

Expanding Frozen Pastry Production



Food Alliance LLC produces frozen bakery products and is located in Natakhatari village, Georgia. Currently the company offers a wide variety of frozen pastry goods, which are sold throughout Georgian.

Frozen pastry-bakery products have an enormous market potential as they solve several very important problems for HoReCa and supermarket chains. To offer freshly baked pastries, these retailers have to produce these bakery goods on site. While onsite production has several advantages, it is also very expensive if done from scratch. A Frozen product makes it possible to have a wide variety in the assortment with much longer shelf life.

Food Alliance LLC understood and responded to this demand with the main goal of producing and providing high-quality frozen pastry-bakery products for customers, using modern CE certified equipment and technologies in the production processes.

The investment was financed with a EU4Business-EBRD Credit Line loan. In addition to the loan the company received free-of-charge technical advice on the optimization of the investment from the team of international experts.

After the successful project verification LLC Food Alliance received 15% of the loan amount as a grant cashback, funded under the EU4Business initiative of the European Union.

With the investment, the company now meets a wide variety of European standards, including:

- Directive 2014/35/EU on the harmonisation of the laws of the Member States relating to the making available on the market of electrical equipment designed for use within certain voltage limits Text with EEA relevance
- Directive 2006/42/EC on machinery, and amending Directive 95/16/EC (recast) (Text with EEA relevance) Directive 2006/12/EC on waste and directive 91/689/EEC on hazardous waste
- Directive 2014/68/EU on the harmonisation of the laws of the Member States relating to the making available on the market of pressure equipment Text with EEA relevance
- Regulation (EU) 2016/425 on personal protective equipment and repealing Council Directive 89/686/EEC (Text with EEA relevance)
- Regulation (EC) No 178/2002 laying down the general principles and requirements of food law, establishing the European Food Safety Authority and laying down procedures in matters of food safety
- ISO 22000:2005 certification

Loan Amount	€ 306,429
Grant amount	€ 45,964
EU Directives met	Regulation on food safety and environmental sustainability
Invested in	Production building and processing machinery
Energy Savings and	330.57 MWh/year
GHG reduction	Implementation Consultants

