

WE TRUST IN THIBAUT, THE HAPPY FARMER OF OUR ORGANIC WHEAT.

Thibaut grows the best wheat found in Belgium. And it makes him feel like a king. Not in terms of wealth or prosperity but in terms of happiness. Thibaut supplies us with nutritious flour from his sun-ripened, organically grown wheat. It is carefully milled in Oudenaarde to preserve all its goodness.

And Thibaut has a great sense for timing. Not only in seeding and harvesting. You can set your watch on it: he always brings a new batch of wheat when the first biscuits leave the oven...



TRUST IS NO NEW CONCEPT. MY GREAT-GRANDFATHER BUILT LA CONFIANCE ON IT, BACK IN 1924.

“La Confiance was founded by my great-grandfather, Jozef Borms, who was a baker back in 1920, and his baking partner August. They didn't just pick this name by coincidence. 'Confiance' means as much as trust. Jozef believed that one should earn the trust of people by being honest, trustworthy and going for the best every day. Values which he also passed on to my grandfather and father.

Four years ago, I found back his recipes, together with his notes. They inspired me to follow my dreams, drenched in the same beliefs my great-grandfather treasured. That's why we bring La Confiance back to life... To bring you the joy of authentic Belgian speculoos, only made with ingredients of farmers we can trust. Only natural ingredients. Nothing else.”



LEO BORMS
FOUNDER OF LA CONFIANCE

Leo



THE TASTE YOU CAN TRUST



BELGIAN SPECULOOS WITH THE TASTE YOU CAN TRUST



If you're looking for Belgian speculoos with a mighty fine taste made from organic wheat, farmer's butter and selected spices, with far less sugar and an honest crisp, then you've come to the right place. Welcome at La Confiance!



A RANGE TO LIFT YOUR MOOD

The 'core' La Confiance speculoos is our classic speculoos, inspired by the authentic recipe of my great-grandfather, yet with less sugar and more spice. It's indulgence with a bang!

But we've got more that can lift your mood. We're currently working on an almond-speculoos, with premium, organic Marcona almonds from Spain. And we're trying out some more spicy varieties... We'll tell you more as soon as we're happy with the results.



THE TASTE YOU CAN TRUST



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