



Press Release

The program “De-ale noastre” – Metro Cash & Carry Romania

Metro is expanding its program in the counties Galati, Călărași and Prahova

De-ale noastre is a program developed by METRO Cash & Carry Romania as a support for the local manufacturer. It is expanding in the vegetable basin Matca from the Galati county, as well as the counties Călărași and Prahova.

“Since 1996, the year that METRO entered the Romanian market, we wanted and advocated the development of the local economy that is why we always see that a local provider has a very important spot. We adapted the provisioning strategy and we had direct cooperation with the providers so that we could offer our clients a large variety of fresh Romanian products, as well as supporting the local providers in developing through long time partnerships with METRO.” Declared Adina Tîmplaru, Head of Corporate Communications METRO Cash & Carry.

In 20 years, from the beginning of METRO on the Romanian market, we tried to support firstly the autochthon manufacturers, collaborating as of now with over 350 local providers of fresh products and ultra-fresh from all over the country.

More than that, one of the METRO Cash & Carry Romania strategic programs, that sees to encourage the local manufacturers is ‘De-ale noastre’, being the first company to launch such a project in 2012, with the purpose of supporting the small manufacturers as well as helping them solve their main issues (small possibilities for advertising, as well as distribution) also contributing in the local economy. The first area included in the project was Poiana Mare from the Dolj county in 2012, followed by other areas from 9 other different counties: Olt, Mehedinti, Dâmbovița, Tulcea, Ialomița, Vâlcea, Ilfov, Giurgiu and Argeș în 2014. They will be joined this year by the counties: Galati, Călărași and Prahova.

Right now, in the ‘De-ale noastre’ project are involved over 100 local manufacturers, being the first of its kind in the autochthon market which offers support in all the key stages of the production (consultancy, collection solutions, packing, traceability), as well as monitorisation, distribution and an opening market, in the METRO Romania supermarkets.