



Connect with more
than 160 Belgian
companies at Anuga



Discover
the best of
Belgium

Belgium à la carte

On the menu

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Get a taste of delicious Belgian food and drinks

Dear reader,

In the name of the Belgian food industry, we welcome you to Anuga! Our Belgian food companies are eager to do business with you in the coming days! In this brand-new and exclusive magazine, you will discover the best that our country has to offer... and you can connect with more than 160 Belgian food and drink producers at Anuga.

Belgium is internationally renowned for its delicious, safe and innovative food and drinks. These delights are created and offered by specialised companies that are flexible and can adapt to consumer preferences at home and abroad.

If the Belgian food industry is growing, it's because consumers across the globe are falling head over heels for the best our country has to offer. That's also why we created "Food.be – Small country. Great food.", a brand and an online platform to connect you, international food professionals, with our passionate entrepreneurs.

It's a fact that Belgians are known for their modesty and no-nonsense approach. Add to this a unique ability to connect across cultures and you have the perfect partners to work with. That's right: the famous 'Belgitude' is the perfect fit for all.

But make no mistake, we're very proud of our small country with great food, as demonstrated by the stories told throughout this magazine. The common thread running through these many narratives is undoubtedly innovation. We are on top of the latest trends, which explains why Belgium has an extensive R&D landscape.

However, we prefer to let you discover that for yourself. Hopefully we can inspire you to meet up with one of the many Belgian exhibitors at Anuga. Are you hungry for more? At www.food.be, you will find more than 1,300 Belgian food companies and their products.

Get inspired and let's connect, because Belgium is open for business!



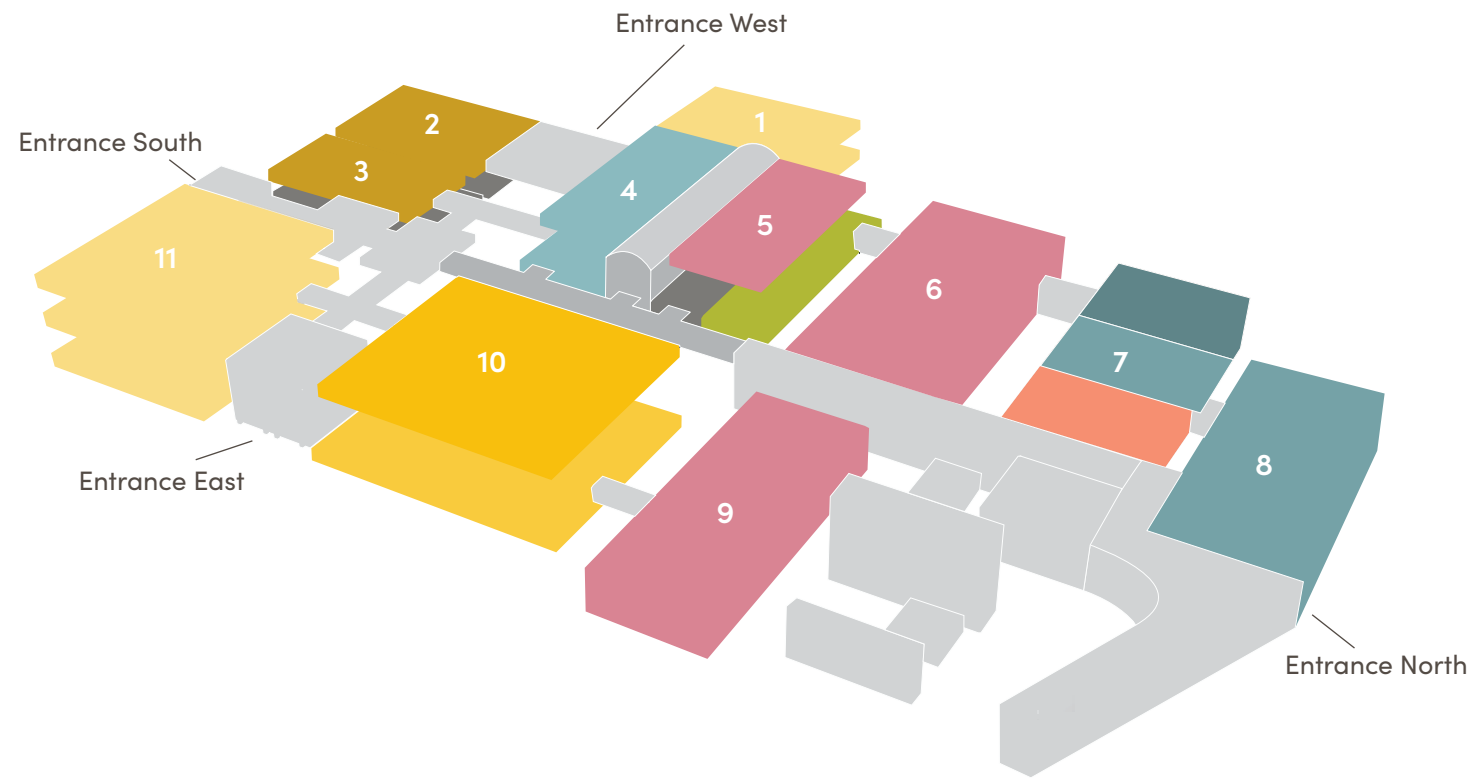
Jan Vander Stichele
President of Fevia,
the federation of the Belgian
food and drinks industry



Bart Buysse
CEO of Fevia,
the federation of the Belgian
food and drinks industry

Hall allocation of Anuga

Find your way to more than 160 Belgian companies



- 2.2** **C040a** Bread & Bakery
- 4.1** **D 071a** Frozen Food
- 5.1** **B044** Chilled & Fresh Food
- 5.2** **D051b** Meat & Cured Meat
- 8.1** **C102** Drinks
- 10.1** **B047-C046** Dairy



- 2.1** **E-029g** Bread & Bakery



- 6.1** **E010g-E018g** Meat (porc and beef)
- 9.1** **D038g-C039g** Meat (poultry meat and rabbit meat)
- 10.1** **H030g-G031g** Dairy



- 4.1** **A058g** Frozen food
- 5.2** **C038g-D031g** Meat & Cured Meat
- 2.1** **A028g-B029g** Fine Foods

Connect with more than 160 Belgian companies at Anuga

Bread & Bakery

- Amazonia Bio SPRL**
2.1 E029g
- Artista Chocolates**
2.2 D049
- Boulangerie-Patisserie JP Baeke**
2.2 C048
- Bouvard Pro Belgium (Pidy Gourmet)**
2.2 D050
- Buddy Buddy**
2.1 E029g
- Choc And Co**
2.2 D041
- Confiture l'Ardennaise**
2.2 C040
- General Waffel Manufactory**
2.1 E029g
- La Lorraine**
3.2 B029
- Millésime Chocolat**
2.2 C044
- Pipailon**
2.1 E029g
- Siroperie Meurens**
2.2 D045
- Supersec**
2.1 E029

Chilled & Fresh food

- 2VD**
5.1 C048
- Allgro nv**
5.1 A008
- APAQ-W**
5.1 C046
- Bardev/Yummix**
5.1 B041
- Blue Elephant**
5.1 B047
- Conserverie et Moutarderie Belge**
5.1 C040
- Deldiche**
5.1 B011 C010
- Delka**
5.1 B040
- Fidafruit**
5.1 B042
- Food Ingredients Technologies**
5.1 C042
- Natura**
5.1 B049
- Sucrerie Couplet**
5.1 B043

For detailed information on the companies, see



Dairy

Agral
10.1 C044

Belgian Butter Design
10.1 G033

Belourthe
10.1 B041 a

Castle Dairy
10.1 C040

Castle Ingredients
10.1 A014a

ChèvrArdennes et Fromagerie Bio de Vielsalm
10.1 C042

Corman
10.1 B058

Fromagerie De Rochefort
10.1 B045

Herve Société
10.1 B041

Inex
10.1 H030

Kaasbrik
10.1 H032

Milcobel
10.1 E010

Olympia
10.1 G031

Pulviver
10.1 B043

Solarec
10.1 C040 a

VLAM Dairy
10.1 G031y

Vonk Culinary Cheese
10.1 F041

Drinks

Belmoca
7.1 D024

Beyers Koffie
7.1 E026

Maredsous Distillery
8.1 D107

Brasserie Ferme de Bertinchamps
8.1 D109

Guiltea
8.1 C106

Medibel
8.1 B016 C019

Neobulles
8.1 C100

Orient Drink
8.1 D101

SF Beers
8.1 C108

Sodiko
8.1 D102

The Happy Healthy Kids Company
7.1 F064a

Wave Distil
8.1 D103

For detailed information
on the companies, see



Fine food

Aigremont
10.2 B020

Asia Europe Trade Co.
11.2 I032

Beauvoords Bakhuis
2.1 B035a

Belberry
2.1 B031

Bijenhof
2.1 A028

Boerinneke
2.1 B035

Casi Beans
10.2 C081

Chocdecor
2.1 A040

Chocolaterie Ickx
2.1 A032

Delafaille
2.1 B023

Grano Ladies
2.1 A032a

Gundrun Commercial
2.1 B037a

Hamlet
2.1 A042

Joriba
2.1 B039

Jules Destrooper
2.1 B027

Kim's Chocolates
2.1 B029

Libeert
2.1 A020

Lilly's Cakes
2.1 B033

Lion Products
2.1 A044

Meroso Foods
10.2 C010 C018

Mr Mallo
2.1 A034

Mulder Natural Foods
2.1 A034a

Noble Chocolates
2.1 A024

Patroba
2.1 A036

Pauwels
10.2 B074

Poco Loco Snack Food
2.1 B025

Q Chocolate
2.1 A030 - 3.2 C060

Ravico
2.1 C013

Schepens & Co
10.2 C081

Superbon
2.1 D028a

The Belgian Chocolate Group
2.1 B028a

The Chalo Company
2.1 A038

Vermeiren Princeps
2.1 B033a

Vital 1926
2.1 C014

Vondelmolen
2.1 A026

Wycam's Produkten
2.1 B037

Frozen food

Agristo
4.1 E071

Ardo Foods
4.2 B029 C028

Aveno
4.1 D031

Avieta
4.1 C040

Begro
4.2 C041

Beldessert/Galana
4.1 B054

Betramos
4.1 D070

Biscuiterie Thijs
4.1 A065

Clarebout Potatoes
4.1 E029

D'Arta
4.2 D031 E030

Dejaeghere
4.1 B062

Dely Wafels
4.1 D071

Dessert Factory
4.1 C071

Ecofrost
4.1 C058

Food n'Joy
4.1 D078

Foodstho
4.1 A055

Frajalux
4.1 C073

Frigilunch
4.1 A057

Galana
4.1 B056

Gaufres Geurts/Gofrino
4.1 E070

Global Fries
4.1 B058

Gourmand Pastries
4.1 D040

Herbafrost
4.1 B060

Holeki
4.1 D031

Homifreez
4.2 C078

Horafrost
4.2 C078

Jogrex
4.2 C018

Lutosa
4.1 A048

Milcamps
4.1 D072

Morubel
4.1 A059

Mydibel
4.1 A029

Pasfrost
4.2 D090

PMSWEET
4.1 C079

Pomuni Frozen
4.1 A061

Poppies International
4.1 B049 C048

Smiling Baker
4.1 C077

Syros
4.2 A058

Teker
4.2 B081

Verbau
4.1 E072

Westfro
4.2 C041

Meat

Belgian Pork Group
6.1 C068

Bonrill
5.2 C030

Calibra Poultry
9.1 D044

Charles Branding
5.2 A020

Cœur d'Ardenne
5.2 C020

Cooreman Pluimveeslachterij
9.1 C045

D'Argifral
5.2 D053

Duroc d'Olives
6.1 A060

Europa Cuisson
9.1 D041 E040

Fresh & Saucy Foods
5.2 D035

GHL Groupe
5.2 D053 a

Ganda Fine Foods
5.2 D039

Intervlees
6.1 C060

Kipco-Damaco
9.1 D038

Klaasen & Co
9.1 C041a

Lonki
9.1 D042

Nauta's Vleeswaren
5.2 C020

Noble Health Food
5.2 D031

Nollens
9.1 C041

Paas Food Industries
9.1 D040

Polca
5.2 C036

Sadie-Toast
5.2 D037

Salaisons de la Semois
5.2 D051 a

Salaisons de Malmedy
5.2 D051

Sopraco
6.1 D018

Top Foods
9.1 C011 D010

Van Assche
9.1 C043

Vanlommel Vee- en Vleeshandel
6.1 A010

Van-O-Bel
9.1 D040a

VLAM poultry and rabbit meat
9.1 D040y

VLAM Belgian Meat Office
6.1 E010 E018

Organic

Natur'Inov
5.1 E041

For detailed information
on the companies, see



Wallonia Export & Investment Agency (AWEX)

Partner of the international economic development of Wallonia and promoter of its brand image overseas.

As a foreign trade agency, AWEX has a promotion and information mission regarding both the international and Walloon business community. Intended for purchasers, decision-makers, importers and foreign prospects, the agency can, on request:

- pass on economic data regarding Wallonia and its export potential;
- provide information on the products and services of Walloon businesses;
- seek Walloon businesses for the conclusion of international partnerships; etc.

As a comprehensive international partner for Wallonia-based companies, AWEX provides a range of services and activities covering the entire export process.

The Agrifood specific website dedicated to exporting companies based in Wallonia, www.walfood.be, is the perfect illustration of our mission. The research tools allow users to find companies by type of production or processing methods (Halal, Organic, vacuum packed, etc.) and by food sectors (bakery, beers, etc.).

As a foreign investment agency, AWEX provides general expertise in the areas of promotion, prospecting and informing potential investors.

STANDS

Bread & Bakery

Hall 2.2 C 040a

Frozen Food

Hall 4.1 D 071a

Chilled & Fresh Food

Hall 5.1 B 044

Meat & Cured Meat

Hall 5.2 D 051b

Drinks

Hall 8.1 C 102

Dairy

Hall 10.1 B 047-C 046



Place Saintelette 2
B-1080 Brussels
+32 (0)2 421 82 11
agro@awex.be
agrifood@awex.be
www.wallonia-export.be
www.wallonia-international.be
www.walfood.be
twitter.com/AWEXAgrifood
facebook.com/AWEX-Agri-food

CEO:
Pascale Delcomminette

Delegates:
Arlette Tanasijevitch
Maïté Ferreira De Castro
Marie-Anne Dantinne



hub.brussels

The Brussels Agency for Business Support hub.brussels is offering free-of-charge a range of solutions and advice for start-ups and scale-ups in Brussels and beyond, as well as services focusing on strategy, finance, clustering and internationalisation.

One of the missions of hub.brussels is to facilitate the internationalisation of Brussels' economy by helping Brussels businesses compete in global markets. More than 90 economic and commercial attachés located on every continent provide free support to SMEs, approach potential local prospects and partners, organise networking events ...

Concrete initiatives in Brussels and abroad include trade missions, networking days, invitations for decision-makers, and the organisation of shared exhibits at international trade fairs. In addition, hub.brussels works to attract foreign investors to Brussels, providing them with assistance in establishing their business in Europe's capital.

A "Welcome Package" is available to potential investors, providing them with fully equipped office space for three months and a wide range of services so that they can experience the advantages of setting up business operations in Brussels.



Chaussée de Charleroi 110
B-1060 Brussels
info@hub.brussels
+32 (0)2 422 00 20
www.hub.brussels

CEO:
Isabelle Grippa

Delegates:
Bart Vandeputte
Thomas Dupan

STAND
Bread & Bakery
Hall 2.1 E 029g



Did you know?

For Belgians, enjoying quality food and drinks with friends and family is an essential part of their joie de vivre. Good food is simply part of our lifestyle.

Flanders Investment & Trade

Flanders Investment & Trade is the governmental agency promoting sustainable international business, in the interest of both Flanders-based companies and overseas enterprises.

Whatever sector you are involved in, Flanders Investment & Trade will help you establish contact with the Flanders-based companies you are looking for. This includes not only products or services you may be sourcing, but also various types of business relationships, from joint ventures to technology transfers.

At another level, Flanders Investment & Trade enhances Flanders' position as the gateway to Europe for inward investors. The agency identifies, informs, advises, and supports overseas enterprises by establishing production and research facilities, contact centres, headquarters, logistics operations and the like in Flanders, the northern region of Belgium.

This broad focus on international entrepreneurship, involving outward trade as well as inward investments, requires not only a thorough knowledge of Flanders' economy, but also an extensive network outside of Flanders. We have just that for you. Do visit our website and discover our worldwide network. With over 75 offices we are bound to be conveniently located near you, wherever you are.

STANDS

Frozen food

Hall 4.1 stand A058g

Meat & Cured Meat

Hall 5.2 stand C038g – D031g

Fine Foods

Hall 2.1 stand A028g – B029g



Koning Albert II-laan 37
B-1030 Brussels
info@fitagency.be
+32 (0)2 504 87 11
www.flandersinvestmentandtrade.com

LinkedIn:
www.linkedin.com/company/flandersinvestmentandtrade

CEO:
Claire Tillekaerts

Delegates:
Kurt Vleminckx
Ka Yee Man
Wendy De Smedt



VLAM

VLAM, Flanders' Agricultural Marketing Board, is a non-profit organisation promoting the sale, the added value, the consumption and the image of products and services of the Flemish agriculture, horticulture, fishery and agro-alimentary sector in Belgium and abroad. It is commissioned by the business community and by the Flemish government and cooperates actively with as many links in the food chain as possible.



Koning Albert II-laan 35 bus 50
B-1030 Brussels
export@vlam.be
+32 (0)2 552 80 11
www.freshfrombelgium.com

LinkedIn:
www.linkedin.com/company/freshfrombelgium

CEO:
Filip Fontaine

Delegates:
Lieselotte Desimpelaere
Anoek Van Wouwe
Frederik Vanderersch



STANDS

Meat (porc and beef)

Hall 6.1 E010g - E018g

Meat (poultry meat and rabbit meat)

Hall 9.1 D038g - C039g - D040g - C041g

Dairy

Hall 10.1 H030g - G031g



A crash course in Belgian food and drinks

4 things you need to know

Belgians are widely known as bon vivants and the country's outstanding gastronomy is recognised around the globe. We're obviously proud of our classics, such as beers, chocolates and fries. But did you know that Belgian food is far more than that? The range of Belgian flavours is broad and varied – to say the least. Here's what you need to know about Belgium's diverse and innovative food and drink sector.

Did you know?

UNESCO has recognised the Belgian beer culture as immaterial world heritage. A request for the recognition of our **"frietkot" culture** is pending.



- 1** Belgian food & drinks are safe, delicious, and internationally recognised, thanks to the expertise and craftsmanship of Belgian food and drink producers.

40

Belgian food and drink products are recognised and protected by the EU as regional specialties.

1/10

Food exports account for **one-tenth** of total Belgian exports. In 2020, food and beverage exports reached **26.7 billion euros**.

- 2** Belgium is a melting pot of cultures and boasts an extensive R&D landscape. This makes its food companies innovation-minded and flexible in adapting to new consumer trends.



Barry Callebaut, Cargill and Coca-Cola. These are just some of the leading international food companies that chose to establish their R&D centres in Belgium.



There is a strong link between Belgian food companies and research institutions. **Innovation clusters** Flanders' FOOD and Wagralim are the driving forces behind the Belgian innovation ecosystem.



- 3** Sustainability is at the heart of the Belgian food industry. Companies of all shapes and sizes play leading roles in the movement towards a more sustainable food system.

1.5%

Belgian food and drink producers are extremely efficient in avoiding food loss: it's already limited to **1.5%** and they keep investing to reuse materials as much as possible.

2025

This year is an important goal for the Belgian food industry: with an ambitious sustainability road-map, the sector will maximise its contribution to a more sustainable food system.



- 4** Belgium is "small but great". Thanks to our location at the heart of Europe and our way of doing things, we're easy to do business with.



'Belgitude': Belgium's history and somewhat 'surrealist' state structure have made Belgians into bridge-building multilinguists. Both in politics and in business, we're known for finding common ground. Modesty, humour, and a no-nonsense approach are some of the ingredients that shape our 'Belgitude'.

96%

Belgium's food sector is largely reliant on SMEs, with **96%** of companies employing fewer than 100 workers. Looking for authentic products with an exclusive feel? Belgium is the place to find them.

Did you know?

Belgium produces about **1,500 different beers** and has **320 quality chocolate makers**. How many have you checked off from the list?

From Europe to Asia and Africa

Dairy cooperative Milcobel shares its love for mozzarella with the world

Make mozzarella great again – or rather, even greater: that was Milcobel’s goal when acquiring Kaasbrik, a grating expert specialising in mozzarella. The new and improved mozzarella division has bold plans to conquer the world: “In addition to Europe, our mozzarella is gaining fans in Asia, the Middle East and Africa.”

Milcobel doesn’t just care about the interests of dairy farmers – the cooperative cares about the needs of their customers as well. “Our customers are at the heart of our daily operations”, Francis Relaes, managing director of Dairy Premium Ingredients at Milcobel, explains. “That’s why we are investing in local offices, like the one we recently opened in Hong Kong. This allows us to better understand the different applications of our mozzarella cheese across the world, listen to and work closely with our customers, and ultimately offer even better service.”

Over 40% of Belgium’s milk supply

Milcobel has direct access to over 40% of Belgium’s milk supply – the main ingredient for its high-quality consumer and ingredient cheeses (mozzarella and cheddar), ice cream and premium dairy ingredients (milk powder, butter, cream and whey). As Belgium’s main dairy cooperative, dairy farmers are both suppliers and shareholders, ensuring a steady supply of milk and fair prices for everyone involved.



“Our R&D department is constantly exploring new applications for our mozzarella, based on the needs of our international customers, which uphold the highest quality standards.”

Francis Relaes,
managing director of Dairy Premium Ingredients at Milcobel

Cheese for the people, by the people

“Over the years, we have built up exceptional expertise and knowledge of mozzarella, both fresh and frozen”, Francis adds. “As one of the world’s leading mozzarella providers for the professional market, Milcobel products are known for their outstanding quality, taste and stretch. Our drive for innovation is customer led, paving the way for long-term and lasting partnerships with our clients.”

International aspirations and innovations

Milcobel has a strong position in Europe and is currently working to broaden its market in Asia – where

it benefits from Japan’s and Korea’s free trade agreements with Europe, the Middle East and Africa. “As an ingredient, mozzarella is incredibly versatile”, Francis continues. “Mozzarella is often thought of as the ‘pizza cheese’. That’s true in Europe, but in Asia, Africa and the Middle East, it is used in local cuisine and fusion recipes, leading to brand-new applications: mozzarella as a topping on traditional dishes, in sauces or salads, for example.

“Responding to trends like these quickly is crucial. Being located closely to our customers via local offices enables us to rapidly identify new trends in cheese consumption and determine R&D development

requirements with our clients. For some applications, our customers may require a more firm or more elastic mozzarella – whatever it is, we’re happy to provide.”

The mozzarella-as-an-ingredient MVP

“As a cooperative that has control over the quality of its main resource, milk, we are known for the consistent top quality of our products”, Francis adds. “Milcobel’s mozzarella range is available fresh or frozen, in a multitude of packing options and sizes. Our in-house experience in shredded cheese products, which are available in various cuts and packaging formats, makes us the leading one-stop shop



for clients seeking high-quality mozzarella as a premium ingredient.

“To maintain that standard, we invest heavily in research on mozzarella that covers a broad range of topics”, Francis continues. “Our Chair for Dairy Research at Ghent University focuses on protein stability, which is also useful knowledge when planning and optimising the international transport of our mozzarella. Additionally, we had a chair at Teagasc in Ireland. The academic research there strengthens our position in export markets.”

“Customers recognise us as the number 1 European mozzarella producer for the B2B market. Our winning combination: high-quality, consistent products and strong investment in knowledge.”

Francis Relaes,
managing director of Dairy Premium Ingredients at Milcobel

Ready to connect?

Meet Milcobel in
hall 10.1, booth E.010.
Or, visit their website:
www.milcobel.com

Did you know?

Belgian culture is a mix of Germanic and Romance influences. This explains why our food and drink producers are so used to catering to a broad taste palate.

Belgian Pork Group invests in export and sustainability



The coronavirus, swine fever and trade restrictions... Reasons enough for meat companies to find it hard to see the light at the end of the tunnel. However, you can also choose to keep a positive outlook and focus fully on the future, as Belgian Pork Group does. CEO Jos Claey's: “2020 was a tough year. Nevertheless, we look ahead with optimism, anticipating the increasing quality requirements and therefore providing 112 million euros in sustainable investments for the next 5 years.”

International decline

Belgian Pork Group is a network of 7 Belgian meat companies, making it the largest slaughter and cutting group in Belgium. It cuts carcasses into meat products that consumers find in supermarkets. Belgian Pork Group also supplies other meat producers, which then further process the meat into pâté, salami, or minced meat for prepared meals. During the coronavirus crisis, the demand for pork rose in Belgium. Unfortunately, exports did not fare so well: “Two out of three pigs that we slaughter are destined for abroad”, Jos Claey's explains. “Last year, swine fever was detected in several wild boars in the province of Luxembourg. Because of this, China decided to impose an embargo on Belgian pork.”

China, an important and unique market

Fortunately, the World Organisation for Animal Health declared Belgium free of swine fever. Jos Claey's: “We're still waiting for the final licences, but things are definitely looking up. For the Belgian Pork Group, China is an important sales market. It is in fact the country that produces the most pork, but it isn't self-sufficient and therefore imports from other pork companies. The Belgian Pork Group supplies, among other things, pigs' heads, feet, and ears to China.”

112 million euros

Belgian Pork Group is now setting its sights on the future. “We look ahead with optimism and continue to invest”, Jos Claey's confirms. “Not only because we are growing, but also because safety standards are becoming stricter. That is a condition we must meet to get our export licenses.”

So, what exactly is planned? Major upgrades in the cutting rooms at the sites in Aubel (Wallonia) and Wijtschate (West Flanders), a complete reconstruction of the cutting room in Westrozebeke (West Flanders), including an optimisation of the cold stores and an expansion of the rapid cooling installations. With a view to restarting activities in China, investments were made at the existing site in Ghent (East Flanders), where the necessary renovations are being carried out. “In this way, we guarantee that we meet the latest requirements in terms of hygiene and quality”, Jos Claey's concludes.

Meet Belgian Pork Group in
hall 6.1, booth C068

Belgian Pork Group
A NETWORK, COMMITTED TO SERVE YOU

Nutri-Score, BIO, clean label, allergen free, vegan?

“No matter the requirements, Solina will always champion taste!”

To create delicious food products, you need a harmonious combination of ingredients. That's where Solina comes in, with customised savoury ingredient solutions that excel in culinary taste, functional performance and enhanced nutrition. The Belgian company is a preferred partner for players in various food industry segments, from meat, ready meals and savoury snacks to vegetables and new (plant-based) protein foods.

Solina is a trusted partner in the development chain of food products. “To generate customised food solutions, our customers rely on our end-to-end expertise and services: market intelligence, raw material sourcing, regulatory, supply chain, R&D, culinary support, logistics, and so on”, explains Alexander Wyckstandt, group communications manager at Solina. “No matter the question a customer throws at us, our team of food scientists, chefs, nutritionists and other experts is ready to take on the challenge.”

“The company's ‘glocal’ character is a true asset in our customer-centric approach.”

Alexander Wyckstandt,
group communications manager at Solina

Solina
makes food
matter

With its customers, Solina creates innovate food solutions that are:

- delicious
- nourishing
- sustainable
- affordable
- convenient

In doing so, they make food matter through every bite.

SOLINA



Tackling the food challenges of tomorrow

During the COVID-19 pandemic, Solina applied its expertise to create a new, proactive programme for its customers: TOMORROW. Alexander: “With TOMORROW, we zoom in on market evolutions, food trends and consumer insights and help our customers spot opportunities in their specific field. Together, we conceive of new concepts, such as products that meet several requirements: Nutri-Score, BIO, clean label, allergen free, vegan, etc. But no matter the requirements, we will always champion taste. Taste is king, then, now, always.”

NEXTERA: same expertise, but plant-based

To branch out into plant-based food, Solina created the brand NEXTERA. A dedicated team focuses on creating customised vegetable ingredient solutions for a complete plant-based food concept.

“With NEXTERA, we want to pave the way for next-level plant-based foods with the ultimate combination of taste, texture, nutrition and visual appearance”, Alexander states. “Our goal is to enhance the performance of plant-based products to an extent that every consumer can delight in newprotein food. On that front, we

are continuously exploring the globe for new vegetable ingredients.

“We're not committed or tied to a specific protein”, he adds. “When it comes to ingredient selection and processing technologies, we're completely independent. That's NEXTERA's strength. At our pilot plant in Eke (Belgium), we apply different extrusion techniques to develop any vegetable protein base or prototype. This enables us to transform nearly every dish into a plant-based variant.”



“The TOMORROW programme is all about spotting opportunities and co-creating new concepts with our customers.”

Alexander Wyckstandt,
group communications manager at Solina



Belgian flagship of an international fleet

Both the TOMORROW programme and the new protein food branch NEXTERA clearly showcase Solina's agility and hunger for innovation. According to Alexander, the company's 'glocal' – a combination of 'global' and 'local' – character is a true asset in its customer-centric approach. “Solina has grown impressively over the years, both organically and through mergers and acquisitions. This has resulted in a decentralised structure that leverages an international organisation – think centralised recipe management, contingency plans etc. – but that simultaneously preserves our local proximity. Our local R&D activities, ability to cater to local tastes and customer service are valued highly by our clients.”

“Think of Solina as an agile flotilla, able to quickly react to customer demands”, explains Jo Verheye, B2B sales manager for Central Europe. “Each ship has its own strengths, but they all follow the course set out by the mother ship. The Belgian ship, for example, is the group's centre of excellence for everything plant based and one of the main drivers of export, particularly to emerging markets such as Turkey, Russia, Poland and Ukraine are also served from Belgium, as our contacts there have come to rely on the superior quality of our products. Quality, knowledge and connections – that's what it's all about.”

Ready to connect?

Visit Solina's website:
www.solina.com

Did you know?

Belgians love to share their food with the world. You'll find Belgian beer cafés, chip shops and Belgian chocolatiers in all major cities of the world.

What the world loves about Belgian food and drinks

“Japanese consumers like to be part of the rich culinary tradition of Belgium. Brands with tradition and historical stories are much in demand. But Japan also recognises the leadership of our country and of Europe in new food concepts, such as organic food, vegan, sugar free, lactose free, innovative tastes, new frozen food concepts and more. Japanese buyers at Anuga will therefore look for both tradition and innovation among Belgian food companies.”



Dirk De Ruyver,
Flemish economic representative to Japan

Beyers Koffie's bold ambition:

becoming the leading sustainable private-label coffee company

Belgium's largest coffee roaster's brand-new baseline, 'taking coffee further', highlights their ambition for the future and perfectly sums up their 140-year-old way of working at the same time. By constantly innovating and always going the extra mile to source, roast and offer amazing, sustainable coffees, they truly are a one-stop shop for all things coffee.

Beyers Koffie's new baseline represents exactly what the company has been doing since it was founded back in 1880. "We've always been trying to take the coffee experience to the next level with value-adding developments, ranging from new taste profiles to technological advances and sustainable solutions. This is what led Beyers Koffie to where we are today, and we'll continue to do so in the future", explains Frederic Janssens, marketing & sustainability manager at Beyers Koffie.

After over 140 years of pushing the boundaries in private-label coffee, Beyers Koffie is now the largest coffee roaster in the country and a key player in the European private-label coffee market. Frederic: "We roast, pack and distribute over 20,000 tonnes of coffee beans per year. That's the equivalent of 3 billion cups of coffee – all tailor-made to the wishes of our customers. Over 700 unique blends are currently being roasted to perfection!"

"We're 'boringly' consistent: we've been doing what we're good at for the past 140 years, while constantly adapting that approach to fit the future."

Frederic Janssens,
marketing & sustainability manager at Beyers Koffie



20,000 tonnes of beans per year

Founded in 1880

3 billion cups of coffee per year

700+ unique blends

Wide awake to innovate

With soaring customer expectations and growing demand for new packaging options, Beyers Koffie's drive for innovation isn't just an option; it's a must to stay on top of the game in the retail industry. "Private labels are constantly looking for new ways to improve their product ranges", Frederic says. "When new trends emerge, they have to follow quickly to keep up with the competition. Luckily for them, our trend-watching experts always know what's hip and happening in the coffee scene.

"We always strive to realise our customers' dreams. Whatever their wishes or requirements – from taste profile, serving format, bean origin



"Our latest innovation – this is news hot off the press! – is our first home-compostable private-label coffee capsule on the market. Coming to stores this autumn."

Frederic Janssens,
marketing & sustainability manager at Beyers Koffie

and packaging to promotional offers – we innovate together through a process of trial and error," Frederic continues, "but always with great taste and sustainability as our guiding principles."

Fully engrained sustainability from bean to cup

Sustainability is engrained in every step of the Beyers Koffie value chain: from the farm through the production process and packaging right to your cup of coffee. "With far-reaching measures that enable us to work in the most energy-efficient way possible, we strive to contribute to a greener world. The roastery is powered by 100%-sustainable energy,

we offset our CO2 emissions entirely, recover the heat from the roasting process, produce our own nitrogen to avoid emissions, and so on."

But the road to sustainability doesn't end there for Beyers Koffie: the company's ambition is to become the leading sustainable private-label coffee company. Frederic: "We tend to always take our efforts just a bit further than the competition. Our offer of sustainable solutions is the most complete on the market. But why stop there?"

"We're currently building a brand-new production hall at our site in Puurs-Sint-Amands to better meet changing demands and take our

sustainability efforts even further – for example, with 2,500 m² of solar panels. And I'll give you an exclusive sneak peek: we'll be introducing our first home-compostable private-label coffee capsules in autumn this year!"

Traceable coffee journey

In addition to product sustainability, consumers are also increasingly paying attention to the credibility of these claims and the traceability of the supply chain. "Transparency is becoming just as important as sustainability", Frederic confirms. "With Farmer Connect, a traceability platform based on IBM blockchain technology, coffee drinkers can trace their cup of coffee all the way back to the farmer who produced the coffee beans.

"Simply by scanning the QR code on the package, you can find out more about your coffee's quality and origin – and even thank and support local farmers. That's our aim: providing great coffee and always staying a step ahead in terms of innovation, technology and sustainability."



Ready to connect?

Meet Beyers Koffie in **hall 7.1, booth E026**. Or, visit their website: www.beyers.eu

Did you know?

Belgium is at the crossroads of European transport corridors with good connectivity by road, rail, sea and air. This makes Belgium an excellent logistical hub, allowing food companies to distribute products to consumers rapidly and in optimal conditions.

Food n'Joy innovates with more balanced desserts and new organic range



Walloon family business Food n'Joy makes cake shells, nougat and festive desserts for food professionals. The 25-strong SME acts in response to changing demand from consumers, with updated product recipes and a brand-new range of organic products. "In a world swept by constant change, devising new, innovative products and processes is key to staying on top of your game and remaining competitive", says Food n'Joy's managing director, Arnaud Bonnel.

Balanced products

Consumers are looking for more balanced and sustainably produced food. Food n'Joy is quick to pick up on these trends with recipes that cut down on salt, sugar and fat content. "Consumers place a premium on balanced food, which is why we are adapting the composition of our mousses, coulis and ganaches", Arnaud continues.

The company's approach is entirely in line with the Belgian Balanced Food Covenant, a voluntary agreement between the food industry and the government established to make it easier for consumers to make healthy eating choices.

New organic assortment

At the same time, the Walloon SME is launching a range of organic products. "Demand for organic products is on the rise, with the coronavirus crisis boosting the consumption of organic and locally produced food. This is driving our decision to expand our product offering with an organic range". Starting in October, Food n'Joy will offer organic desserts made with white and dark chocolate and a raspberry and pear puree.

Out of respect for the environment, the company consistently uses recyclable glass jars and packaging. What is more, all frozen products under the Rolph&Rolph brand are made according to traditional methods at the company's workshops in the small Walloon town of Dottignies.

Innovate to lead

Just like many other companies, Food n'Joy was impacted by the coronavirus crisis. But that has not affected the company's positive and forward-looking stance. "No matter how big or small your business is, you need to keep innovating to move forward. The trick is to be proactive, even in uncertain times."

"I'm not only thinking of the pandemic, but also Brexit", Arnaud goes on to say. "After you've had a knockback, the best thing to do is to try and create opportunities, for example, by innovating at every level of the business: coming up with new products, devising new processes, and adapting people's job content accordingly through training." If you had any doubts, here is one SME that is boldly facing the future!

Meet Food N Joy in **hall 4.1, booth D078**



Volys

Celebrating 75 years of excellence in chicken and turkey

In spite of a global health crisis, poultry specialist Volys is thriving. 75 years of experience has led the company to create wonderfully easy-to-prepare and high-quality chicken and turkey products, to the delight of local and overseas markets. Ward Vanderpe, marketing manager at Volys takes us back to where it all started, and offers a glimpse into the future of this promising Belgian firm. “As people focus more on healthier lifestyles, chicken and turkey will become the more obvious choice.”



“Turkey bacon is really the best of both worlds: as tasty as it is healthy.”

Ward Vanderpe,
marketing manager at Volys

**Founded
in 1946**

75 years of experience

450+ employees

110+ million euros in
turnover

Rapid growth

What started as a small chicken slaughterhouse in 1946, grew into a full-blown poultry manufacturer with more than 450 employees and an annual turnover of over 110 million euros. “Volys has always been a story of rapid growth”, explains Ward Vanderpe, marketing manager at Volys. “From launching the first poultry-based charcuterie in Europe to our investments in high-pressure pasteurisation: every Volys milestone has been a trigger for expansion. Because of this, and of ever-growing demand, we opened a second production site in Belgium last year.”



“By cooking our meat in its packaging, we keep it flavourful and tender.”

Ward Vanderpe,
marketing manager at Volys

With chicken and turkey as basic ingredients, Volys offers a product range consisting of cold cuts, culinary preparations, breaded products, and turkey bacon. According to Ward, that last one is a real gamechanger. “You get all the flavour of bacon with only 5% of the fat. It’s the best of both worlds, and it fits in precisely with our vision of producing food that is as tasty as it is healthy.”

One hundred ways to innovate

Turkey bacon is not the only innovation that marked a shift in Volys’ production. “We have a dedicated team that responds to questions from both our B2B and B2C clients as rapidly as possible. Convenience is one of their main priorities. All our products are fully precooked and therefore food safe, and in terms of packaging, we’ve come up with sustainable and practical solutions. We developed all our products to be

easily and quickly prepared, whether it’s at home or in an industrial kitchen.”

Another key challenge is to make sure that food stays fresh and flavoursome. “Our culinary products, for example, are cooked in their packaging. That way, the juices stay inside the packaging, resulting in very tender meat.”

Conquering markets in the Middle East

Internationally, Volys is not only focusing on neighbouring countries but on expanding into Oman, Qatar and the United Arab Emirates as well. In those markets, demand for quality poultry products is growing - all halal, of course. “As a strictly poultry company that has never worked with pork or beef, we’ve managed to create a name for ourselves as a credible halal partner”, Ward continues. “We’ve

created some high end halal meats, like premium charcuterie and turkey rashers. They’re an absolute sensation in these markets.”

It could have only been done with one specific innovation: high-pressure pasteurisation (HPP). Ward: “About 12 years ago, we were one of the first companies to invest in HPP technology. Basically, high-pressure pasteurisation is a low temperature, high pressure method of conservation. The high pressure eliminates harmful bacteria and micro-organisms that cause decay. The low temperature better preserves the product’s nutritional value, its taste and its freshness”. The technology has allowed Volys to create cold cuts with a shelf life of up to 6 months, making them easy to export and reducing the chances of food waste.



“Chicken is the most environmentally friendly of all meat options.”

Ward Vandorpe,
marketing manager at Volys

Sustainability is key

Volys keeps a keen eye on consumers' rapidly changing demands and the shift towards less meat consumption. “Of course, our core business doesn't allow us to focus on, say, strict vegetarians”, he admits. “But I do believe that Volys can play an important role for flexitarians. After all, chicken is the most environmentally friendly of all meats. One kilogram of chicken only produces 6.8 kg of CO2. For those who want to steadily lower their meat consumption and their ecological footprint, poultry is the way to go.”

In the end, Volys also withstood the corona crisis quite well. “Our different product categories and target markets were like communicating vessels”, Ward concludes. “We made

up for market slowdowns in food services with gains in retail, for example, and the future looks bright. We can definitely celebrate our 75th birthday with optimism.”

Want to know more about Volys export?

Get in touch with
Export Manager Peter Dewaele
(peter.dewaele@volys.be)

Ready to connect?

Visit their website:
www.volys.be

Did you know?

For Belgian food companies, innovation goes beyond the product. Belgian companies are pioneers in niches related to food & beverage software, electronics and advanced manufacturing.

Solarec builds new mozzarella factory

Solarec, subsidiary of Belgian dairy cooperative Laiterie des Ardennes, processes milk in the heart of the Ardennes. Annually, Solarec handles about 1.55 billion litres of milk and continues to grow. Besides investing in a new mozzarella factory in Baudour, the company is renovating its headquarters in the Belgian province of Luxembourg with a new production line and powder tower.

Meeting a growing demand

Solarec now processes milk into mozzarella in addition to producing UHT milk, milk powder and butter. The mozzarella factory is being built in Baudour, in the province of Hainaut – a strategic choice, as this location brings it closer than ever to its milk supply and thus reduces transport costs.

“What prompted us to build a mozzarella factory? We want to broaden our product range. The mozzarella market is growing by an estimated

4-5% annually, equal to about 150,000 tonnes a year,” says Director Louis Ska. This growth is mainly in Asia, including China, Japan and Korea. The mozzarella factory will target a B2B customer base and, if everything goes according to plan, it will be operational from November 2021.

Existing production site gets an upgrade

The company's headquarters in Recogne, located in the Belgian province of Luxembourg, will also be renovated. A new production line will be installed to produce butter for baked products. In addition, the company's drying tower for milk powder will be modernised. The old, smaller tower is making way for a new one with a capacity of approximately 450 million kilos. “This will increase our capacity and enable us to make more special powders”, Louis concludes.



Meet Solarec in
hall 10.1, booth C040 a



Sustainably canned craftsmanship

Vanhonsebrouck brewery's specialty beers

From Kasteelbier Rouge, a dark beer with cherry notes, to strong blonde Filou or chocolate- and coffee-infused Barista: Vanhonsebrouck brewery caters to different beer lovers across the globe. With Kasteel USA, the brewery has increased its American efforts since November 2020, sustainably and with an eye for innovation – true to the Vanhonsebrouck brewery way.

Vanhonsebrouck brewery is holding nothing back to conquer the US market. The company invested 4.4 million euros in an automated canning line. “Our goal is to introduce our quality Belgian beers to the broadest-possible audience, in both the retail and the hospitality sectors”, junior CEO Michiel Clyncke explains. “That’s why we made the strategic choice to invest in a fully automated canning line. Canned beers are easier to cool and transport and most importantly, cans are easier to recycle than glass bottles.”

In addition to their Belgian top seller Kasteelbier, the family brewery also exports its Bacchus and Barista ranges. “We’re particularly proud of our Barista beer – which offers notes of chocolate and coffee – as it combines all the best that Belgium has to offer. The only thing missing is a side of Belgian fries!” Michiel laughs.

“Our Barista beer, with notes of chocolate and coffee, combines the best of Belgium. The only thing missing is a side of Belgian fries!”

Michiel Clyncke,

junior CEO at Vanhonsebrouck brewery



“We are the first specialty beer brewery in Belgium with its own in-house bottling, barrel and canning lines.”

Michiel Clyncke,

junior CEO at Vanhonsebrouck brewery

No wonder Vanhonsebrouck brewery is broadening its horizons. Michiel: “Belgium remains a very important market for us, but our beers are also enjoyed in Asia and countries such as Israel and Russia. There, Belgian beer is perceived as having a stamp of quality. The ‘Belgian’ label triggers their curiosity, and the delicious taste and outstanding quality have them coming back for more.”

Sustainability at the core

To achieve its goal – to sustainably serve any market at any time – the entire company is permeated by the core values of ‘sustainability’ and ‘innovation’. “We are the first specialty beer brewery in Belgium

with its own in-house bottling, barrel and canning lines”, Michiel explains. “Wherever possible, we turn to water and heat recuperation technologies.”

Sustainability is also an important criterium when sourcing raw materials and selecting partners. Michiel: “From our can partner BAL to Feys, the print company that provides our sleeves, and our packaging partner Smurfit-Kappa: they all care about sustainability as much as we do. Thanks to them, we are the first player in the market that works with 100%-recyclable PET foil and offers retail units that are fully packaged in cardboard, for example. We believe that this is the way forward, and we want to start that journey today.”



Pulling through together with partners

Vanhonsebroeck brewery works together with its partners through the good times and the bad. “We always want to help our partners and create win-win situations”, Michiel explains. “So, when COVID-19 hit, we visited all hospitality businesses affiliated with us in Belgium, the Netherlands and France to provide them with free cans to add to their customers’ take-away meals. In other countries, we offered as much support as possible through flexible payment conditions. We’re all in this together:

by supporting their businesses, we build a stronger foundation for ourselves as well.”

Ready to connect?

Visit Vanhonsebroeck brewery’s website:
www.vanhonsebroeck.be

Did you know?

Belgian food producers stimulate students to create the foods of tomorrow through a special competition called the Food At Work Ecotrophelia Awards.

What the world loves about Belgian food and drinks

“In recent years, the interest in healthy food and ingredients has increased in the Gulf region. Consumers want to know where their food comes from. Combine the importance attached to food safety with the rising demand for balanced foods and this takes you straight to Belgian food and beverage producers. This is because that we comply with strict food safety standards, and we are quick to respond to trends.”



Anja Heinen,
Trade & Investment Commissioner for
Wallonia Investment & Trade and hub.brussels in UAE

Dely

Freezer-fresh Belgian waffles that are a treat for the world

Crunchy, delicious, and indistinguishable from their fresh counterparts: the frozen waffles produced in Davy Van Poucke and Ellen Tournois' factory are a true labour of love. Together with their team, they have successfully steered Dely through some serious challenges to become a major player in freezer fresh waffles. "We've turned the company into a competitive and attractive firm."

From ice cream to waffles

The story starts all the way back in the 1960s. Back then, the company was called Myrfan and operated as a trader of hundreds of frozen products such as ice cream, french fries, vegetables and waffles. It was Davy and Ellen who, in 2001, decided to shift the focus towards Belgium's favourite treats and start Dely. "Waffles are quite difficult to produce," he explains, "but we had the necessary machines and knowledge to create a truly delicious product."

It wasn't until the production site moved from Adegem to Eeklo that Dely really took off. "We visited lots of food fairs and got in touch with hundreds of retailers. Over the years, we grew from selling our products at 150 stores to more than 1,800. Of course, marketing played an important role: our most famous product, the Toaster Waffle, received an enormous sales boost after it appeared on the Flemish TV show 'De Verhulstjes' in 2020."

"Our Toaster Waffle got an enormous sales boost after it appeared on a Flemish TV show."

Davy Van Poucke,
co-founder of Dely Waffles

700,000
waffles
per day

We're producing about 700,000 waffles per day, and there's still plenty of room to expand.



"It's amazing to see how fast we got back on track after a fire completely demolished our factory."

Davy Van Poucke,
co-founder of Dely Waffles

The rocky road to success

Dely's story might sound like a fairy tale, but the company definitely had its share of hurdles to clear. "After we moved our production site from Eeklo to Moeskroen, a destructive fire in 2018 demolished our whole factory and forced us to relocate once more", Davy continues. "It was a devastating blow, but our team and partners pulled off an enormous feat by building a new factory in Estaimpuis in just one year. It gave us the opportunity to once again become one of Belgium's most successful waffle factories."

The key to Dely's success? Apart from their own name brand, the company primarily creates custom-made waffles for retailers and food service companies all over the world. "Our

R&D department has a waffle-tasting area set up, where international prospects can immediately indulge in a developing product", says Davy. "Some of them have very specific demands: clean label, special ingredients, different oils and fats, gluten-free... We have all the necessary machines, from waffle irons to viscometers, to create a product on the spot that can go into production in no time."

There's basically no limit to what's possible with custom-made waffles. Davy: "We've created recipes according to certain diets, like keto and paleo. In the United States, those waffles are bestsellers. We also offer halal, kosher and organic options. Some of those markets are still small, but we see them grow every year."

Eco-friendly, please

"After the fire, we wanted our new production site to be as ecologically friendly as the previous one", Davy continues. "In addition to installing solar panels and charging stations for electric vehicles, we've also incorporated sustainable solutions into every stage of our production process. For example, we reuse the heat that's produced by our cooling plant as underfloor heating. We work with the highest insulation standards. And of course, packaging also remains a strong focus. We try to work with recycled cardboard wherever we can, and use the most sustainable plastic films available. It's a story of continuous improvement."



“We create tailor-made waffles according to very specific client demands.”

Davy Van Poucke,
co-founder of Dely Waffles

A worldwide adventure

For Dely, the future is not restricted to Europe. Davy: “Right now, people are enjoying our waffles all over the world, from Canada to Guatemala, from Japan to Malaysia. A product’s popularity depends on many factors, even cultural aspects. In the United States and Canada, for example, the ‘breakfast waffle’ has been a favourite since the 1960s. Even though those markets are saturated with lots of waffle options, we’re still trying to claim our share with a product that’s truly high end. Other than that, we’re always exploring new markets, like the United Arab Emirates and the Gulf region.”

“For Dely, there are still huge opportunities for growth”, concludes Davy. “Right now, we’re producing about 700,000 waffles per day on two production lines. We’re using about 7,000 square metres of an 18,000-square metre surface. There’s plenty of room to expand! Even after the fire and a global health crisis, I believe in a bright future for our company.”

Ready to connect?

Meet Dely in
hall 4.1, booth D071.
Or, visit their website:
www.dely.be

Greenyard’s cauliflower rice hits store shelves in New York City



The Province of West Flanders is the epicentre of the European frozen vegetable sector. No fewer than 1 in 2 sachets of frozen vegetables comes from West Flanders. Our vegetables are made with quality and have an excellent reputation in the United States – reason enough for frozen producer Greenyard to bring its cauliflower rice to the shelves of New York City. Cauliflower rice is a very versatile product, as it is not only healthy and easy to prepare, but also limits food loss.

Belgian frozen vegetables, an export champion

It’s not just our Belgian chocolates, waffles and beers that are internationally beloved. Our frozen vegetables are also a real export champion. No wonder West Flanders is called ‘The Silicon Valley of the vegetable industry’. From now on, Americans can also taste Greenyard’s organic and gluten-free cauliflower rice.

Tailor-made for Americans

In America, Belgian vegetables enjoy an excellent image. Top-quality products must therefore be offered in the most suitable packaging. That is why Greenyard and packaging expert Barias are joining forces to develop the right packaging for the cauliflower rice. A packaging that is both attractive, responds to the habits of the American and guarantees food safety. Combine these factors, and you’ve got a real success story.

Cauliflower rice: healthy and limits food loss

Greenyard developed an organic and gluten-free cauliflower rice prepared with a specific herb. In no time, it’s possible to put a simple and balanced dish on the table. In addition, cauliflower rice is an environmentally friendly product that valorises residual flows and limits food loss. In short, it’s an incredibly versatile product! Moreover, Greenyard has received many international awards since the introduction of the product in 2016.

GREENYARD 

Flavence

A mouth-watering range of organic flavours fit for clean-label products

A benchmark for high-quality natural flavourings used in food processing, Flavence has taken its premium positioning to the next level. This top flavour creator has launched a new range of organic-certified flavours that are perfectly in tune with the expectations of its core market.

In a way, Flavence is like a perfumer for the food industry. “We process a large number of aromatic natural raw materials such as essential oils, distillates and infusions to make a wide variety of food applications more appealing”, Sandrine Braet, sales manager at Flavence, explains.

From research and development to manufacturing, sales and marketing: the company has total control over its entire production chain. Sandrine: “This enables us to offer an almost unlimited catalogue of high-quality natural flavourings. Customers can choose from about 700 flavouring profiles and make use of our ‘à la carte service’. What’s more, we can provide organic, kosher, halal and vegan-certified flavours as well.”

Maximum flexibility for future-proof flavours

Thanks to this approach, the company is able to meet the expectations of both small and large food manufacturers. “Our customers can order quantities ranging from one kilo to several tonnes”, Sandrine explains. “But it also opens up new horizons. There’s an increasingly strong shift towards the clean label trend in the European market, where we have a strong consumer base. With natural flavourings such as ours, food processors can meet this demand.

We’re continually investing in innovation on this front, for example, with our range of organic or organic compatible flavourings.”



A passion for natural flavourings

With high quality as its top priority, Flavence has been developing, manufacturing and marketing premium natural flavourings for over twenty years. Their flavourings are infused in the products of artisan chocolatiers, breweries, biscuit manufacturers and ice cream makers, to name but a few.

Organic flavourings in tune with clean-label ambitions

Flavence’s quest for excellence as well as its expertise in natural flavourings has made this new range of organic and organic-compatible flavourings highly successful. “The main advantage for food processors is that they can future-proof their products ahead of upcoming European regulations on organic production and labelling”, Flavence’s managing director Arnaud de Beukelaer explains.

“Our range of organic flavourings aligns with our offering of premium quality products as well as with market expectations, while anticipating future European regulations.”

Arnaud de Beukelaer,
managing director at Flavence

“Launching this range was both our anticipation of future trends and a logical next step in our positioning on the premium product market. We strive to help organic food processors comply with these regulations. Our new range enables them to keep their labelling without having to change the ingredients used in their products. We had already tried to take this step 10 years ago, but it didn’t work. The market wasn’t ready yet. Now, the European market shows a clear demand.”



“By constantly challenging every step of the production process, we seek to amaze and inspire while remaining smart.”

Arnaud de Beukelaer,
managing director at Flavence

The holy grail of exquisite taste

Flavence’s lab plays a crucial role in the company’s production process. “That’s where our flavourists, who are true aroma and taste artists, engineer our products. One flavouring can consist of up to fifty different ingredients, all dosed to the milligram. To achieve perfection, our flavourists must know the exact taste of our 1,800 raw materials. Their skills are the result of a long and intense training process”, Sandrine says.

“Like everyone at Flavence, they are encouraged to constantly challenge everything”, Arnaud adds. “This approach is what drives us to always do better and come up with innovations. We want to amaze and inspire our customers while remaining smart about it: we need to come up with surprising flavours, but also with bestsellers.”

Ready to connect?

Visit their website:
www.flavence.com



Did you know?

The Belgian food safety system is based on a self-checking system: producers guarantee that their products comply with European legislation on food safety, quality and traceability, which is validated by the Belgian Federal Agency for the Safety of the Food Chain. This model serves as a best practice for other countries.

Poco Loco plans low-energy plant for wraps



For those of us who choose wraps, tortillas or tortilla chips in stores on occasion, chances are high that those products are made by Poco Loco. After their recent investment in a red and white, high-rise warehouse, Paulig is planning a new investment valued at 45 million euros to construct an additional production facility for wraps in the Belgian city of Roeselare.



Roeselare-based export champion

Poco Loco is part of the Finnish Paulig Group and serves dedicated customers in 70 countries on all 6 continents. In the growing market for tortilla wraps, Poco Loco supplies its products to almost every main supermarket chain in Europe. In fact, exports account for over 96% of the company’s turnover.

With this investment, the company is looking to strengthen its position as the market leader in Tex-Mex in Europe and to widen its scope for innovation opportunities. Paulig operates in 13 countries and currently has 4 Tex-Mex production facilities across Europe, two of which are located in Belgium.

“The new plant will create a lot of new jobs, and we are continuing to invest to make sure we are able to provide this growth market with a stable and uninterrupted supply of tortilla wraps in times to come”, explains Poco Loco Director Rogier Verkarre.

Bigger volumes with the same energy consumption

This third factory in Roeselare will be built alongside the existing production site and the high-rise warehouse. Preparations are in full swing to compile the application for works permission and, provided everything else goes according to plan, production at the new factory will be underway in the spring of 2022.

Paulig is keen to serve as a sustainable frontrunner in the food and beverage industry. To this end, it has set itself ambitious climate targets. These targets and the overall impact of production operations on climate are taken into account when it comes to the construction of the new factory. In fact, the new factory will be substantially more energy-efficient than the existing plants. “This means that we can achieve bigger volumes at the same level of energy consumption”, Rogier concludes.

Meet Poco Loco in
hall 2.1, booth B025



Lilly's Cakes

Bringing Belgium's favourite pastries to the retail market

Imagine 15,000 perfect frangipane cakes slowly sliding by, smelling like perfection and ready to be shipped all over Europe. It sounds like a scene straight out of *Charlie and the Chocolate Factory*, but it's just a regular Monday at the Lilly's Cakes production site. Commercial director Yves Boone tells the story of a unique wholesale bakery that creates delicious private-label variations of Belgium's favourite pastries. "For a lot of people, our products are guilty pleasures, and we're okay with that."



"Lilly's Cakes combines the forces of three successful Belgian bakeries."

Yves Boone,
commercial director at Lilly's Cakes

3 bakeries become 1

Combining the forces of three bakeries allowed Lilly's Cakes to create a tasty assortment of frangipane cakes, genoise cakes and soft waffles. As a private-label player, its products are sold as retail brands for numerous supermarkets, cash & carry outlets and wholesalers in Western Europe.

Good things come in threes

The story of Lilly's Cakes dates all the way back to 1948, when current commercial director Yves Boone's uncle started a delightful artisan bakery: Biscuiterie Boone. Nowadays, Lilly's Cakes combines the recipes of this first successful bakery with those of two other well-respected firms: Biscuiterie Jacky in Antwerp and waffle producer Alliance in Hasselt. A tripartite of deliciousness that came to being in 2004. Yves Boone: "Combining the forces of three bakeries has allowed us



"Highly innovative machines with robotic nozzles can produce up to 15,000 cakes an hour."

Yves Boone,
commercial director at Lilly's Cakes



to create a tasty assortment of frangipane cakes, genoise cakes and soft waffles. Nowadays, we're a private-label player. Our products are sold as retail brands for numerous supermarkets, cash & carry outlets and wholesalers in Western Europe."

Cherished pastries revisited

"Our biggest challenge is to keep creating mouth-watering pastries for the retail market", Yves continues. "A lot of these pastries are inspired by popular products. The zebra cake, a pastry with a crunchy layer of frosting and chocolate, is the perfect example. We always make sure to adapt production and packaging to the needs of specific brand identities and the wishes of our clients."

The production process at Lilly's Cakes has come a long way since its first bakery adventures in 1948. "Back then, if you wanted to create a pastry with cream and frosting, you literally had to cut it open with a big

knife, add the ingredients and put it back together", Yves continues. "Now, the whole production process is automated, with machines featuring numerous robotic nozzles, making 15,000 cakes per hour. We automate every step of the way, including packaging. This is necessary to stay afloat in a highly competitive market."

The sustainability challenge

For Lilly's Cakes, sustainability is a number one priority. Yves: "We've made it our mission to replace as many plastic pastry trays with cardboard, or even to remove the trays altogether. It's a continuous process of figuring out what is really necessary to guarantee freshness while decreasing our ecological footprint. If you look at the market nowadays, that's not always an easy mission. In the early days, when families were a lot bigger, we made way more family-sized packs. Today, consumers expect that every pastry is

wrapped individually, so it can easily be enjoyed on the go. It's not an easy balance, but we're working on it."

Of course, sustainability isn't just a packaging issue. "We've tried to make our factory as futureproof as possible through energy-efficient measures," Yves confirms, "from lights that turn off automatically to recovering the heat from our ovens to heat up water."

A taste of Europe

"Lilly's Cakes exports its pastries from Belgium to Portugal and the Russian border", Yves continues. "We're always looking to expand our customer portfolio, exploring options in new countries and reaching out to retailers or importers. International food fairs like Anuga are perfectly suited to helping us reach that goal. There, we can really put our products in the spotlights for vendors all over Europe." The future of Lilly's Cakes lies in

Western Europe. But that doesn't mean that exporting is a copy-paste exercise. Yves: "European food markets can differ greatly from one to another. Even between neighbouring countries like Belgium and France, differences can be vast. In France, for example, palm oil is banned almost everywhere. In this case, it's necessary to identify alternative ingredients without compromising on the taste of your product. French consumers also prefer pastries with a high butter content, but if we used those amounts of butter in Belgium, we would get vastly more negative scores."

Guilty pleasures

"We're definitely in a sector that's under constant scrutiny", Yves admits. "People are focusing more on eating healthy, reducing their sugar and salt intake, and so on. We're always trying to figure out ways to decrease salt and sugar in our products, but those basic ingredients are also key to the taste of our pastries. We've also experimented with sugar substitutes, but it seems that people are still a bit suspicious of those. Maybe the market just isn't ready for them yet."

Even though Lilly's Cakes is constantly trying to find ways to make its products healthier, Yves doesn't mind that his pastries won't be found in the healthy foods section of supermarkets anytime soon: "People enjoy the sugar and the sweetness of our cakes so much. Why deny them a guilty pleasure once in a while?"



"Even in a neighbouring country like France, the market can be vastly different."

Yves Boone,
commercial director at Lilly's Cakes

Ready to connect?
Meet Lilly's Cakes in **hall 2.1, booth B033.**
Or, visit their website:
www.lillyscakes.be

Did you know?

Belgian food and drink producers are major donors to Belgian food banks and other initiatives to avoid food loss and support those in need.

What the world loves about Belgian food and drinks



Simon Waring,
Managing Director
of Green Seed UK

"The UK is the 4th-biggest market for Belgian food and drinks. We just love your chocolate and can't get enough of your beer. In fact, the word 'Belgian' stands for quality, tradition, indulgence and taste. We're convinced that there are big opportunities for Belgian suppliers in e-commerce, mainstream retail and other channels across a wide range of product categories."

"Belgian food and drinks are viewed as high quality, interesting and desirable in the USA. American consumers are moving away from boring, mainstream American brands in favor of more exotic, premium quality international ones. Retailers are interested in up trading their customers to premium products and providing unique retail offers. Belgian food and drinks suppliers are very well positioned to capitalize on this trend."



David Wilson,
Owner & Founder of
Green Seed North America



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