

CUSTOMER BRANDS





For a life full of flavour.

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At Paulig we stand for a life full of flavour – renewing ourselves, looking for new flavours, solutions and ways of working. We strive to develop and stay relevant through time and do good for consumers, customers, partners, employees and the environment.

Life is about moments – the big and the small ones. From enjoying a morning coffee at home or on the go to having a delicious dinner together with family and friends. We care for and cherish these moments by offering the flavours of the world to people wherever they are and whatever they do. By putting people and the planet first, we ensure these moments are possible also in the future.

Exploring the world for new flavours has been from the beginning and will continue to be the very essence of what we do.



CUSTOMER BRANDS

To be close to our customers and consumers, our business is organised around a specialisation in serving Customer Brands. Our role is to provide choices and help our customers build a growth portfolio.

Quality, taste and product innovation are at the heart of everything we do, always with the consumer in mind.

**DID YOU KNOW THAT PAULIG IS THE EUROPEAN
MARKET LEADER IN TEX MEX?**

VALUE BRANDS

In addition to being a trusted partner in the development of customer brands, we have a portfolio of value brands that are helping to build the Tex-Mex and snacking categories across Europe. Each has its own USP and approach, for retail, industry and catering.



N° 1 value brand
Tex Mex & snacking



Well known in Iberia
Savoury snacking
& Tex Mex



Our organic range



High quality Dürüm
tortilla wraps



TEX-MEX

Tex Mex cuisine originated in Texas, where the delicious flavours of fajitas, nachos, and chili con carne were born. Today, it is one of the most popular and appealing cuisines, with a growing number of fans around the world.

We offer a wide range of tortilla chips and tortilla wraps, as well as a complete assortment of other products, including taco shells, seasonings, sauces and more. If you're looking for a quick and easy way to enjoy Tex-Mex cuisine, be sure to check out our meal kits. With our products, you can have a full-blown Mexican experience right in your own kitchen!

LET US INSPIRE YOU!





TORTILLAS & WRAPS

There's no Tex-Mex without tortilla wraps! Native to Mexico, these soft, thin, round flatbreads made from corn or wheat dough are the basis of a delicious Mexican meal. The menu possibilities are endless, from (soft) tacos, fajitas, burritos to enchiladas.

Today, flour tortillas have transcended Tex-Mex cuisine and encompass a variety of flavours. The possibilities are truly endless. Tortilla wraps are the perfect choice!

- ✔ Soft and pliable texture
- ✔ Easy to fold
- ✔ Won't crack or tear
- ✔ High-quality option
- ✔ Can be served hot or cold
- ✔ For any occasion: breakfast, lunch, apero & dinner

OUR TORTILLA WRAPS COME IN DIFFERENT FLAVOURS & SIZES

FLAVOURS



SIZES





**FEELING HUNGRY ALREADY?
PLEASE HAVE A LOOK ON OUR
WEBSITE AND DISCOVER
OUR RECIPES.**



Scan and get started

Summertime
tacos with
shrimps and
mango salsa

Wrap with
hummus,
falafel and
broccolini

**To boost the category, we differentiate our tortillas based on consumer usage & occasions:
Mexican flour tortillas, wrapping flour tortillas & authentic flatbreads.**

MEXICAN FLOUR TORTILLAS

The core tortilla range, the perfect base for classic Mexican dishes such as fajitas, burritos and enchiladas. Mostly eaten hot.

WRAPPING FLOUR TORTILLAS

The use of flour tortillas is not limited to Mexican dishes. We distinguish between wraps for different occasions such as breakfast, lunch, picnics, on-the-go or snacking. Eaten hot or cold.

AUTHENTIC FLATBREADS

From Turkish dürüm to Indian chappati, flatbreads are a versatile base for dishes from every continent. Authentic flour tortillas are usually 30 cm and have a wheat base.



VEGETABLE WRAPS CARROT & BEETROOT

- ✓ 1/3 vegetables, a fun way to eat healthy
- ✓ Source of fibre
- ✓ Vegan
- ✓ Vibrant, natural colours
- ✓ Looks great on social media
- ✓ Perfect for lunch, snacks and on-the-go



Discover more inspiring recipes here!





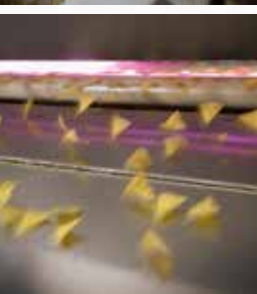
TORTILLA CHIPS

Our tortilla chips are more than just a snack. They are a burst of flavour that will leave you craving more. With a variety of mouth-watering flavours to choose from, including classic salted, chili, savoury nacho cheese, and many more, there's something for everyone. Our chips are perfect for dipping, snacking or adding a crispy crunch to your favourite recipes.

We pride ourselves on using only the best ingredients, high-quality oils, and a perfect blend of spices to ensure each chip is full of flavour. We also offer organic tortilla chips, made from only the finest organic ingredients.

**WELCOME TO THE WORLD
OF DELICIOUS AND CRISPY
TORTILLA CHIPS!**





2 PRODUCTION METHODS TO BETTER SUIT YOUR NEEDS

Corn masa

In this process, the corn grains are hulled and the germ is removed. The corn is then ground into a corn flour with the required granulometry.

Corn cooking

Nixtamalization is a process in which the corn grains are soaked in water with lime to loosen the tough hulls. Soaking makes the kernels easier to grind. This dough often includes the hull and the germ.

The dough is then pressed through cylinders, shaped into chips, toasted and deep fried. Seasoning is added at the end.



**OUR TORTILLA CHIPS COME
IN DIFFERENT SHAPES,
COLOURS AND FLAVOURS!**

SHAPES



FLAVOURS





TEX-MEX DIPS & SPICES

Our range of sauces, spices and other cooking products makes it so much easier to whip up a meal from scratch. No more second-guessing the right seasoning. Extra jalapeno punch is optional! So are chilli beans. You'll have all the right Mexican flavours right at your fingertips.

We offer the dip to go with your chip! Choose from our mild to spicy salsas, creamy cheese dip, guacamole and more. From mild to fiery hot, there's something to suit all tastes and needs.

**WHY MAKE LIFE DIFFICULT
WHEN IT CAN BE SO EASY?**

MEAL KITS

Feeling uninspired? No time to even think about what to make for dinner? Our meal kits offer an easy and tasty solution.

We provide the tasty flour tortillas or crispy taco shells, the right seasoning and a delicious sauce, all in one box! Simply add meat and veggies, and you'll have dinner on the table in no time.

For a quick snack, we have snack boxes with tortilla chips and cheese or salsa dips. Why not turn your next get-together into a nacho night with our handy kits?



SNACKING

We offer you a broad savoury snack portfolio: corn & tortilla chips, microwave popcorn, pellets & micropellets, corn nuts & bites, cereal & plant-based snacks and popped chips.

Conventional, organic, standard or bespoke: you name it... we have it! We want to be the perfect new product development partner for our customers, and we have a strategic plan for the coming years to reinforce it.

RE-IMAGINING THE FUTURE OF SNACKING

INNOVATION IS KEY TO GROW SAVOURY SNACKS CATEGORY

"Customers and consumers are always looking for new and exciting flavour experiences. I create all kind of flavours to please our customers and which are in line with what the market is demanding. So, I stay curious and strive for excellence in all new flavour developments because the smell and taste world is exciting and amazing."



Joris Matthijs,
R&D Manager Frying,
Senior Flavourist

Source: Mintel Consumer Snacking UK 2019, Mintel Snacking Motivations & Attitudes US 2019, Global Data Consumer Survey Europe 2022/2016, Mintel trendsight analysis H&W 2021, Mintel: Crisps Savoury snacks & nuts UK 2021



Main reasons for snacking is as a treat/craving (emotional) & to satisfy hunger (functional).



68% of people who snack do so at least daily.

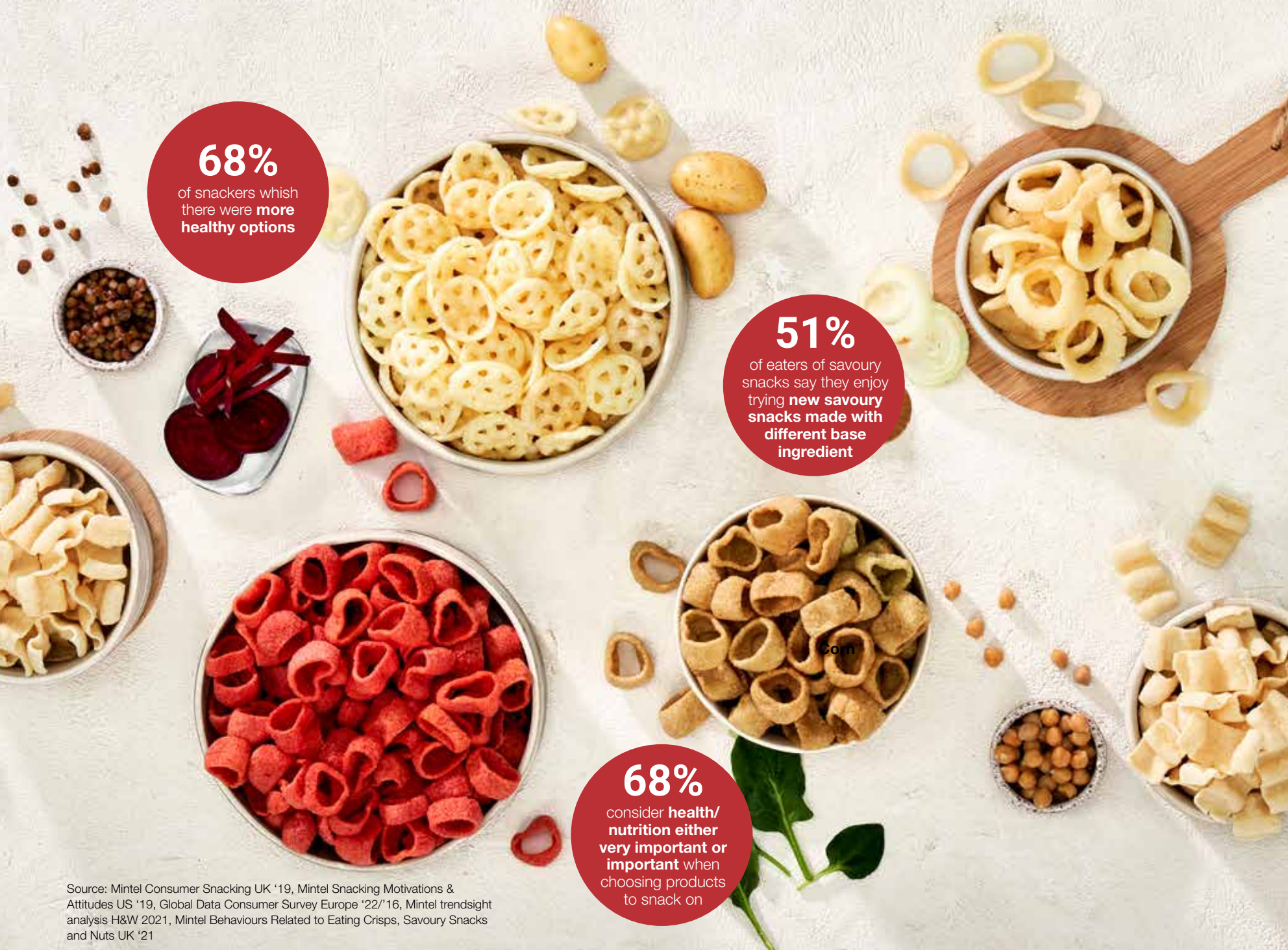


51% of snackers are always on the lookout for new snacks to try.



Variety within snacks is key for growth: Nearly half of consumers (47%) eat at least seven different types of snacks.





68%

of snackers which there were **more healthy options**

51%

of eaters of savoury snacks say they enjoy trying **new savoury snacks made with different base ingredient**

68%

consider **health/nutrition either very important or important** when choosing products to snack on

Source: Mintel Consumer Snacking UK '19, Mintel Snacking Motivations & Attitudes US '19, Global Data Consumer Survey Europe '22/'16, Mintel trendsight analysis H&W 2021, Mintel Behaviours Related to Eating Crisps, Savoury Snacks and Nuts UK '21

PURE & SIMPLE

For snackers who prefer natural, pure and simple snacks to treat themselves.

OUR EXTRUDED SNACKS WITH A VARIETY OF HEALTHY BASES



Lentil



Chickpea



Wheat



Corn+vegetable
(Beetroot, Chia or sweet potato)



Multigrain

PURE SHAPES WITH TRADITIONAL SEASONINGS



Tubes



Hoops



Waves



Squares



25%

of french consumers
like the flavours
inspired by
international
cuisines

20%

of German consumers
enjoy **extra spicy**
flavours

For **67%**

of consumers, **flavour**
is the n°1 purchase
driver in snacks

Source: Mintel - Salty Snacks Europe - 2023

FULL OF FLAVOURS

For snackers who are craving for snacks with exciting and complex flavours, we developed a range of snacks with the most appealing flavours from around the world.



**LET'S TRAVEL
TOGETHER WITH OUR
INSPIRING RECIPES!**

FUN & PLAYFUL

These snacks come in playful shapes with very accessible and familiar flavours. They arouse curiosity and make snacking a more enjoyable and family-engaging experience.

INNOVATIVE SHAPES ON POTATO BASE



PHANTOMS



STICKS



WHEELS



STARS

FAMILIAR
KID-FRIENDLY
SEASONINGS

Bacon & cheese
Ketchup
Pizza margherita
Natural
BBQ

Source : Mintel Kids Snacking, UK 2020



80%

of parents **give**
their **children a**
say in the snacks
they buy for
them.

44%

of children
snack twice a
day.



COSY & COMFORTABLE POPCORN

A movie night at home isn't complete without the all-time traditional movie snack: popcorn. Our microwave popcorn comes in a variety of flavours – from sweet to salty – and allows you to enjoy freshly popped popcorn in the comfort of your own home. Just pop the bag in the microwave and your crispy, crunchy snack is ready to serve in no time. No washing up, no fuss!

- ✔ Butterfly shape
- ✔ GMO free
- ✔ Quality corn
- ✔ BRC certified
- ✔ Traceability controls
- ✔ Sunflower oil
- ✔ Kosher certified

**FROM SWEET TO SALTY,
WE OFFER A VARIETY
OF FLAVOURS**



OUR ORGANIC RANGE

For consumers who are engaged to have a cleaner living, we offer an organic range. Our certified organic products are pure and tasty. They are the result of carefully selected ingredients, processed with care. Our organic range consists of tortilla chips, a salsa dip and tortilla wraps, microwave popcorn and raw corn for popcorn.

PURE, NATURAL AND TASTY.
WHAT'S NOT TO LOVE?



WHAT DOES SUSTAINABILITY MEAN AT PAULIG?

Our purpose, For a life full of flavour, means so much more to us than just a taste experience. It encompasses responsibility for the well-being of people and the environment, as well as the way we work. The food industry can play a crucial role in global climate and health solutions, and we have set ourselves the ambitious goal of being a sustainable leader in our industry. For our part, we promote the sustainable future of food and inspire consumers to make sustainable choices without compromising on taste and convenience.

JOIN US ON OUR JOURNEY
TOWARDS A TASTIER,
MORE SUSTAINABLE WORLD.



Take a look
on our website

CAN YOU TASTE THE CHANGE?

Our sustainability focus areas and ambitions 2030



AMBITION

100% of raw materials from high-risk areas come from sustainable sources verified by external parties.



AMBITION

70% of our net sales comes from products and services which enable the health and wellbeing of people and the planet.

AMBITION

50% less GHG emissions in our value chain.
80% less GHG emissions from our own operations.
All our packages will be recyclable and made from renewable or recycled materials.
50% less food loss in our value chain.

Our climate targets have been approved by the Science Based Targets initiative.



Key enablers: Resource efficiency, Transparency, Partnership, Dialogue, Digitalisation, Regenerative agriculture.





IMPORTANT STEPS TOWARDS SUSTAINABILITY TAKEN

For customer brands, we operate from two main production sites, Roeselare (Belgium) and Berga (Spain), where important steps have already been taken towards our sustainability goals.

- New CarbonNeutral® site in Roeselare, Belgium
- New CarbonNeutral® site in Puig-Reig, Spain
- ISO 50001 in Belgium since 2014 and ISO 14001 since 2001 in Spain
- Purchase of green energy: in Roeselare since 2020
- Product waste goes to animal feed
- More solar panels will be installed
- Rainwater will be recovered
- Duo trailer transport in Spain
- Green energy from solar panels and biomass from wood from proximity forests
- Sustainable cultivation of wheat flour, reducing the climate impact by as much as 30 percent.

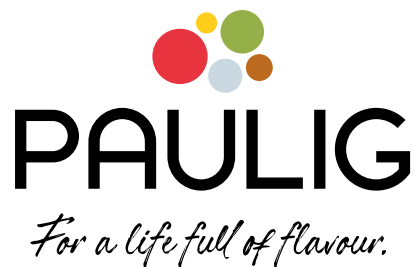


GROWING TOGETHER

We aim to build long-term partnerships with our customers in retail, foodservice and industry.

**ARE YOU READY TO JOIN US
IN OUR JOURNEY FOR A
LIFE FULL OF FLAVOUR?
CONTACT US!**





**SCAN TO DISCOVER
OUR VALUE BRAND
LEAFLETS.**



Poco Loco & Liven
are now companies of the **Paulig Group**
www.pauliggroup.com

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