

# NEW

# PREMIUM Viennoiserie



A captivating wave hitting the social media trend for innovative, luxurious cakes and pastries, is on the rise, particularly driven by younger shoppers, who are embracing a little treat culture.

Sales are up 21% over the past year, with peak demands on Thursdays, Fridays and Saturdays, when shoppers are trading up and treating themselves.



Join in this social media trend, as we launch six delicious pastries, where a little luxurious joy is to have fresh coffee and a pastry treat.



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# BABKA

5025555

## CHOCOLATE BABKA

Indulgent plant-based hand-tied babka knot with rich chocolate filling, complemented with chocolate drops and a crunchy chopped hazelnut topping.



5025797

## CARAMEL BABKA

Indulgent hand-tied babka knot with a delicious Guérande salted caramel filling, complemented with pieces of fudge and a chopped pecan nut topping.

5021331

## HAZELNUT & CHOCOLATE ROLL

A visually striking bicolour pastry roll with intense Belgian chocolate and hazelnut praline, crafted with fine butter, delicious for breakfast or daytime indulgence.



5024839

## RASPBERRY & MASCARPONE CREST

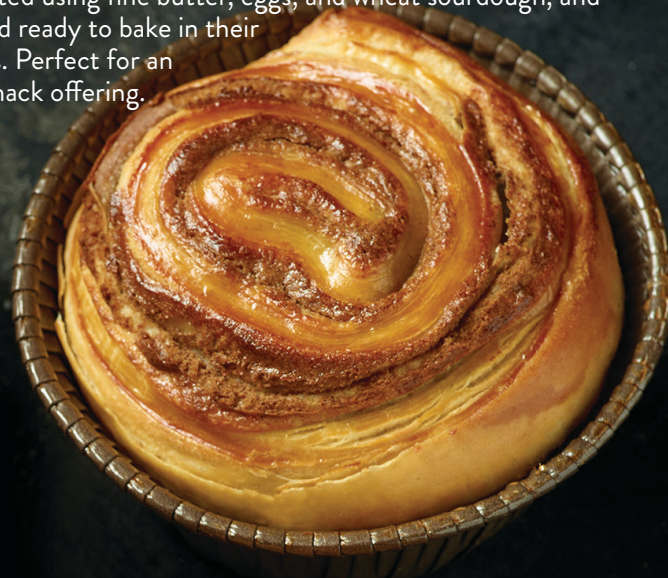
Delicious rectangular Danish pastry filled with mascarpone-cheese and raspberry filling.



5021329

## CINNAMON BUN

Cinnamon buns that comfort and captivate, buttery puff pastry spirals around a warming cinnamon filling. These buns are meticulously crafted using fine butter, eggs, and wheat sourdough, and are delivered ready to bake in their own moulds. Perfect for an indulgent snack offering.



5021330

## CHOCOLATE BUN

Chocolate buns reimagined: buttery croissant dough wrapped around rich chocolate in a striking spiral shape. Flaky layers meet smooth filling in perfect balance. Crafted with fine butter, eggs, and wheat sourdough, and are delivered ready to bake in their own moulds. A generous treat for any moment.



# BUNS

145985

**BUTTER CROISSANT**

A pure butter croissant with exceptional puff pastry and delicate flavour.



145989

**ALMOND CROISSANT**

A shiny, golden-brown croissant with its delicious almond filling.



145986

**PAIN AU CHOCOLAT**

Butter puff pastry with intense chocolate flavour.



591762

**CHOCOLATE TWIST**

An irresistible pure-butter croissant dough combined with the sweet taste of custard cream and chocolate chips.



Premium quality made simple, this ready to thaw and serve viennoiserie removes the need for any in store baking, allowing retailers to deliver exceptional pastries quickly and consistently. Saving time in a busy trading environment.


**BAKE OFF VENNOISERIE**

CODE	PRODUCT NAME	UNIT WEIGHT	CASE SIZE
✓ F5025797	Caramel Babka	105g	40
✓ F5025555	Chocolate Babka	115g	40
✓ F5021329	Cinnamon Bun	110g	54
✓ F5021330	Chocolate Bun	120g	54
✓ F5021331	Hazelnut & Chocolate Roll	100g	40
✓ F5024839	Raspberry & Mascarpone Crest	100g	45

**THAW & SERVE VENNOISERIE**

CODE	PRODUCT NAME	UNIT WEIGHT	CASE SIZE
✓ F145985	Fully Baked Croissant	60g	20
✓ F145989	Fully Baked Almond Croissant	80g	16
✓ F145986	Fully Baked Pain au Chocolat	70g	20
✓ F591762	Fully Baked Chocolate Twist	76g	20

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April 2026

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