

STORY NAME:	Being 20: A talented Moldavian girl transformed her passion into a business		
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EDITOR'S NOTES:	None		
SOURCE:	Dumitru Ciorici, Agora.md Open Media Hub – http://www.openmediahub.com <i>"This production was supported by OPEN Media Hub with funds provided by the European Union"</i>		
LANGUAGE:	Romanian	DURATION:	00:01:55
JOURNALIST:	Dumitru Ciorici	EMAIL:	dumitru.ciorici@gmail.com
SLUGLINE:	Being 20, Talented and Enterprising Moldavian Girl		
HEADLINE:	Loredana is a self-taught cake cook, who transformed her passion into a business in Moldova. She follows pastry trends from all over the world and is trying to improve her skills continuously. She began to cook at home, but now she rents her production space. Loredana sees her future related to cooking deserts and opening her own pastry shop.		
DATELINE:	Chisinau, Moldova – 14/09/2018		
SCRIPT:	<p>00.02-00.16: Loredana is a girl that has a degree in finances, a master in logistics, got married and now is cooking cakes. I have transformed my passion in a business.</p> <p>00.19-00.32: I have posted my work on Facebook, Instagram. After that people started writing me that they want to order my cakes. That was the moment when my husband proposed moving into a larger production space.</p> <p>00.39-01.01: So, here we are now. I am very happy, especially about the feedback, when people say "Wow, how good is it, I will order more". We still have a lot to show, have not cooked everything we can for the local market yet.</p> <p>01.05-01.28: Anyway, we put a lot of accent on quality. We provide our clients only cakes cooked with natural ingredients. I'm aiming to help people understand that a cake should not be necessary made from sugar pasta, decorated with sugar flowers. In the first place, a cake should be tasty.</p> <p>01.31-01.44: My dream is to launch my own pastry in the near future. It should have a small terrace, a place for our loyal customers, where they can taste their favorite</p>		

	deserts.
SHOTLIST:	Various shots with cooking, decorating a cake, using kitchen equipment, with cutaways from her interview.
SCRIPT: (Original language)	<p>00.02-00.16: Loredana este o fată care are o diploma de studii în finanțe, un master în logistică, s-a căsătorit, iar acum coace torturi. Am transformat pasiunea într-o afacere.</p> <p>00.19-00.32: Am început să postez pe Facebook fotografii cu dulciurile pe care le pregăteam. Ulterior, oamenii au început să-mi scrie că vor să cumpere. Acesta a fost momentul când soțul a propus să ne mutăm într-un spațiu de producere mai mare.</p> <p>00.39-01.01: Și uite că suntem aici. Sunt foarte fericită, în special datorită reacțiilor pe care le primesc, când oamenii spun: “Uau, ce bun e, voi cumpăra și data viitoare”. Încă mai avem multe de arătat, n-am făcut tot ce putem pentru piața locală.</p> <p>01.05-01.28: Oricum, punem foarte mare accent pe calitate. Propunem clienților noștri doar torturi create din ingrediente naturale. Ce îmi doresc eu, și tind spre asta, este ca oamenii să înțeleagă că un tort nu trebuie să fie neapărat făcut din pastă de zahăr, decorat cu flori din zahăr. În primul rând, un tort trebuie să fie gustos.</p> <p>01.31-01.44: Visul meu este ca în viitorul apropiat să lansez propria patiserie. Ar trebui să aibă o terasă mică, un loc pentru clienții noștri fideli, unde ei pot degusta deserturile preferate.</p>
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