunchy textures.

Cheese Rings



Pizza Rings



Onion Rings



100g /bag

# GUSTO Chocolate

The fine milk and cacao icing, made following a unique recipe of GUSTO chocolatiers, is combined with the crunchiness of world's most loved corn puffs! You can enjoy them in four different assortments: classic with milk, with raspberry, with Greek oranges, and with rum. With a good portion of 50 grams per bag, GUSTO satisfies your appetite for something sweet and crunchy.



*With Chocolate and Raspberry*

*With Milk Chocolate*

*With Chocolate and Orange*

*With Chocolate and Rum*

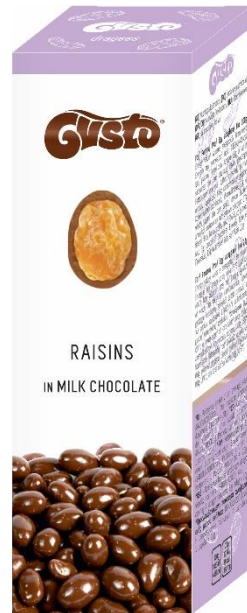
*50g chocolate snacks / bag, 36 bags/ carton*

# GUSTO Dragée

Peanuts, candied oranges, raisins, hazelnuts coated in thick beautiful layers of chocolate. A wide range of assortments used to celebrate life's key events. At the core of GUSTO Dragée range is the delicious Belgian dark and milk chocolate. Our world-famous chocolatiers have prepared unique taste combinations to satisfy even the sweetest tooth!



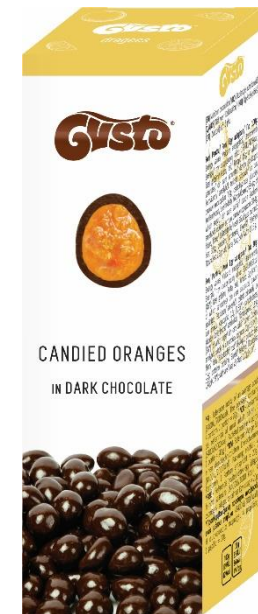
*Milk chocolate  
coated hazelnuts  
One-sized 80g/box*



*Milk chocolate  
coated raisins  
One-sized 80g/box*



*Milk chocolate  
coated peanuts  
One-sized 80g/box*



*Milk chocolate  
candied oranges  
One-sized 80g/box*

# GUSTO Salty Peanuts

Natural, delicious, crunchy, and nutty peanuts are one of the popular oil seeds known to humankind since ancient times. Carefully harvested from Argentina, where local people are very passionate about this natural tasty nut, the peanuts are delicately roasted by Gusto's experts, and transformed in an amazing healthy and natural snack!



*45g/bag;15 bags/carton*

*100g/bag;15 bags/carton*

*500g/bag;18 bags/carton*

Grab yourself a 500-gram bag of GUSTO PEANUTS, cause it's movie night! This bag is just perfect for any Sunday afternoon, within the family, watching your favorite series, or going out for a picnic with your kids, grandparents and all your dear ones!

With GUSTO PEANUTS 100-gram bag, you can enjoy a good portion of our delicious salty peanuts and fill yourself with energy & optimism, wherever, whenever! It's enough to taste one puff and you will be unstoppable.

45 grams of GUSTO PEANUTS offer you a delicious quick snack! Little calories, great taste and minerals, designed for any moment of the day, when a sudden peanuts cravings pops in!

# GUSTO Salty Peanuts



*Gusto Salty Peanuts  
Family Pack  
1000g/ bag  
11 bags / carton*



*Gusto Salty Peanuts  
Family Pack  
2000g/ bag  
8 bags / carton*

The one-kilo package is especially designed for retailers who sell in bulk. Generally, they sell around 1 kilo of GUSTO peanuts per day, therefore, this is a great packaging option for bulk retail, covering the daily demand of their customers. The next day, the retailer opens another 1kg bag of GUSTO PEANUTS, ensuring the highest quality and freshest nuts their consumers have ever tasted.

The two-kilo GUSTO PEANUTS bag was created for special occasions where we need to accommodate bigger events such as a wedding party, a family anniversary or an unforgettable trip with friends and family. The peanuts are always fresh, tasty and in good portions.

# GUSTO Popcorn

**Add a pop of fun (and flavor) to every occasion!**

Satisfy your tasty appetite with our 100% natural popcorn. Puffed perfection in a bag, that's GUSTO Popcorn! Delicious puffed corn with a surprisingly subtle sweet & salty taste. The ideal snack to enjoy during an evening on the couch, as a snack or with a nice appetite. Due to the incredibly tasty taste, GUSTO Popcorn is also very popular with kids! For all popcorn lovers who are consciously engaged in a healthy lifestyle.



200g



500g



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