



baking joy, every day for everyone

# RETAIL CATALOGUE









# AMBIENT SHELF



# BISCUITS



## Twists

*Sugar glazed puff pastry cookies with a twist*

R005009

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 110

Shelf life in months: 12



## Mini Cœur de Flandres

*Sugar glazed heart shaped puff pastry cookies*

R010456

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 110

Shelf life in months: 12



## Twists

*Sugar glazed puff pastry cookies with a twist*

R000992

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 80

Shelf life in months: 12



## Crakini

*Crispy sugar glazed pretzels*

R003990

Weight: 300 g

CU/outer case: 12

Cases/EU pallet: 56

Shelf life in months: 8



“No biscuit is more Belgian than the caramelised biscuit or speculoos. A special, secret mix gives the cookie its characteristically sharp, sweet flavour.”



### Caramelito

*Single packed caramelised cookies*

R005451

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 156

Shelf life in months: 9



### Speculoos

*Caramelised cookies*

R011421

Weight: 250 g

CU/outer case: 18

Cases/EU pallet: 100

Shelf life in months: 9



### Popiroll

*Crispy rolled cookies*

R004936

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 110

Shelf life in months: 12



### Popiroll

*Crispy rolled cookies*

R004391

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 120

Shelf life in months: 12



### Pop'n Choc

*Crispy rolled cookies, dipped in chocolate flavoured decoration*

R008343

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 120

Shelf life in months: 12

# SWEDISH COOKIES



Made in Sweden  
according to the original  
Swedish recipe.



## **Swedish Oatmeal Cookie**

*Crispy cookies with oat flakes*

R018710

Weight: 100 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 12



## **Swedish Chocolate Oatmeal Cookie**

*Crispy cookies with oat flakes and chocolate*

R018711

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 12

“Authentic crunchy cookies made with the best ingredients and without palm oil!”

**Swedish Oat Cookie**

*Thick cookies with oat flakes*

R025950

Weight: 300 g

CU/outer case: 12

Cases/EU pallet: 40

Shelf life in months: 12

**Swedish Chocolate Oat Cookie**

*Crispy cookies with oat flakes and chocolate lines*

R025456

Weight: 275 g

CU/outer case: 12

Cases/EU pallet: 40

Shelf life in months: 12

**Pepparkakor**

*Crispy gingerbread cookies spiced with cinnamon, ginger and clove flavours*

R025949

Weight: 300 g

CU/outer case: 12

Cases/EU pallet: 40

Shelf life in months: 12





# COCONUT CAKES



## **Belgian Coconut Macaroons** *6 large soft coconut macaroons*

R016537

Weight: 190 g

CU/outer case: 12

Cases/EU pallet: 132

Shelf life in months: 8



## **Belgian Choc Macaroons**

*6 large soft coconut macaroons with chocolate flavoured decoration*

R016536

Weight: 220 g

CU/outer case: 12

Cases/EU pallet: 132

Shelf life in months: 8



## **Mini Coconut Macaroons with Belgian Chocolate**

TBD

Weight: 170 g

CU/outer case: 12

Cases/EU pallet: 144

Shelf life in months: 5



## **Mini Coconut Macaroons with Strawberry Jam**

TBD

Weight: 170 g

CU/outer case: 12

Cases/EU pallet: 144

Shelf life in months: 5

“All our coconut products are naturally gluten-free!”



### Mini Coconut Stars

R001287  
 Weight: 250 g      Cases/EU pallet: 80  
 CU/outer case: 12      Shelf life in months: 5



### Mini Coconut Stars with Chocolate Flavoured Decoration

R016173  
 Weight: 200 g      Cases/EU pallet: 84  
 CU/outer case: 18      Shelf life in months: 5



### Large Coconut Stars

R001105  
 Weight: 300 g      Cases/EU pallet: 99  
 CU/outer case: 12      Shelf life in months: 5



### Vegan Coconut Macaroons

TBD  
 Weight: 180 g      Cases/EU pallet: 144  
 CU/outer case: 12      Shelf life in months: 5



### Vegan Coconut Macaroons with Chocolate Flavoured Decoration

TBD  
 Weight: 195 g      Cases/EU pallet: 144  
 CU/outer case: 12      Shelf life in months: 5





### Display Coconut Macaroons

*Display with 24 single packed soft coconut macaroons*

R016035

Weight: 840 g

DP/outer case: 6

Cases/BLOK pallet: 77

Shelf life in months: 5



### Display Chocolate Flavoured Coconut Macaroons

*Display with 24 single packed soft chocolate flavoured coconut macaroons*

R013690

Weight: 960 g

DP/outer case: 6

Cases/BLOK pallet: 77

Shelf life in months: 5



### Mini Coconut Macaroons Chocolate

*Tub with 40 coconut macaroons with Belgian chocolate*

R016783

Weight: 700 g

Cases/BLOK pallet: 360

Shelf life in months: 5



# SLICES & BROWNIES



“Apricot slices or carrés confitures are real Flemish icons. These fruity treats are made of puff pastry and apricot jam spread before they’re baked nicely crisp and crunchy. They are especially known for the ‘maze’ shape of their top layer.”



**Frangitarte**  
*4 almond cake slices*

R003794

Weight: 200 g

CU/outer case: 14

Cases/EU pallet: 120

Shelf life in months: 4



**Apri'Co**  
*8 apricot jam slices*

R002019

Weight: 175 g

CU/outer case: 15

Cases/EU pallet: 72

Shelf life in months: 4





**Gluten Free Brownies**

*4 brownies with Belgian chocolate*

R017171

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 120

Shelf life in months: 4



**Brownies**

*8 single wrapped brownies with Belgian chocolate*

R019286

Weight: 240 g

CU/outer case: 10

Cases/EU pallet: 108

Shelf life in months: 4



**Brownie à partager**

*One big brownie with Belgian chocolate to share*

R016488

Weight: 285 g

CU/outer case: 10

Cases/EU pallet: 108

Shelf life in months: 4



**Brownies**

*8 single wrapped brownies with Belgian chocolate*

R026255

Weight: 240 g

CU/outer case: 8

Cases/EU pallet: 144

Shelf life in months: 6

# MACARONS DE PAULINE



## **3 Macarons**

*Strawberry, pistachio, chocolate*

R014277

Weight: 36 g

CU/outer case: 20

Cases/EU pallet: 180

Shelf life in months: 11



## **6 Macarons**

*Strawberry, pistachio, chocolate*

R013755

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



## **6 Macarons**

*Strawberry, pistachio, lemon*

R013756

Weight: 72 g

CU/outer case: 12

Cases/EU pallet: 143

Shelf life in months: 11



## **6 Macarons**

*Vanilla, mocha, chocolate*

R013758

Weight: 72 g

CU/outer case: 12

Cases/EU pallet: 143

Shelf life in months: 11



**9 Macarons**

*Strawberry, pistachio, chocolate*

R013804

Weight: 108 g

CU/outer case: 12

Cases/EU pallet: 96

Shelf life in months: 11



**6 Macarons**

*Strawberry*

R013753

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



**6 Macarons**

*Vanilla*

R013748

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



**12 Macarons**

*Vanilla, chocolate, strawberry, pistachio, lemon, mocha*

R019231

Weight: 144 g

CU/outer case: 12

Cases/EU pallet: 91

Shelf life in months: 11



**6 Macarons**

*Pistachio*

R013750

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



**6 Macarons**

*Chocolate*

R013749

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



# MACARONS



## 6 Macarons

*Vanilla, lemon, salted caramel, chocolate, raspberry, pistachio*

R023620

Weight: 66 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 15



## 12 Macarons

*Vanilla, lemon, salted caramel, chocolate, raspberry, pistachio*

R020075

Weight: 132 g

CU/outer case: 12

Cases/EU pallet: 91

Shelf life in months: 15







**IN-STORE  
BAKERY**



White chocolate

Choc 'n orange

Mocha

Milk chocolate

Pistachio

Vanilla

Salted caramel

Chocolate

Speculoos

Lemon



**Dark chocolate**

**Blood orange**

**Raspberry**

**Strawberry**

**Lime**

**Blueberry**

**Passion fruit**

**Coconut**

# CAKES

just thaw-and-sell!



## Lemon Cakes

*2 butter cakes with a natural lemon flavour and lemon crumble decoration*

Weight: 140 g  
(70 g per piece)  
CU/outer case: 8

Cases/EU pallet: 209  
D\* + 18 days chilled  
D\* + 15 days ambient

## Brownies with Pecan Nuts

*2 brownies with a rich Belgian chocolate ganache and decorated with pecan nuts*

Weight: 150 g  
(75 g per piece)  
CU/outer case: 8

Cases/EU pallet: 209  
D\* + 18 days chilled  
D\* + 15 days ambient



# SLICES

just thaw-and-sell!



## IN-STORE BAKERY

D\* = defrosted



### **Apricot Jam Slices**

*2 puff pastry cakes, richly filled with apricot jam*

Weight: 150 g  
(75 g per piece)  
CU/outer case: 6

Cases/EU pallet: 187  
D\* + 21 days chilled



# BISCUITS DE PAULINE

“These gourmet cookies in a premium packaging  
are freshly baked with the best ingredients.”



## Twists

*Sugar glazed puff pastry cookies with a twist -  
contains butter*

R014826

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



## Mini Cœurs

*Sugar glazed heart shaped puff pastry cookies -  
contains butter*

R014822

Weight: 175 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



## Mini Cigarettes

*Mini crispy rolled cookies - contains butter*

R014821

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



## Cigarettes Choco

*Crispy rolled cookies, dipped in chocolate  
flavoured decoration*

R014825

Weight: 180 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6





**Mini Macaroons**

*Mini macaroon stars*

R014824

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



**Mini Chocolate Macaroons**

*Mini macaroon stars with real Belgian chocolate*

R014823

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



**Mini Waffles**

*Crispy waffles - contains butter*

R025754

Weight: 120 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 4



**Mini Chocolate Waffles**

*Crispy waffles with chocolate flavoured decoration - contains butter*

R025753

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 4





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