Richard Reversion of the sector of the secto

Make your customers feel good.

La Lorroine



Lo Lorro Baking pasa

Dear customer, chefand entrepreneur

How are you? First and foremost: we hope healthy, safe and sound! We also hope your business is picking up after the overwhelming outbreaks during the tumultuous year.

'How will this crisis change my restaurant or shop on the long run?' 'Will it ever get back to normal?'

'How can I make sure COVID-19 won't affect my staff and customers? These are often asked questions that echo throughout the hospitality landscape. Amidst that turmoil of doubt and questions, it has also become clear that the hospitality industry has taken the lead in showing hope and resilience. The speed and creativity in changing restaurant, catering and food business models overnight is just an example. We've seen restaurants combining safe eating-in, take-out, home delivery, ... in record times. Event caterers offered their services to bring more exciting ready-made meals in retail. New concepts, putting the guest's 'feel good' experience and safety first, have arisen faster in hospitality than in any other industry - some extremely successful.

It proves that hospitality is and will always remain a great source of 'feel good' spirit for many people. Even in the toughest of times. It is the bread & butter in our need for social contact, enjoyment and taking a break from reality.

And we are here to help you out. With bakery solutions that match your drive for innovation and ideas that deal with the biggest crisis since the previous century. We hope they can inspire you to keep delighting consumers with what is truly important: eating well and healthy – feeling good!

We wish you the best of luck, good business and plenty of successful

Your La Lorraine Bakery Group team

Sweet & Happy Endings p. 26

Highly Wanted



Exclusive limited edition donuts p. 32





Belgium's best loved

Meet an original Italian p. 4

FEEL GOOD around the clock



The new urban snacking has arrived! p. 10



Schacciata ROMANA

La vita è bella with this thoroughbred Italian

The new feel good means: travel with your taste buds to Italy, while enjoying the comfort of home. The Schiacciata Romana does it all. This flatbread is made and baked in Italy. And it stands out with taste, lightness and true Mediterranean flair.



WHAT IS Schiacciata Romana?

An authentic Italian flatbread. Schiacciare means 'press with the fingers' and refers to how the dough is made. Romana is a typical Italian way of baking: short at high temperature on stone. The dough is flavoured with a splash of extra virgin olive oil and a bit of sea salt. Often eaten on the go, it is served between a sheet of paper.

Authentic ITALIAN



HOW TO RECOGNIZE THIS Schiacciata?

The heat from baking causes irregular darker baking stains.

The top has typical humps: from shaping and pressing the dough by hand.

It has a delicately thin crust, an Open and airy crumb and a perfect short bite.



How to present Schiacciata in the counter?



PRE-FILLED: appeal instantly & serve faster.

ABUNDANTLY STACKED: undeniable seduction & maximal indulgence.

ITALIAN **INGREDIENTS:**

tomato, mozzarella, mortadella, pecorino, ... make it even more delicious.

HOT & COLD: cold as crispy sandwich, hot as tasty snack or lunch.

0W to serve? Schiacciata Romana is fully baked and pre-sliced: for perfect servings ALWAYS!

- 1. For hot serves: just open the Schiacciata, fill to the brim and present in the counter. Heat in a hot air oven, high speed oven or contact grill before serving.
- 2. For cold serves: flash bake for 3 minutes, deliciously spread the Schiacciata and present in your counter.

Pronto!



SCHIACCIATA ROMANA WHITE

INGREDIENTS

- Parma ham
- Mozzarella di bufala
- San Marzano tomatoes
- Rucola
- Balsamic cream
- Fresh oregano
- Chili flakes

5001921 SCHIACCIATA ROMANA WHITE PRE-SLICED

SCHIACCIATA ROMANA MULTIGRAIN

MORTADELLA & CARCIOFO LIKE IN BOLOGNA

INGREDIENTS

- Mortadella
- Artichoke hearts
- Semi-dried tomato
- Fresh rucola •
- Ricotta
- Parmesan
- Thyme leaves
- Dried Italian herbs
- Black pepper & salt



5001922

SCHIACCIATA ROMANA MULTIGRAIN PRE-SLICED

METHOD

- 1. Flash-bake the Schiacciata for 3 minutes at 200°C.
- 2. Mix ricotta with dried Italian herbs, salt and black pepper and spread richly onto the bottom halves of the Schiacciata.
- 3. Top with thinly sliced mortadella, diced artichoke hearts, semi-dried tomato parts.
- 4. Finish with freshly sliced parmesan, thyme leaves and fresh leaves of rucola.
- Close with the top halves of 5. the Schiacciata.





PARMA INFERNO LIKE IN EMILIA-ROMAGNA

METHOD

- 1. Open the Schiacciata and compose the sandwich, starting with the Parma ham, followed by slices of San Marzano tomatoes and the sliced mozzarella.
- 2. Flavour with fresh oregano, a handful of rucola and drizzle with balsamic cream.
- 3. Sprinke with chili flakes.
- Close the Schiacciata and 4. press a little.
- 5. Flash-bake the filled Schiacciata and serve hot.

S

I R BANK Snackney

The new wave of Urban Snacking

Savoury snacking moments brighten up our days. They replenish, comfort and satiate the small cravings. And new snacking formats allow consumers to recharge on the go! Or to savour slowly, relax and enjoy a well-deserved break.

10



The greatest 'on-the-go' pizza ever PIZZABAGUETTES

A real impulse trigger.

Easy-serving: ready in 1-2-3!

A hit for your shop at every moment of the day!

> Richly topped with the most loved, bite-size ingredients.

Perfect handheld shape and size.

No drip, just joy! The perfect balance between Crust and topping.

> DISCOVER 4 IRRESTISTABLE VARIATIONS:

4292120 PIZZABAGUETTE HAM CHEESE



PIZZABAGUETTE TOMATO MOZZARELLA



PIZZABAGUETTE VEGGIE



12



Trending **SNACK SIZE**



Consumers are looking for smaller snacking formats to replace lunch with in-between-breaks.

There's a growing trend for variation:

the traditional sandwich is swapped for a hot snack.



Portable snack formats are on the



rise: consumers eat on the go to save time.



Quick service is key:

consumers try to avoid long queuing or seated dining-in.

Sources: Google Trends, www.foodnavigator.com

How to present **in the counter?**



- 1. Always present one snack open to show the rich filling. It's the ultimate impulse trigger to seduce your customers!
- 2. Highlight the filled aspect with a decorative tag or toothpick.

How to promote?

14

- Tempt your customers with a 'croquaccia day': offer a drink and a grilled focaccia snack at an affordable price.
- 2. Show the filled focaccia snack on an outdoor menu board to attract customers.
- 3. Offer the focaccia as a grab-'n-go option.



A tasty all-round snack

- · Perfect on-the-go snack: bite- and spill-proof.
- Cut into pieces and serve as an apero snack.
- Grill & serve as a tosti or croque alternative.

CROQUACCIA **CROQUE MEETS FOCACCIA**

A delicious hybrid between a toasted sandwich & focaccia.

5001928 FILLED FOCACCIA **SNACK HAM CHEESE**





FILLED FOCACCIA

A contemporary take on oriental flavours with Italian flair.



Generously filled with Chicken kebab 'n goodness.

Richly filled on the inside, Crispy on the outside.

Easy to prepare & ready in no time.

Easy to Carry thanks to its closed shape

> 5001927 **FILLED FOCACCIA SNACK CHICKEN KEBAB**

cheese taste. with a little twist.

The king of street food now in two-bites-size MINI edition!

MINI'BURGERS



A rich, soft brioche bun.

Maxi taste from selected ingredients and great trimmings!

> Perfect for apero-bites, buffets (catering) and parties!

Serve fast: just heat for 5-6 minutes in the oven or 90 sec in de microwave.



5001929 MINI BEEF CHEESEBURGER 5001930 MINI VEGGIE CHEESEBURGER



Salty bagel meets tasty pizza

> A savoury soft minibagel topped with yummy ingredients.

BIG in taste – most popular flavours: available in 2 delicious recipes!

Perfect size: in-between treat without spoiling the appetite.

Smartly convenient for you: just heat for 4-5 minutes and serve.



5001926 MINI PIZZA BAGEL CHEESEBURGER 5001925 MINI PIZZA BAGEL PROSCIUTTO

16



Trending SNACK BITES



More consumers are into apero moment-out:

drinks & bites to unwind after work or in the weekend!



Putting apero-moment on the menu = **increase** of

the average late-afternoon



ticket + increase in the average number of orders.

Mini-bites are hot:

tapa-style, small dishes to share... They're perfect to enjoy with drinks without spoiling the appetite.

Sharing is caring! Consumers love

to share mini-bites to connect and belong. Sharing plates with



several solitary bites are preferred for safety and hygiene reasons.

Quick tapas and mini-bites that are served in just minutes are preferred over full dishes that take longer prep-time.



Sources: Google Trends, www.foodnavigator.com

Give wellbeing a boost with fibre from bread!

For a growing group of consumers, feeling good is about making considered choices for healthier, nutritious foods that do something back for their health. Fibre plays a crucial role. And even greater news: with our selection of breads rich in fibre, your customers can do both. Enjoy and refuel.





What fibre does for OUR HEALTH?

WHAT IS fibre?

Dietary fibre is a type of complex, plant-based carbs (carbohydrates) that are essential for our health. Unlike other carbs, fibres are not digested by the human body. They literally pass through the body and help to keep your digestive system healthy.

Keeps your digestive system **healthy.**

Makes you feel **Satiated** and less quickly hungry because the body takes longer to process fibre.

Longer energy

thanks to the slower absorption of carbohydrates.

Assists in **preventing** some **diseases** such as cardio-vascular disease, diabetes-2 and colon cancers.



Why **fibre** from bread?

The daily recommended intake is at least **30 grams of fibre per day**.

Certain grains (especially wholegrain) and some bran & seeds – used in a wide selection of our breads – are a rich sources of fibre. They quickly provide us with a big part of the fibre-intake we need every day. Adding vegetables and fruits guarantees a varied, well-balanced diet and a healthy lifestyle.





Why adding bread rich in fibre to your bakery offering?

Due to the spread of COVID-19, awareness has widely grown that healthy foods **boost** our own health & immunity.

45% of the consumers are actively looking for **healthy options** when eating out.

Bread from flour using the complete grain kernel provides us with the **MOSt fibre**, even more than most fruits and vegetables!

Sources: Global Data 2020, www.broodengezondheid.be



PLEASE WITH the great taste of fibre

MULTI SEED'R BUN

WITH OVEN-BAKED BLUE GRAPES ON RICOTTA (OR FETA) AND THYME

INGREDIENTS

- Blue grapes •
- Ricotta cheese (or feta cheese) •
- Fresh thyme ٠
- Olive oil, salt, Szechuan pepper (fruity pepper)



4294347 **KAISER ROLL BROWN MULTI** SEEDED

FIBRE RICH **3,68 g** per portion



KAISER ROLL BROWN MULTI SEEDED

WITH SMOKED SALMON, SPINACH AND FRIED EGG

INGREDIENTS

- Butter or margarine •
- Smoked salmon slices
- Fresh spinach leaves ٠
- Egg
- Coarse sea salt and/or chili flakes
- Nutmeg, salt & pepper •

METHOD

- 1. Stir-fry the fresh young spinach leaves and season with pepper, salt and nutmeg. This can be done in advance for multi portion. Although it is not necessary to stir-fry the spinach first. Raw young spinach leaves suit as well.
- 2. Pan-fry the egg.
- 3. Cut the Kaiser roll horizontally and spread some butter or margarine on both sides.
- 4. Compose the sandwich starting with the spinach, then the smoked salmon and the fried egg. Eventually sprinkle some coarse sea salt and/or chili flakes on top.
- 5. Close the sandwich.





23

METHOD

- 1. Oven-bake the grapes with a few drops of olive oil, fresh thyme, salt and pepper.
- 2. Cut the Multi Seed'r Bun horizontally and spread the ricotta (or feta).
- 3. Top with the baked grapes and drizzle some juice (from the baking tray) over the composition.

PLEASE WITH the great taste of fibre

Health increasingly plays a decisive role in the diet pattern of today's consumers. Fibre plays a crucial role in this. Only the best is good enough for the human body. We respond to the development of this general awareness with a dedicated healthy product range. With our versatile selection of breads rich in fibre you can offer your customer a healthy option. You let him enjoy and feel good at the same time.

Sophie Serrien

Purchase Specialist La Lorraine Bakery Group with a Master degree in Health & Science



ROASTED SLICE OF FORESTIER

WITH SKYR AND OVEN-BAKED CHERRY TOMATOES

INGREDIENTS

- Skyr (a Scandinavian fermented dairy product)
- Cherry tomatoes
- Olive oil
- Black pepper, coarse sea salt, oregano

METHOD

- Bake the cherry tomatoes short in the oven, sprinkled with olive oil and seasoned with pepper, salt and oregano (keep warm).
- 2. Roast or grill a slice of Forestier bread.
- Spread the skyr on a slice and top with oven-baked cherry tomatoes. Make sure to drizzle some juice over the toast.





FIBRE RICH - 4,89 g per slice



DEMI BAGUETTE DARK LUMBERJACK

WITH COTTAGE CHEESE AND OVEN ROASTED BABY CARROTS

INGREDIENTS

- Cottage cheese or light cream cheese (type Philadelphia plain)
- Baby carrots
- Honey
- Rocket
- Olive oil
- Cumin, thyme, salt & pepper

METHOD

- Peel and cut the baby carrots in halve. Put them in an oven dish and sprinkle them with olive oil, a drip of honey and some cumin, thyme, salt and ground pepper on top. Roast them in the oven until caramelized (keep warm). This can be done in advance for multi portion.
- 2. Spread the cream cheese on both sides of the halved baguette.
- 3. Compose the sandwich with a layer oven baked carrots, topped with some rocket.
- 4. Close the sandwich, press a little.

Tip: Sprinkle some roasted poppy and sesame seeds on top to finish off.

4295391 DEMI BAGUETTE DARK LUMBERJACK ♥ SOURCE OF FIBRE - 8,69 g per portion

SWEET & HAPPY

My sweet goodness!

No meal is sweet without dessert. No shopper trip is a success without the indulgent break. Time to give in for this selection of heavenly patisseries. Sweat, happy endings are a bliss!



WHAT CONSUMERS say & want



66% of consumers go to bars, restaurants, coffee shops at least once a week.

Sales of desserts in food service were Up 10% the last 5 years.

6 out of 10 consumers visit dessert parlour for a mid-afternoon dessert.

1 in 3 wants a sweet-break any time of the day.





50% orders dessert when made with **quality** ingredients.

COVID-19-crisis shows 2 trends in food prevail: eating healthy and indulging in a delicious treat now and then!



Conclusion: put quality-dessert on the menu! Because consumers have a growing appetite for quality-sweet treats!

Sources: CGA Food Insights19, MCA, Focus on Desserts Parlour Brands, February 2019

SWEET on the go





5001673 CROISSANT DOUBLE COLOUR CHOCO FILLED

5001757 MINI CROISSANT DOUBLE COLOUR RASPBERRY 5001758 MINI CROISSANT DOUBLE COLOUR CHOCO

Everyone needs of a little pick-me-up now and then! With these on-the-go delights, you'll get your customer excited all day long. From muffin to crispy raspberry filled croissant, discover our mood-lifters.

DESSERT ON a plate

The different layers and combinations of flavours and textures make these high cakes particularly inviting. What is more, these products are ready to serve.

Whether your customer wants a slow coffee or an espresso, you can conjure up a gorgeously tempting choice of sweets in the time it takes to make the first coffee of the day.

> **5001364** CHOCOLATE CREAM CAKE

5001847

CHOCOLATE RASPBERRY DREAM CAKE



5001846 BLUEBERRY RED VELVET CAKE





Our Winter donut specials are the perfect answer to bake your customers up from their winter sleep with an umph! bite and out-of-this-world delicious toppings. Gear up for the festive season: these winter specials are ready to stir up conversations in your counter and in your shop!





Hohoho! Xmas will never get better than with Santa's coolest donut in town. The Special Snowflake has pure chunky donut dough at its heart. It got topped with dark cocoa glaze and inked with a white snowflaketattoo of delicious sugar icing.

pecial 2

4250937 SPECIAL SNOWFLAKE



POS materials 'SPECIAL SNOWFLAKE' MOBILE







Create winter wonder vibes in your shop

Speciala

happy





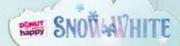
What's cooler than cool? This ice-cold donut of your dreams. Think white glazing sprinkled with multi-coloured frosted snow flakes to take you sky-high with every bite.



4250939 SNOW WHITE



POS materials 'SNOW WHITE' MOBILE



MEET ALL OUR DONUTS DONUTWORRYBEHAPPY.DK



WHAT MAKES THESE THE LUCKIEST DONUTS IN THE WORLD?

We go crazy over their heavenly light dough

Just sink your teeth in. And have a wholesome taste of our fluffy texture, golden hue and lovely bite. We will make you float on a cloud.



Packed with wholesome ingredients

Think premium ingredients that add the extra oomph like real Belgian chocolate toppings, fruit-flavoured fillings, enticingly crispy sprinkles and much, much more!

Sooo many flavours

From a fresh strawberry-style glaze to real Belgian chocolate filling, our wide variety of recipes make everyone's taste buds siiiiiiiing with joy.

Seasonal specials

For jolly good times the whole year 'round. Think winter wonderland icings or egg-citing Easter launches topped with candied rainbow sprinkles!

BELGIUM'S BEBRE TO LOOK

This is the time to spoil with BELGIUM'S BEST LOVED bakery products!

We rediscover what is close to us

PAVILION

AHIIII

EST LOV

11

Driven by the need for comfort, reassurance and safety, there is a growing nostalgia and need for products from the past. And with travel being restricted, the love for local products has rekindled. Consumers reappraise what feels trusted and familiar and what is safe to rediscover.



ALUM

D



BELGIUM'S Best Loved...

Why the rice tartlet is

so popular? The creamy filling, made of milk, sugar, eggs, rice and a very

special secret ingredient...

THE WAY STRAIGHT TO the heart of your customers.



La Lorraine Bakery Group masters our Belgian **Classics** like no other: from rice tartlet to sausage roll.



Count on preferred **taste** and **quality** in the market, fueled by 80 years of baking passion.

We **Support** you with the right merchandising and tools to tell the story in your shop.



Favourite of (nearly) all Belgians.



BELGIAN RICE TARTLET











2504280 BELGIAN SAUSAGE ROLL

A Belgian genius replaced the regular sausage with a very finely minced pork and chicken sausage, with lots of herbs. The rest is history!





BELGIUM'S Best Loved...

La Lorraine's brioche rolls are preferred by many!

Delicate_& soft crumb.

This local hero goes back to the 13th century.

The sweet heart is made from buttermilk, almonds, eggs and sugar.

A true delight!



2007414 MATTON TARTLET

42



Every Belgian has **grown up** with this typical sandwichroll.

Throwback to childhood picknicks, days at the seaside or schooloutings.

... THE WAY **STRAIGHT TO** the heart of your customers.



Everywhere in the world consumers have grown awareness about the importance of their **local** foods.

They consider buying foods that bring comfort and makes them feel good





2102091

BAKER'S BRIOCHE

ROLL WITH BUTTER

In their choices, they prefer affordable quality and everyday flavours they know.

Sources: www.smartbrief.com, www.foodnavigator.com, www.foodmanufacturing.com

Quality & comfort go hand in hand with hygiene & safety

COVID-19 has made customers extra aware and more demanding when it comes to enjoying their food. There are always two extra, 'intangible' ingredients now: hygiene and safety. Getting across that their daily foods are prepared and served in the safest conditions possible, has become key. What better way than being able to present them with a complete range of solutions. From high-quality, pre-packed bakery items, to a new rustic classic that not only tastes great – yet helps your customers to avoid queuing! Discover them on the next pages.

Mill III

Narmy recommended!

Tasty, crispy, warm & safe bread rolls in 1, 2, 3

With safety high on consumers' minds during COVID-19times, these bakery solutions offer you everything to serve your guests a warm breakfast or break in all safety. Packed in perforated baking foil, our pre-packed bread rolls can be baked in the oven and served safely in buffets and self-service. Tasty, simple, safe, hygienic and delightfully crispy!



MINI RUSTIC DIAMOND MULTI SINGLE WRAPPED



Safely pre-packed bread rolls for buffets and self-service

distant.

4295441

MINI RUSTIC DIAMOND WHITE SINGLE WRAPPED

Heavenly sweet&safe!

Cheer up your guests with pre-packed pick-me-ups

Life is sweeter with delicious muffins, beignets and donuts! They now come pre-packed to make your customers enjoy their sweet me-time in all safety. A perfect opportunity to make extra turnover by offering a sweet impulse in buffets and self-service counters.

happy



4250756 CHOC ALMIGHTY SINGLE WRAPPED



4250752

MINI GROOVE MIX TRIO WRAPPED (FORMER 4250752 MINI DONUT TRIO MIX WRAPPED) happy

4250754 FUNFETTI SINGLE WRAPPED



4241019 MINI BEIGNET CHOCO NOISETTES TRIO WRAPPED



4241011 MUFFIN CHOCOLATE LARGE SINGLE WRAPPED



4241015 MUFFIN PLAIN LARGE SINGLE WRAPPED

Speedy service, minimal queuing

Fresh and pleasing aroma.

RUSTIC DEMI BAGUETTE Pre-sliced & fully baked

Ready to fill as a sandwich carrier.

The **ultimate convenience:** flash-bake, top & sell!

Pre-sliced & fully baked for even more efficiency and safer handling.



5001924 RUSTIC DEMI BAGUETTE BROWN PRE-SLICED FB



5001923 RUSTIC DEMI BAGUETTE WHITE PRE-SLICED FB



A rich, accessible taste.





Rustic looks for even more character.



How to serve hasty customers in 1 - 2 - 3 ?



- 1. Prepare a variety of sandwiches in advance to take away.
- Pre-pack your sandwiches for extra hygiene and safety.
- 3. Add clear tags so finding their favourite sandwich is easy.

List of products

4 SCHIACCIATA ROMANA



5001922

5001921 **SCHIACCIATA ROMANA** WHITE PRE-SLICED

Traditional Italian flat bread. A type of focaccia 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 - 9 x 16 cm 8 x 4 PCS C/S - 56 C/S PAL BAKING 200°C • less than 3' FULLY BAKED



10 ORIGINAL DANISH PASTRIES



5001915 **VEGAN DANISH CROWN** CUSTARD

Danish pastry crown, filled with creamy plantbased vanilla custard and caramelized soft brown sugar, sprinkled with chopped hazelnuts.

90 g 4 x 12 PCS C/S - 104 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 19-21' READY TO BAKE







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

SCHIACCIATA ROMANA

high the first in the store over



5001916 **VEGAN DANISH CROWN APPLE BUCKTHORN**

Danish pastry crown, filled with apple and buckthorn. 1 Bag of orange icing included.



VEGAN MINI DANISH CROWN ΜΙΧ

Assortment of 3 mini Danish pastries: 2x20 mini crowns filled with plantbased vanilla custard and caramelized brown sugar, sprinkled with chopped hazelnuts, 2x20 mini crowns filled with apple and buckthorn, 2x20 mini crowns filled with cherry. 1 Bag of orange icing included for the mini apple buckthorn crowns.

40 g 6 x 20 PCS C/S - 104 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 13-15' READY TO BAKE



5000731 MAPLE PECAN PLAIT

Typical crispy Danish pastry with a smooth sweet filling of maple & crushed pecan nuts, scattered with pecan nuts. 1 bag of maple syrup sugar enclosed. and paper cases enclosed.

95 g 4 X 12 PCS C/S - 104 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 19-21' READY TO BAKE

 $\overline{\mathbb{O}}$

85 g 4 x 12 PCS C/S - 104 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 19-21' READY TO BAKE

 $\overline{\mathbb{G}}$

5001473



5001472 DANISH MIX

5001458 **MINI DANISH MARZIPAN** TWISTER

Assorted box with 48 Danish pastries: 12 maple Crispy twister with marzipan-almond filling, pecan plaits, 12 cinnamon swirls, 12 apple crowns. 12 custard crowns with hazelnuts. 1 bag of icing sugar included.

90 g 4 x 12 PCS C/S - 104 C/S PAL

 $\overline{\mathbb{O}}$

DEFROST 22°C • 15' BAKING 180°C • 19-21' READY TO BAKE

45 g 75 PCS C/S - 120 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 13-15'

READY TO BAKE $\overline{\mathbb{G}}$



5000929 **MINI DANISH MIX**

Assortment of 5 mini Danish pastries: 20 maple pecan plaits, 20 apple lattices, 30 mini cinnamon swirls, 20 mini custard crowns, 20 mini raspberry crowns.

40 g

110 PCS C/S - 104 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 13-15' READY TO BAKE









CINNAMON SWIRL

5000732 DANISH CUSTARD CROWN

Very crispy Danish pastry swirl, filled with

Creamy custard with a hint of almonds in a cinnamon and brown sugar paste. 1 bag of icing crispy crown of Danish pastry. 1 bag of icing sugar included.

90 g 4 x 12 PCS C/S - 104 C/S PAL . DEFROST 22°C • 15' BAKING 180°C • 19-21' READY TO BAKE

5000971





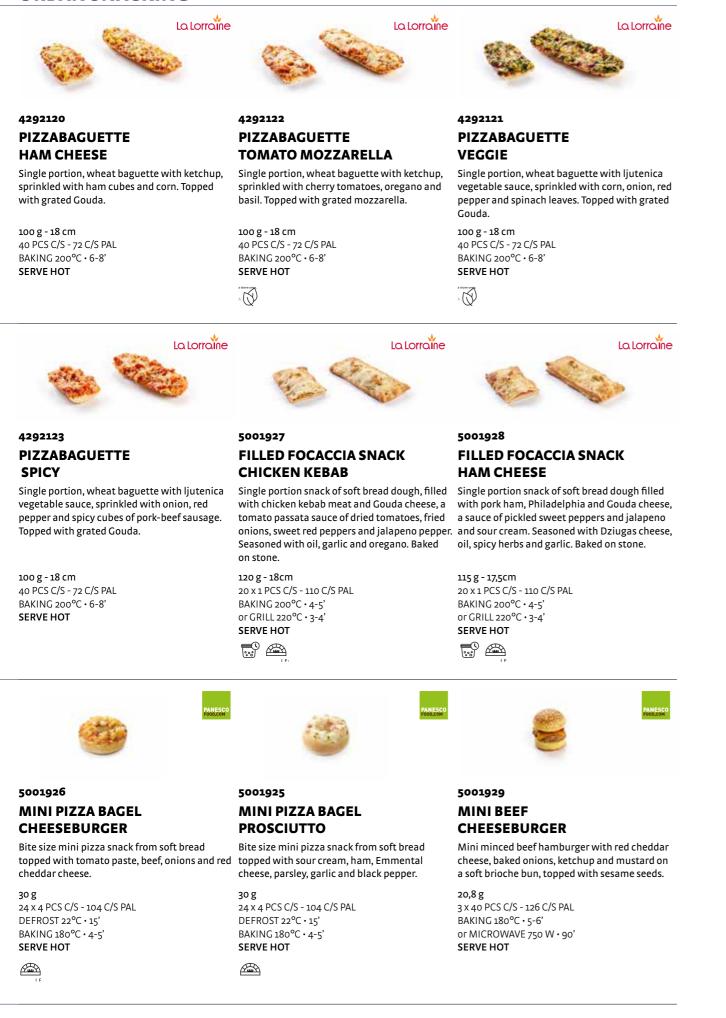
MINI MAPLE PECAN PLAIT

decorated with sesame seeds and poppy seeds.

Mini crispy Danish pastry lattice with a smooth sweet filling of maple & crushed pecan nuts, scattered with pecan nuts. 1 bag of maple syrup enclosed.

40 g 5 x 20 PCS C/S - 104 C/S PAL DEFROST 22°C • 15' BAKING 180°C • 13-15' READY TO BAKE

16 URBAN SNACKING



5001930 **MINI VEGGIE** CHEESEBURGER Mini vegetable burger with orange cheddar

cheese, baked onions, ketchup and mustard on a soft brioche bun, topped with millet, poppy, sesame and sunflower seeds.

23,3 g 3 x 40 PCS C/S - 126 C/S PAL BAKING 180°C • 5-6' or MICROWAVE 750 W • 90' SERVE HOT D

24 YOUR BREAD'S ON FIBRE



5001864 **ROSE ROLL SPELT MULTIGRAIN 55**

Small, expressive multigrain roll with a beautiful crackling crust and a moist, airy crumb. Made of mainly spelt flour with wheat flour, rye sourdough, sunflower seeds, potato flakes and yogurt as secret ingredient for a persistent sensorial freshness. Enhanced by some notes of cilantro, fennel and cumin for an exquisite fl avour. Decorated with sesame and poppy seeds and baked on stone.

55 g — Ø 7 cm 90 PCS C/S - 36 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 8-10' PART BAKED

5001510

60 g 100 PCS C/S - 28 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 11-13' PART BAKED ₽

sesame seeds.

4294347



RUSTIC MULTIGRAIN

DIAMOND 80

5 m p 1



5000954 PETIT PAIN RUSTIQUE **MULTICÉRÉALES**

Diamond shaped multigrain roll with rye, linseed, wheat bran, sunflower seeds, sesame and roasted barley, baked on stone.

80 g — 16 cm 110 PCS C/S - 24 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 8-10' PART BAKED

10 10 11 📾

Artisanal roll (half-baguette size) from wheat and rye flour with wheat sourdough, enriched

125 g — ± 22,5 cm 40 PCS C/S - 36 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 8-10' PART BAKED

54



KAISER ROLL BROWN MULTI SEEDED

Classic brown Kaiser roll with the typical 5 incisions from wheat flour and roasted malted barley flour, enriched with linseeds and sunflower seeds, decorated with linseeds and



5001099 **KAISER ROLL SCHWARZWALD**

Round multigrain kaiser roll with the typical 5 incisions, enriched with malt & rye flour, decorated with wheat semolina, oat flakes & sunflower seeds.

60 g

120 PCS C/S — 28 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 11-13' PART BAKED





the taste, baked on stone and 2 incisions on top. and soy flakes.

2103486 **DEMI BAGUETTE** FITNESS 27

Multigrain half-baguette with roasted wheat malt and a touch of wheat sourdough for a with oat grits, linseed, sunflower seeds, sesame deeper flavour. Enriched with sunflower seeds. seeds, wheat bran and a little malt to enhance linseed, sesame seeds, wheat bran, buckwheat

> 125 g — 27 cm 50 PCS C/S - 32 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 14-16' PART BAKED







flour, roasted malted barley flour and rye. Enriched with linseed, sunflower seeds, soya beans and a little rye sourdough. Pointed ends, wheat bran & wheat flakes, coarsely ground rye seeds, wheat bran, buckwheat and soy flakes. flour dusted and baked on stone.

160 g — 26 cm 40 PCS C/S - 32 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 14-16' PART BAKED

5001802

PRE-SLICED

70 g — Ø 12 cm

FULLY BAKED

30 PCS C/S — 56 C/S PAL

BAKING 200°C · Less than 3'



CRYSTAL ROLL MULTIGRAIN

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

pre-sliced. Also suitable as hamburger bun.

buckwheat, golden & brown linseeds,

sunflower seeds and sesame seeds,



5001145 **BAGUETTE MULTICEREALES A L'ANCIENNE 280**

Dark, rustic looking half-baguette from wheat Authentic sourdough multigrain baguette with Multigrain baguette with roasted wheat malt and plenty of seeds and grains: linseed, sesame seed, sunflower seeds, oat flakes & oat grits, and roasted barley malt, baked on stone.

> 280 g — ± 54 cm 20 PCS C/S - 36 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 11-13' PART BAKED

MULTI SEED'R BUN

5001840

seeds alive.

110 g — Ø 10 cm

DEFROST 22°C · 30'

THAW & SERVE

40 PCS C/S - 96 C/S PAL

300 g — 57 CM

PART BAKED

BAGUETTE FITNESS LARGE 57

2103670

a touch of wheat sourdough for a deeper flavour. Enriched with sunflower seeds, linseed, sesame Extra wide for convenient sandwich making.

LaLorraine

20 PCS C/S - 32 C/S PAL DEFROST 22°C · 15' BAKING 180°C · 14-16'







5001768 **BAGEL MULTIGRAIN**

without flour and yeast. Made of sunflower kernels, oat flakes, flax seeds and chia seeds. oats. Ideal as veggie burger bun. We recommend to grill or roast the cutting surfaces or to flash bake the bun to bring all rich flavours of the

'Flourless', fibre rich 'power' roll from seeds only, Steamed multigrain bagel enriched with sunflower seeds and decorated with crushed

> 135 g — Ø 12 cm 32 PCS C/S - 44 C/S PAL BAKING 200°C · Less than 3' FULLY BAKED





110 g — 12,5 cm

THAW & SERVE

DEFROST 22°C · 15'

45 PCS C/S — 28 C/S PAL

poppy seeds. Ready to use, just thaw and serve.

Soft round multigrain roll, enriched with a little Fully baked, pre-sliced and pre-grilled wholemeal half-baguette, ready to fill and grill. dried wheat sourdough and lots of sunflower

> 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

6 8



La Lorraine

2102128 FORESTIER 5001383 DARK

Dark multigrain bread made from wheat and roasted malt flour with a little dried rye sourdough and enriched with crushed soybeans sunflower seeds, millet (sorghum) and oats. and sunflower seeds. Flour dusted. Flour dusted.

620 g 12 PCS C/S — 32 C/S PAL BAKING 210°C · 9-11' PART BAKED

830 g 6 PCS C/S — 40 C/S PAL BAKING 210°C · 9-11' PART BAKED

a for the second s



5001604 PAVÉ GARDE MESSIER 1900

Artisanal, brown multigrain sourdough loaf from wheat and wheat wholemeal, with a liquid natural leaven from wheat and rye flour, enriched with roasted sesame, pumpkin & linseed. Decorated with linseed and sesame seeds and baked on stone.

1900 g 4 PCS C/S - 40 C/S PAL BAKING 210°C · 19-21' PART BAKED



32 SWEET & HAPPY ENDINGS



5001606 **MUFFIN APPLE CINNAMON**

Muffin with apple filling and cinnamon,

110 g

 \bigcirc

20 PCS C/S - 160 C/S PAL

DEFROST 22°C · 60'

THAW & SERVE

decorated with pieces of apple and crumble.

5001607 **MUFFIN CHOCOLATE** SALTED CARAMEL

Dark chocolate muffin with salted butter caramel filling, decorated with caramelised hazelnuts.

110 g 20 PCS C/S - 160 C/S PAL DEFROST 22°C · 60' THAW & SERVE (\mathfrak{I})

Soft round brown wheat roll, enriched with wholemeal wheat flour, dried rye sourdough

and olive oil, sprinkled with wheat bran. Ready seeds, sesame seeds, linseed, wheat bran and to use, just thaw and serve.

110 g — 12,5 cm 45 PCS C/S — 32 C/S PAL DEFROST 22°C · 15' THAW & SERVE











MULTIGRAIN BOULOT

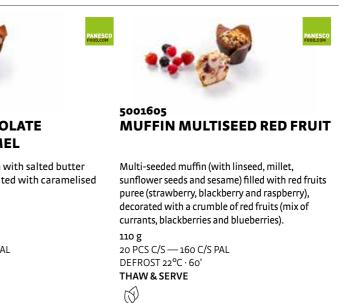
Rich loaf from wheat flour & roasted barley malt and a mix of pumpkin seeds, rye,

5001447 LARGE SOURDOUGH BOULOT MULTIGRAIN

Large, rustic, malted multigrain loaf from wheat, rye and rye sourdough as a starter, enriched with sesame seeds, sunflower seeds and linseed, hand folded and baked on stone. A unique, slow mixing process and longer resting times guarantee a better hydration of the dough. Resulting in bread with an open structure, a mild sourdough taste and a longer freshness.

900 g 9 PCS C/S — 40 C/S PAL BAKING 210°C · 14-16' PART BAKED







5001364 CHOCOLATE CREAM CAKE

Pre-portioned (14p), high chocolate cake, built Pre-portioned (12p) high cake with 3 layers up with 3 layers of chocolate sponge alternated of chocolate sponge cake, alternated with with dark chocolate mousse and coated with layers of chocolate cream enriched with whole ganache.

1750 g — 125 g • 14 p 1 PCS C/S — 216 C/S PAL DEFROST 4°C · 480' THAW & SERVE \bigcirc



5001757 MINI CROISSANT DOUBLE **COLOUR RASPBERRY**

Double coloured mini butter croissant created by two flavours of laminated yeast dough (natural and raspberry) infused with a rich raspberry filling. Made with 18% butter (share filling. Made with 18% butter (share of total of total recipe).

45 g 36 PCS C/S - 130 C/S PAL

DEFROST 22°C · 30' BAKING 170°C · 14-16' READY TO BAKE



5001673 **CROISSANT DOUBLE COLOUR CHOCO FILLED**

Voluminous nice layered double coloured butter croissant created by the embracement of two flavours of laminated yeast dough (natural and cocoa) infused with a rich choco filling. Made with 16% butter (share of total recipe).

90 g 40 PCS C/S - 96 C/S PAL DEFROST 22°C · 30' BAKING 170°C · 17-19' READY TO BAKE



5001847 **CHOCOLATE RASPBERRY** DREAM CAKE

raspberries. Covered with shiny chocolate ganache and sprinkled with freeze-dried raspberry granules. 1750 g — 146 g • 12 p

1 PCS C/S — 216 C/S PAL DEFROST 4°C · 720' THAW & SERVE

5001758

recipe).

45 g

MINI CROISSANT

36 PCS C/S — 130 C/S PAL

DEFROST 22°C · 30'

READY TO BAKE

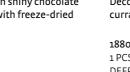
BAKING 170°C · 14-16'

DOUBLE COLOUR CHOCO

Double coloured mini butter croissant created

(natural and cocoa) infused with a rich choco

by two flavours of laminated yeast dough





Pre-portioned (12p) high cake with 3 layers of red velvet sponge cake, alternated with 3 layers of blueberry cream in different colour shades. Decorated with red velvet crumble and black currants.

1880 g — 157 g • 12 p 1 PCS C/S — 216 C/S PAL DEFROST 4°C · 720' THAW & SERVE



5001674 **CROISSANT DOUBLE COLOUR RASPBERRY FILLED**

Voluminous nice layered double coloured butter croissant created by the embracement of two flavours of laminated yeast dough (natural and raspberry) infused with a rich raspberry filling. Made with 16% butter (share of total recipe).

90 g 40 PCS C/S — 96 C/S PAL DEFROST 22°C · 30' BAKING 170°C · 17-19' READY TO BAKE



38 EXCLUSIVE LIMITED EDITION DONUTS

happy



4250939

SNOW WHITE

What's cooler than cool? This ice-cold donut of your dreams. Think white glazing sprinkled with multi-coloured frosted snow flakes to take you sky-high with every bite.

56 g - 9 cm 48 PCS C/S - 88 C/S PAL DEFROSTING 22°C · 60' THAW & SERVE

delicious sugar icing. 54 g - 9 cm 48 PCS C/S - 88 C/S PAL DEFROSTING 22°C · 60' THAW & SERVE \bigcirc

La Lorraine

4250937

44 BELGIUM'S BEST LOVED



2504280

SAUSAGE ROLL

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

169 g 90 PCS C/S – 44 C/S PAL DEFROST 22°C · 30' BAKING 170°C · 30-32' READY TO BAKE

2007425 **RICE TARTLET**

cream enriched with eggs and sugar. 175 g – ø 11,4 cm 30 PCS C/S - 120 C/S PAL DEFROST 22°C · 30' BAKING 170°C · 37-39' READY TO BAKE

 \bigcirc





BAKER'S BRIOCHE ROLL WITH BUTTER

Typical Belgian soft roll (sandwich bun) made from brioche dough, enriched with butter, eggs and sugar. 55 g – 12 cm 70 PCS C/S - 28 C/S PAL DEFROST 22°C · 15' THAW & SERVE

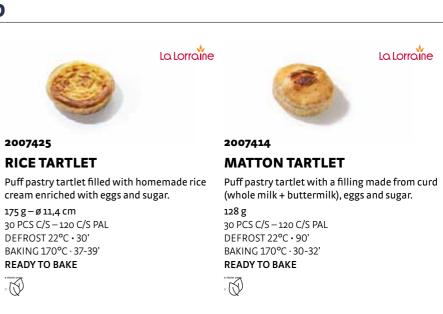
 (\mathfrak{I})





SPECIAL SNOWFLAKE

Hohoho! Xmas will never get better than with Santa's coolest donut in town. The Special Snowflake has pure chunky donut dough at its heart. It got topped with dark cocoa glaze and inked with a white snowflake-tattoo of



50 AND THERE IS MORE...



4295441 MINI RUSTIC DIAMOND WHITE MINI RUSTIC DIAMOND MULTI SINGLE WRAPPED

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

30 g 135 x 1 pcs c/s - 40 c/s pal DEFROST 22°C · 15' BAKING 180°C • 4-6' PART BAKED



4250754

FUNFETTI SINGLE WRAPPED

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

56 g 60 x 1 PCS C/S - 72 C/S PAL DEFROST 22°C · 60' THAW & SERVE

4295442 SINGLE WRAPPED

Rustic multigrain mini diamond roll from wheat flour and rye flour, decorated with seeds recipe: deep-fried dough with yeast & butter perfect to serve as bread companion next to soups or salads. 30 g

135 x 1 pcs c/s - 40 c/s pal DEFROST 22°C • 15' BAKING 180°C • 4-6' PART BAKED

4250756

happy

35 x 3 PCS C/S - 104 C/S PAL DEFROST 22°C · 30' THAW & SERVE $\overline{(2)}$

happy

La Lorraine

4241019

25 g

MINI BEIGNET CHOCO

NOISETTES TRIO WRAPPED

Beignet made according to the traditional

hazelnuts and dusted with powder sugar.

Wrapped per three, perfect to grab & to go.

stuffed with a paste of Belgian chocolate and



CHOC ALMIGHTY SINGLE WRAPPED

Say hello to mister popular! This crowd favourite is coated with a lovely dark cocoa glaze and topped with little bits of real Belgian milk chocolate. Sink your teeth into his perfectly round shape and soft dough.

56 g 60 x 1 PCS C/S - 72 C/S PAL DEFROST 22°C · 60' THAW & SERVE $\overline{\mathbb{O}}$

4250752 **MINI GROOVE MIX TRIO** WRAPPED (Former 4250752 MINI **DONUT TRIO MIX WRAPPED)**

Take this flavour crew with you, wherever you go. One's striped in dark cocoa, the other topped with flower confetti. And the third one? Two words: unhulled almonds. Ooooh babbyyyy! Wrapped per three, perfect to grab & to go.

20 g 40 x 3 PCS C/S - 72 C/S PAL DEFROST 22°C · 60' THAW & SERVE

La Lorraine



4241011 **MUFFIN CHOCOLATE LARGE** SINGLE WRAPPED

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

100 g 18 x 1 PCS C/S – 120 C/S PAL DEFROST 22°C · 30' THAW & SERVE



MUFFIN PLAIN LARGE SINGLE WRAPPED Moisty muffin with vanilla flavour. Individually wrapped, perfect to grab & to go.

4241015

100 g 18 x 1 PCS C/S – 120 C/S PAL DEFROST 22°C · 30' THAW & SERVE

 \bigcirc



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

120 g - 21 cm

BAKING 200°C · Less than 3' FULLY BAKED

carrier.

5001924

ALLERGENS

Presence of allergens can vary due to recipe changes. For the latest information about allergens, please consult our specification website www.specification.llbg.com.



DIRECTIONS FOR USE

The weights and dimensions per piece mentioned in this catalogue are the average and may vary within specific tolerances. It is important to know that the mentioned dimensions of the products are these measured frozen (not baked).

Please visit our website www.panesco.com, www.lalorraine.com and partner.donutworrybehappy.eu for more product information, most up to date technical files and pictures.

COLOPHON

COPYRIGHT

The photographs and texts are sole property of La Lorraine nv and are protected under copyright as specified in article 1 copyright 30/06/1994. It is forbidden to use or copy them without permission of La Lorraine nv.

PHOTOGRAPHY

The products are presented in pictures in a variety of forms, either raw and/or finished and/or variations.



60

La Lorraine



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

6 x 6 PCS C/S - 56 C/S PAL



A fresh perspective on running and growing your business in unusual times! Inhale, get inspired and infuse your busines with fresh ideas around changing consumers' needs and innovations to offer safe, healthy, exciting and profitable







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 donutworrybehappy.dk

#RISETOGETHER





