

Dairy expansion supported by VETROPACK packaging for ARTESANA

Award-winning Romanian dairy producer ARTESANA is expanding across Europe with support from VETROPACK, whose glass bottles and jars are reinforcing the brand's focus upon natural ingredients and sustainability. Launched in 2023, the partnership combines artisanal dairy production with reliable glass packaging and future lightweight innovations.

Vetropack's glass packaging is helping Romanian dairy producer Artesana bring its award-winning milk products to a growing international market. The Swiss glass manufacturer has supplied bottles and jars for the company's expanding range, supporting a brand built on natural ingredients, minimal processing and artisanal values. The pure, unadulterated taste of milk from Artesana relies on glass packaging supplied by Vetropack, as the Romanian dairy producer continues to set new standards for



Visionary founders: the husband-and-wife team of Alina and Daniel Donici successfully launched Artesana and turned it into a strong brand within just a few years.



Recognised for excellence: customers and industry watchers alike are convinced by Artesana's dairy products – thanks in part to glass packaging from Vetropack.

natural dairy products. Since 2023, the Swiss glass manufacturer has delivered bottles and jars from its site in Chişinău, in the Republic of Moldova, for Artesana's whole milk, cream cheese, yoghurt and kefir.

AN AWARD-WINNING ROMANIAN DAIRY BRAND

Artesana, a young company based in Tecuci, Romania, has collected international awards for its sustainably produced dairy products made from cow's and goat's milk sourced from regional farms. The partnership with Vetropack plays a key role in presenting these products in packaging that reflects the brand's commitment to quality and sustainability. The origins of the business trace back to a defining moment. During a trip to Catalonia in Spain, Daniel Donici tasted a handmade cheese whose flavour left a lasting impression. Inspired by that experience, he decided he wanted to produce something similar. Soon his wife Alina shared the same ambition. That was in 2007. With no previous experience in dairy production, the couple embarked on what they describe as a true adventure. Their vision was clear from the beginning: to create milk and dairy products distinguished by exceptional flavour and genuine health benefits. Today, Artesana has become a highly

regarded brand among consumers and industry observers alike. Since its founding in October 2012, products including milk, cheese, sana –a Romanian variant of buttermilk-yoghurt and kefir have consistently received recognition from international media and industry forums. Most recently, the company was named 'Artisan Dairy Innovator of the Year' for 2025 by Global Brands Magazine.

PRESERVING THE NATURAL CHARACTER OF MILK

What sets Artesana apart is its commitment to preserving the natural character of milk. While plant-based alternatives such as oat and soy milk are becoming more common in Romania, the company follows a different path. "The vision is –and remains– to preserve the whole milk flavour: no additives, and the absolute minimum of industrial processing," explains General Manager Sergiu Muşescu. "As far as possible, we take nothing away – nor do we add anything." Milk is sourced exclusively from small and medium-sized farms in the surrounding region. As a genuine natural product, its taste varies slightly with the seasons, while fat content ranges between 3.5 and 4.2 percent because animals receive different feed in summer and win-

ter. Around 40,000 litres of milk are processed each day. The milk is gently pasteurised at lower temperatures using optimised processes designed to preserve vitamins, proteins and natural fatty acids. It is also not homogenised, allowing a natural layer of fat –cream– to form on top. The result is high-quality whole milk from both cows and goats, containing no additives and forming the basis for Artesana's dairy range.

GLASS: THE IDEAL AMBASSADOR FOR ARTISANAL PRODUCTION

For the team at Artesana –who describe themselves as "milk artisans"– glass is the only suitable packaging material. "We don't see this

Artesana's range also includes high-quality sana from goat's milk, shown here in a small 350-ml bottle from Vetropack.



COLLABORATION

as just a question of aesthetics,” says Muțescu. “Above all, it’s about product quality. Glass is the only packaging material that does not react with the contents, so it preserves the delicate ingredients and characteristics of our products.” Transparency also plays an important role. Customers can immediately see the product inside - including the cream that naturally rises to the top of the bottle. As a material that is 100 percent recyclable, glass also aligns with the company’s sustainability goals. The distinctive design of the bottles further reinforces the brand identity. Available in 1-litre and 350-ml formats, they feature a concave shape and wider opening, creating an attractive profile while ensuring that the cream does not block the flow of milk. “The round, clear shape reflects the past and represents values that are important to us - simplicity, honesty and diligence,” Muțescu explains. Vetropack’s containers also include two inscriptions on the base: the brand name ‘Artesana’ and the phrase ‘artizanii laptelui’ - Romanian for ‘milk artisans’.

PACKAGING PARTNERSHIP SUPPORTING INTERNATIONAL GROWTH

As Artesana’s business expanded, the company transitioned to Vetropack as its glass packaging supplier in 2023. The collaboration



As General Manager, Sergiu Muțescu drives innovation and growth at Artesana, working alongside the founders and in collaboration with Vetropack.



The Artesana factory at Tecuci in eastern Romania was built to the latest technical and environmental standards.

initially began with a 330-ml glass jar and has since grown to include five different containers - two bottles and three jars. Production volume is expected to reach around eight to nine million glass containers in 2025.

The packaging range currently includes:

- 1-litre bottle for fresh cow’s milk (including organic)
- 350-ml bottle for sana (cow’s or goat’s milk, including organic), kefir (cow’s or goat’s milk, including organic) and drinking yoghurt
- 300-g, 200-g and 160-g jars for natural yoghurt, cream cheese, sour cream, fruit yoghurt and other dairy products

“In turbulent and economically challenging times marked by trade barriers and inflation, Vetropack offers major advantages such as reliable deliveries, consistently high quality and flexibility when it comes to changes and innovations,” Muțescu says. He also recalls how quickly Vetropack was able to establish the manufacturing process for Artesana’s existing container designs. The Chișinău facility offers geographical proximity, efficient logistics and flexible production suited to smaller batch sizes. Looking ahead, Artesana plans further expansion. The company aims to strengthen its yoghurt and kefir segments and introduce new products specifically designed for children. A third production line is planned to support international growth.

PACKAGING DEVELOPMENT WILL ALSO CONTINUE

“Lightweight glass is an option for the future, allowing us to

become even more sustainable and resource-efficient,” Muțescu notes. “Modular packaging solutions are also of interest for our international markets.” He emphasises that the relationship with Vetropack goes beyond supply. “We see our collaboration as an opportunity for co-creation - not only regarding glass containers, but also reusable solutions and educational initiatives focused on recycling and environmental responsibility.” Artesana has already demonstrated its commitment to this approach. Through the ‘Label Explorers’ school programme, the company introduced more than 25,000 pupils and teachers across Romania to the basics of food labelling and ingredient transparency - while also helping them understand the difference between natural products and industrially manufactured alternatives. ■



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