

ALTA Bulgaria Ltd

Alta Bulgaria LTD has been operating on the Bulgarian market since 1992 and is among the leading distribution companies in the sector for fast moving consumer goods.

The company handles the distribution of more than 400 products.

Our main target is the continuous structuring and development of a strong portfolio. That represents products of high quality to meet the needs and requirements of the customers. Alta's portfolio is a combination of own Brands, and other Brands that we represent in the territory of Bulgaria. Lately in 2023 we started penetrating in the Romanian market too.

Turnover per category:

Food products: 58 %

Pet Food products: 14 %

Personal Care and household products: 12 %

Confectionary products: 16 %

Turnover of own brands: 62 % Ocean, Elabo, Neptun, Del Alma, Campese, Jungle, Mimosa

Turnover of brands with exclusivities: 38% Mondelez – Kent, Pomi, Bonta Lucane, Rübezahl Schokoladen – Sun Rice, Cabrioni.

Own Brands:

OCEAN®

ELABO®

Del Alma®

Campese®

JUNGLE®

Mimosa®

Representative Brands:

kent

Pomi

BONTA
LUCANE

SUN
RICE

Cabrioni



Clients:

Hypermarkets and Supermarkets
Grocery stores
Horeca/Hotels-Restaurants-Catering
Alcohol stores
Pharmacies
Wholesalers
Cosmetic shops
Gas Stations
Pet Shops

We supply to all international and local key accounts such as Billa, Metro, Fantastico and Kaufland etc..
Sofia traditional shops is directly serviced by our presales agents, whereas in other cities, we work with sub-distributors monitored by our supervisors and merchandisers.
Thus we are available on all the territory of Bulgaria, in all cities and rural areas as well.
Total POS: 11,300

Company structure: Total team 92

Purchasing: 4
Marketing: 2, plus part is outsourced.
Accounting: 3
Finance/ Safe: 2
Invoicing/ ERP: 6
Drivers: 8, plus part is outsourced.
Warehouse: 14
Operations: 2

Sales: Covering all the territory of Bulgaria: 51

a-Traditional trade/Downscale distribution: 26
b-Wholesale: 4
b-Key accounts: 5
c-Merchandising: 16, plus part is outsourced.

Logistics:

Trucks: 3, plus part is outsourced.
Vans: 12
Cars: 34
Central Warehouse: 2100 m² / 11 meter height
Pallet spaces: 4050 pallet space

Own Brands:



Market leader in the canned tuna, holding about 25% in the category



No 2 after Ocean in the category, holding about 5% MS



Among the Top 5 brands in olive oil category



Among the Top 5 brands in canned and packed vegetable products in KA, TT and HoReCa



One of the most distributed pet food brands on the Bulgarian market



The brand is very active for 20 years with fair distribution, holding various utility categories

Representative Brands:



Part of the Mondelēz Group with various sub brands, such as Olips, Bonibon, Topitop, Tofita and Jelibon.



Founded in 1982 in the province of Parma, Pomì immediately became an icon with its innovative packaging of Fresh 100% Italian tomatoes.



Known worldwide for Oven Baked products that preserve Italian traditions. Healthy and tasty.



German brand part of RK Schoko group. Mainly consists of several types of high quality Puffed rice with Chocolate.



Italian wafers and cookies with an exquisite taste.