

Press Release

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MegaGreen Launches “Bunățate” as a New Consumer Brand Alongside Its Private Label Mediterranean Foods Business

Bucharest, Romania — MegaGreen, a Romanian manufacturer of Mediterranean spreads and fresh prepared foods, has announced the launch of **Bunățate**, a new consumer-facing brand created to complement the company’s established private label business.

The introduction of Bunățate represents a strategic step for MegaGreen as it expands its commercial model to serve both retailer-owned brands and selected branded opportunities. The company stated that the new brand was developed to support growing market interest in Mediterranean fresh food categories, while maintaining its long-term focus on private label partnerships.

Bunățate will cover a range of chilled Mediterranean products, including hummus, spreads, salads, and ready-to-eat meal concepts. According to MegaGreen, the brand was created to provide additional flexibility in markets and channels where a standalone consumer identity may offer commercial advantages, while allowing the company to continue supporting retail partners with tailor-made private label solutions.

“The launch of Bunățate is an important addition to our business model,” said a company representative. “Private label remains a core part of our activity, and this new brand gives us another way to respond to different retail and distribution opportunities across the market.”

The company continues to invest in product development, operational capabilities, and category expansion as part of its broader growth plans in Europe.

MegaGreen will present this latest development during **PLMA 2026**.

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