



arca

A Company Brand by



Enjoy the sweet taste
of childhood





We, Senneville, are a family business, specialized in confectionery and pastry. Our rich experience has allowed us to refine our products, without compromising the quality that has made us stand out.

Our products from the Arca range brighten any special moment with carefully selected delicacies. We use quality ingredients, having products at a very good quality-price ratio, the partnership with us being an advantage for both distributors and end customers. We are proud to be able to offer more options for all our customers, regardless of budget or preferences.



We move through time with resilience, adaptability, innovation, and dedication to our customers and partners.

A business with a history of over 25 years, we have diversified our portfolio by launching a range of products under the ARCA brand.

Transforming into the main supplier of bakery products, sweets, and pastry products for the Royal House of Romania has made us desire continuous expansion, to get much closer to the public and to continue offering only the best of our products.





Our Mission

Is to bring the traditional and sweet taste of childhood closer to our customers.

Production

We handle the entire process of production and distribution of our products, from dough to oven, and even direct delivery to our customers' homes.

Owned Locations

Distribution of Senneville sweet and savory products through our own locations.

Retail

Distribution of Senneville products nationwide through partnerships with major retail chains.

Senneville Events

Deliveries of Cheese Bars, Candy Bars, Salty Bars, and sets for special events, corporate, private, etc.





The Advantages of ARCA Products

From a unique event to something sweet on the go

Maintaining Freshness

Products that guarantee customer satisfaction through their freshness.

Under the Arca brand, we offer products that enrich any special occasion, thanks to high-quality ingredients, carefully selected.

Extended Shelf Life

For optimizing the sales process.

Consistent Quality

With a consistent appearance and the traditional taste of the products.

Packaged in a Controlled Atmosphere
Our items stand out for their freshness and extended shelf life, bringing benefits to both distributors and customers.

Modern Design

For easy handling, storage, and distribution of products.

With over 25 years of history, we have diversified our portfolio by launching a range of products under the ARCA brand. Transforming into the main supplier of bakery, sweets, and pastry products for the Royal House of Romania has made us desire continuous expansion, to get much closer to the public and to continue offering only the best of our products.

Products for a secure and profitable future.
About Arca by Senneville



Arca Continuously Developing for Our Partners

With a growth of 81% in 2023 compared to the year 2022 and a year of continuous development, in 2025 we will open a production plant, industrialized and automated, according to the latest technologies in the field, where we aim to develop the product portfolio with other assortments from the dessert category (pancakes, etc). These will have a longer shelf life, over 30 days, in a controlled atmosphere and over 6 months for frozen products.

We reinterpret traditional recipes and diversify our offer to satisfy modern tastes.





Arca in Continuous Expansion



The excellent collaboration between us and our trusted partners is the key through which the taste of childhood reaches the heart of every Romanian.



Through successful partnerships between ARCA and Profi, Mega Image, Carrefour, Kaufland, and Monolith, we create a united front that brings the sweet taste of memories to Romanians everywhere and offers all customers a piece of authentic Romanian tradition – our collective effort enriches the cultural heritage of Romania, harmoniously combining dedication, professionalism, and collective effort, to satisfy each of our customers.

On this occasion, we extend sincere appreciation to our dedicated partners, for being with us in our sweet mission.





ARCA in the Spotlight of Specialized Press: *Analysis of the Success in 2023*

Forbes^{România}

ZIARUL FINANCIAR
- TOTUL PENTRU BUSINESS. TOTUL ESTE BUSINESS -

PROGRESIV

BURSA^{.ro}

ARCA achieved an 81% growth in 2023, reaching 18.3 million lei (3.7 million euros), marking a record year for the company.

The launch of new products and the adaptation of traditional recipes have strengthened ARCA's portfolio and attracted customer attention, differentiating itself in a competitive environment.

With over 70 employees and a growing presence on international markets, ARCA is committed to continuing innovation and excellence.



Contact us

Join us to bring the taste of childhood closer.
Discover more information in our LinkedIn  posts
[linkedin.com/company/arca-gustul-copilăriei](https://www.linkedin.com/company/arca-gustul-copilăriei)



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