

Mydibel

THE HAPPY POTATO FAMILY

THE
HAPPY
POTATO
FAMILY



Potato Products



Frozen prefried potato products (-18°C)



Shoestring



Classic *



Tradition



Super



Steakhouse



Crinkle Cut



Oven



Potato Slices



Diced Potatoes *



Skin On Wedges



Skin Off Wedges



Spicy Wedges



Seasoned Diced Potatoes



Seasoned Potato Wedges



Seasoned Potato Slices



Frozen (non-)prefried puree specialities (-18°C)



Ovenable | Deepfry
Croquettes



Noisettes



Duchesses



* Also available in microwave boxes





Frozen (non-)prefried puree specialities (-18°C)



Premium Mash Potato



Potato Hearts



Potato Bites



Mash Potato Broccoli



Winter



Round Hash Browns



Mash Potato Carrot



Winkies



Triangle Hash Browns



Mash Potato Spinach



Alphabites



Veggie Hash Browns



Potato Swirls



Ghostbusters



Hash Brown Patties



Stackable Potato Waffles



Mini Potato Waffles



Stackable Hash Brown Patties





Chilled prefried potato products (0 to 4°C)



Pommes Allumettes



Pommes Frites



Super



Steakhouse

Dehydrated (ambient)



Flakes

- Natural

Potato Flakes

Micro Potato Flakes

with or without curcuma

- Puree Complete

Granules

- Natural

Potato Granules

- Puree Complete

PACKAGING

Foodservice

- Mydibel Puree Complete 5 kg



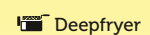
- PET/MET packaging 1-10 kg



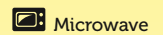
Industry 5-25 kg



Legend icons



Oven



Pan

Mydibel

THE HAPPY POTATO FAMILY

Mydibel corporate identity

You will recognize the signature Mydibel colours, yellow and blue, which define the familiar image of Mydibel. The fresh and dynamic design emphasizes the young energy of the company. The baseline invites you to be part of 'the happy potato family'.



New packaging design

The new packaging is a perfect illustration of the Mydibel family values. Important elements are the stamp and the tree, matured since 1988, firmly rooted in our potato fields. This image symbolizes the long and thorough potato knowledge of our family business.

The complete product range is strongly visualized by clear use of 'potato stamped' product names, appetizing pictures and a clear colour code for each product type.



Food Claims

Continuously anticipating the latest food trends, we are communicating the nutritional benefits of our products, by using clear visuals on the front of the packaging.





Family Business

To love potatoes is to care about nature. For several generations the Mydibel family have come to understand every aspect in growing this wonderful vegetable. We take care of its every need to ensure the highest quality potatoes for the production of the finest potato products. We believe our customers should only receive the very best Mother Nature can provide.

Mydibel, the Happy Potato Family

Green Factory

Every harvesting season we select the finest potatoes. Being grateful for Mother Nature's gift, we take care of the environment. The Green Factory label symbolizes our green philosophy. An important step is the development of our own biomass unit, which generates already 1/3 of our needs.



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