barello

PROFESSIONAL HORECA SYSTEMS

YOUR HORECA MARKET PARTNER IN ROMANIA.

Experienced team. Focused business model.

We connect professional equipment brands with the Romanian HoReCa Romanian HoReCa market opportunities through focused sales, project sales, project integration and after-sales support.



MARKET DEVELOPMENT | SALES & SPECIFICATION | PROJECT INTEGRATION | INSTALLATION & COMMISSIONING | AFTER-SALES SUPPORT

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ABOUT BARELLO

EXPERIENCED TEAM.
FOCUSED BUSINESS MODEL.
MODEL.

Barello is a professional HoReCa solutions provider in Romania, Romania, created to connect premium equipment manufacturers with manufacturers with focused project-based sales and reliable local local support.

We work as a lean, specialized partner: from market positioning and positioning and technical specification to delivery, installation, installation, commissioning and after-sales service.

HUNDREDS OF PROJECTS OF INDUSTRY EXPERIENCE

Our team brings hands-on experience across professional HoReCa projects, covering projects, covering equipment selection, technical planning, installation and support. and support.

EXPERIENCED TEAM

Professional know-how and direct project practice.

FOCUSED SALES

Project-driven approach, not simple resale.

COMPLETE SUPPORT

From specification to after-sales service.

ROMANIA FOCUS

Dedicated development of the local HoReCa market.

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HOW WE WORK

A SIMPLE, EFFICIENT PROCESS
FOCUSED ON RESULTS.

We support manufacturers through a clear commercial and technical workflow — from market development and specification to delivery, installation and after-sales support.

01

MARKET DEVELOPMENT

Identify relevant opportunities and market market potential.

02

SPECIFICATION

Define the right solution for each project. project.

03

SALES

Promote and sell the equipment in the the market.

04

DELIVERY

Coordinate fast and secure national delivery.

05

INSTALLATION & COMMISSIONING

Manage professional installation and start-start-up.

06

AFTER-SALES SUPPORT

Provide service, maintenance and long-long-term support.

OUR TEAM. OUR EXPERIENCE. FOCUSED ON RESULTS.

OVER 15 YEARS

of deep experience in HoReCa HoReCa equipment sales

OVER 20 YEARS

of experience in equipment sales

FOCUS ON RESULTS

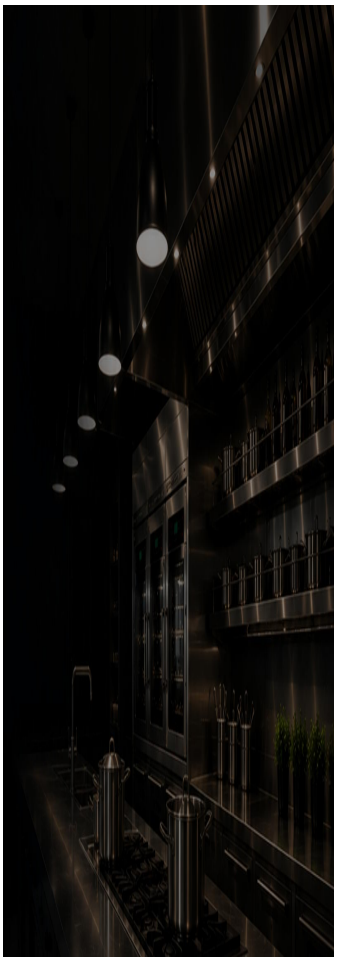
performance, transparency and and long-term value

OUR MARKETS

WE BUILD DEMAND ACROSS ALL HORECA INDUSTRIES.

Our commercial focus is to create demand for premium professional equipment in the key segments where HoReCa projects are spe cified, sold and implemented.

- Hotels
- Restaurants
- Cafes
- Pizzerias
- Fast-food
- Catering
- Canteens
- Hospitals
- Schools
- Kindergartens
- Care homes
- Food laboratories
- Food factories



DEMAND BUILT THROUGH PROJECT SALES

We position supplier brands where they matter: early in the project, close to decision-makers, and supported by technical know-how.

WHY PARTNER WITH BARELLO

WE CREATE VALUE FOR YOUR BRAND.

LOCAL MARKET FOCUS

Romania-focused sales and project development.

PROJECT APPROACH

We sell solutions, not just equipment.

TECHNICAL CAPABILITY

Specification, integration, installation and start-up.

AFTER-SALES SERVICE

Reliable support and maintenance for your equipment.

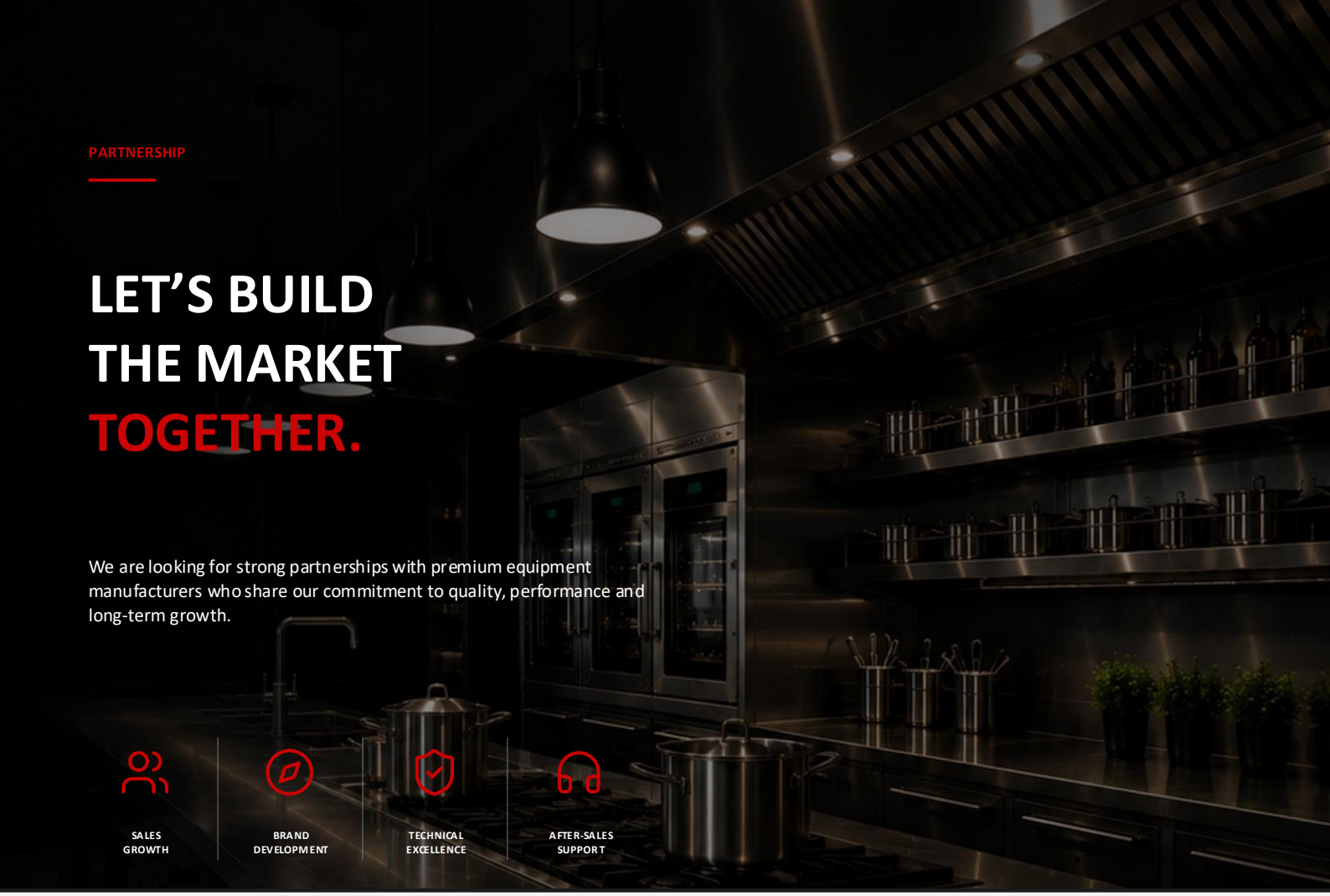
LONG-TERM PARTNERSHIP

We invest in brand development and sustained growth.

SUPPLIER-FRIENDLY MODEL

Lean structure. Direct communication. Commercial discipline. Technical execution.





PARTNERSHIP

LET'S BUILD THE MARKET TOGETHER.

We are looking for strong partnerships with premium equipment manufacturers who share our commitment to quality, performance and long-term growth.

SALES GROWTH

BRAND DEVELOPMENT

TECHNICAL EXCELLENCE

AFTER-SALES SUPPORT

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Market access · Sollution · Installation · After-sales service