



American Bread & Pastries



# Catalog 2020

Ambient & Frozen

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# Bagels

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# Bagels



## Flavors, Packaging & Logistic details



Product	Packaging		Box		
Plain, Sesame, Poppy	9x40g	MAP	American box	6	88
	9x40g	MAP	American box/ Open tray	12	44
Plain, Sesame, Poppy, Vitalkorn	4x85g	MAP	American box	6	88
	4x85g	MAP	American box/ Open tray	12	44

**Ambient**  
63 days  
shelf life

# Bagels



## Flavors, Packaging & Logistic details

Product	Weight	Packaging		Box		
Plain, Sesame, Poppy	40g	Bulk	-	American box	50	88
Plain, Sesame, Poppy, Everything*, Onion, Multigrain, Cinnamon- raisin	85g	Flowpack	4x85g	American box	13	44
	85g	Bulk	-	American box	50	44
	115g	Bulk	-	American box	30	72
	<b>100g*</b>	Bulk	-	American box	44	44
	<b>130g*</b>	Bulk	-	American box	26	72

\*Sesame and poppy seeds

**\* Bagels 100 & 130g on request only with a specific MOQ**

**Frozen**  
1 year  
shelf life



# Cupcakes

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# Cupcakes

## Flavors, Packaging & Logistic details

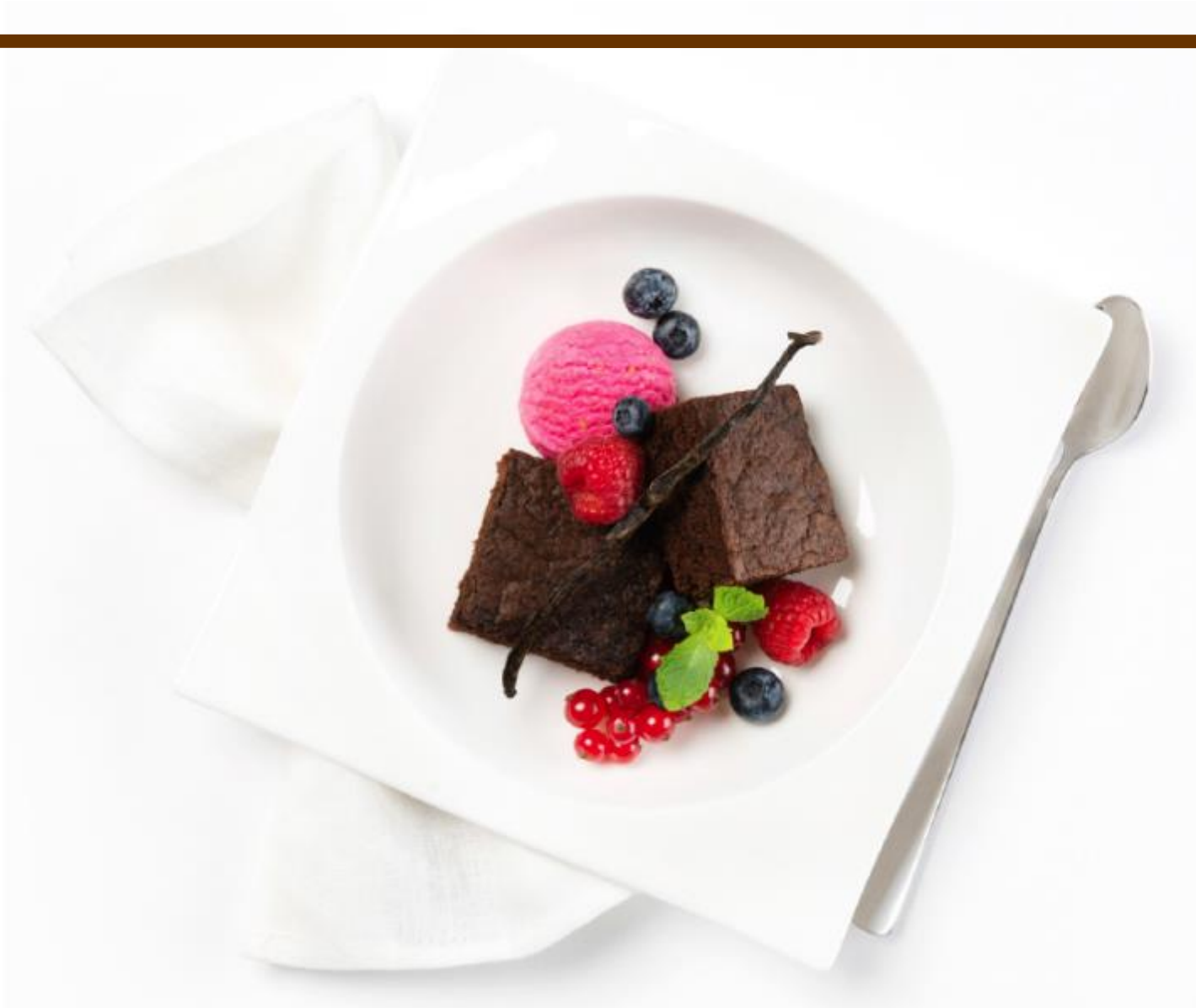
Product	Packaging		Box		
<ul style="list-style-type: none"> <li>Vanilla cake milk chocolate icing deco lentils</li> <li>Chocolate cake dark chocolate icing deco lentils</li> </ul>	6x40g	Flowpack	American box	9	144
	6x40g	Flowpack	American box	12	88
	6x40g	Flowpack	American box/ Open tray	24	44
<ul style="list-style-type: none"> <li>Vanilla cake milk chocolate icing deco lentils</li> <li>Vanilla cake dark chocolate icing deco lentils</li> <li>Chocolate cake white chocolate icing deco lentils</li> </ul>	4x60g	Flowpack	American box	9	120
	4x60g	Flowpack	American box	12	88
	4x60g	Flowpack	Shelf ready box	14	80
	4x60g	Flowpack	Open tray	18	44
	4x60g	Flowpack	American box/ Open tray	24	44

*\*Different decorations on request in accordance with seasonal themes (halloween, Christmas,...).*

**Ambient**  
63 days  
shelf life

# Brownies

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# Brownies

## Flavors, Packaging & Logistic details

Product	Packaging		Box		
Chocolate brownies with chocolate chunks, hazelnuts, nuts	11x20g	Plastic bag	American box/ Open tray	18	44
	8x30g	Display	Shelf ready box	10	80
	8x30g	Display	American box/ Open tray	24	44
	9x30g	Display	Open tray	24	40
	1x285g	Display	Shelf ready box	10	80

**Ambient**  
95 days  
shelf life

# Brownies

## Flavors, Packaging & Logistic details

Product	Weight	Packaging	Box		
Chocolate brownies with chocolate chunks, hazelnuts, nuts	20g	Bulk (2 layers – Sliced)	American box	144	162
	30g	Bulk (2 layers – Sliced)	American box	96	162
	60g	Bulk (2 layers – Sliced)	American box	48	162
	80g	Bulk (2 layers – Sliced)	American box	36	162

**Frozen**  
1 year  
shelf life

# Muffins

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# Muffins



Ambient range

# Mini muffins



## Flavors, Packaging & Logistic details



Product		Packaging		Box		
Classic	Vanilla, vanilla and choco chunks, double chocolate, blueberry*	15x15g	Bag	Shelf ready box	6	120
		15x15g	Bag	American box/ Open Tray	16	44
		12x15g	Blister	American box	15	56
		12x15g	Blister	Open Tray	26	28
Classic Filled	<ul style="list-style-type: none"> <li>Vanilla filled dark chocolate, choco nuts or blueberry</li> <li>Double chocolate filled dark chocolate or choco nuts</li> </ul>	15x18g	Bag	Shelf ready box	6	120
		15x18g	Bag	American box/ Open Tray	16	44
		12x18g	Blister	American box	15	56
		12x18g	Blister	Open Tray	26	28

\*Dried blueberries on request

**Ambient**  
63 days  
shelf life

# Mini muffins

## Flavors, Packaging & Logistic details



Product		Packaging		Box		
Tulip	Vanilla, vanilla and choco chunks, double chocolate, blueberry*	10x23g	Bag	American box/ Open tray	16	44
		12x23g	Blister	Open tray	16	28
Tulip Filled	<ul style="list-style-type: none"> <li>Vanilla filled dark chocolate, choco nuts or blueberry</li> <li>Double chocolate filled dark chocolate or choco nuts</li> </ul>	10x28g	Bag	American box/ Open tray	16	44
		12x28g	Blister	American box	8	56
		12x28g	Blister	Open tray	16	28

\*Dried blueberries on request

**Ambient**  
63 days  
shelf life

# Muffins

## Flavors, Packaging & Logistic details



Product	Packaging		Box		
Classic - Tulip Vanilla, vanilla and choco chunks, double chocolate, blueberry*	2x75g	Flowpack	American box	12	88
	2x75g	Flowpack	American box/ Open tray	24	44
	4x75g	Flowpack	Shelf ready box	5	120
	4x75g	Flowpack	American box	6	88
	4x75g	Flowpack	American box/ Open tray	12	44
	4x75g	Flowpack	American box/ Open tray	16	40
	4x75g	Blister	Open tray	6	76
	4x90g	Flowpack	Shelf ready box	5	120
	4x90g	Flowpack	American box	12	44

\*Dried blueberries on request

**Ambient**  
63 days  
shelf life

# Muffins

## Flavors, Packaging & Logistic details

Product	Packaging		Box		
<ul style="list-style-type: none"> <li>• Vanilla filled blueberry</li> <li>• Vanilla and choco chunks filled choco nuts</li> <li>• Double chocolate filled choco nuts</li> </ul>	4x75g	Flowpack	Shelf ready box	5	120
	4x75g	Flowpack	American box	6	88
	4x75g	Blister	Open tray	6	76
	4x75g	Flowpack	American box/ Open tray	12	44

Classic – Tulip Filled

**Ambient**  
63 days  
shelf life





# Muffins



Frozen range

# Mini muffins



## Flavors, Packaging & Logistic details

	Product	Packaging		Box		
Classic	Vanilla, vanilla and choco chunks, double chocolate, blueberry	30x15g	Bag	American box	6	88
Classic Filled	<ul style="list-style-type: none"><li>Vanilla filled dark chocolate, choco nuts, raspberry or blueberry</li><li>Double chocolate filled dark chocolate or choco nuts</li></ul>	30x18g	Bag	American box	6	88

**Frozen**  
1 year  
shelf life

# Mini muffins



## Flavors, Packaging & Logistic details

	Product	Packaging		Box		
Tulip	Vanilla, vanilla and choco chunks, double chocolate, blueberry	24x23g	Tray	American box	3	72
		20x23g	Bag	American box	6	80
Tulip Filled	<ul style="list-style-type: none"> <li>Vanilla filled dark chocolate, choco nuts, raspberry or blueberry</li> <li>Double chocolate filled dark chocolate or choco nuts</li> </ul>	24x28g	Tray	American box	3	72
Tulip Filled & decorated	<ul style="list-style-type: none"> <li>Vanilla filled raspberry deco crumble or sugar pearls</li> <li>Vanilla filled blueberry deco sugar pearls</li> <li>Vanilla filled choco nuts deco hazelnuts</li> <li>Double chocolate filled dark chocolate deco choco chunks or crumble</li> <li>Double chocolate filled choco nuts deco hazelnuts or choco chunks</li> </ul>	24x30g	Tray	American box	3	72

**Frozen**  
1 year  
shelf life

# Muffins



## Flavors, Packaging & Logistic details

	Product	Weight	Packaging	Box		
Classic - Tulip	Vanilla, vanilla and choco chunks, double chocolate, blueberry	55g	Bulk	American box	40	88
		75g	Bulk	American box	36	88
		90g	Bulk	American box	30	88
		120g	Bulk	American box	24	88

**Frozen**  
1 year  
shelf life

# Muffins



## Flavors, Packaging & Logistic details

	Product	Weight	Packaging	Box		
Tulip decorated	<ul style="list-style-type: none"> <li>Vanilla and choco chunks deco choco chunks</li> <li>Double chocolate deco hazelnuts</li> <li>Blueberry deco crumble</li> </ul>	95g	2 plastic trays of 12 pcs	American box	24	80
	<ul style="list-style-type: none"> <li>Double chocolate deco milk choco chunks</li> <li>Blueberry deco crumble</li> </ul>	110g	2 plastic trays of 12 pcs	American box	24	80
	<ul style="list-style-type: none"> <li>Vanilla and choco chunks deco milk choco chunks</li> <li>Lemon sugar pearls</li> <li>Blueberry deco crumble</li> <li>Double chocolate deco milk choco chunks</li> </ul>	130g	2 plastic trays of 12 pcs	American box	24	80

**Frozen**  
1 year  
shelf life

# Muffins

## Flavors, Packaging & Logistic details

	Product	Weight	Packaging	Box		
Tulip – Filled & decorated	<ul style="list-style-type: none"> <li>Vanilla filled apricot deco sugar pearls</li> <li>Vanilla filled raspberry deco crumble</li> <li>Vanilla filled choco nuts deco nuts</li> <li>Vanilla filled choco nuts deco choco chunks</li> <li>Double chocolate filled dark chocolate deco choco chunks</li> </ul>	90g	2 plastic trays of 12 pcs	American box	24	80
	<ul style="list-style-type: none"> <li>Double chocolate filled dark chocolate deco choco chunks</li> <li>Double chocolate filled dark chocolate deco crumble</li> </ul>	105g	2 plastic trays of 12 pcs	American box	24	80
	<ul style="list-style-type: none"> <li>Vanilla filled apricot deco sugar pearls*</li> <li>Vanilla filled raspberry deco crumble*</li> <li>Vanille filled choco nuts deco hazelnuts*</li> <li>Double chocolate filled choco nuts deco milk choco chunks</li> <li>Appel cinnamon filled caramel deco crumble</li> </ul>	130g	2 plastic trays of 12 pcs	American box	24	80

*\*Also available with overflowing – 24pcs/cartons – 72 cartons/pallet*

**Frozen**  
1 year  
shelf life

# Mini Cakes

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# Mini Cakes

## Flavors, Packaging & Logistic details



	Product	Packaging		Box		
Classic	<ul style="list-style-type: none"> <li>Vanilla</li> <li>vanilla with choco chunks,</li> <li>double chocolate</li> </ul>	12x15g	Flowpack	American box	10	56
Filled	<ul style="list-style-type: none"> <li>Vanilla filled choco nuts</li> <li>Vanilla filled blueberry</li> <li>Double chocolate filled orange</li> <li>Double chocolate filled lemon</li> </ul>	12x18g	Flowpack	American box	10	56
Filled & Decorated	<ul style="list-style-type: none"> <li>Vanilla filled choco nuts decoration hazelnuts</li> <li>Vanilla filled blueberry decoration sugar pearls</li> <li>Double chocolate filled orange decoration choco chunks</li> <li>Double chocolate filled lemon decoration choco chunks</li> <li>Double chocolate filled dark choco decoration choco chunks</li> </ul>	12x20g	Flowpack	American box	10	56

**Ambient**  
63 days  
shelf life



# Mini Cakes

## Flavors, Packaging & Logistic details

	Product	Weight	Packaging	Box		
Classic	<ul style="list-style-type: none"> <li>Vanilla</li> <li>vanilla with choco chunks,</li> <li>double chocolate</li> </ul>	12x15g	Flowpack	American box	10	56
Filled	<ul style="list-style-type: none"> <li>Vanilla filled choco nuts</li> <li>Vanilla filled blueberry</li> <li>Double chocolate filled orange</li> <li>Double chocolate filled lemon</li> </ul>	12x18g	Flowpack	American box	10	56
Filled & Decorated	<ul style="list-style-type: none"> <li>Vanilla filled choco nuts decoration hazelnuts</li> <li>Vanilla filled blueberry decoration sugar pearls</li> <li>Vanilla filled raspberry decoration crumble</li> <li>Double chocolate filled orange decoration choco chunks</li> <li>Double chocolate filled lemon decoration choco chunks</li> <li>Double chocolate filled dark choco decoration choco chunks</li> </ul>	12x20g	Flowpack	American box	10	56



**Frozen**  
1 year  
shelf life

# Individual packaging



# Individual packaging



## Flavors, Packaging & Logistic details

	Product	Weight	Packaging	Box		
Cupcakes	<ul style="list-style-type: none"> <li>Vanilla cake milk chocolate icing deco lentils</li> <li>Chocolate cake dark chocolate icing deco lentils</li> </ul>	40g	Clear foil with lot n° & BBD printed	American box	60	88
		40g	Clear foil with lot n° & BBD printed	American box	60	88
	<ul style="list-style-type: none"> <li>Vanilla cake milk chocolate icing deco lentils</li> <li>Vanilla cake dark chocolate icing deco lentils</li> <li>Chocolate cake white chocolate icing deco lentils</li> </ul>	60g	Clear foil with lot n° & BBD printed	American box	40	88
		60g	Clear foil with lot n° & BBD printed	American box	40	88
		60g	Clear foil with lot n° & BBD printed	American box	40	88

Ambient  
or Frozen



# Individual packaging

## Flavors, Packaging & Logistic details

	Product	Weight	Packaging	Box		
Brownies Classic	Chocolate brownies with chocolate chunks, hazelnuts, nuts	20g	Clear foil with lot n° & BBD printed	American box	70	162
		30g	Clear foil with lot n° & BBD printed	American box	48	162
		60g	Clear foil with lot n° & BBD printed	American box	30	162
		80g	Clear foil with lot n° & BBD printed	American box	25	162
Premium	Chocolate brownies with chocolate chunks decorated with hazelnuts pieces	60g	Clear foil with lot n° & BBD printed	American box	30	162
		80g	Clear foil with lot n° & BBD printed	American box	30	176

Ambient  
or Frozen

# Individual packaging

Flavors, Packaging & Logistic details						
	Product	Weight	Packaging	Box		
Muffins Classic	Vanilla, vanilla and choco chunks, double chocolate, blueberry*	55g	Clear foil with lot n° & BBD printed	American box	40	88
		75g	Clear foil with lot n° & BBD printed	American box	30	88
		90g	Clear foil with lot n° & BBD printed	American box	24	88
Muffins tulip	Vanilla, vanilla and choco chunks, double chocolate, blueberry*	75g	Clear foil with lot n° & BBD printed	American box	24	88
		90g	Clear foil with lot n° & BBD printed	American box	24	88

\*Dried blueberries for ambient muffins – fresh blueberries for frozen muffins

\*\*Filled and/or decorated tulip muffins available upon request

Ambient  
or Frozen

# Private label scenario



# Private label scenario

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- ❖ Minimum print run :
  - Stickers : 20.000 sales units
  - Individual printed foil : 180.000 sales units
  - Printed foil : 150.000 sales units
  - Brownies box : 30.000 sales units
  - American box : 20.000 sales units
  - Open tray : 20.000 sales units
  
- ❖ Design pre-press & technical print cost to be supported by private label customer
  
- ❖ Minimum order quantity :
  - Private label custom recipe = 16 pallets = minimum production run

