



PRESENTATION OF D. ROUMELIOTIS BROS & SIA IKE Co

D. ROUMELIOTIS BROS & SIA IKE Co is the corporate continuity of DIMITRIS ROUMELIOTIS, which was founded in 1988 with the business ethics and the strong will of its founder.

With a keen entrepreneurial spirit, its founder has identified a vacuum in the wholesale raw material market and founded its individual business, named, DIMITRIS ROUMELIOTIS.

Beginning with the wholesale trade of packaged sugar and with steadily and sustainably steps, Mr Dimitris Roumeliotis expanded its business in the wholesale trade of bakery, confectionery and frozen products by continuously expanding its range of products and shaping the current product's business catalog.

Continuing the family tradition in December 2017 is decided the establishment of D. ROUMELIOTIS BROS & SIA IKE Co with the entering of Vasilis and Andreas Roumeliotis who are the younger generation and the succession of Mr D.Roumeliotis.

Today, company's headquarters is located at the 17th km of the New National Road of Thessaloniki – Kilkis. The building facilities are privately-owned and there are the storage rooms and the offices of its administrative operation.

In its modern mechanical equipment, are included two maintenance and two freezer chambers of two hundred (200) square meters, which are complied with, fulfilling all the requirements and specifications of the HACCP Certification System.

The Distribution Division of the company covers the service of its customer list and the needs of the company by having a fleet of 14 privately-owned trucks.



The company's routes cover a geographical area of Northern Greece, with regular services to counties of Xanthi, Kavala, Drama, Serres, Imathia, Pella, Kilkis, Halkidiki and Thessaloniki.

By developing a continuous investment plan for 30 years, its current business position and image have been achieved.

The supplies of the goods are carried out through collaborations of representation of large multinationals of foreign and Greek suppliers, such as ARTIZAN SA, LESAFFRE, ION SA, ANTZOULATOS SA, HAITOGLOU BROS SA, ISAIADIS BROS SA, MEEOXOPOULOS BROS SA,

Expansion of its business activity, D. ROUMELIOTIS BROS & SIA IKE Co supply the market by representing and distributing its customer list with Bakery and Confectionery products of its own label ROUMEL, as well as its own private label in packaging materials products.

The sales network is for wholesale in Northern Greece and abroad (Germany, Great Britain, Romania, Balkan countries, Cyprus etc.) and is aimed at a wide range of activities from bakeries, pastry shops, bakery shops, bakery crafts, hotels, restaurants, cafe stores.

With tools, anxious entrepreneurial spirit, intensive work, persistence and patience, today's business belongs to the longest-lasting industries.

Today, D. ROUMELIOTIS BROS & SIA IKE Co with the distinctive title ROUMEL, has succeeded in being an identifiable company in Northern Greece and abroad, with long-standing customer list and exclusive cooperation and representation, with the largest suppliers of both abroad and domestic brands with A' class quality products' series of dried and frozen bakery raw materials, with about 4,500 items in its product range.



The number of customer is listed over 1,000 points of sale with a week average distance coverage of 10,000 km.

Philosophy & Ethics of D. ROUMELIOTIS BROS & SIA IKE Co

The business philosophy of D. ROUMELIOTIS BROS & SIA IKE Co was imprinted by its founder since 1988, about 30 years ago and protected by the new generation and its executives.

The axis of its values and principles is the below four-fold:

- Human - Customer
- Human - Worker
- Quality - Environment
- Performance - Financial strength

The basic source of philosophy derives from the culture and life of the ROUMELIOTIS family and the multi-year operational activity of its members.



Product Range of D. ROUMELIOTIS BROS & SIA IKE Co

Since 1988, BROS.D. ROUMELIOTI & SIA IKE have traveled thousands kilometers to Central Macedonia, reaching the eastern border, and has supported its customers by rightly obtaining the competitive advantage of direct service to certified products in the industry.

The main product line of D. ROUMELIOTIS BROS & SIA IKE Co is:

Bakery and confectionery materials

Management with continuous market research chooses the most quality items, dry and frozen, bakery and confectionery materials. Specialization developed with years of experience is a guarantee for product proposals and the development of specific delegations.

Selected Frozen Bakery and Confectionery items

Extending activity to frozen bakery and pastry products, the company responds to all its customer needs through a complete and wide range of items.

The list is continuously renewed and enriched, in a sincere effort to respond directly to market demand and develop the capacity of operational flexibility.

Ice Creams and Sweets

By choosing trusted manufacturers - partners, imposing specific production standards and performing quality controls, the company has developed a reliable and remarkable range of products to meet the needs of its customers.

Superior quality suggestions produce tasty experiences and goodwill.



Packaging Materials

The customer's needs in packaging (boxes, bags, glasses, bowls, etc.) complete the product catalog of the company.

The aim and purpose is to serve customers by providing a complete product catalog that covers buyers' demand and needs.

Innovating constantly and enriching its product mix, the company today creates and launches a new line "Gluten Free" by private label brand LEMOUR in the food market!

The professionalism and sound entrepreneurship of the Roumeliotis family ensures that healthy and safe products are delivered by adopting and adhering to the HACCP system.

Strengths of D. ROUMELIOTIS BROS & SIA IKE Co

The business vision of Management, also adopted as a mission, is its business commitment to customer satisfaction with strong business forces:

- Quality of materials

Food is an important factor in man's livelihood and longevity. Quality food is defined according to legal and statutory principles and is defined through specific specifications for its ingredients, production and distribution. Observing these is a non-negotiable factor for Administration and a central axis in the selection of products to be represented.

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- Service capability

The organizational function of D. ROUMELIOTIS BROS & SIA IKE Co is based on the development of structures focusing on the immediate service and meeting the needs and demand of the customer. Proper and well-structured Customer Service and Distribution departments work together for day-to-day response. A characteristic feature of the management's decision is the one-day service of all points of sale in the city of Thessaloniki and the precincts of the local County.

- Steady developmental steps

Management is moving with determination and steady steps of sustainable development, as they are well aware of through the long-term presence of the business and are those that have brought the competitive advantage in the industry.

- Long-term viability

Continuing the work of the company, faithfully and committed, Management shapes its strategic policy dynamically in a developmental path, allocating for its resources the necessary and required structural components of D. ROUMELIOTIS BROS & SIA IKE Co

Management, through its many years of activity, supported the action and responded organisationally to the challenges that have been encountered during the 30 years of operation.



Services

The main business activity of D. ROUMELIOTIS BROS & SIA IKE Co is the wholesale sale of quality dry and frozen baked goods Bakery and confectionery, freezing products and packaging materials.

With the dynamics of its private fleet attributed by its 14 privately owned cars and trucks, it covers the routine and extraordinary needs of its customers.

Walking about 10,000 kilometers a week is the largest food distribution business in Northern Greece. More specifically, its routes:

- East Thessaloniki
- Western Thessaloniki
- Thessaloniki Center
- Terraces of Thessaloniki
- Michaniona
- Chalkidiki
- Kilkis
- Imathia
- Pella
- Serres
- Drama
- Kavala
- Xanthi



Efficiency - Effectiveness - Competitiveness - Extraversion of D. ROUMELIOTIS BROS & SIA IKE Co

Strategically, the directions of D. ROUMELIOTIS BROS & SIA IKE Co. are dynamically enclosed in the following:

- Increase business efficiency
- Improving the Effectiveness of its structures
- Strengthening the competitiveness
- Strengthening its extraversion

Achieving the business goals of D. ROUMELIOTIS BROS & SIA IKE Co is completed through the excellent usability of its structures and resources, creating the most appropriate combination of material, intangible assets and capabilities.

Management, with determination organizes the business process of BROS.D. ROUMELIOTIS & SIA IKE with a view to sustainable and timeless development. A key element of success is the real commitment of the human factor and the collective acceptance of the goals.