



BEL PRODUCTS CATALOGUE

APRIL 2024



MINI BABYBEL



MINI BABYBEL ORIGINAL

FOR NUTRITIOUS & CONVENIENT SNACKING

LACTOSE FREE



**20G X 96 (1.92KG) X3
FOODSERVICE FORMAT
GSL: 63 DAYS**

- ✓ #1 cheese snack brand in the UK, 795 Mini Babybel enjoyed every minute*
- ✓ Only 4 ingredients, 98% made of milk, lactose-free
- ✓ 59kcal, 4.4g of protein and 136mg calcium per portion
- ✓ Convenient ready-to-serve & ready-to-eat format
- ✓ Hygienic individually wrapped format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a lunch pack



MINI BABYBEL ORIGINAL WITH BARCODE FOR NUTRITIOUS & CONVENIENT SNACKING

LACTOSE FREE



20G X 30 (600G)
BRANDED SRP, BARCODE ON UNIT
GSL: 63 DAYS

- ✓ #1 cheese snack brand in the UK, 795 Mini Babybel enjoyed every minute*
- ✓ Only 4 ingredients, 98% made of milk, lactose-free
- ✓ 59kcal, 4.4g of protein and 136mg calcium per portion
- ✓ Convenient ready-to-serve & ready-to-eat format
- ✓ Hygienic individually wrapped format, allowing control on nutritional intake & limiting food waste
- ✓ Can be individually sold thanks to the barcode on cello



MINI BABYBEL ORIGINAL

FOR NUTRITIOUS & CONVENIENT SNACKING

LACTOSE FREE



**20G X 6 (120G) X12
IN A BRANDED SRP
GSL: 63 DAYS**

- ✓ #1 cheese snack brand in the UK, 795 Mini Babybel enjoyed every minute*
- ✓ Only 4 ingredients, 98% made of milk, lactose-free
- ✓ 59kcal, 4.4g of protein and 136mg calcium per portion
- ✓ Convenient ready-to-serve & ready-to-eat format
- ✓ Hygienic individually wrapped format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a lunch pack



NEW! MINI BABYBEL & GO

X2 ON-THE-GO SNACK PACK

LACTOSE FREE



**20G X 2 (40G) X20
IN A BRANDED SRP
GSL: 63 DAYS**

- ✓ #1 cheese snack brand in the UK, 795 Mini Babybel enjoyed every minute*
- ✓ Only 4 ingredients, 98% made of milk, lactose-free
- ✓ 8.8g of protein (18% RI) & 272mg calcium (27% RI) per pack
- ✓ Convenient ready-to-serve & ready-to-eat format
- ✓ Hygienic individually wrapped format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a Meal Deal

THE LAUGHING COW





THE LAUGHING COW SQUARE PORTIONS FOR NUTRITIOUS SNACKING



**17.5G X 80 (1.4KG) X6
FOODSERVICE FORMAT
GSL: 70 DAYS**

- ✓ #1 cheese spread portion in the UK*
- ✓ Unique taste & creamy spreadable texture
- ✓ Trusted brand with over 100 years of heritage
- ✓ 158mg of calcium (20% RI) and enriched with 1.6mcg of Vitamin D (32% RI) per portion
- ✓ Hygienic individually wrapped format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a lunch pack



THE LAUGHING COW SQUARE PORTIONS LIGHT FOR NUTRITIOUS SNACKING



17.5G X 80 (1.4KG) X6
FOODSERVICE FORMAT
GSL: 70 DAYS

- ✓ #1 cheese spread portion in the UK*
- ✓ Unique taste & creamy spreadable texture
- ✓ Trusted brand with over 100 years of heritage
- ✓ Low fat, good source of calcium and protein
- ✓ Hygienic individually wrapped format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a lunch pack



THE LAUGHING COW **MINI CUP** **FOR CONVENIENT SNACKING**



20G X 60 (1.2KG)
FOODSERVICE FORMAT
GSL: 91 DAYS

- ✓ #1 cheese spread portion in the UK*
- ✓ Unique taste & creamy spreadable texture
- ✓ Trusted brand with over 100 years of heritage
- ✓ Good source of calcium and protein
- ✓ Hygienic individually packed format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a lunch pack



THE LAUGHING COW DIP & CRUNCH FOR PLAYFUL & CONVENIENT SNACKING



**35G X 20 (700G)
FOODSERVICE FORMAT
GSL: 56 DAYS**

/!\ No allergens on the unit for now /!\

- ✓ Playful & convenient snack, kids LOVE it!
- ✓ Trusted brand with over 100 years of heritage
- ✓ Good source of calcium and protein
- ✓ Hygienic individually packed format, allowing control on nutritional intake & limiting food waste
- ✓ Can be included in a lunch pack. Combined with a fruit and a juice, it makes the perfect kid meal deal!



THE LAUGHING COW DIP & CRUNCH FOR PLAYFUL & CONVENIENT SNACKING

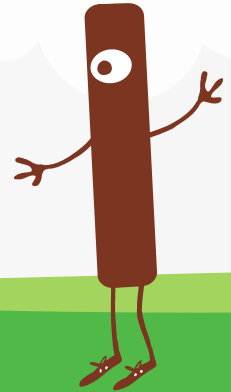
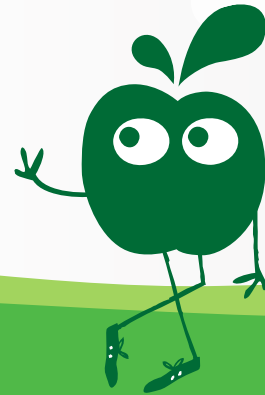
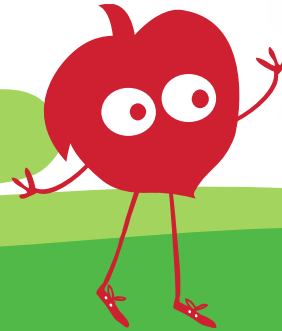


35G X 4 (140G) X 8
BRANDED SRP
GSL: 56 DAYS

- ✓ Playful & convenient snack, kids LOVE it!
- ✓ Also available in a light version for adults looking for a light snack
- ✓ Trusted brand with over 100 years of heritage
- ✓ Good source of calcium and protein
- ✓ Hygienic individually packed format, allowing control on nutritional intake & limiting food waste

The logo for GoGo SQUEEZ, featuring the brand name in a playful, rounded green font with a white outline. A small green leaf icon is positioned above the letter 'o' in 'SQUEEZ'.

GoGo
SQUEEZ



A NEW HEALTHY FRUIT SNACK



GOGO SQUEEZ HAS THE LOWEST SUGAR CONTENT PER 100G OF THE KIDS FRUIT SNACK CATEGORY, AND NUTRITIONAL VALUES CLOSE TO AN APPLE!



Average nutritional values per 125g	
Energy	282 kJ/ 66 cal
Fat of which saturates	0.1g >0.1g
Carbohydrate of which sugars	14.7g 14.7g
Protein	0.5g
Salt	<0.01g

Average nutritional values per 100g	
Energy	243kJ 57kcal
Fat of which saturates	0.5g 0.2g
Carbohydrate of which sugars	12g 11g
Protein	0.5g
Salt	0g



Average nutritional values per 100g	
Energy	1170kJ 280kcal
Fat of which saturates	0g 0g
Carbohydrate of which sugars	63g 42g
Protein	19g
Salt	0g



Average nutritional values per 100g	
Energy	1542kJ 364kcal
Fat of which saturates	1.6g 1.4g
Carbohydrate of which sugars	77.1g 35.1g
Protein	8.9g
Salt	0g



Average nutritional values per 100g	
Energy	1356kJ 320kcal
Fat of which saturates	1.0g 0.3g
Carbohydrate of which sugars	70g 58g
Protein	1.5g
Salt	0.25g





NEW! GOGO-SQUEEZ FRUIT SMOOTHIE

A HEALTHY-FRUIT SNACK FOR KIDS

Apple



90G X 48 (4.32KG)
FOODSERVICE FORMAT
GSL: 90 DAYS



90G X 4 (360G) X 5
BRANDED SRP
GSL: 90 DAYS

- ✓ NON HFSS, healthy & nutritious snack for kids 3+
- ✓ 1 of your 5 a day, 100% fruit & only fruits
- ✓ Source of fibre, suitable for vegetarians and vegans
- ✓ Convenient ready-to-serve and ready-to-eat format
- ✓ Hygienic individual pouch with a resealable cap
- ✓ Can be included as part of a Meal Deal, Lunch Pack or simply sold as a snack





NEW! GOGO-SQUEEZ FRUIT SMOOTHIE

A HEALTHY-FRUIT SNACK FOR KIDS

Apple & Strawberry



90G X 48 (4.32KG)
FOODSERVICE FORMAT
GSL: 90 DAYS

90G X 4 (360G) X 5
BRANDED SRP
GSL: 90 DAYS

- ✓ NON HFSS, healthy & nutritious snack for kids 3+
- ✓ 1 of your 5 a day, 100% fruit & only fruits
- ✓ Source of fibre, suitable for vegetarians and vegans
- ✓ Convenient ready-to-serve and ready-to-eat format
- ✓ Hygienic individual pouch with a resealable cap
- ✓ Can be included as part of a Meal Deal, Lunch Pack or simply sold as a snack





NEW! GOGO-SQUEEZ FRUIT SMOOTHIE

A HEALTHY-FRUIT SNACK FOR KIDS

Apple & Strawberry



90G X 10 (900G)
SINGLE FACING SRP
GSL: 90 DAYS

/!\ Available from 2025 /!\

- ✓ NON HFSS, healthy & nutritious snack for kids 3+
- ✓ 1 of your 5 a day, 100% fruit & only fruits
- ✓ Source of fibre, suitable for vegetarians and vegans
- ✓ Convenient ready-to-serve and ready-to-eat format
- ✓ Hygienic individual pouch with a resealable cap
- ✓ Can be included as part of a Meal Deal, single facing unit SRP





NURISHH

100% PLANT-BASED

ALTERNATIVE TO CHEESE



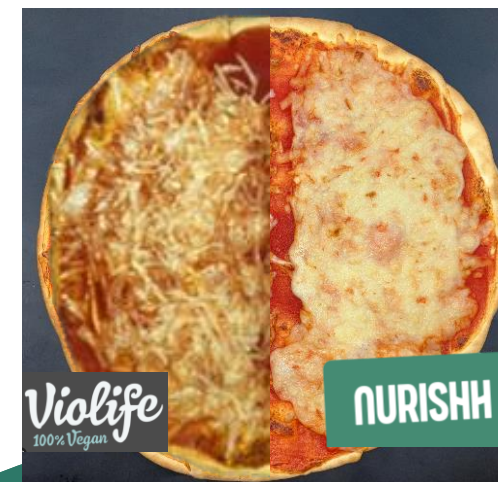
TAKING PLANT-BASED CHEESE TO THE NEXT LEVEL

- ✓ Low carbon footprint
- ✓ Better nutritional profile
- ✓ Better taste
- ✓ Better melt



'Best melt of the market' – operators at Anuga, 2023

- ✓ -6% kcal ; -17% fat ; -41% saturated fat VS Violife Grated
- ✓ -10% kcal ; -23% fat ; -40% saturated fat VS Sheese Grated
- ✓ -72% less carbon footprint VS dairy alternative (LCA Quantis)



Judges praised the **"great texture"** of the product, which was a "nice proposition and a great alternative".

As one summed up: **"The market needs this."**
The Grocer, NPD Awards, November 2023

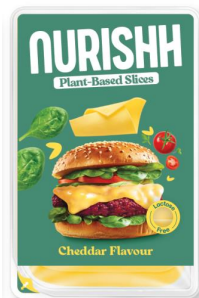
'This was **by far the best vegan feta** in terms of both taste and texture.'
Vegan Food & Living journalist, October 2023



NURISHH

A full-range catering for every occasions

SLICES



CHEDDAR FLAVOUR 20g x 20 slices (400g)
X10
(also available in Mozzarella Flavour)



CHEDDAR FLAVOUR SLICES
20g x 50 slices (1KG) X 6
(also available in Mozzarella Flavour)

GRATED / DICED



GRAN VEGIANO
(PARMESAN STYLE)
500g x 8



GREEK STYLE CUBES
(FETA STYLE)
500g x 8



MOZZARELLA STYLE GRATED
500g & 1kg x10
(also available in cheddar flavour)

BLOCKS



GREEK STYLE
3kg



GRAN VEGIANO
3kg



CHEDDAR



MOZZARELLA
3kg

RETAIL FORMATS FOR SPREAD & INDULGENCE ALSO AVAILABLE DEPENDING ON DISCUSSIONS

SPREAD



PLAIN
GARLIC & HERBS
130g x 6
Or 227g x 3

INDULGENCE



CAMEMBERT
FLAVOUR
140g x4

NURISHH

NEW! NURISHH PLANT-BASED SLICES

RENOVATED
RECIPE
APRIL 2024

AVAILABLE IN
CHEDDAR FLAVOUR
& **MOZZARELLA FLAVOUR**

BETTER MELT, BETTER NUTRITIONALS



20G X 20 (400G) X 10
FOODSERVICE
SLICED
FORMAT
GSL: TBC



WIP design
new foodservice equity launch in May 2024

20G X 50 (1KG) X 6
FOODSERVICE
SLICED
FORMAT
GSL: TBC

- ✓ Cold & hot usage, slices melt just like cheese and don't break!
- ✓ Made in France, Dedicated plant-based plant, Vegan Society Certified
- ✓ Source of Calcium and Vitamin B12
- ✓ **NUTRITIONAL PROFILE COMPARISON**
 - 43% less fat than dairy cheddar (vs Cathedral City Slices)
 - 22% salt ; -13% fat ; -14% saturated fat VS Violife Mature Slices
 - 5% kcal ; -17% fat ; -13% saturated fat VS Sheese Mature Slices
- ✓ **ENVIRONMENTAL IMPACT**
 - 79% less carbon footprint VS dairy alternative (CHEDDAR, LCA Quantis)
 - 72% less carbon footprint VS dairy alternative (MOZZA, LCA Quantis)
 - Recyclable tray



NURISHH

NEW! NURISHH PLANT-BASED GRATED

RENOVATED
RECIPE
APRIL 2024

AVAILABLE IN
CHEDDAR FLAVOUR
& **MOZZARELLA FLAVOUR**



500G OR 1KG X 10
FOODSERVICE
PRE-GRATED
FORMAT
GSL: DAYS

WIP design
new foodservice equity launch in May 2024

BETTER MELT, BETTER NUTRITIONALS

- ✓ Hot usage, renovated in April 2024: superior melt on the market
- ✓ Made in France, Dedicated plant-based plant, Vegan Society Certified
- ✓ Source of Calcium and Vitamin B12
- ✓ 240°C => 18 min ; 275°C => 15 min ; pizza oven 350/380° C => 5 min
- ✓ NUTRITIONAL PROFILE COMPARISON
-6% kcal ; -17% fat ; -41% saturated fat VS Violife Mozzarella Grated
-10% kcal ; -23% fat ; -40% saturated fat VS Sheese Mozzarella Grated
- ✓ ENVIRONMENTAL IMPACT
-72% less carbon footprint VS dairy alternative (MOZZA, LCA Quantis)



NURISHH

NEW! NURISHH PLANT-BASED GRAN VEGIANO

ADD AN ITALIAN TWIST TO ANY DISH!



150 G X 6
RETAIL
PRE-GRATED
FORMAT
GSL: TBC



500G X 8
FOODSERVICE
PRE-GRATED
GSL: TBC



3KG X 6
FOODSERVICE
BLOCK
FORMAT
GSL: TBC

- ✓ Delicious alternative to Parmesan, pre-grated for hot & cold usages
- ✓ Made in France, Dedicated plant-based plant, Vegan Society Certified
- ✓ Source of Calcium and Vitamin B12
- ✓ Typical salty taste, texture close to fine semolina, with a grained and unclogged appearance, close to the dairy equivalent
- ✓ **NUTRITIONAL PROFILE COMPARISON**
3x less fat than dairy parmesan
-20% kcal ; -56% fat ; -55% saturated fat VS Green Vie Parveggio
-5% kcal ; -41% fat ; -54% saturated fat VS Violife Prosociano
- ✓ **ENVIRONMENTAL IMPACT**
-83% less carbon footprint VS the dairy alternative (LCA, Quantis)

WIP design
new foodservice equity launch in May 2024



NURISHH

NEW! NURISHH PLANT-BASED GREEK STYLE

TAKE A TRIP TO THE MEDITERRANEAN!



**150 G X 4
RETAIL
PRE-DICED
FORMAT
GSL: TBC**



**500G X 8
FOODSERVICE
PRE-DICED
GSL: TBC**



**3KG X 6
FOODSERVICE
BLOCK
FORMAT
GSL: TBC**

WIP design
new foodservice equity launch in May 2024

- ✓ Delicious alternative to Feta, for hot & cold usages
- ✓ Made in France, Dedicated plant-based plant, Vegan Society Certified
- ✓ Crumbly texture, salty and tangy taste, source of Vitamin B12
- ✓ Net weight: produced without brine and already pre-cut into 1cm cubes
- ✓ 1 cube = \pm 5-6g / 1 bag of 500g = \pm 100 cubes
- ✓ NUTRITIONAL PROFILE COMPARISON
-10% kcal ; -17% fat ; -35% saturated fat VS Violife Greek Block
- ✓ ENVIRONMENTAL IMPACT
-75% less carbon footprint VS the dairy alternative (LCA, Quantis)

