

Biscuits and Pastries from Flanders



Are you sitting comfortably ?

Hair down, feet up, nice cuppa close at hand with a lovely biscuit sitting beside it ?

Sceptics and other mischievous minds may claim that chocolates and beer are about the only things Belgium - and Flanders for that matter - is worth knowing for. "Food and drink"-wise that about sums it up, they mistakenly think.

This *Biscuits and Pastries from Flanders* report will put the record straight on that one.

Just read through these pages crammed with baked confectionery of any description, from sinful treats to healthy snacks:

waffles, wafers, gingerbread, caramelised biscuits, pancakes, premium brand biscuits, florentine squares, frangipane tartlets, *cigarettes russes*, frozen convenience, *thaw-and-serve* desserts and bake-off pastries, ice cream cones, organic or no-added-sugar biscuits, enriched with health-giving ingredients...

...you name it, it's all in there, even authentic Belgian waffle irons, for those wanting to have a go at traditional waffle-baking for themselves.

If all of the 36 Flanders-based companies featuring in this guide have anything to do with it, biscuit lovers, cake addicts and other pastry *aficionados* around the world won't for one minute have to forgo this simplest of pleasures they so cherish..., their "biscuit moment".

By the way: if, while reading this report, you sense a faint whiff of freshly-baked delicacies rising up from the pages, it may just be your imagination playing tricks.

Or is it... ?



Into the land of pastries new...

Biscuits may be beckoning, but there still is some business to attend to, international business

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Slices of history from Flanders...

If biscuits and pastries from Flemish manufacturers are valued by consumers at home and abroad, this is largely due to their expertise, their long-held artisan traditions coupled with their ability to adapt to consumers' ever-changing taste and eating patterns.

"Variety is the spice of life", a truth shared by gourmets and bakers alike. And yet, some regional specialities have crossed borders since... 3 such all-time favourites of international renown are **waffles**, **caramelised biscuits** and **gingerbread**. Have a nibble...

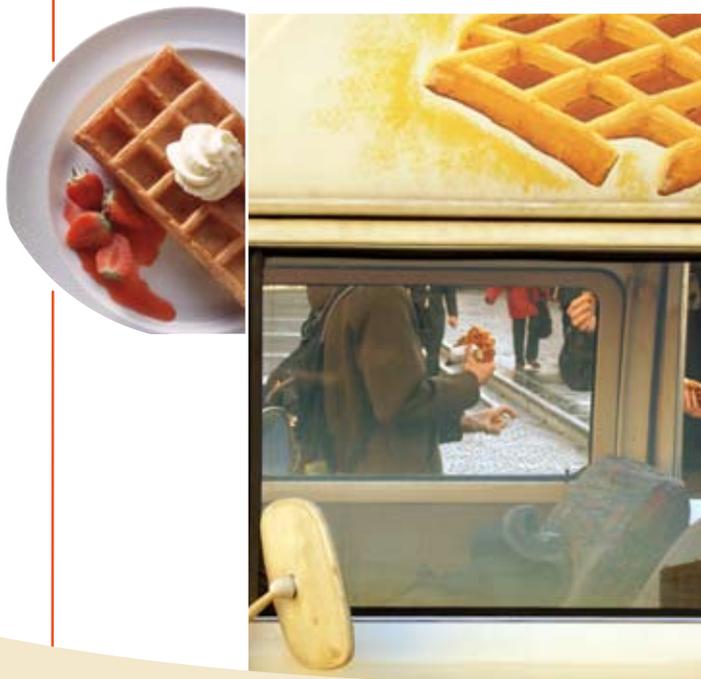
Waffles...

Belgians really love their waffles. They get them from vans or stalls with piles of gloriously smelling hot waffles at markets, fairs or along any high street.

Freshly-baked, lightly dusted with powdered sugar and topped with whipped cream, ice cream, chocolate or fresh seasonal fruit.

Waiting to be enjoyed as a plated dessert or eaten "on the go", they are hard to resist.

Waffles have been around for quite some time, with some of the earliest recipes dating back to the 16th century. Apart from the traditional "6 by 4 dimpled" Brussels waffle and the Liège waffle, the present-day range now also includes crispy biscuit waffles, galettes, chocolate waffles, soft waffles, toast or flash waffles, waffles with a fruit filling and plenty more.



Caramelised biscuits... (... aka "speculoos")

Caramelised biscuits are a baked confectionery delicacy with a century-old pedigree and a close relative of the gingerbread family.

There are as many well-guarded recipes as there are bakers of "speculoos", but playing a leading role in the success story of this true traditional, are ingredients like clove, cinnamon, butter, eggs and brown sugar.

These days, caramelised biscuits are part of the daily diet: we have them at breakfast, as a snack, or as a compliment to a fresh cup of coffee at a café, cafeteria or restaurant.

However, the heyday for sharing caramelised biscuits in Belgium and the Netherlands remains the day all children keenly look forward to: St Nicholas day. On this day, St Nicholas, who gave his name to Santa Claus, presents all well-behaved children with everything their heart desires: toys, chocolate, soft gingerbread... and caramelised biscuits, lovingly crafted and baked in baking moulds with intricate cavings.

Finally this detail: in the late Middle Ages, men from the Low Countries used to send a caramelised biscuit doll when proposing to the woman of their dreams.

A biscuit, both sweet and spicy, that will keep for a long time.

What better promise of "fertile matrimony"?

Slices of history from Flanders...

Gingerbread

When winter sent gusts of wind lashing the treetops and howling across rooftops, German tribes used to placate the wrath of Wodan, their supreme deity, with offerings of a particular type of bread made of flour and sweetened with honey. It seems that Wodan ("the wild") would not settle for less.

The Hansel and Gretel fairy tale featured a witch luring the little ones into her house, built entirely of gingerbread. A unique selling proposition - if a distinctly evil one - with success guaranteed, as we all know.

Indeed, gingerbread is an essential part of our cultural heritage, but it has now made a bit of a come-back into the diet of present-day punters, increasingly valued for its nutritional benefits: low-fat, low-cholesterol, fibre-rich, able to rapidly restore glycogen levels...

Flanders-based manufacturers have a wide range of gingerbread varieties on the market: chewy and soft, sweet or delicately spicy, in single-piece packaged slices or pre-sliced loafs, heart-shaped, sugar- or honey-sweetened, sprinkled with pearl sugar, enriched with ginger, candied fruits, raisins, with chocolate chip inclusions...



FIRMS A...Z

ASTRIO

Gourmet biscuits

Biscuiterie AVIAN

Frangipane tartlets

BEKAERT BISCUITS

Crisp biscuit rolls ("cigarettes russes")

BICOBEL

Premium biscuits and confectionery

BISCOLAT

All-Belgian coffee accompaniments and gourmet business gifts

Biscuits BOFIN

Biscuits, cookies, cakes and wafers

CAVALIER

No-added-sugar chocolate confectionery and biscuits

CRV CORTHOUTS

Organic, Fairtrade and dietary biscuits

DELY

Freezer-fresh Brussels waffles

DEN OUDEN ADVOKAAT

Advocaat (egg liqueur) tartlets, caramelised biscuits

Biscuiterie JULES DESTROOPER

Luxury premium biscuits

DIKSMUIDSE PANNENKOEKEN

Pancakes (fresh-and-chilled, frozen)

DIMABEL

Organic, sugar-free, diet and Fairtrade waffles

Biscuits DUPON & LIOBEL

Ice cream cones and wafers

FREJA FOOD

Organic biscuits and pastries

HAUSPY

Florentine squares

HOLEKI

Frozen, "thaw-and-serve" pastry products

HVD

Authentic Belgian waffle irons

LANTMÄNNEN UNIBAKE BENELUX

Pre-proved and frozen bakery products

LILLY FOODS

Baked confectionery products

LOTUS BAKERIES

Branded biscuit, cake and pastry specialities

LU GENERAL BISCUITS BELGIUM

Global brand biscuits

MELI

Honey and honey-based delicacies (gingerbread, waffles, chocolate spreads...)

NANUK

Frozen desserts and savoury appetizers

PARREIN

Frozen *Progrès* cake

PIDY GOURMET

Fresh and frozen pastry products (sweet and savoury)

POPPIES INTERNATIONAL

Cakes, biscuits and frozen pastry

PORTION PACK BELGIUM

Single-piece packed biscuits and chocolate confectionery

RAVICO

Baked and chocolate confectionery for professional food manufacturers

Biscuiterie SEGHERS

Swiss rolls, coconut cakes, fruit-filled puff pastry items, cream-filled wafer biscuits...

VAN CROMBRUGGEN

Portion-packed sweet and savoury snacking products

VANDEMOORTELE LIPIDS AND DOUGH

Frozen dough products

VERMEIREN PRINCEPS

Caramelised biscuits

VNT-CEVAL

Functional biscuits and snacks

VONDELMOLEN

Gingerbread

WELDA

Waffles (crispy and soft)



ASTRIO



Gourmet biscuits

At the dawn of the 20th century, Astrio's founding father, a man called Alfred Soetens, took up training with Frank Lateur. It was the latter, a baker-confectioner who was later to gain notoriety as one of Flanders' major novelists, under his pseudonym, Stijn Streuvels, who taught him the recipe for the famous almond *speculoos*.

For generations now, Astrio has been known as a well-respected manufacturer of highly-prized biscuits, expertly baked according to traditional methods and time-honoured artisan recipes, all-natural, without the addition of any artificial flavouring or colouring agents.

Since time immemorial, the *Amand'Or*, that wafer-thin, almond-topped caramelised biscuit with butter, has carved a name for itself, winning iconic status among the finest-quality biscuits.

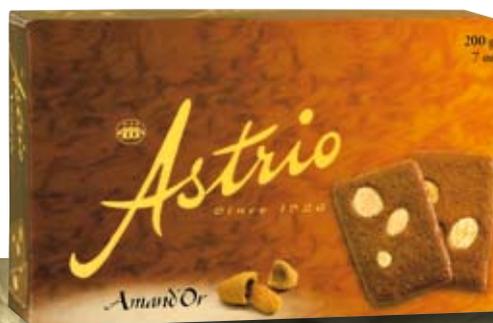
The Astrio range is presented in an appealing flowpack packaging design for sale at retail outlets and in single piece packaging for the hotel, food service and catering industries.

Adding an extra touch of class... there is the elegant wooden box emblazoned with the *Astrio* logo. Entirely to your fancy, you put together your very own personal selection.

Easily shared as they are, the boxed Astrio biscuits will most probably empty out in no time, as quickly as Pandora's box...

When the bottom starts to show, though, simply refill the box with any of the goodies from the Astrio range.

Astrio... authenticity, creativity and expertise since 1926.



ASTRIO

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BISCUITERIE AVIAN

MEMO

Frangipane tartlets

Which one of the following companies in this list is the odd one out: Michelin, L'Oréal, Ikea, IBM and Biscuiterie Avian?

One possible answer may be: IBM.

In fact, the explanation is quite straightforward, really: the other four are family businesses, which has its definite advantages as has been confirmed by research conducted in the US and Europe.

A clear long-term vision, to begin with. Plus motivated personnel, the utmost flexibility and a low level of bureaucracy.

Biscuiterie Avian is a genuine family business specializing in the semi-industrial production of frangipane tartlets (iced with a glossy sugar glaze) and associated crispy snacks with a soft almond or apricot filling.

Familiar pastries, always individually packaged, and therefore particularly suited to sales via vending machines, petrol station forecourt shops and other out-of-home points of sale: cinemas, canteens etc.

Up until now, Biscuiterie Avian has primarily targeted French and Dutch wholesalers and distributors seeking reliable quality at competitive prices.

Freshly-baked pastries by Biscuiterie Avian have an extended shelf-life of up to 10 weeks.

The company also offers private label arrangements for its entire product range.



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BEKAERT BISCUITS



Crisp biscuit rolls (“cigarettes russes”)

For those familiar with “cigarettes russes”, the delightfully crisp cigar-shaped biscuit curls, it will only be a matter of time before they run into Bekaert Biscuits.

This family-owned business, with a 30-year pedigree in biscuit-making, has resolutely chosen to specialize in this single-item product line and developed into a true household name in the international marketplace, with sales in over 20 countries.

The company has its own *Bekarettes* company brand, but the bulk of its production, in excess of 70%, is marketed under private label.



Among its principal customers are the high-street retail trade, the hotel and catering sector, fellow manufacturers / confectioners...

“Cigarettes russes” from Bekaert Biscuits come in a choice of varieties and an exceptionally broad range of packaging options.

Monopacks for an American hotel and catering chain, with real butter on a base of the finest Belgian chocolate ? Been there, done that.

Boxed “cigarettes russes”, 100% certified organic, for a Japanese retail store? Bekaert Biscuits is a “natural”!

B2B bulk-packaged dessert biscuits? Business as usual for Bekaert Biscuits!

Meet up with the Bekaert Biscuits company at the Cologne ISM and Anuga fairs, or at SIAL in Paris.

As for the “cigarettes russes” themselves? These you are bound to discover in just about every box of mixed dessert biscuits put on the table... if you travel in polite company, that is !



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BICOBEL

MEMO

Premium biscuits and confectionery

“Baking someone a biscuit from his own dough” is an expression in Dutch, meaning something like “paying someone back in his own coin”. Biscuit lovers need not worry, however, if it's Valdiflor biscuits this dough is turned into. And that's exactly what the Bicobel company does...

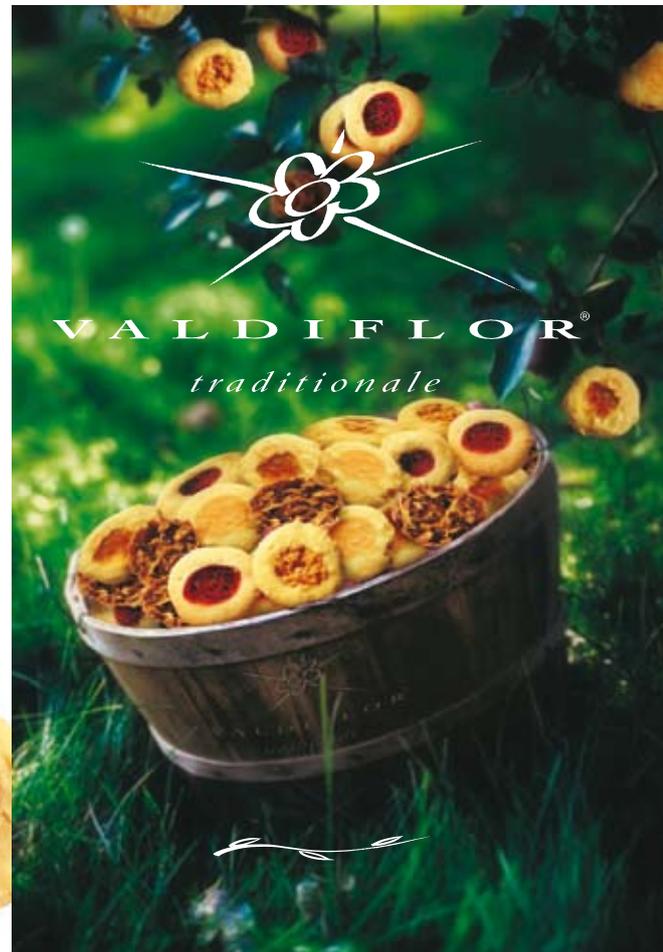
It looks back on 20 years of experience in the confectionery trade, both as a distributor of exclusive chocolate confectionery and as a manufacturer of a range of prime-quality, artisan-made biscuits, proudly bearing the company's own Valdiflor brand.

Some of the highlights in the Valdiflor range are the fruit biscuits made of pure fruit pulp or that other all-time favourite from the biscuit tin, the Florentine squares, with a base of the finest chocolate (this is Belgium, after all).

Bicobel uses only the very best all-natural ingredients, without the addition of colouring agents, artificial flavourings or preservatives. Its masterly selected range of delectable Valdiflor biscuits, premium confectionery, seasonal and other special-occasion delicacies, all beautifully presented in stylish packaging, simply ooze visual appeal on any delicatessen counter or confectionery display.

All of these essentially Belgian gourmet products have made it to the high-end reaches of the fine food market: deli stores, gourmet confectionery outlets, pastry shops... both at home and abroad, with exports to 8 countries.

The Valdiflor brand essence says it all, really: “Pluk de smaak” or “Seize the Taste”, the taste of Valdiflor.



bicobel

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BISCOLAT

MEMO

All-Belgian coffee accompaniments and gourmet business gifts

The caption "*Making Business Delicious*" neatly sums up Biscolat's dual objective: adding that tiny bit of extra appeal to an everyday **coffee break** and conjuring up great ideas for inspirational **business gifts**.

For enlivening coffee breaks, the company supplies a broad range of both baked and chocolate confectionery and snacks, like single-piece packaged caramelised biscuits, (madeleine) cakes, frangipanes, galettes, sweet bread rolls, waffles, chocolates (miniature tablets, neapolitans, pralines, bars...), along with other coffee sundries like one-cup portion creamers, sachets of sugar or non-sugar sweeteners..., in fact, anything that makes for a "nice cuppa" around the boardroom biscuits plate. The product portfolio also includes a no-added-sugar range, catering for the health-conscious and low-carb dieters with a sweet tooth.



Biscolat

Centrepieces in Biscolat's coffee break range are the *Lucas* and *Pauline* luxury boardroom table top display trays, with their sleek contemporary design and made of beautifully crafted solid wood.

In a two- or three-tier build-up, the lid niftily doubles as a serving tray, lifting to reveal an exquisitely laid-out layer of premium Belgian biscuits and gourmet chocolate confectionery. Giving it the ultimate corporate finish, these trays – although calling them that does not do them justice at all – are available with custom corporate signature engraving.

But knowing full well that there are plenty of gift occasions outside the boardroom, Biscolat has developed an impressive line of assorted all-Belgian delicacy business gifts, along with seasonal, themed and special-occasion offerings, presented in various distinctive pack options: hampers, luxury favour boxes, (mini) ballotins, gift crates, tins..., fully-customized on a mix-and-match basis, emblazoned with a corporate logo...

Putting together both its coffee break and gifting ranges, Biscolat mainly – but not exclusively – draws on the highly-valued ranges of leading Belgian brand manufacturers of baked and chocolate confectionery: Lotus Bakeries, Kraft Foods (Côte d'Or), Neuhaus, Cavalier, Belberry Preserves.



Biscolat primarily targets the overall corporate market, the business gifting and promotional merchandise, as well as the catering, foodservice, coffee roasting and hospitality lines of business.

Its dedicated website for on-line sales allows orders to be swiftly dealt with and guarantees the tightest worldwide delivery schedules.

BISCOLAT

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BISCUITS BOFIN

MEMO

Biscuits, cookies, cakes and wafers



Set up as far back as 1953, Biscuits Bofin, a company still family-owned to this day, now operates on the international market as a leading Belgian manufacturer of a broad array of biscuits, featuring...



... a variety of simply delicious wafers, filled cakes, chocolate-iced or plain...

... childhood favourites like *nic nacs* (miniature biscuits shaped as letters and numbers), iced gems and everyday butter biscuits to feast on (chocolate-lined or unassumingly natural)...

... a line of baby nibbles and biscuits for kids bursting with energy...

... energy biscuits for the health-conscious.



Due to their optimum and consistent quality, these popular snacks from Biscuits Bofin are quickly finding their way to an ever-increasing number of satisfied customers within Europe and beyond.

Pursuing a policy of stringent quality controls, supported by an incorporated HACCP quality assurance system, Biscuits Bofin also holds BRC and IFS certification.

The company does indeed consider optimum and consistent quality the determining factor in sustaining lasting relationships with its customers, who, at Biscuits Bofin's, are referred to as *partners*.



Each *partner* is offered :

- an extraordinary level of care, whether it be packaging requirements, handling specifications or distribution issues;
- an encompassing product portfolio continually developed and broadened due to the company's vibrant product development policy;
- comprehensive contract / own label manufacturing options.



BISCUITS BOFIN

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No-added-sugar chocolate confectionery and biscuits

Ever more consumers aspire for things tasty and healthy.

Thanks to Cavalier, the best of both worlds is now within easy reach of both diabetics, low-carb dieters... or any health-conscious customers in general, with no compromises made on taste.

All Cavalier products are maltitol and lactitol sweetened, tooth-friendly, 40% reduced-calorie alternatives. Most products are also enriched with inulin, a food fibre that assists in digestion. Cavalier consistently opts for the healthiest vegetable fats and uses no artificial colouring or preservatives.

Top-quality health ingredients : 100% cocoa butter, no artificial flavours, colourings or sweeteners, maltitol and lactitol-sweetened, no added sugar, inulin-enriched, low-fat, low-carb, low-GI, low-calorie, tooth-friendly...

Apart from a stunning array of chocolate confectionery (pralines, seashells, bars, tablets, neapolitans, spreads, seasonal-themed products...) Cavalier's range of baked confectionery includes such delicacies as...

... the *Woodies*: crispy wafer sticks enrobed in mellow milk chocolate and with a creamy hazelnut or orange filling.

... *Vanilla Wafers*: wafers with a layer of vanilla cream and a top layer of milk chocolate.

... *Cinnamon Crisps*: almond caramelised biscuits... with a difference.

... *waffle biscuits*: surprisingly crispy wafers with a subtle note of vanilla.

The entire range is available in a variety of pack formats (prepacked, gift-boxed, flow-pack, bulk, retail display units...) and in private or retailer-own label packaging options.

New product activity is a constant ongoing process within the company: development of innovative recipes, formulations, products, packaging...

Despite the fact that Cavalier (BRC-certified) was founded only in 1996, in just over a decade it has made it to the position of market leader on the Belgian dietary confectionery market.

But the company's ambitions haven't stopped there: its export track record is simply astonishing, with 70 % of total output now sold in about 40 countries, primarily in Europe and the US.



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CRV CORTHOUTS

MENU

Organic, Fairtrade and dietary biscuits

The CRV Corthouts company started off in 1965 as a small family-owned bakery, specializing in health and reform foods. Two decades later, Jos Corthouts took over the reins (and the craft bakings skills) from his father and transformed the artisan bakery into a full-fledged industrial manufacturer of organic biscuits.

Another two decades down the line, in 2007, the company commissioned a brand-new, purpose-built plant with state-of-the-art processing equipment, allowing various shaping and moulding techniques (rotary moulding, depositing, wire-cutting and co-extrusion) and filling and coating options (jam, cream... chocolate enrobing).



CRV Corthouts' dynamic product activity tends to focus increasingly on the development of functional foods. This is clearly reflected in its product offering, which centres around two branded product ranges: the *BioKorn Biscuits* organic biscuits range and the no-added-sugar, maltitol-sweetened, dietary biscuit range, selling under the *Activa Biscuits* brand.

Both product ranges target their own specific type of consumers, who still have one thing in common: they all look for a healthy product that does not compromise on taste.

The organic *BioKorn Biscuits* range offers different biscuit varieties:

JamJam is a scrumptious biscuit filled with apricot, strawberry or forest fruits. *CassaChoc* is a wholegrain biscuit lavishly coated in organic Belgian chocolate. The great *BisKids* line, sold for over 20 years now, features organic biscuits for babies and toddlers. A recent addition are the soft, no-added-sugar *BisKids*, sweetened with grape juice. The line ties in nicely with the children's biscuits range, called *BoeBoeks*.

Complementing the *BioKorn Biscuits* range are its Fair Trade biscuits made with quinoa flour, cane sugar and brazil nuts and, finally, the *BioKorn+* chewy & fruity bar bursting with fibres, highly prized by athletes and other "energy-guzzling" consumers.

The *Activa Biscuits* range focuses on another part of the health market. This dietary range includes no-added-sugar, maltitol-sweetened biscuits for a balanced blood sugar level. The flavour range covers chocolate, lemon, coconut and almond, with a fruity strawberry or mellow milky cream filling. New to the range are a yummy soft biscuit with an apricot filling and a muesli-and-chocolate biscuit.

Looking for a healthy and wholesome snack, certified organic, *Fairtrade*-labelled and suited for a vegetarian diet ?

CRV Corthouts is the one for the job, raring to go, keen to innovate and ready



CRV CORTHOUTS n.v.

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Freezer-fresh Brussels waffles

Brussels waffles indeed: their crispy golden outside and fluffy inside, lightly sprinkled with powdered sugar or lavishly topped with whipped cream, strawberries, ice cream, molten chocolate... all of this can be yours, fuss-free and no washing-up to worry about.

The Dely company offers these iconic Belgian delicacies... freezer-fresh.

Available in three sizes, including the appealing "Mini" variety, the range is marketed primarily under private label in neighbouring markets ... meeting buoyant consumer demand for frozen convenience foods with both retailers and hotel, catering and food service operators.

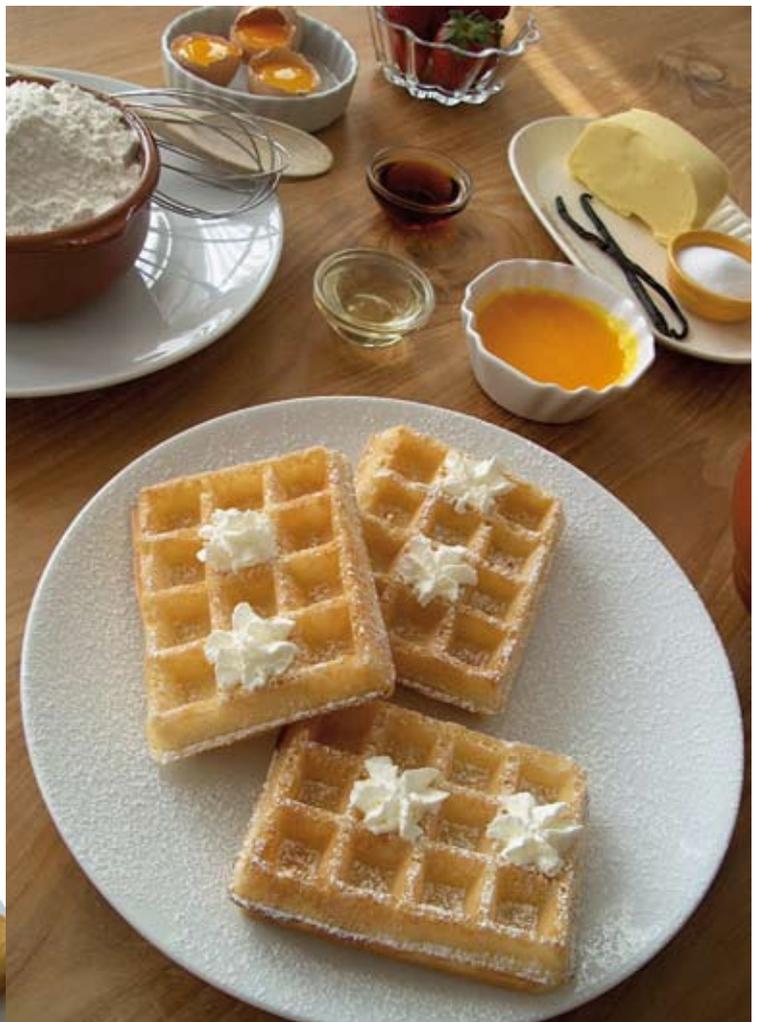
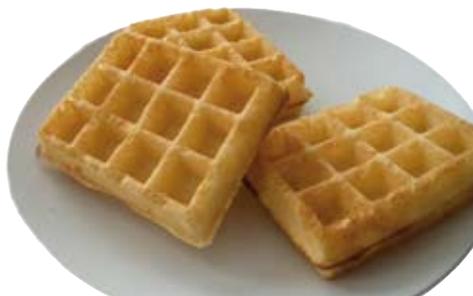
The frozen Dely range allows retailers to add an extra line to the frozen convenience aisle, catering to pressed-for-time customers.

For the hotel, catering and food service parts of the market, using frozen convenience bakery goods, means adding an extra item to the menu without incurring the extra cost: no waffle irons to purchase, no staff to mix the batter and do the baking, no leftover dough going to waste.

Dely is a small, but ambitious manufacturer, combining great value for money products with optimum flexibility in the area of production, delivery, packaging options...

By the way, for those preparing for a "big night in" or "off for a quick out-of-home snack", why not throw in a plateful of freezer-fresh pancakes ?

One more treat available from the Dely range !



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DEN OUDEN ADVOKAAT

MENU

Advocaat (egg liqueur) tartlets, caramelised biscuits

Take a basketful of farm-fresh quality ingredients. Also keep to hand the exclusive artisanal recipe, going back 4 generations. Add a healthy portion of craftsmanship and a personal touch.

Et voilà... a delicacy from Den Ouden Advokaat.



Den Ouden Advokaat - one will have guessed - obviously specializes in *advocaat*, that traditional egg-based liqueur and close relative to eggnog, that other favourite after-dinner digestif.

Advocaat appears ever more regularly as a premium coffee compliment or in delicious glass-desserts, garnished with some sprinkled nutmeg and a cinammon stick, a welcoming treat for all guests coming in from the cold.

This company's *advocaat*-based products - some of which are also available in an organic or a sugar-free/maltitol-sweetened variety - are prepared with the finest, all-natural ingredients only: pure alcohol, malt whisky, geneva gin, herbal liqueur, *Callebaut* bitter chocolate...

No use is made of any preservatives, colouring or thickening agents.



Den Ouden Advokaat has continually extended its core egg liqueur business with the introduction of complementary delicacies: diamond-shaped **praline chocolates** with an *advocaat* centre, **advocaat tartlets** and **speculoos caramelised biscuits**.

These iconic biscuits, some topped with almonds, are artisan quality, made with the best spice blends, fresh eggs and creamy farm butter... and the brownest of sugars, unless you opt for the sugar-free variety, sweetened with maltitol. Caramelised biscuits from *Den Ouden Advokaat* come in a 200g packaging and have a 5-month shelf life...

... although few will be able to muster that much patience.

Products by Den Ouden Advokaat are being successfully introduced in a number of European countries and are available from fine food retail channels.

DEN OUDEN ADVOKAAT

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Biscuiterie JULES DESTROOPER

MEMO

Luxury premium biscuits

What do the Belgian royal family and Biscuiterie Jules Destrooper, one of its Royal Warrant holders, have in common?

Authenticity and a passion for finesse and fine taste.

At Harrods in London, Balducci's in New York and other high-end delicatessens from Hong Kong to Puerto Rico ..., one can't but spot the most discerning connoisseurs carefully threading their way across the luxury biscuit aisle to the much-coveted Jules Destrooper biscuits.

The Jules Destrooper assortment includes golden brown natural butter wafers, Paris wafers with a touch of vanilla, delicate crispy almond thins, still made according to a traditional family recipe dating back to 1886, florentine squares, smoothly caramelised and luxuriously coated with the finest Belgian chocolate...



The entire range of its authentic delicacies are prepared with wholesome, unadulterated ingredients: creamy farm butter, fresh eggs, 100% cocoa Belgian chocolate...

Throughout the generations, the Destrooper family has consistently banned artificial aromas, flavourings or colouring agents from its recipes for its exquisite biscuits, the freshness and crispness of which is guaranteed by a vacuum aluminium foil pouch pack.

Many times winner of numerous fine food awards, the Jules Destrooper company currently exports its range of premium biscuits to over 75 countries, retailing "only in the very best places".



Biscuiterie JULES DESTROOPER

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DIKSMUIDSE PANNENKOEKEN

MENU

Pancakes (fresh-and-chilled, frozen)

The whiff of freshly-baked pancakes deliciously filled with apple chunks and raisins... yum!

Sounds wonderful indeed, but quite a bit of a fuss, unless one can buy it ready-made from a real specialist.

The *Diksmuidse Pannenkoeken* and *Crêapan* brands have gained a firm foothold in the ready-made pancake market for over 10 years.

Whether it be fresh-and-chilled or frozen pancakes, with savoury or sweet fillings, *Diksmuidse Pannenkoeken*- *Crêapan* draws on a wealth of in-house expertise to convert natural, down-to-earth ingredients (whole milk, sugar, fresh eggs...) into the staple snack pancakes really are.

Result? A range of top-quality products complying with the most stringent quality and hygiene standards: HACCP and BRC and IFS ("Higher Level") certification .

With sales in Belgium, France, Holland, the UK... and further afield, the company has proved its ability to clear some of the other hurdles on a more homely level, by effortlessly meeting the standards set by discerning parents... or their demanding children.

Diksmuidse Pannenkoeken-*Crêapan* manufactures for the retail trade and the hotel, catering and food service sector alike and supplies specialist packaging adapted to the customer's specific needs (e.g. private label contracts).

The entire product array, both savoury and sweet, is available both as a fresh-and-chilled product (with a 21-day shelf life) and as a frozen product (with an 18-month shelf life).

The "sweet" range includes both *plain pancakes* to be garnished to taste (including the newly-developed ranges of *artisan crêpes* and *poffertjes*, tiny Dutch pancakes) and *filled pancakes*, with inclusions as diverse as chocolate, cherries, raspberries, bilberries, apple chunks and raisins, forest fruit... or even banana or vanilla ice-cream.

From now on, every day could be Pancake Day.



©Artemise



©Artemise

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DIMABEL

MENU

Organic, sugar-free, diet and Fairtrade waffles

How does a Belgian waffle baker manage to secure Benelux market leadership in the particular niche of organic, sugar-free and dietary waffle specialities ?

The Dimabel company may still owe us the foolproof recipe for their success, but it does know a thing or two about manufacturing "added-value" waffles with no compromises made on taste.

The company's entire product range is GMO-free and is rich on fibre, that other highly-prized health ingredient.

Dimabel presents an extensive range of traditional Belgian waffles, Liège waffles, crispy waffle biscuits, *flash* toasting waffles, rice waffles... Throughout the subranges (organic, sugar-free, dietary and Fairtrade) there is the lovely Belgian chocolate-coated waffle. A first in the history of waffle-making!

Its dietary waffle range is sweetened with natural, non-sugar sweeteners like maltitol and wheat syrup.

The organic range bears full organic accreditation by the Integra certification body. Other authoritative seals of approval include certification by the UK Soil Association and by the FDA (US).

All of the waffle specialities by Dimabel are available both under the *Biscovit* manufacturer's brand and various customer own label brands. The company has been awarded BRC certification for its private label operations.

The range comes in a host of secure and appealing packaging options: single-piece packed, family packs, wrapped in luxury packaging, on in-store display units...

Both the branded and private label ranges reach the market through a variety of channels: the retail trade (the diet and health food aisles in supermarkets, multiples, food stores..), health and diet retail stores, organic supermarkets, bakeries, vending, delis and fine food stores, specialist catering for hospitals, care homes and other health care institutions...

Dimabel also dynamically involves in customized development of its product range, by introducing new flavours, formulations or ingredients suited to

meet the rigours of various diets (diabetic, weight-control, sporting) or to meet varying local standards, tastes, preferences and other market peculiarities.



DIMABEL

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BISCUITS DUPON & LIOBEL

MEMO

Ice cream cones and wafers

This is the story of two Belgian companies steeped in the history of ice cream wafer making.

Indeed, both companies go back a long way: Biscuits Dupon set up shop in the immediate postwar era as an artisan bakery of ice cream cones for the then budding ice cream market, whereas Liobel (formerly known as *Le Lion Belge*) traces back its earliest roots to 1924.

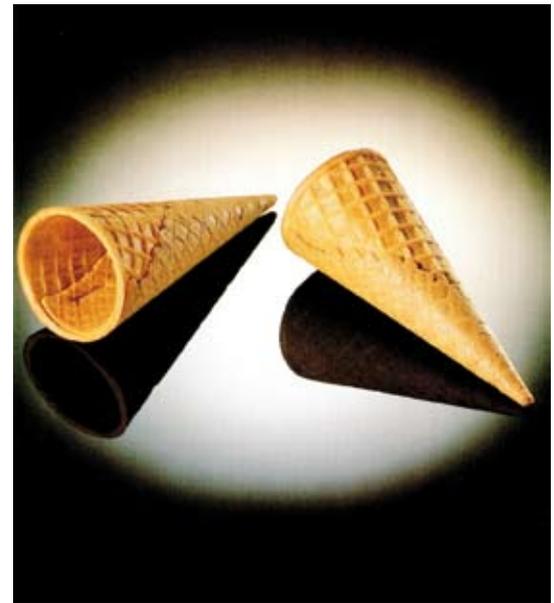
In an effort to keep up with an increasing demand for ice cream products and to tap into new outlet channels, the company has over the decades extensively broadened its product portfolio and invested heavily in state-of-the-art baking systems, processing equipment, manufacturing plant and warehousing facilities...

When both companies eventually joined forces in 2005, the Dupon product range targeted chiefly at industrial ice cream manufacturers and Liobel's complementary line of mainly retail-oriented and consumer-packaged wafers products strategically combined into an unparalleled product portfolio: cones, (free-standing) cup cones, twist cones, fan wafers, wafer curls, baskets or sundaes..., available in various moulded shapes, thicknesses, pack sizes...

Biscuits Dupon & Liobel's vast product array caters for any marketing channel in the ice cream market: industrial ice cream manufacturers, the catering and fast food industry, high-street retailers, ice cream parlour operators and ice cream vendors, all supplying either the family, impulse or out-of-home segments of the market.

The company has developed into a leading European player with a number of resounding references to its name from major European industrial ice cream manufacturers (Ysco, Unilever...), fast food retail outlets (Mc Donalds) and other international customers operating in the ice cream market.

Biscuits Dupon & Liobel sets great store by integrated quality monitoring: HACCP-approved, the company has a fully-automated traceability scheme in place and is well on its way to obtain BRC certification.



An affiliate company, Kadipack, manufactures alufoil sleeve packaging for ice cream cones, making it one of the few companies able to supply customers with both ice cream wafer products and packaging (e.g. the iconic *Cornetto* brand frozen ice cream cone comes with both sleeve and wafer cone by this single company).



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FREJA FOOD



Organic biscuits and pastries

Health food and diet food stores have known it for ages. Nowadays, on more mainstream shops the idea is starting to dawn that *organic* and *Fair Trade* are not just "hot", but a logical choice for an ever-increasing number of customers, willing to go *organic* and *ethically sourced* on one condition: that no compromises are made on taste.

Way ahead of recent trends, Freja Food soon grew into a market leader, not just able to flexibly take advantage of the growing demand for "organic" or "100% natural", but all the while remaining true to its original objectives: sustainable production in harmony with people, environment and society.

A glance at the labels on the (environment-friendly) packaging reveals the company's conscious choice for using organically-grown ingredients, tasting the way nature intended them to. Thus, not a trace of synthetic additives, not even in the "no-added-sugar" line.

Freja Food's range of products, sold under the **Be Bene** brand, features:

Fresh biscuits: almond, hazelnut, walnut and chocolate biscuits and cakes, meringues, coconut macaroons, butter waffles, crispy butter wafers, caramelized biscuits... Most products from the range bear *Fairtrade* certification.

No-added-sugar: muesli-honey biscuits, gingerbread, almond rings, fruit waffles...

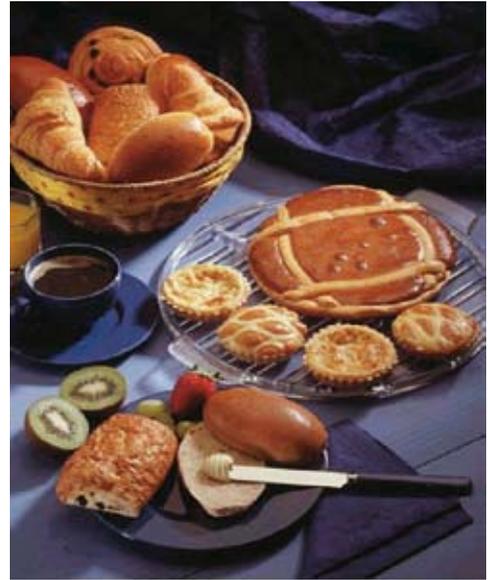
Frozen: anything from bread products, morning goods, apple turnovers... to savoury snacks.

At Freja Food, there is no skimping on the quality of the ingredients, but keen attention to customers and their specific requirements.

Private label almond rings for the German market, made of spelt or quinoa flour instead of wheat flour ?
No problem !

Your customers in Japan would rather have their biscuits made of vegetable ingredients only ?

Consider it done... Freja Food will substitute the butter with vegetable-based margarine, just like that...



FREJA FOOD n.v.

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Frozen, “thaw-and-serve” pastry products

Attention all distributors of frozen food to the hotel, restaurant, catering, foodservice and bakery sector !

It is with pride that we present pastries by Holeki: ready-made, with all the burgundian pleasures into the bargain and whole-heartedly enjoyed by discerning gourmet guests.

Posting growing sales figures year upon year, this semi-industrial manufacturer has really come of age and developed into a respected exporter of frozen thaw-and-serve pastry items.

Holeki’s secret recipe for its success (but altogether not that secret...):

- its wide range of finest-quality frozen pastries: rice and frangipane tarts and tartlets, apple cake, coconut cream pastry, chocolate pear tart... oven plate-sized or precut/sliced, all made entirely to customer specification.

Part of the range is available in a sugar-free variant.

- the *Volcano® mattentaartje* (Belgian almond curd tartlet), an exclusive pastry delicacy, with its mellow flavour and smooth texture hard to pin down and baked according to a traditional regional recipe, which was granted Protected Geographic Indication by the EU.

- “ready-made” pastry means more than just “thaw-and-serve”. The Holeki products will keep for up to six days, so serving can go on...

Real convenience... with less food going to waste.

Holding HACCP and BRC certification, Holeki also has its products on sale in supermarkets. If so required, under private label store brands.



Holeki
INSPIRES AND CREATES



HOLEKI n.v.

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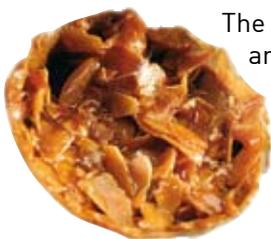
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Florentine squares



Round-shaped though they may be, they still are commonly known as “florentine squares”, those succulent crispy biscuits made of carefully selected almond flakes, all-natural honey, creamy butter and sugar, resting on a thin bed of silky smooth Belgian, 59% cocoa, dark chocolate.



The Hauspy master biscuit maker delicately balances the finest ingredients and crafts them into everyone’s favourite nibble from the biscuit platter... and always the first one to run out.

Customers throughout the Netherlands, France, the UK and Spain have these delicacies delivered bulk-packed, consumer-wrapped or in any packaging option in between.

There seems to be no reason why other European countries should go without them as biscuits and confectionery importers and distributors across Europe will eventually come to realize that florentine squares now have a name: *Dalo Florentines* by Hauspy.



HAUSPY

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Authentic Belgian waffle irons

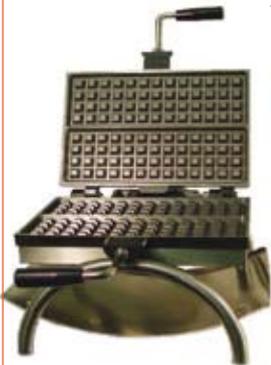


Can you think of anything more homely and pleasant than a tray of freshly-baked, still-warm Belgian waffles or, when outdoors, the whiff of an approaching waffle van on a bone-chilling winter afternoon ?

The company history of HVD may not stretch back as far as the earliest origins of waffle-baking, or even to an early reference to its practice in Flanders, in the 1559 painting by Pieter Brueghel the Elder *The fight between Carnival and Lent*.

But still, the company we are talking about is a third-generation descendant from a long line of craftsmen in both the waffle-baking and the waffle-iron manufacturing trades.

Over the decades, HVD has developed into an established manufacturer of state-of-the-art waffle baking equipment for indoor and outdoor use, with exports to all corners of the globe and a regular presence as an exhibitor at ISM Cologne, IFE London, Fine Food Australia, Gulfood, Food & Hotel Vietnam...



The company presents an unparalleled standard range of waffle-baking equipment for various sales channels: mobile vans for indoor and outdoor waffle-baking and selling, electrically-powered or gas-heated stand-alone irons, semi-industrial waffle production lines, in-store baking concepts...

Using state-of-the-art manufacturing technology (CAD and prototyping, CNC milling for mould-making...), the company has developed an array of over 150 types of multi-purpose moulds for baking different types of waffles (Brussels, Liège, fruit-filled waffles...) in scores of shapes: round, rectangular, square, triangular, heart- or shamrock-shaped..., with other custom shapes developed to customer specification.



Besides the best available waffle-baking equipment on the market, the HVD company also provides its customers with original recipes for most popular waffle varieties, as well as professional training sessions to improve staff waffle-baking skills.

The pleasure of a genuine, freshly-baked, beautifully dimpled Belgian waffle brought within easy reach..., the ultimate mission for HVD.



HVD b.v.b.a.

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LANTMÄNNEN UNIBAKE BENELUX

MENU

Pre-proved and frozen bakery products

This first-class manufacturer of oven-ready bakery products (frozen, pre-proved), has gone from strength to strength over the last couple of decades. Its €100m turnover features as the company's provisional high point so far. About half of this value is achieved by its business of oven-ready pastries, marketed internationally under the *Pastridor* brand.

Key viennoiserie products in the company's portfolio are: all-butter croissants, available also with a variety of fillings (apricot, chocolate, almond...) chocolate buns, *pain aux raisins*...

Across Europe, *Pastridor* has met with favour among fresh bakers, in-store bake-off bakeries, industrial caterers and food service operators, hotel and restaurant chains, retail purchasers... *Pastridor* holds BRC certification (Higher



Level) and supplies the finest-quality products to any professional from the bakery business, who on no condition will compromise on quality: best ingredients only, in compliance with the strictest standards...

Unrivalled quality and optimum customization, *Pastridor* all takes it one step further and provides contract manufacturing, tailor-made to meet customers' needs, a comprehensive range of custom packaging options, including assortment packaging and consumer retail pack formats...



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Lantmännens
Unibake

LILLY FOODS



Baked confectionery products

You'd like to have your own brand of pre-packed pastries on the shelves and you are looking for a reliable contract manufacturing partner, offering flexibility concerning both production and packaging options?

Allow us to introduce you to the company Lilly Foods.

Apart from marketing its own manufacturer brands *Jacky*® and *Boone*®, Lilly Foods has also made a name for itself as a trusted supplier of baked confectionery under retailer and wholesaler own brands for supermarkets and multiple retailers, for the hospitality industry, the vending channel... with a host of packaging solutions.

The choice is yours...

The Lilly Foods product range at a glance.

Genoise sponge cake: you like your genoise filled with orange preserve and garnished with chocolate sprinkles? Or perhaps you fancy a vanilla and praline cream filling, decorated with a patterned icing of compound chocolate? No problem whatsoever.

Lilly Foods will also bake and package your very own **frangipane tartlets**, those deliciously light almond pastries garnished with a delicate icing sugar piping and with a smidgeon of apricot preserve trapped inside.

Fresh egg waffles or "toast waffles" with a 32% egg-content.

The entire manufacturing process is HACCP and ISO 9001/9002 certified and, being a respected manufacturer of retailers' own brand food products, Lilly Foods also holds BRC certification (Higher Level).



LILLY FOODS

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LOTUS BAKERIES

MENU

Branded biscuit, cake and pastry specialities

By pursuing a strong brand-driven international marketing strategy and successfully integrating new sectors in the biscuits and cake business, top Belgian biscuit and cake manufacturer Lotus Bakeries has achieved household fame for its 3 mainstay product ranges:

- **Caramelised biscuits (speculoos)**, undeniably Lotus's emblematic product, started off as a local delicacy, for which international acclaim is still growing. 60% of speculoos sales are now realized outside Belgium. This top-selling range comes in all shapes and sizes: the ubiquitous single-piece-packed coffee compliment, plain or chocolate-iced, wholemeal and multi-grain, "fortified" varieties (e.g. like the innovative *NutriGo* high-fibre, fruit and cereals range, snack-size twin-pack, family packs, available in comprehensive seasonal and themed lines...
- **Waffles and galettes**: broad range consisting primarily of Liège waffles, soft waffles, filled waffles, vanilla-flavoured waffles and galettes (crispy waffles).
- **Cake and pastry specialities**, featuring real Belgian icons like frangipane tartlets, madeleines, carré confiture, zebra..., along with French Breton butter specialities or such Dutch traditionals as *glacés*, *Enkhuizer cookies* or other treats like the appropriately-named *mergpijpies* (marrowbone cakelets), finger-shaped cakelets wrapped in marzipan and dipped in chocolate icing.

Lotus Bakeries' strong position as a leading brand manufacturer of distinctive biscuit and cake specialities revolves around its two strong company brands: *Lotus* and *Peijnenburg*. In 2006, 82% of the company's EUR 179.2 million turnover was marketed under the *Lotus* brand, the overall master brand for all specialty products.



The *Peijnenburg* brand was retained on the Dutch market as the long-established brand for gingerbread and other distinctive biscuit specialities.

Lotus Bakeries is committed to promoting its "Deliciously cosy" brand essence across the world, by tailoring its product range to meet varying local standards, tastes, preferences and other specific market properties.

In so doing, it supplies just the snacks the market is in for at competitive prices.

The company operates 9 production plants (4 in Belgium, 3 in the Netherlands and 2 in France), each equipped with the latest up-to-the-minute baking and processing technology and specialized in a single product group from the Lotus Bakeries range.



**"Lotus...
a biscuit by any
other name,
wouldn't taste half
as good."**



LOTUS BAKERIES



Lotus-branded products now meet with instant recognition in France, the UK, Spain, Italy, the Netherlands, Germany, Austria, the Czech Republic, Slovakia, Switzerland, Israel, South Korea, China, Japan, the USA..., but the brand is also catching on in other distant markets.

Market channels and outlets include the retail trade, catering (schools, clinics, corporate entities...) and food service (hotels, restaurants, cafés, vending, petrol station forecourt retail areas...).

Through a continuing R&D and innovation drive, the company regularly launches distinctive new and "revamped" products, inspired by the following aspects:

- a rigorous quality management and stringent internal auditing system (supplier screening, traceability / specification of raw materials, packaging, finished product quality ratings, customer relations to HACCP, ISO 9001:2000 and BRC higher level certification standards).
- an outspoken convenience element: product line extension and packaging innovations, catering to various consumer profiles and requirements: from the breakfast table, the sports ground to the boardroom (see also the Biscolat company profile, elsewhere in this publication), from the packed-lunch box to the Christmas hamper, for sharing, snacking, eating on the hoof or just pure indulgence...
- improved information on nutritional facts and health claims: introducing new products based on the same authentic recipes, but with an added contemporary edge (e.g. biscuits enriched with fibre and fruit, low-sugar gingerbread varieties, the use of organic eggs, vegetable fats only...)



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LU GENERAL BISCUITS BELGIUM

MENU

Global brand biscuits



Giving a concise presentation of LU General Biscuits Belgium without having to resort to the use of superlatives..., that is a bit of a tall order.

So, let's just stick to the facts, shall we... ?

Fact:

LU General Biscuits Belgium developed out of the family-owned companies De Beukelaer and Parein, two respected Flemish biscuit makers with a long-standing tradition dating back to the 19th century.

Now part of Kraft Foods, a biscuit and confectionery giant, if ever you saw one.

Fact:

The company's Flanders-based biscuit manufacturing plant is the largest of its kind in Europe, with an annual production output of some 90,000 tonnes of over 50 biscuit varieties, exported worldwide to more than 75 countries.

Fact:

LU General Biscuits Belgium has a vast portfolio of some of the most iconic biscuit brands in the world: *LU, TUC, PiM's, Prince, Cha Cha, Bastogne, Cent Wafers, Grany...*, sold in various retail channels: supermarkets, cash & carry outlets, petrol station forecourt shops, vending machines...

LU markets instant-recognition, all-time-favourite brands, trusted by consumers, snacking at home or "on the go".

Not an obvious fact... (but by no means a fiction):

Some of the biscuits from the extensive LU product array might be even tastier than..., but that is only hearsay.



LU GENERAL BISCUITS BELGIUM n.v.

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MELI



Honey and honey-based delicacies (gingerbread, waffles, chocolate spreads...)

Meli, Belgium's leading quality honey processor, was founded in 1935 and currently boasts a glowing reputation as one of the leading producers of bulk honey Europe. Backed up by over 70 years of prime-quality honey processing experience, the Meli company now markets a broad spectrum of honey varieties and flavours throughout Europe and beyond.



Meli also exports a fine range of honey-sweetened baked confectionery, centered around two time-honoured delicacies: gingerbread/honey cake and honey-filled wafers (biscuit waffles with a honey centre).

Meli wafers, crispy butter wafers with a sumptuously soft honey filling, are entirely free of artificial colouring agents or preservatives. A wholesome snack for those at school or at work who sometimes need a much-needed "pick me up" packed with natural honey.



These wafers are attractively presented in various packaging, customized to meet specific market preferences: single-piece packs, twin- and multi-packs, on in-store counter displays...

The Meli gingerbread / honey cake range comes in two varieties: "Royal" (extra voluminous and soft, thanks to natural fermentation) and "Sugar" (with a layer of pearl sugar sprinkled on top). The range is on offer in a variety of packaging options: from single-piece-packaged slices to 500g pre-sliced loaves...

The Meli company pursues a strict quality monitoring policy: BRC Higher Level certified, full traceability of honey sourced globally from a network of reliable suppliers in prime production areas, state-of-the-art processing plant and laboratory facilities, both in-house and outsourced screening for presence of potential contaminants.



MELI

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Frozen desserts and savoury appetizers

Originally set up as a frozen food store in 1989, the present-day Nanuk company, currently operating 2 production sites in Belgium, has grown into an expert manufacturer of a broad range of custom frozen desserts and savoury cocktail snacks.

Just about any festive dessert on sale at the corner pastry shop, Nanuk supplies them freezer fresh. To hotel and catering wholesalers, retail purchasers, food service operators... Fully-tailored to the customers' requirements as to the recipe, formulation, finishing preferences...

... and shapes, because Nanuk can deal with the hardest moulding and shaping jobs: frozen pyramids or baroque curls, Nanuk develops them to high levels of three-dimensional precision, ready-made, to customer specification and in industrial quantities.

Nanuk is a modern company offering real added value, continuously investing in a targeted R&D effort, state-of-the-art processing equipment, quality assurance schemes (IFS Higher Level certified) and food safety monitoring (HACCP applied).

Common to all of Nanuk's products are the following characteristics: they're something to really feast on, ready-made, frozen and marketed primarily as private label store brands.

However, besides its comprehensive private label arrangements, the company also has a proprietary range of exquisite desserts and finger food items, prepared to time-honoured artisan recipes and retailing under its own *Eskise* brand name.

The range includes tarts and tartlets in various sizes and shapes... with chocolate mousse, bavaois, cream inclusions... and delicately iced, topped or sprinkled with the finest Belgian chocolate, cherries, confectionery items..., *petit-four-style* fancy cakes, single-helping mini cups brimming with deliciously-flavoured mousses (chocolate, raspberry, honey and yoghurt, *advocaat* ... and many more of these "moreish" morsels.

Nanuk is a regular exhibitor at a number of selected international fine food fairs: PLMA (Amsterdam), Intercool (Düsseldorf), Sirha (Lyon), Tavola (Courtrai)...



NANUK

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PARREIN

MENU

Frozen *Progrès* cake

34 years ago, the Parrein family started a small local bakery in Roeselare, the heart of the Flanders Region.

Over the years, the family-owned bakery developed into a larger-scale business venture, which - for over 20 years now - has specialized in one single pastry speciality: frozen *Progrès* cake.

This particular artisan-made pastry delicacy consists of 2 layers of crusty sponge cake with a delicious filling of lightly whisked chantilly cream.

The product is gluten-free, contains 100 % vegetable ingredients only and no colouring agents or artificial flavourings whatsoever.

The cake comes in various flavours (natural, strawberry, tiramisu, egg liqueur, chocolate-praline), in different sizes (including the *Marie-Josée Progrès* mini tartlets), in a no-added-sugar variant, conveniently presliced into portions and therefore ready to eat... or treat !



Confirmed by the Flemish “brotherhood” of regional speciality artisans as “their first among equals”, Parrein is also a top manufacturer of delightfully fancy *petit fours*.

Parrein Progrès is sold throughout the hospitality industry (hotels, restaurants, cafés...), catering and foodservice channels, in frozen food stores, wholesale...

This exquisite “thaw and serve” pastry passes from the freezer cabinet straight onto the dessert buffet, where it will be met by ravished “oohs” and “ahs” from the line of guests.

Those who like a table lavishly stacked with the heartiest Burgundian fare, will love Parrein Progrès, the finest pastry speciality ever to reach your dessert platter.



PARREIN

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Fresh and frozen pastry products (sweet and savoury)

Pidy Gourmet, or *Pidy* for short, just turned 40 in 2007, is a name instantly associated with “ready-to-fill” pastry products and oven-ready frozen puff pastry products.

Puff pastry, shortcrust, choux pastry or genoise sponge, waffle pastry, meringue... you name it, Pidy Gourmet makes it, in any shape, diameter or size imaginable, suited for any festive occasion.

Pidy Gourmet is the global market leader in such specialist pastry for caterers, food service operators, industrial manufacturers and the retail trade.

Even though Pidy Gourmet turns out pastry items by the million, the company doesn't want to be considered a supplier of mass-produced pastry items.

Far from it actually... as Pidy Gourmet acts as a genuine partner, intent on meeting its customers' most particular wishes, enabling them to provide their own customers with just the products for their specific part of the market.



An ongoing pursuit of economies of scale, customer-oriented flexibility and adaptability, obviously linked to a stringent quality control system, has earned its product range numerous endorsements from satisfied customers in more than 35 countries.

Across the globe, Pidy Gourmet products are flying off the shelves, straight into the kitchens of catering chefs and home-cooking enthusiasts alike, turning them into ideal ready-to-eat delicacies for a wide range of snacks, hors d'oeuvres and finger-buffets.



The company continuously invests in up-to-the minute processing technology and manufacturing equipment.

The company's Belgian plant is IFS-certified and its French production site holds BRC Higher Level certification.

The company regularly adds new products to its existing range of ready-to-fill pastry products, like the *Duobelle* ready-to-dress twin-appetizer shape or the waffle pastry *mini cones*, a stylish alternative to “regular” coffee compliments like biscuits or neapolitan chocolates.



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POPPIES INTERNATIONAL

MEMO

Cakes, biscuits and frozen pastry

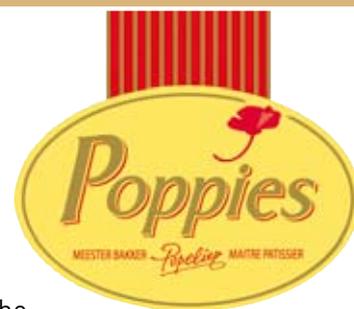
Combining an industrial bakery environment with age-old craftsmanship, time-honoured recipes and premium-quality products, is a challenge only the very best food-processing companies manage to tackle successfully.

Poppies International is such a company.

Poppies Int'l produces a vast array of bakery products, sold via retail outlets and by the catering/foodservice trade. The company's range falls into 2 major categories: **cakes and biscuits** and **frozen pastry**.

Cakes and biscuits

Sweet, fruit-filled, puff pastry items, chewy coconut cakes and macaroons, cream-filled waffles and wafer biscuits, pretzels and crackler biscuits, chocolate-topped or plain, *cigarettes russes* (crisp biscuit rolls), frangipane squares, Brussels waffles, caramelized biscuits...



Frozen pastry

Leading the way in the Poppies International *thaw-and-serve* convenience range are its cream slices and choux pastry items (profiteroles/cream puffs, mini éclairs, choux puffs), with various icing, topping and filling options (custard, fruit, vanilla ice cream, chocolate or hazelnut inclusions...).

Did we mention Poppies' impressive doughnut range? Ring donuts filled and topped with decorative icings and sprinklings, beignets, Berliner ball doughnuts, or bite-sized mini doughnuts, with seasonal Christmas and Carnival varieties available.

The company has a stringent quality assurance scheme in place, fully compliant with HACCP standards and with EFSIS Higher Level Approval. Its R&D department is constantly engaged in a dynamic product development drive, resulting in regular launches of products

with real novelty value (new flavours, shapes, textures, packaging and point-of-sale display options...).

Meanwhile, all of Poppies' delicacies are selling like hot cakes...
...and not just at home, but far beyond national borders...

With currently 95% of production bound for export, the company's overseas performance is going from strength to strength.

400 highly-skilled staff, 16 state-of-the-art production lines, 6 manufacturing operations (4 in Belgium, 1 in France, 1 in the US) churn out an annual production of some 30 000 tonnes of high-quality cakes, biscuits and frozen convenience pastry.



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PORTION PACK BELGIUM

MENU

Single-piece packed biscuits and chocolate confectionery

Aren't they just delicious, those little extra treats sitting snugly beside a lovely cup of freshly-brewed coffee or tea ?

Portion Pack Belgium provides an exceptionally large offering of such individually-wrapped coffee and tea complements for the hotel, catering, hospitality and food service industries.

The (vast) choice is yours: nibble- or bite-sized **chocolates** (*Cocachoc* brand) and *Elite*-branded **biscuits** (...with Belgian chocolate icing). Portion Pack Belgium packs over 150 varieties of biscuits, available in 40 different mixes, made up of anything from 4 to as many as 25 different assorted confectionery items.

Portion Pack Belgium has preferred contract single-piece packager status for a number of major Belgian and other European manufacturers of premium-brand confectionery and biscuit.

Portion Pack Belgium's comprehensive private label arrangements allow for coffee-roasters, wholesalers and cash & carry chains in over 20 countries to offer their own customers (managers of hotels, restaurants and cafés) a broad range of snacks, tailored to match their corporate signature.



Besides the catering and foodservice channels, individually-wrapped chocolates and biscuits are also stocked by major supermarkets or cash & carry chains, under retailer-own labels if so required, as seasonal offerings (Christmas, Valentine's Day, Easter, Halloween, Mother's Day...) and in various pack options (block bottom bags or 125g to 300g boxes).

A number of **snacking products** have been especially developed **for the retail channel**: rum- or chocolate- flavoured coconut macaroons, chocolate-iced coconut bars or the *Gletcher choc* chocolate bars with honey, nougat and almond inclusions, along with various "tie-in" biscuit lines for a number of (Belgian) television celebrity children's programmes.

Portion Pack Belgium has strong international appeal with over half of production earmarked for export.



PORTION PACK BELGIUM

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Baked and chocolate confectionery for professional food manufacturers

Ravico makes a chef's life a great deal easier: its product range and service level provides professional food manufacturers and caterers with all the necessary tools to give free rein to their creativity.

Indeed, since it was set up back in 1907, Ravico has developed an extensive line of products for professionals in the food industry (manufacturers of chocolate, confectionery, pastry, ice-cream and desserts, bakery ingredients' wholesalers) and the catering, hospitality and food service business.



The entire line of all-Belgian traditional specialities, both savoury and sweet, are manufactured according to the most stringent HACCP standards, with particular care given also to safe and sturdy packaging, designed for export purposes.



Ravico offers an impressive range of both savoury and sweet specialty products, featuring:

- **ready-to-fill pastry**, a large array of miniature shells, *millefeuilles* (sugared ones as well), large and small-size wafer cones, various sizes of dessert shapes and cases, chocolate-coated or plain tartlet bases, meringues, *baba savarin*...
- the **Belgian chocolate range**, including couverture and raw materials to the tiniest decorations (cups, shells...) spreads, paste, blocks, lozenges, tubes, callets (also available in small micro-waveable pouches or in 250g to 1 kg gift packs)...
- **bakery, dessert and ice-cream ingredients**, a full range of premixes and speciality items for filling, icing, glazing, coating... with among the highlights *crème brûlée* & flan powder, light mousses, milk shake mixes...

RAVICO

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BISCUITERIE SEGHERS



Swiss rolls, coconut cakes, fruit-filled puff pastry items, cream-filled wafer biscuits...

... in short, prime-quality sweet pastry items, attractively-priced and every single one of them genuine traditional family favourites...

... supplied by a Belgian company, Biscuiterie Seghers, founded in 1962, which has secured its place as a trusted manufacturer and experienced exporter of a comprehensive array of biscuits and pastries with an extended shelf-life.

All products in the range are on sale in a variety of flavours and pack options, both branded and under store-brand private labels.

8 varieties of Swiss rolls in 200g, 300g or 450g pack sizes: with strawberry, bilberry, raspberry or apricot jam centres or a cocoa or chocolate flavoured filling. Also available: tartlet cases ready to take any filling.

Crispy and chewy coconut cakes, ranging from bite-sized minicakes to snack-sized coconut rings with a base of the finest Belgian chocolate, iced with chocolate piping...

Puff pastry turnovers and rolls with apple, apricot or strawberry fillings.

Crispy wafers with diamond-shaped ridging, filled with mocha, coffee or vanilla cream, some are of the sandwich type or have a chocolate base...

The company's chief assets are its highly automated production lines - working to HACCP standards - and its food safety and quality assurance system, rigorously applied from raw materials supplies to the finished products.

Biscuiterie Seghers holds EFSIS *Higher Level* certification, a standard widely used and accepted throughout the international food industry.

Summing up: optimum manufacturing processes, competitive pricing and services tailored to the customers' requirements.

Your customers are bound to be equally impressed.



BISCUITERIE SEGHERS

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VAN CROMBRUGGEN

MENU

Portion-packed sweet and savoury snacking products

For over 25 years now, the Van Crombruggen company has made a name for itself as a leading manufacturer of compliments to a draught pint or a steaming cup of tea or coffee.

The company's extensive (branded and private label) product offering, geared mainly at the out-of-home, the catering and food service markets, consists of a sweet range and a savoury range:

The sweets range by Van Crombruggen includes *Royal Biscuits* and *A Rose for Quality*, two company brands that look instantly familiar to anyone who ever set foot in a local (coffee) bar.

These 2 branded lines consist of over 90 varieties of single-piece or portion-packaged coffee accompaniments in more than 33 mixing options, along with additional seasonal and special-occasion packs for Christmas, Easter, Santa Claus, Halloween, Valentine's day...

Other coffee complements include sugar in cubes, sachets, sticks, pyramid-style envelopes..., single-portion cups of marmalade, creamer cups (*Eurocream* brand) and a non-sugar sweetener (*Localo* brand).

Under its *Party Troopers* brand, the company also offers a varied array of over 15 savoury snacks (salty crackers, mixed nuts, olive mixes...), to give any party that extra "oomph".

Over the years, the company has firmly developed into a preferred supplier of private label products to the wholesale trade (coffee roasters, food service operators...) And not just on its home market, as customers in the Benelux, Germany, France, Spain, Greece, Ireland, Malta, Switzerland... are now stocking products by Van Crombruggen.

The range comes in a variety of pack options: in-store display units and dispensers, resealable drums...



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VANDEMOORTELE LIPIDS AND DOUGH

MENU

Frozen dough products...

...not exactly a product name to make one's mouth water, but wait till you see or - better still - taste the flavoursome delicacies the "frozen dough" business unit of leading Belgian food group Vandemoortele has in store for breakfast tables, dinner parties, reception areas or lunchboxes: an impressive line of delicious frozen bakery products, bread, American products, pastry products and patisserie items ...

American products

Turning out over 1 million donuts a day, Vandemoortele is Europe's number 1 donut manufacturer.

Its *Doony's* brand, sold in over 30 European countries, is the absolute bestseller of the company's "The Originals*" range of all-American baked goods: donuts, muffins, cookies and brownies.

Pastry products

Danish and puff pastry items, continental sweet pastries, savoury snacks, frozen dough etc.)

Patisserie and desserts

Patisserie confections, sweet snacks, desserts..., in much-loved flavours, regional and international variations, with scrumptious chocolate and fruit inclusions, year-round or seasonal, in any shape, size, flavour and filling under the sun..., a truly extensive range bound to put guests in a "spoilt for choice" situation in front of the dessert buffet.

Bread

Broad range of traditional bread varieties (baguettes, breakfast buns, Kaiser rolls etc.), plus a unique selection of speciality breads based on age-old recipes from the French Pyrenees, marketed under the "Les Pains Pérènes de Roland Cottés" brand.

The company's frozen bakery offerings come in various levels of convenience: ready-to-serve, ready-to-bake, ready-to-serve, presliced or uncut...), in different packaging options, backed up with comprehensive marketing support.

Vandemoortele "frozen dough" business is B2B-oriented, aimed at professional customers (importers, distributors, wholesalers of frozen bakery products or frozen food in general, retail operators, foodservice and catering channels, fresh



VANDEMOORTELE LIPIDS AND DOUGH



and in-store bakeries, convenience stores...), under Vandemoortele's own company brands (Banquet d'Or, The Originals*, Gold Cup Express, La Patisserie du Chef, Les Pains Pérènes de Roland Cottés) or various international private labels.

The company has 30 years of artisanal and industrial bakery experience, ISO, BRC and IFS certification on all of its manufacturing operations, product sales in over 70 markets worldwide, pursuing a stringent quality monitoring policy from raw materials supplies through to the finished product.

Exhibiting at all major international food events - SIAL, ANUGA, ISM, ALIMENTARIA, IBA...- the company is involved in an ongoing worldwide marketing effort seeking to further strengthen and consolidate its market presence all over the world.



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The Originals*

La PATISSERIE DU CHEF



VERMEIREN PRINCEPS

MEMO

Caramelised biscuits

... There are caramelised biscuits...

...and there are artisan-made caramelised biscuits, baked to time-honoured recipes and traditional methods...

...by the Vermeiren Princeps company.

Allow us to spell out the difference.

At Vermeiren Princeps, founded in 1919, the process of kneading and moulding the biscuit dough has remained a slow one, carried out by custom-built processing equipment, imitating the manual craft of earlier times.

The dough is then allowed a full 24-hours rest, before reaching the actual stage of baking, another process kept deliberately slow and at a particularly high temperature.

And then, out of the oven it comes, a caramelized biscuit with all the authenticity and flavour of times past, no compromises on quality and appealing to today's discerning consumers who really love their *speculoos*.

Vermeiren biscuits' sweetness is brought on by real brown sugar, raw cane sugar or the finest honey, depending on the variety of biscuit.

Syrups and refined sugars are absolutely out of bounds, as are animal fats, preservatives, artificial colouring or flavouring agents.

Operating fully-automated baking equipment, Vermeiren Princeps annually bakes these typical biscuits in a broad range of varieties: traditional, wholemeal and honey-sweetened, dotted with almond flakes of Belgian chocolate chips, certified organic, Fairtrade marked, sugar-free almond biscuits...

Products are available under its own company brand or various private labels. Packaging options vary, including single-piece pack coffee compliments for the hotel and catering sector.

A real Belgian icon, true, but Vermeiren delicacies have found favour outside Europe as well, with exports to the USA, Canada, Japan and Australia.



VERMEIREN PRINCEPS

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Functional biscuits and snacks



Everyone wants his/her food to be tasty.

Bakers realize that only too well. The ones working for the VNT-Ceval company also know for a fact that anyone benefits from a balanced diet, but some consumers may have particular nutritional requirements. Athletes, for instance, need high-carb food in order to enhance performance levels.

Other health-conscious consumers may wish to increase their fibre intake, require low-carb, reduced-fat or no-added-sugar, low-glycaemic-index foods.



The VNT-Ceval company has been manufacturing these types of health food since 1979.

In Belgium alone, its impressive range of health food now retails at 1500 points-of-sale, but the company has gradually gained market share, across European markets mainly, but increasingly on more

distant markets as well.

Regularly exhibiting at all major European (health) food-related trade fairs, the company appears all set to strengthen its export expansion drive even further.

The VNT-Ceval product portfolio includes various types of snacks, both savoury and sweet: bran biscuits, wafers, fruit-filled pastry items, marzipan-filled cakes, coconut biscuits, caramelized biscuits, crispy waffle biscuits... all freshly baked according to traditional recipes and adapted to present-day eating habits and dietary requirements.



The company also produces a broad range of traditional baked goods with a certified organic label.

Using state-of-the-art processing and fully-automated packaging equipment, the company manufactures 3.5 tonnes of high-fibre biscuits in just 7 hours, fully compliant with HACCP standards, under its own proprietary brand and numerous private labels and in a variety of pack options: single-piece wrapped, packed, stacked, in luxury tins, in *improved freshness* bags for bulk-delivery...

VNT-Ceval effortlessly adapts its recipes and formulations to your customers' taste, thus further developing its already impressive standard product range.

For importers, agents, distributors supplying delicatessens, health food shops, retail multiples, hospitals/health centres; other operators in the health food segment..., a health-packed future lies ahead, a future guaranteed by VNT-Ceval !



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Gingerbread...

...remembered by many children as gran's favourite treat, has edged its way back onto the present-day breakfast table or into packed lunches and lunch boxes, tucked away in school bags and briefcases.

Indeed, gingerbread, as we know it, has always been a much-loved treat... but it is now being praised even more for its beneficial nutritional properties: high-carb, fibre-rich, its ability to rapidly restore glycogen levels, its low-fat and low-cholesterol content...

Vondelmolen is a company with a pedigree in gingerbread making, dating back to 1867. Building on its position of undisputed market leader on its home market, it has also made a name for itself as a major European player, with half of production currently destined for export.

The Vondelmolen portfolio features 3 product categories, available in various packaging options (family-size packs, single-piece packs and monopacks).

- the *Classic* line: gingerbread enriched with *Beneo™* inulin prebiotic fibres, with added calcium, with fruit and chocolate inclusions... Available also: certified organic, low-salt and low-sugar diet varieties.
- the *Premium* line: honey-based gingerbread varieties with their delicately balanced spice mix and a 15 % honey content;
- the *Artisanal* line: gingerbread made to an original age-old recipe, combining time-honoured tradition and manufacturing expertise.

Apart from its own Vondelmolen manufacturer brands the company also boasts many years' experience as a supplier of private label and own brand gingerbread varieties for other brand manufacturers and retailers...

Vondelmolen is HACCP and IFS "Higher Level" certified by Lloyd's Register Quality Assurance.



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Crispy and soft waffles

Set up in 1973 and rooted in a local bakery reputed locally for one single specialty product, the humble - but ever so tasty - *galette biscuit*, the Welda company has grown into an ambitious manufacturer of retailer own brand waffles, sold across the European market.

Welda has developed a number of business units, catering to specific customer requirements, in a move to enhance its service levels beyond its core business: expert baking and packaging of quality waffles.

These units will dynamically engage in customized range and recipe development for the snacking, seasonal and corporate gifting markets (custom hampers, parcels, crates, goody bags...).

Capitalising on its broad experience in organic and no-added-sugar products, the Welda company also intends to broaden its certified ranges to include new products, developed independently or through third-party co-operation with fellow manufacturers of biscuits, baked goods and other types of confectionery.

The Welda company in a few words ?

- a no-nonsense private label manufacturer of waffles of any description: crispy waffles, butter waffles and organic waffles, fresh egg waffles, vanilla waffles, chocolate stars, apple-filled waffles, sugar waffles, no-added-sugar waffles...
- Production facilities in full conformity with the European food safety and hygiene legislation (IFS Higher Level, BRC approved, certified organic...)
- a keen eye for customers' requirements: great price-quality ratio, manufacturing and packaging flexibility, correct and rapid delivery...

The Welda company summed up in just two words ?

Satisfied customers.



WELDA

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CHOPRABISCO

Choprabisco is the Belgian Royal Association for the Chocolate, Praline, Biscuits and Confectionery Industries.

It promotes the interests of its 90 member companies, ranging in size from SMEs through to multinationals.

In addition to representing and defending the common interests of its members to the various discussion partners at national and European level, Choprabisco is also active in the following areas:

- Providing the industry with relevant information on existing legislation regarding manufacturing and marketing of sweets (e.g. legislation on chocolate and cocoa-processing, export refunds, European sugar policy issues, innovation...)
- Promotion across the board of the image of the Belgian sweets industry, e.g. by making available branch reports and publications.

Choprabisco is a member of FEVIA, the Belgian food industry federation. FEVIA's membership consists of some 280 companies. Furthermore, it encompasses some 25 trade associations, each representing a specific branch of the food industry.

FEVIA FLANDERS operates within the national FEVIA association. Within the integrated decision-making structures of the parent organisation, FEVIA FLANDERS defends the interests of the Flanders-based food industry.

Through direct involvement in their core sectors both CHOPRABISCO and FEVIA have access to a wealth of information, which is continually kept up-to-date and shared with member companies.



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COLOPHON

Biscuits and Pastries from Flanders (SG1R-01/08)

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the sector under review.
