

ROMANIA

FEDERATION

Romanian Association of Food Industry Professionals - ASIAR

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Contact Persons

Professor Petru ALEXE President, Lecturer

Mrs Felicia DIMA Secretary

Members are prominent participants in the field profile: 15 universities, 3 research institutes, 3 professional associations, 3 pre-university educational institutions, 9 companies, and individuals.

Association promotes correct principles in carrying out production and food security, healthy eating principles and consumers' education. A.S.I.A.R. collaborates with similar associations as a result of the direct involvement of its members in research, development, innovation and technology transfers.

Association intends to provide a coherent framework for collaboration with national and international authorities and to initiate legislative initiatives. It promotes scientific concepts from research and production, by organizing and participating in conferences and events, courses and specialty training, and by establishing specialized publications.



TopIce: ice cream with topinambur and sea

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Team Presentation

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TopIce: ice cream with topinambur and sea buckthorn

Ice cream is a journey, a unique insight into the world of sweet senses, the result of artisanal and artistic creations ... and ultimately, happiness. TopIce ice cream is a frozen dairy dessert, obtained by a special freezing process, whose composition includes only natural ingredients, no sugar or additives added. The product is astounding in its simplicity, but it is rich, creamy and extremely healthy due to its ingredients. Originally obtained through an artisanal process, after repeated trials and improvements, finally a product was designed to be easily replicated on an industrial scale by micro factories and large ice cream companies. Global uniqueness is attributed to eco-innovative elements of the finished product: topinambur and sea buckthorn are used as raw materials and apricot kernels as by-product provided by the canning industry. The product is addressing to people of any age, including those suffering from diseases that do not allow them to consume sweets. Also it is designed for children and adults performing intense physical and mental activities. Effort, soul and dedication in a unique product provide consumers with ice cream made from natural ingredients, based on the principles of healthy eating. From the very first taste, it raves the senses by its special unique flavor, being a great opportunity of sharing happy moments when consumed together with the loved ones, as its slogan suggests: "Tasting happiness!"



Stefan cel Mare
University
of Suceava