



American Bread & Pastries



# Catalogue 2017

Ambient & Frozen

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# Bagels

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# Bagels

## Flavors, Packaging & Logistic details

Product	Packaging		Box		
	Weight	MAP		6	88
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
	85g	Bulk	-	American box	50	44
	85g	Flowpack	4x85g	American box	13	44
Everything*, Onion, Multigrain, Cinnamon- raisin	85g	Bulk	-	American box	50	44
	115g	Bulk	-	American box	30	72
Plain, Sesame, Poppy, Everything, Onion, Multigrain, Cinnamon- raisin	100g*	Bulk	-	American box	44	44
	130g*	Bulk	-	American box	26	72

\*Sesame and poppy seeds

\* Bagels 100 & 130g on request

**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 "smarties"</li> <li>Chocolate cake dark chocolate icing deco "smarties"</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 "smarties"</li> <li>Vanilla cake dark chocolate icing deco "smarties"</li> <li>Chocolate cake white chocolate icing deco "smarties"</li> </ul>	4x60g	Flowpack	American box	9	144
	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 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

*\*Inclusion in the dough*

**Ambient**  
63 days  
shelf life

# Brownies

## Flavors, Packaging & Logistic details

Product	Weight	Packaging	Box		
Chocolate chunks, hazelnuts, nuts, pecan nuts*	20g	Bulk	American box	144	162
	30g	Bulk	American box	96	162
	60g	Bulk	American box	48	162
	80g	Bulk	American box	36	162

*\*Inclusion in the dough. Decoration on the top of the brownies on request : nuts, hazelnuts, pecan nuts.*

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

\*Dried blueberries on request

**Ambient**  
63 days  
shelf life

# Muffins

## Flavors, Packaging & Logistic details

	Product	Paper cup	Packaging		Box		
Classic – Tulip Filled	<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>	Classic / Tulip	4x75g	Flowpack	Shelf ready box	5	120
		Classic / Tulip	4x75g	Flowpack	American box	6	88
		Classic / Tulip	4x75g	Blister	Open tray	6	76
		Classic / Tulip	4x75g	Flowpack	American box/ Open tray	12	44

**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	180x15g	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>	180x18g	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
		120x23g	Bag	American box	6	88
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	Paper cup	Weight	Box	
Classic - Tulip	Vanilla, vanilla and choco chunks, double chocolate, blueberry	Classic/Tulip	75g	American box	36
		Classic /Tulip	75g	American box	36
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>	Tulip	95g	American box	24
	<ul style="list-style-type: none"> <li>Double chocolate deco milk choco chunks</li> <li>Blueberry deco crumble</li> </ul>	Tulip	110g	American box	24
	<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>	Tulip	130g	American box	24

**Frozen**  
1 year  
shelf life

# Muffins

## Flavors, Packaging & Logistic details

	Product	Weight	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	American box	24
	<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	American box	24
	<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	American box	24

\*Also available with overflowing



**Frozen**  
1 year  
shelf life

# Individual packaging



# Individual packaging

## Flavors, Packaging & Logistic details



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

Cupcakes

Ambient  
or Frozen

# Individual packaging

## Flavors, Packaging & Logistic details



Product	Weight	Packaging	Box		
Brownies 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

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

Ambient  
or Frozen

# Private label scenario



# Private label scenario

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- ❖ Minimum print run :
  - Stickers : 20.000 sales units
  - Individual printed foil : 300.000 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 :
  - Alysse Food Standard products = 1 pallet
  - Private label custom recipe = 16 pallets = minimum print run

