FIRST EDITION

#RISETOGETHER BACK TO BUSINESS AS UN-USUAL!





WELCOME BACK

HOW ARE YOU?

Finally, you and many colleagues in the hospitality industry can start up again. After long weeks of closure and confinement, this is what we've all been waiting for – even if it will take us time to adapt to the new normal.

"How can we help our customers to re-start their business post COVID-19?", was our main question.

#RISETOGETHER is our answer. It bundles our support activities for the foodservice and hospitality industry to get back-to-business-as-unusual. This program will run over the course of many months to come. With special episodes dedicated to new solutions.

WHAT TO EXPECT?

- Product solutions to help you adapt to the new reality
- Ideas and inspiration around new consumer needs
- Safety, quality and health are ranked N°1 in consumer need charts, but let's not forget about taste and pleasure
- Pragmatic answers for better kitchen service and front-of-house organisation

But first things first. We didn't come empty handed: this Welcome Back Box offers you tasty newcomers that will hopefully inspire you. And for those who don't know our brands Panesco, La Lorraine and Donut Worry Be Happy, we hope it's a nice way to get to know each other.

We're thrilled to see you back soon.

Your La Lorraine Bakery Group Team

LaLorraine



INSPIRATION & RECIPES Whether it's happy & healthy, budget-friendly or staycation-proof: we've captured all must-haves!



SNEAK PEEK OF UPCOMING EDITIONS

COVID-PROOF BAKERY INNOVATIONS

Excite with products that combine great taste & texture with optimal convenience.



SMART SAFETY & QUALITY SOLUTIONS

An attractive bake-off assortment and smart packaging solutions to help you service your customers safer, faster and leave a mark of quality!



1.5M ECONOMY TIPS & TRICKS

Good preparation, smart packaging and simple menus will help you to reduce queuing and service your customers faster and safer.

TRENDS

#RISETOGETHER Learn what consumers really need right now

#RISETOGETHER is our plan filled with inspiration in these challenging times. And how can we do that better than to first listen to what consumers think, feel and do? The COVID-19 crisis has changed their priorities. If we know their needs, we can respond to them better.

We've asked over 4000 consumers and 300 professionals about the main consumer drivers in today's market. Explore the 6 main need states we have detected. And discover the hottest solutions to tackle them throughout this edition and upcoming editions.





SAFETY & QUALITY

Hygiene, safety & quality rule

More than ever, hygiene, safety and quality are priority N°1. Reassuring consumers that their food is made according to the highest standards and safety conditions is key.



LOVE FOR LOCAL

We rediscover what's close to use

Consumers re-appraise what feels trusted and offers a safe re-discovery. With travel being restricted the love for local products has only grown.

🔴 FE



FEEL GOOD FOOD

We choose food to lift our mood At the start of the crisis, people had to cook at home. Now, people rediscover how food can add joy to their day. Food makes the taste buds travel and invites us to escape reality.



BUDGET BUDDIES

Spendings are on everyone's watch

While economic prospects cause uncertainty, consumers are watching over the family budget. Great deals, free treats, and best value are on consumers' minds. Being a budget buddy for consumers will help gain trust and loyalty.



UPDATE/EDUCATE

HAPPY & HEALTHY

We want to be better informed about our foods

Consumers want to know what their food is made of, where it comes from and how it has been processed. Traceability and safety guarantees become crucial to provide reassurance.



We re-appraise foods that support our health & immunity

People are more conscious about what they eat and what it means for their health. This awareness drives healthy food choices that protect our immunity: more fruits, wholegrains, free-from additives.













Stand out with trusted bake-off quality

Especially now, consumers are looking for trustworthy bakery products that simply ooze quality. With the wide, fresh and varied bake-off assortments of PANESCO and La Lorraine, you can share your expertise with your customers, knowing you're bringing more than 80 years of baking passion to the table. Every day, we wake up early to provide you with the greatest care and premium ingredients: something you can instantly see, smell and taste.

ED HERE

This is our quality seal.

Bake-off: what's in it for you?

1. Top quality people trust

With our Panesco and La Lorraine bake-off products, you bring the highest quality to your menu or counter top. Rely on more than 80 years of baking passion, to guarantee quality to your customers.



3. Exciting offering for the travel-hungry

Sweet brioche to French croissant, focaccia to rustic flatbread: people want to enjoy the varied taste of travel. Treat them to a wide range of bread, viennoiserie, sweets and savoury snacks (from around the world)!





2. Oven-fresh all day

Baking off products several times a day ensures freshness, irresistible smells and a trusted quality image of your store or bakery aisle. Bet that the freshly baked smell will draw in customers all day long?





4. Bye bye queues, hello speedy service!

Bake-off products save you time. Customers can quickly hop in and out and you can focus on delivering consistent quality, safety & creativity!



INNOVATIONS

#NEW



Schiacciata Romana **Pre-sliced**

The focaccia flatbread that wows with craftsmanship and convenience!

- 100% authenticity
- Tasty Italian
- Fully convenient

100% authentic

A very traditional Italian focaccia that is 'pressed' by hand. This results in a thin flatbread with a distinctly artisan look. The intense heat shock of the stone oven, creates a lovely, delicate crust.

Tasty Italian flatbread

With its moist, airy crumb and delicate crust, this flatbread is a true delicacy. The dough is sprayed with extra virgin olive oil for even more Mediterranean flair. Perfect to serve as cold sandwich or in a hot, tasty offer!



Discover 2 exciting schiacciatas



5001921

SCHIACCIATA ROMANA WHITE PRE-SLICED

Traditional Italian flat bread. A type of focaccia from wheat flour, with an open crumb structure, extra virgin olive oil and baked on stone. Ideal as sandwich carrier.

100 g - 16cm x 9cm x 3cm 8 x 4 PCS C/S - 56 C/S PAL BAKING 200°C • Less than 3' FULLY BAKED





OUALITY & SAFETY Less handling for optimal safety, service speed and minimal queuing!



FEEL GOOD FOOD Authentic taste & looks for travel-hungry customers longing to explore.

Pre-sliced fully baked

To be the safer, less handling option. These bread need less than 3 minutes of baking so you can serve customers quicker and reduce queues! Why not offer them as a pre-packed sandwich?



5001922 SCHIACCIATA ROMANA MUL-**TIGRAIN PRE-SLICED**

Traditional Italian flat bread. A type of focaccia with a mix of whole wheat, whole rye & whole spelt flour, with an open crumb structure, extra virgin olive oil, and a mix of millet, linseeds and sunflower seeds and baked on stone. Ideal as sandwich carrier.

100 g - 16cm x 9cm x 3cm 8 x 4 PCS C/S - 56 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED



INNOVATIONS



Rustic Demi Baguette Pre-sliced FB

The full option rustic half-baguette

- Speedy service
- Rustic looks
- Delicious all-rounder

Speedy service visitors appreciate

These rustic demi baguettes are pre-sliced for even more efficiency and a safer handling. As they come 'fully baked', a quick bake-off is enough to achieve perfection. Just flash bake, top & sell: no more long waits!

Rustic looks for more character

Its characterful scoring and flour-dusted crust will definitely attact more attention. The ultimate combination of convenience and rustic looks, without sacrificing on taste nor quality. That's what we offer you!

Delicious all-rounder

The reason? Its fresh smell, rich taste, tender crumb and great bite. The perfect step up for all your sandwich recipes including pre-packed sandwiches!

Discover 2 delicious demi baguettes



5001923 **RUSTIC DEMI BAGUETTE** WHITE PRE-SLICED FB

Fully baked & pre-sliced rustic looking halfbaguette, from wheat flour. Ready to fill as a sandwich carrier.

120 g - 20cm 6 x 6 PCS C/S - 56 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED



QUALITY & SAFETY Less handling for optimal safety, service speed and

minimal queuing!



FEEL GOOD FOOD Authentic taste & looks for travel-hungry customers longing to explore.

BUDGET BUDDY Consumers are willing to pay more for baguettes with rustic looks! A great way to earn more profit.





5001924 **RUSTIC DEMI BAGUETTE BROWN PRE-SLICED FB**

Fully baked & pre-sliced rustic looking halfbaguette, from wholewheat and rye flour. Enriched with spelt, millet, linseeds, sunflower seeds and a touch of barley malted flour to enhance the taste. Ready to fill as a sandwich carrier.

120 g - 20cm 6 x 6 PCS C/S - 56 C/S PAL BAKING 200°C • Less than 3' FULLY BAKED



INNOVATIONS

Pizzabaguette The 'on-the-go-est' pizza ever

- Handheld pizza snack
- 'Irresistable' traffic builder
- Minimal effort required



The 1st perfect handheld pizza snack

The most popular and classic of all snacks - yes the pizza - in a perfect handheld shape & size. A classic white baguette as the perfect carrier, with a rich but right amount of topping: not too much to drip, just enough to enjoy!

Made from quality ingredients and richly topped with recognizable, bite-size ingredients to maximize the taste experience!

day long!

of the day!

Discover 4 irresistable pizza baguettes:



PIZZABAGUETTE HAM CHEESE

Single portion, wheat baguette with ketchup, sprinkled with ham cubes and corn. Topped with grated Gouda.

 \uparrow

100 g - 18,5cm 40 PCS C/S - 72 C/S PAL BAKING 200°C • 6-8' SERVE HOT



Single portion, wheat baguette with ljutenice vegetable sauce, sprinkled with corn, onion, red pepper and spinach leaves. Topped with grated Gouda.



QUALITY & SAFETY Consumers want to spend less time queuing serve customers fast!



FEEL GOOD FOOD Traditional lunches are swapped for portable, on the go foods.



BUDGET BUDDY Good quality at an affordable price. And a money-maker for your business!

Enjoy aaall

Not too small or too big: it fits every snacking moment from noon until (late) evening. It's a rewarding, quality snack everyone can afford & comes back for. A hit for your shop or counter at every moment

Just reheat and 'Bingo'!

Great appeal, easy to serve and ready in a few minutes. Cut those queues with this quality snack!





4292122

PIZZABAGUETTE TOMATO MOZZARELLA

Single portion, wheat baguette with ketchup, sprinkled with cherry tomatoes, oregano and basil. Topped with grated mozzarella.

 \uparrow

100 g - 18,5cm 40 PCS C/S - 72 C/S PAL BAKING 200°C • 6-8' SERVE HOT



Single portion, wheat baguette with ljutenice vegetable sauce, sprinkled with onion, red pepper and spicy cubes of pork-beef sausage. Topped with grated Gouda.

OUR SOLUTIONS

Pre-packed for optimal hygiene & safety!

Due to COVID-19, hygiene and safety are more than ever consumers' priority N°1. Reassuring them that their daily foods are produced and served in the safest conditions is key. To support you, we have developed a range of high quality pre-packed products. Each of them fine-tuned to offer 'superb' quality in a COVID-19 proof outfit.



Crispy, warm & pre-packed? Oh, yes!

These mini rolls come in perforated baking foil. Bake them as such in the oven and serve freshly baked table rolls as bread companion next to a soup or salad.

4295441

MINI RUSCTIC DIAMOND WHITE **SINGLE WRAPPED**

Rustic white mini diamond roll from wheat flour, flour dusted and baked on stone. Individually wrapped, perfect to serve as bread companion next to soups or salads.

30 g 135 PCS C/S - 40 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 8-10' PART BAKED



4295442

MINI RUSCTIC DIAMOND MULTI **SINGLE WRAPPED**

Rustic multigrain mini diamond roll from wheat flour and rye flour, decorated with seeds and baked on stone. Individually wrapped, perfect to serve as bread companion next to soups or salads.

30 g

135 PCS C/S - 40 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 8-10' PART BAKED





Safe guilty pleasures

Consumers are longing more than ever for a sweet 'me-myself-and-I' time. Discover our range of sweet treats and delicious classics, all safely pre-packed.





4241019

MINI BEIGNET CHOCO NOISETTES TRIO WRAPPED

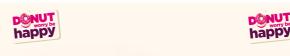
Beignet made according to the traditional recipe: deep-fried dough with yeast & butter stuffed with a paste of Belgian chocolate and hazelnuts and dusted with powder sugar. Wrapped per three, perfect to grab & to go.

25 g 35 x 3 PCS C/S - 104 C/S PAL DEFROST 22°C · 30' THAW & SERVE

 (\mathfrak{I})

Spread joy super safely

Whenever you need a pick-me-up, they'll lift your mood to the moon and back. They cheer up every thought and every conversation with the kick of strawberry & chocolate above and beyond. Have a look at our flow-packed donuts. Extra hygienic. Safely sellable. Packaging customers trust!









4250754 **FUNFETTI SINGLE** WRAPPED

Wonder what a rainbow party in your mouth tastes like? Well, lucky you: this strawberry-coated sweet treat is sprinkled with white chocolate vermicelli and boasts a heavenly light vet chunky bite!

56 g 60 PCS C/S - 72 C/S PAL DEFROST 22°C · 60' THAW & SERVE





of real Belgian milk chocolate. Sink your teeth into his perfectly round shape and soft dough.

56 g 60 PCS C/S - 72 C/S PAL DEFROST 22°C · 60 THAW & SERVE



100 g

 (\mathcal{D})

DEFROST 22°C · 30'

THAW & SERVE

LaLorraine



MUFFIN CHOCOLATE LARGE SINGLE WRAPPED

Soft, rich chocolate muffin with plenty of Belgian dark chocolate chunks. Individually wrapped, perfect to grab & to go.

18 PCS C/S – 120 C/S PAL





MUFFIN PLAIN LARGE SINGLE WRAPPED

Moisty muffin with vanilla flavour. Individually wrapped, perfect to grab & to go.

100 g 18 PCS C/S – 120 C/S PAL DEFROST 22°C · 30 THAW & SERVE

(3)





Say hello to mister popular! This crowd favourite is coated with a lovely dark cocoa glaze and topped with little bits



4250752

MINI DONUT TRIO **MIX WRAPPED**

Mix of 3 mini plain donuts: white donut with dark stripes, pink donut with multi coloured flower confetti, dark donut with unhulled almonds. Wrapped per three, perfect to grab & to go.

20 g 40 x 3 PCS C/S – 72 C/S PAL DEFROST 22°C · 30' THAW & SERVE



OUR SOLUTIONS

How to get more out of the 1.5m economy? **Focus on convenience** and sell-up!

There's no better moment to rethink your assortment and surprise visitors with newcomers on your menu. A varied assortment does not only mean a warm welcome, but is a great opportunity to boost your business. 'Oh no.... more to offer equals more complexity... 'we hear you thinking. Well, in fact: not at all. Especially for this #Risetogether reboot program, we have selected a range of high-quality products that each come with maximum convenience. And they are perfect assets for up & cross selling! Extra business without extra hassle!

Upgrade your burger concept with our pre-sliced crystal rolls

An eccentric range of 3 delicate sandwich rolls with outstanding textures and unique recipes. Ideal to upgrade your sandwich & gourmet burger concepts in less than 3 minutes.



5001801 **CRYSTAL ROLL RUSTIC** PRE-SLICED

Premium sandwich roll with outstanding alternating textures: a delicate, thin, crispy crust at the outside and a soft, airy crumb inside. Made from wheat flour with sourdough, enriched with olive oil and flour dusted.

75 g — Ø 12 cm 30 PCS C/S - 56 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED





5001802 **CRYSTAL ROLL MULTIGRAIN** PRE-SLICED

Premium sandwich roll with outstanding alternating textures: a delicate, thin, crispy crust at the outside and a soft, airy crumb inside. Made from partly wheat meal and a little rye sourdough, enriched with toasted rye, linseeds and olive oil. Decorated with buckwheat, golden & brown linseeds, sunflower seeds and sesame seeds.

70 g — Ø 12 cm 30 PCS C/S - 56 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED





CRYSTAL ROLL BEER PRE-SLICED

Premium sandwich roll with outstanding alternating textures: a delicate, thin, crispy crust at the outside and a soft, airy crumb inside. Made from wheat flour and sourdough with double malted beer. Enriched with olive oil and decorated with semolina.

80 g — Ø 12 cm 30 PCS C/S - 56 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED



Expand your offer with hot paninis, in 1-2-3!

Paninis pre-grilled & pre-sliced for unrivalled convenience. We bet your customers will adore their smell of melting cheese and spicy herbs when entering your shop. The perfect sandwich alternative to pay more for! As these paninis come pre-sliced and pre-grilled, you only need to fold, fill & grill them!



PRE-SLICED 27

Fully baked, pre-sliced and pre-grilled half-baguette, ready to fill and grill.

125 g — 27 cm 45 PCS C/S — 32 C/S PAL DEFROST 22°C · 30' BAKING 200°C · 4-6' or GRILL 220°C · 3-5' SERVE HOT

()

2104218

PRE-GRILLED

ready to fill and grill.

55 PCS C/S - 40 C/S PAL

DEFROST 22°C · 30'

BAKING 200°C · 4-6'

or GRILL 220°C · 3-5'

110 g — 21 cm

SERVE HOT

PRE-SLICED

PRE-SLICED 110

half-baguette, ready to fill and grill.

110 g — 21 cm 55 PCS C/S - 36 C/S PAL DEFROST 22°C · 30' BAKING 200°C · 4-6' or GRILL 220°C · 3-5' SERVE HOT





PANINI WHOLEMEAL

5000935 **CIABATTA PRE-GRILLED** PRE-SLICED 120

Fully baked, pre-sliced and pregrilled wholemeal half-baguette,

> 12 x 3 PCS C/S — 56 C/S PAL DEFROST 22°C · 30' BAKING 200°C · 4-6' or GRILL 220°C · 3-5' SERVE HOT



sliced ciabatta, ready to fill. 120 g — 19 cm

Fully baked, pre-sliced and pre-grilled



Fully baked, pre-grilled and pre-



2101160

PANINI HERBS PRE-GRILLED PRE-SLICED 110

Fully baked, pre-sliced and pre-grilled half-baguette with Provencal herbs, ready to fill and grill.

110 g — 21 cm 55 PCS C/S - 40 C/S PAL DEFROST 22°C · 30' BAKING 200°C · 4-6' or GRILL 220°C · 3-5' SERVE HOT



OUR SOLUTIONS

Snack around the clock

As everything is returning back to normal, streets are packed with busy professionals and school kids who have ditched the three-meal-a-day routine for snacking where and when they want. This means great selling opportunities for you! Expand your offer with a range of hot sayoury snacks to create extra sales moments all day long, without any effort.





2504280 SAUSAGE ROLL

Puff pastry snack with chicken and bacon sausage and lots of herbs and spices.

169 g 90 PCS C/S - 44 C/S PAL DEFROST 30' BAKING 170°C · 30-32' SERVE HOT



La Lorraine

5001741 **PIZZA ITALIANA**

Authentic Italian pizza dough topped with tomato passata, mozzarella, cooked ham and mushrooms.

14 cm – 140 g 25 PCS C/S – 80 C/S PAL BAKING 200°C · 10-11' SERVE HOT







Authentic Italian pizza dough topped with tomato passata, mozzarella, red bell pepper, aubergine and courgette.

14 cm – 140 g 25 PCS C/S - 80 C/S PAL BAKING 200°C · 10-11' SERVE HOT





LaLorraine



5001739

PIZZA ESTREMA CAPRESE

Superior pizza made from bread dough with tomato sauce, mozzarella, Gouda cheese and basil.

17,5 cm – 205 g 24 PCS C/S - 80 C/S PAL BAKING 200°C · 10-11' SERVE HOT

 (\mathcal{D})

La Lorraine Baking pa



5001740 **PIZZA ESTREMA**

PEPPERONI

Superior pizza made from bread dough with tomato sauce, salami, pepperoni, Gouda-Edam cheese. bell pepper, onion and herbs.

17,5 cm – 196 g 24 PCS C/S - 80 C/S PAL BAKING 200°C · 10-11' SERVE HOT

Börek, a new savoury snack on the horizon

With limited travel options, consumers turn to local businesses to make their taste buds travel. Discover our baking passion straight from Turkey with our phyllo dough rolls filled with mashed potatoes and spinach & cheese. These popular everyday snacks bring vacation vibes from lunch break to party starter. Delicious Turkish authenticity, now with the convenience of bake-off.



Phyllo dough roll filled with mashed potatoes.

19 cm – 95 g 2 x 50 PCS C/S - 56 C/S PAL BAKING 190°C · 20' SERVE HOT

1

Phyllo dough roll filled with spinach and Mediterranean cheese.

19 cm – 95 g 2 x 50 PCS C/S – 56 C/S PAL BAKING 190°C · 20' SERVE HOT

 \bigcirc

Viennoiserie classics in less than 3 minutes

Did you know that the croissant is one of the most popular cereal-based products worldwide? A classic appreciated from breakfast over morning break to lunch and afternoon treat! Our message: if you don't have "the croissant" in your counter yet, now 's the time to honour your classics! Your customers will adore these buttery smooth delights that you prepare in no time.



2004117

CROISSANT AU BEURRE FB 45

Fully baked golden brown butter croissant. Made with 21% butter (share of total recipe).

70 PCS C/S — 36 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED



5000914 **CROISSANT AU BEURRE FB 55**

Fully baked butter croissant of exceptional quality. Made with 21% butter (share of total recipe).

55 g 40 PCS C/S - 48 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED

 $\overline{\mathbb{O}}$

45 g









5001911 PAIN AU CHOCOLAT **AU BEURRE FB**

Fully baked chocolate roll of laminated yeast dough with butter and two chocolate bars. Made with 20% butter (share of total recipe).

70 g 3 x 16 PCS C/S — 48 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED



FEEL GOOD

WHY OUR DONUTS MAKE YOU FEEL LIKE LIVING ON A CLOUD?



WE GO CRAZY OVER **HEAVENLY** LIGHT DOUGH, SATISFYING BITE AND GOLDEN HUE.

WE LIFT UP YOUR MOOD WITH **EVERYTHING FROM A** KICK OF STRAWBERRY AND HAZELNUTS TO MELTINGLY GOOD CHOCOLATE INSIDE.





SPREAD JOY SUPER SAFELY

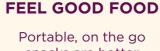
We've developed special flow packs especially for the COVID-19 pandemic. Extra hygienic. Safely sellable. Single wrapped or mini trio wrapped.





HYGIENE & SAFETY

Safely packed for a touch-free pick-me-up!



snacks are hotter than ever.



Enjoyed around the clock and drives traffic every hour of the day.



WE'RE BITTEN BY SWEET INGREDIENTS THAT MAKE YOUR TASTE BUDS SING WITH JOY!

> WE'RE REAL **EYE-CATCHERS** IN YOUR COUNTER. AN APPEALING **PICK-ME-UP THAT NEVER GOES UNNOTICED!**

MAKE YOUR VERY FIRST DONUT DISCOVERIES

With our tasty Welcome Back box containing Ruffallo cream, Strawjelly Jam, Caramazing and Queen V! 4 heavenly flavours to wow customers with.





How to organise your business and use the 1.5m economy

The great news is: your businesses can re-open! But the need to adapt to the new safety requirements may have a huge impact. How to keep everything safe while maximising traffic and keeping profitable? How to gain back the trust of consumers? Here's a checklist for you.

RESTAURANTS & DINERS

- Inform customers about your re-opening, reservation policy and create a social media buzz!
- Replace buffets with table service or pre-packed alternatives
- ✓ Ask your customers for feedback
- Buffet formats
 - Display buffet options touch-free and have staff serve customers. Self-service? Pre-pack your foods and put up signs to only touch what you take.
 - Use sustainable, appealing packaging when pre-packing food to heighten quality perception
 - Using paper packaging? Pick paper bags with windows or put an unpacked unit on display





- ✓ Make your delivery or pick up contactless or include time slots
- ✓ Offer family menu options to grow your takeout offering
- ✓ Advertise in-store and on social media!

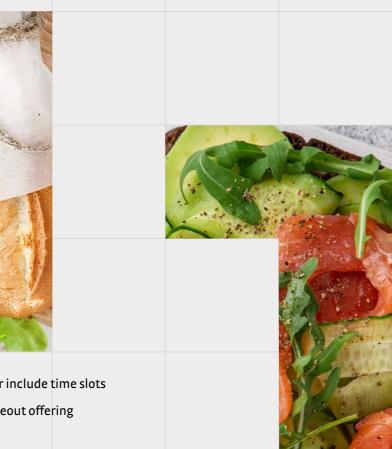
Need more tips and tricks? Visit www.panesco.com and www.lalorraine.com.

SHOPS & QUICK-SERVE

Place floor markings for waiting lines

✓ Re-organise your menu and mise-en-place to serve customers efficiently

 Provide billboards so customers can make their choice while waiting







Prepare to hear more from us! In the meantime, have a look at our websites to get extra information on all your favourite products.

> www.panesco.com www.lalorraine.com partner.donutworrybehappy.eu

#RISETOGETHER





