



FAMILIA
SAFIR
— DIN 1945 —



LIVE ▶
FROM FARMS



FAMILIA
SAFIR
— DIN 1945 —



THE WAY
TO BE
GOOD



Safir is a Romanian company, a family business with an entrepreneurial tradition centered around goodness, founded since 1945, which has been continuously developed for 7 decades, 4 generations. From the first mill to the first chicken raised by us, we have developed a company that has continuously evolved and invested constantly, which takes care of the community, partners, customers, suppliers and employees through all its initiatives. Our firm belief is that respecting the authentic values that define us: originality, perseverance, performance and true partnerships, along with the way to be good are taught within the family and given further in the community. The guarantee of the Safir family represents the assurance for responsibly crafted products across the entire business line. Discover the way to be good in our products!



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Slow- growing chicken

Zdravăn Moldovenesc is the brand of the Safir family under which you can find poultry meat products from slowly grown, free-range chicken, without any artificial dyes. The color of the meat is natural, pinkish-white, due to the absence of dyes in their feed and the use of genetically unmodified premium breeds. These slow-grown chicken farms adhere to quality certifications for animal welfare, such as the Beter Leven 1* certification. In these rural farms, located near the forest, slow-growing chickens are provided with all the conditions to develop their natural instincts: they have access to outdoor pens and straw bales for play, they have natural light in the barns, and they sleep on chopped straw bedding. They are raised by local people from the countryside and traditionally hand-fed daily. The high meat quality is also ensured by reducing the stress of the chickens, through gentle daily hand-feeding.

The new purple packaging provides a unique visual experience that allows the consumer to see live from farms how the chickens are raised in welfare.

* The only slow-grown chicken in Romania,
certified Beter Leven 1*

* Slow-grown for 56 days or more

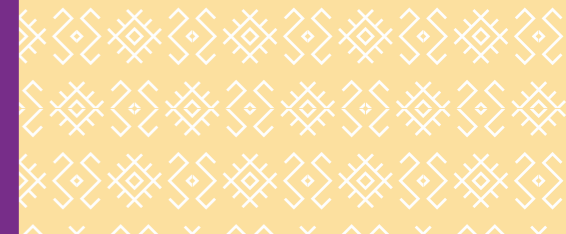
* Dye-free

* Hand-fed daily

* Free-range raised, in farms near the forest



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ZDRAVĀN MOLDOVENESC

Boneless breast (halves without inner)



PACKAGING: in a protective atmosphere
WEIGHT: 500+700 g
PIECES: 2+3

REFRIGERATED 12 days validity

ZDRAVĀN MOLDOVENESC

Breast with bone



PACKAGING: in a protective atmosphere
WEIGHT: 500+900 g
PIECES: 1

REFRIGERATED 12 days validity

ZDRAVĀN MOLDOVENESC

Inner fillets



PACKAGING: in a protective atmosphere
WEIGHT: 400+600 g
PIECES: 13+15

REFRIGERATED 12 days validity

ZDRAVĀN MOLDOVENESC

Boneless chicken legs without skin



PACKAGING: in a protective atmosphere
WEIGHT: 700+900 g
PIECES: 3+5

REFRIGERATED 12 days validity

ZDRAVĂN MOLDOVENESC

Chicken legs with bone



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 700+900 g
- ◆ **PIECES:** 2+3
- ◆ **REFRIGERATED** ◆ 12 days validity

ZDRAVĂN MOLDOVENESC

Wings without tip



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 700+900 g
- ◆ **PIECES:** 6+10
- ◆ **REFRIGERATED** ◆ 12 days validity

ZDRAVĂN MOLDOVENESC

Liver



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 600+800 g
- ◆ **PIECES:** 15+20
- ◆ **REFRIGERATED** ◆ 10 days validity

ZDRAVĂN MOLDOVENESC

Gizzards and hearts



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 600+800 g
- ◆ **PIECES:** 20+30
- ◆ **REFRIGERATED** ◆ 10 days validity

ZDRAVĂN MOLDOVENESC

Grilled chicken



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 1400±1800 g
- ◆ **PIECES:** 1
- ◆ **COMPOSITION:** chicken carcass without head, legs and organs
- ◆ **REFRIGERATED** ◆ 12 days validity

8

GROWN SLOWLY IN 56 DAYS OR MORE





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Standard- growing chicken

Deliciosul de Vaslui is the brand of the Safir Family, a guarantee for the safety and high quality of chicken meat. The products are made from naturally pinkish-white poultry meat, sourced from chickens raised on our own rural farms, dye-free fed. These farms are located in areas with clean, fresh air and are situated in the Moldova region (in Vaslui and Bacău counties). The farms are fully modernized and equipped with high-performance equipment, ensuring that our chickens have a controlled and biosecure environment in compliance with European animal welfare standards. The chickens are raised with the utmost care, in safe and healthy conditions and are fed with feed that we produce in our own "yard."

The new purple packaging provides a unique visual and sensory experience from the farms, allowing the consumer to see firsthand how the chickens are raised.

DELICIOSUL DE VASLUI

* Poultry raised on rural farms

* Dye-free



LIVE ►
FROM FARMS



DELICIOSUL DE VASLUI

Boneless breast without skin



- PACKAGING: in a protective atmosphere
- WEIGHT: 700±900 g
- PIECES: 1-2
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Inner fillets



- PACKAGING: in a protective atmosphere
- WEIGHT: 400±600 g
- PIECES: 13±15
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Boneless breast for schnitzels



- PACKAGING: in a protective atmosphere
- WEIGHT: 700±900 g
- PIECES: 6±10
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Cubes from the chest



- PACKAGING: in a protective atmosphere
- WEIGHT: 500±700 g
- PIECES: 30±45
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Breast with bone



- PACKAGING: in a protective atmosphere
- WEIGHT: 500±900 g
- PIECES: 1
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Boneless chicken legs without skin



- PACKAGING: in a protective atmosphere
- WEIGHT: 700±900 g
- PIECES: 4±6
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Chicken legs with bone



- PACKAGING: in a protective atmosphere
- WEIGHT: 700±900 g
- PIECES: 2±3
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Chicken drumsticks



- PACKAGING: in a protective atmosphere
- WEIGHT: 700±900 g
- PIECES: 6±10
- REFRIGERATED 12 days validity

DELICIOSUL DE VASLUI

Chicken thighs



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 700+900 g
- ◆ **PIECES:** 4+6
- ◆ **REFRIGERATED** ◆ 12 days validity

DELICIOSUL DE VASLUI

Wings with/without tip



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 700+900 g
- ◆ **PIECES:** 6+10
- ◆ **REFRIGERATED** ◆ 12 days validity

DELICIOSUL DE VASLUI

Liver



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 600+800 g
- ◆ **PIECES:** 15+20
- ◆ **REFRIGERATED** ◆ 10 days validity

DELICIOSUL DE VASLUI

Gizzards and hearts



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 600+800 g
- ◆ **PIECES:** 20+30
- ◆ **REFRIGERATED** ◆ 10 days validity

DELICIOSUL DE VASLUI

Minced meat from breast



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 500+800 g
- ◆ **PIECES:** -
- ◆ **REFRIGERATED** ◆ 10 days validity

DELICIOSUL DE VASLUI

Minced meat mixture



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 500+800 g
- ◆ **PIECES:** -
- ◆ **COMPOSITION:** chicken breast and chicken legs
- ◆ **REFRIGERATED** ◆ 10 days validity

DELICIOSUL DE VASLUI

Grilled chicken



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 1400+1800 g
- ◆ **PIECES:** 1
- ◆ **COMPOSITION:** chicken carcass without head, legs and organs
- ◆ **REFRIGERATED** ◆ 12 days validity





Processed and semi-processed products



THE WAY
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Răsfăț Românească is the Safir Family brand under which you can find the craft processed and semi-processed products, prepared according to original recipes, well crafted, tasty and satiating, without E-numbers, additives, dyes or preservatives. The Răsfăț Românească products are guaranteed to contain only chicken meat and 100% natural spices, fresh vegetables, fresh eggs and natural mutton membrane. The manual preparation, similar to home cooking, the spice blending, the cutting of fresh vegetables, and the smoking with hardwood sawdust are reflected in the natural appearance and taste of Safir Family's "Răsfăț Românească" craft products.

The new purple packaging provides a unique visual and real behind-the-scenes experience of the product's manufacturing.

RĂSFĂȚ ROMÂNESC

- * Fresh chicken meat and 100% natural spices
- * Without E-numbers, additives, preservatives, or dyes
- * Prepared according to original and authentic recipes
- * Craft products with unique taste and flavor



SEE
CLEARLY
HOW IT IS
MADE



Seasoned breast



- PACKAGING: in a protective atmosphere
- WEIGHT: 700÷800 g
- PIECES: 3÷4
- REFRIGERATED 10 days validity
- CLASSIC
- SPICY

Boneless breast, halves, without inner, without skin, refrigerated, seasoned, packed in casserole.

COMPOSITION: poultry meat (breast), 100% natural spices, salt, oil

Boneless, seasoned legs



- PACKAGING: in a protective atmosphere
- WEIGHT: 700÷800 g
- PIECES: 4÷5
- REFRIGERATED 10 days validity
- CLASSIC
- SPICY

Boneless chicken legs, refrigerated, seasoned, packed in casserole.

COMPOSITION: poultry meat (boneless legs with skin), 100% natural spices, salt, oil

Seasoned chicken thighs



- PACKAGING: in a protective atmosphere
- WEIGHT: 700÷800 g
- PIECES: 7÷9
- REFRIGERATED 10 days validity
- CLASSIC
- SPICY

Chicken thighs, refrigerated, seasoned, packed in casserole.

COMPOSITION: poultry meat (chicken thighs), 100% natural spices, salt, oil

Classic/spicy seasoned wings



- PACKAGING: in a protective atmosphere
- WEIGHT: 700÷800 g
- PIECES: 12÷14
- REFRIGERATED 10 days validity
- CLASSIC
- SPICY

Wings sectioned, without tip, refrigerated, seasoned, packed in casserole

COMPOSITION: poultry meat (wings), 100% natural spices, salt, oil

RĂSFĂȚ ROMĂNESC

Seasoned skewers



PACKAGING: in a protective atmosphere
WEIGHT: 340 g
PIECES: 5

Skewers, refrigerated, seasoned, packed in casserole.

REFRIGERATED 10 days validity

CLASSIC

SPICY

COMPOSITION:
poultry meat without skin (breast and legs), red bell pepper, onions, 100% natural spices, salt, oil

RĂSFĂȚ ROMĂNESC

Seasoned mix



PACKAGING: in a protective atmosphere
WEIGHT: 700 g +/- 10%
PIECES: 10

Refrigerated, seasoned poultry mix, packed in casserole.

REFRIGERATED 10 days validity

CLASSIC

SPICY

COMPOSITION:
3 sectioned wings, 2 chicken drumsticks, 2 boneless chicken thighs with skin, natural spices, salt, oil

RĂSFĂȚ ROMĂNESC

Seasoned Family Mix



PACKAGING: in a protective atmosphere
WEIGHT: 1.300 g +/- 10%
PIECES: 18

Refrigerated, seasoned poultry mix, packed in casserole.

REFRIGERATED 9 days validity

CLASSIC

SPICY

COMPOSITION:
3 boneless legs with skin, 5 sectioned wings, 5 skewers of breast and legs, 100% natural spices, salt, oil

RĂSFĂȚ ROMĂNESC

Spiced Barbeque Mix



PACKAGING: in a protective atmosphere
WEIGHT: 1.300 g +/- 10%
PIECES: 25

Refrigerated, seasoned poultry mix, packed in casserole.

REFRIGERATED 8 days validity

CLASSIC

SPICY

COMPOSITION:
10 fresh spicy sausages, 5 spicy sectioned wings, 5 skewers of breast and legs, 100% natural spices, salt, oil

Fresh, classic/spicy sausages



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 600 g +/- 5%
- ◆ **PIECES:** 10
- ◆ **REFRIGERATED** ◆ 10 days validity
- ◆ **CLASSIC** ◆
- ◆ **SPICY** ◆

Thin sausages, refrigerated, packed in casserole.

COMPOSITION:
poultry meat (breast and legs), 100% natural spices, membrane (mutton intestines)

Ready-made meatballs



- ◆ **PACKAGING:** in a protective atmosphere
- ◆ **WEIGHT:** 210 g
- ◆ **PIECES:** 12
- ◆ **REFRIGERATED** ◆ 10 days validity
- ◆ **CLASSIC** ◆
- ◆ **SPICY** ◆

Meatballs cooked, refrigerated, packed in casserole.

COMPOSITION:
poultry meat (breast and legs), 100% natural spices, breadcrumbs, egg, salt

Minced chicken meat rolls



- ◆ **PACKAGING:** polystyrene tray with stretch foil
- ◆ **WEIGHT:** 600 g +/- 5%
- ◆ **PIECES:** 10
- ◆ **FROZEN** ◆ 6 months validity
- ◆ **CLASSIC** ◆
- ◆ **SPICY** ◆

Frozen minced chicken meat rolls, seasoned, packed in tray.

COMPOSITION:
minced poultry meat, garlic, 100% natural spices, salt, oil

Chicken skewers, seasoned



- ◆ **PACKAGING:** polystyrene tray with stretch foil
- ◆ **WEIGHT:** 90-110 g/buc.
- ◆ **PIECES:** 5
- ◆ **FROZEN** ◆ 12 months validity
- ◆ **CLASSIC** ◆
- ◆ **SPICY** ◆

Skewers, frozen, seasoned, packed in tray.

COMPOSITION:
poultry meat without skin (breast and legs), red bell pepper, onions, 100% natural spices, salt, oil

Ready-made breast pastrami



PACKAGING: in a vacuum WEIGHT: 180±250 g PIECES: 1

Pastrami from chicken breast, smoked with hardwood sawdust, refrigerated, packed in bag.

REFRIGERATED 21 days validity

CLASSIC

SPICY

COMPOSITION: poultry meat (halves of chicken breast without inner), 100% natural spices

Ready-made pastrami of chicken legs



PACKAGING: in a vacuum WEIGHT: 220±300 g PIECES: 1

Pastrami of chicken legs, smoked with hardwood sawdust, refrigerated, packed in bag.

REFRIGERATED 21 days validity

CLASSIC

SPICY

COMPOSITION: poultry meat (chicken leg with bone and skin), 100% natural spices

Ready-made smoked and boiled sausages



PACKAGING: in a vacuum WEIGHT: 200 g PIECES: 4

Thin sausages, smoked with sawdust from hardwood, refrigerated, packed in bag.

REFRIGERATED 21 days validity

CLASSIC

SPICY

COMPOSITION: poultry meat (breast and legs), 100% natural spices, membrane (mutton intestines),

Ready-made beer sausages, smoked and boiled



PACKAGING: in a vacuum WEIGHT: 200 g PIECES: 15

Sausages smoked with sawdust from hardwood, refrigerated, packed in bag.

REFRIGERATED 21 days validity

CLASSIC

SPICY

COMPOSITION: poultry meat (breast and legs), 100% natural spices, edible collagen membrane

RĂSFĂȚ ROMĂNESC

Breaded breast . ngers



PACKAGING: in box WEIGHT: 280 g PIECES: 6

Frozen, poultry breaded breast fingers, packed in box.

FROZEN 12 months validity

CLASSIC

SPICY

COMPOSITION: boneless chicken breast, without skin, salt, sugar, sunflower oil, 100% natural spices; Panada: wheat flour, breadcrumbs, eggs, palm oil

RĂSFĂȚ ROMĂNESC

Breaded spicy wings



PACKAGING: in box WEIGHT: 300 g PIECES: 6

Spicy chicken wings, frozen, breaded, packed in box.

FROZEN 12 months validity

CLASSIC

SPICY

COMPOSITION: sectioned chicken wings, salt, sugar, sunflower oil, 100% natural spices; Panada: wheat flour, breadcrumbs, eggs, palm oil

RĂSFĂȚ ROMĂNESC

Hamburger



PACKAGING: in box WEIGHT: 440 g PIECES: 4

Poultry hamburger, frozen, packed in box.

FROZEN 6 months validity

CLASSIC

SPICY

COMPOSITION: minced poultry meat, 100% natural spices, salt

RĂSFĂȚ ROMĂNESC

Hamburger



PACKAGING: in bag WEIGHT: 880 g +/- 5% PIECES: 8

Poultry hamburger, frozen, packed in bag.

FROZEN 6 months validity

CLASSIC

SPICY

COMPOSITION: minced poultry meat, 100% natural spices, salt

RĂSFĂȚ ROMĂNESC

Breaded fingers, classic/spicy



PACKAGING: in bag WEIGHT: 500 g +/- 5% PIECES: 9÷11

FROZEN 12 months validity

CLASSIC

SPICY

Breaded, spicy, frozen chicken wings packed in bag.

COMPOSITION:

boneless chicken breast, without skin, salt, sugar, sunflower oil, 100% natural spices; Panada: wheat flour, breadcrumbs, eggs, palm oil

RĂSFĂȚ ROMĂNESC

Breaded spicy wings



PACKAGING: in bag WEIGHT: 500 g +/- 5% PIECES: 9÷11

FROZEN 12 months validity

CLASSIC

SPICY

Spicy chicken wings, frozen, breaded, packed in bag.

COMPOSITION:

poultry meat (wings), 100% natural spices; Panada: wheat flour, breadcrumbs, eggs, palm oil

100% NATURAL SPICES

RĂSFĂȚ ROMĂNESC

Classic/spicy chicken wings



PACKAGING: in bag WEIGHT: 1000 g +/- 5% PIECES: 18÷22

FROZEN 12 months validity

CLASSIC

SPICY

Classic/spicy chicken wings, frozen, packed in bag.

COMPOSITION:

poultry meat (wings), 100% natural spices, salt, oil

CRAFT PRODUCTS



Guarantee of the Safir family

1945

Văleni Mill

This is the year that turned the Safir family into an entrepreneurial family, through great-grandfather Ioan who bought the mill in Văleni and worked hard with grandfather Gheorghe, leaving the latter everything.

1970

A new generation

Father Ghiorghe also discovered his passion for entrepreneurship and, when he was a pupil, he started working at the mill to support his family and carry on the legacy.

1989

Year of evolution

Ghiorghe Safir completed his education with an associate degree in engineering, while he was also department manager in a factory in Bârlad. But that was not enough and the desire for advancement was stronger. Therefore, he and his mother started the works in Văleni.

1991

With a comb and a mill...

... that is how it all came into shape. This is the moment when we took the relay and proceeded on our own path, improving our reputation as one of the key players on the Romanian poultry market.

1994-98

The first two farms

We have been farmers for generations, always willing to improve, and the first two farms, at Miclești and Roșiști, have given us the motivation to continue good and fair deeds.

2000

Slaughterhouse purchase

In the race to breed healthy chickens, we have managed to offer Romanians real chicken-tasting meat. Therefore, we have made significant investments in state-of-the-art technology.

2010

Protein flour plant

Goodness is passed on from one generation to the next, and caring from one action to the next. In addition to our farms and poultry, care has also been passed on in the fully automated protein flour plant, the only one of its kind in the country.

2012

Premixtures plant

Another step on the path of responsibility - FNC Nutriva supplies feed to our partners' and our own chickens, being characterized by high standards in feeds processing.

2016

Two more farms

Wishing to offer Romanians high-quality and good-tasting meat, we have taken action and inaugurated two other farms: Leorda and Cucorăni, where our chickens are raised in the best conditions.

2017

Meat preparations plant

We set up the meat preparations plant, thus launching a new brand that offers Romanians only 100% natural poultry meat and spices.

2018

Administrative building erection

We are an ambitious company, a family business that has grown continuously, that has invested in goodness and that has cared for its community, partners, customers, suppliers and employees.

2020

Rotisserie Safir

Since we wanted to meet the needs of our consumers, for whom time is of the essence or who crave warm, delicious food, we opened a rotisserie with fresh menus.

2022

Safir Family

The aim that year was to achieve uniformity in both our products and our companies by a bold rebranding project - from our image, communication and packaging strategy to the unification of all our companies under one name: the Safir Family.

2023

4 new farms

We took over the farms Parincea, Tătăraști (Bacău county), Răchiți (Botoșani county) and Simila (Vaslui county) in order to increase our production capacity and to meet the objectives that we set for ourselves: spreading the concept of 'being good' to as many places as possible.

SAFIR S.R.L.

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