





Wallonia.be

EXPORT INVESTMENT



BELGIUM - WALLONIA

SUMMER FANCY FOOD SHOW 2016

New York, 26-28 June 2016

Jacob Javits Convention Center /Level 3
Booths: 2217A - 2231A





WALLONIA EXPORT-INVESTMENT AGENCY (AWEX)

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EXPORT INVESTMENT

The Wallonia Export-Investment Agency (AWEX) is the Wallonia Region of Belgium's government agency in charge of foreign trade promotion and foreign investment attraction. The agency has a worldwide network of 109 Economic and Trade Attachés. AWEX has been certified ISO 9001 since April 2002.

As a **foreign trade agency**, AWEX carries out a mission of promotion and information for the benefit of both Wallonia and the foreign business community.

Upon request, AWEX assists buyers, decision-makers, importers and foreign prospects by:

- Providing economic data on Wallonia and its export potential
- Disseminating information on products and services from companies located in Wallonia
- Identifying companies in Wallonia for international partnerships
- Distributing lists of exporters from Wallonia

As an **export partner for Wallonia-based companies**, Awex offers a wide range of export-oriented services and activities:

- General and commercial information on foreign markets
- Market studies tailored to specific areas upon request
- Organization and planning of marketing activities (international trade shows, economic missions, sector-based contact days...)
- Establishing contacts with international organizations
- Promoting Wallonia's export potential abroad
- Financial support and export financing
- Training in international careers

As a **foreign investment agency**, AWEX - via its Office for Foreign Investors - has an overall responsibility for the attraction of foreign investment in Wallonia. This includes seeking out and providing information to potential foreign investors. The Agency also offers a pro-active follow-up service to investors already established in Wallonia. In addition, it is in charge of identifying new foreign investors for the acquisition of industrial sites under restructuring process.

USEFUL ADDRESSES

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WWW.WALFOOD.BE: A WEBSITE LINKING TO 225 BUSINESSES

If you are looking for one of the following production methods: **organic, Halal, Kosher** ...

If you are interested in **PRIVATE LABEL** (distributor branded products)

If your activities are based on the type of packaging: **vacuum packed, frozen, smoked, preserved ...**

WALFOOD PRESENTS BUSINESSES WORKING IN WALLONIA IN THE FOLLOWING SECTORS:

Bakery and confectionery
Beers and spirits with character
Chocolate and confectionery
Commercial and collective catering
Dairy and egg products and derivatives
Delicatessen products
Fish, crustaceans and shellfish
Food Ingredients
Fruits and vegetables
Meat and cold cuts
Spices and condiments
Water and non-alcoholic drinks
Miscellaneous

FOR INFORMATION ON THESE BUSINESSES OR THE POTENTIAL OF THE WALLOON AGRIFOOD SECTOR, YOU ONLY NEED ONE ADDRESS:

AGRO@AWEX.BE



EXHIBITORS	Booth nber	Page
	••••••	••••••
ALIMAD FOOD	2223	6
BELIX	2219A	7
BELOURTHE	2217B	8
BELVAS	2221	9
BONBONS A L'ANCIENNE	2229A	10
BRUYERRE	2227	11
CONFITURE L'ARDENNAISE	2217A	12
DESOBRY	2231B	13
MATHOT - SOFRA	2219B	14
MEURENS & RODRIGUES	2217A	15
NATURA	2229B	16
NEOBULLES	2231A	17-18

ALIMAD FOOD

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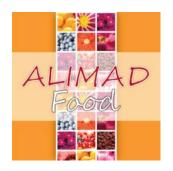
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CONTACT

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COMPANY BACKGROUND

Specialising in liquid and semi-liquid food products, ALIMAD S.A. was created in 1985 in Brussels. In 2006, a subsidiary named ALIMAD FOOD S.A. opened a new production site, in Ghislenghien.

ADDED VALUE

Our oriental Fine Pastry products are by far the best on the market, in terms of quality, aroma, flavour and price.

PRODUCT RANGE - BRANDS - MARKETS

Orange flower water, rose water, honey flavoured glucose syrup, lemon speciality.

4 food colourings (Blue, Red, Green and Yellow)

10 flavours (Ananas, Almond, Banana, Lemon, Orange Blossom, Strawberry, Pistachio, Rose Blossom and Vanilla)

Brands: SAMRA, ZAHRA, ZESTT, ASSAL, NAHLA, LIBELCO.

Markets: Europe and Middle East.

MAIN REFERENCES

Our brands are sold in many European supermarkets.

CERTIFICATION

HACCP

BELIX

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CONTACT in th USA
Marc DUCLOZ

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COMPANY BACKGROUND

In just 10 years BELIX, founded in 2005, has seen remarkable growth in turnover. It is a family firm, able to respond to any request quickly and flexibly.

ADDED VALUE

Eager to please our customers, we put the emphasis on quality, design and good presentation of our products, while paying special attention to customers' needs.

BELIX is able to supply its clientele throughout the world from its logistics platform.

Thanks to our Atlanta office & stock we are able to answer to your needs at any time and delay.

PRODUCT RANGE

BELIX specialises in the manufacture of products and packaging for HORECA (the hotel and catering trade).

We have developed an innovative range of moulded forms for use in appetizers, made of crystal-injected polystyrene, whose appearance is so similar to glass that it is easily mistaken for glass. We also offer a collection of designs made of bamboo and wood.

These collections of mini-forms highlight the presentation of your preparations such as appetizers, zakouski, deep-frozen foods, pastries, etc.

MAIN REFERENCES - MARKETS

Our products are distributed by wholesalers, packaging distributors and through large retailers (department stores) and the food-processing industry.

At the present time, we service countries such as France, Germany, Spain, Netherlands, Italy, Switzerland, Australia, Arab Emirates, Scandinavia, etc. We also have a subsidiary in the USA.

CERTIFICATION

All our products are tested in accordance with European standards on food contact. Our designs are trademarked.

BELOURTHE

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CONTACT

Vincent CRAHAY & Carine LIVIER

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COMPANY BACKGROUND

BELOURTHE is a Belgian cereals manufacturer, located in Hamoir (Province of Liege), with more than 80 years of experience in this business. Its plant is among Europe's largest cereals processing sites, with a production capacity up to 20.000 tons/year. The company has a Grade A Quality Certificate from the BRC (British Retail Consortium), one of the most important European quality systems. Its products are exported to the five continents.

BELOURTHE main brand is NINOLAC.

ADDED VALUE

- BELOURTHE's baby cereals are made with all natural ingredients and contain essential vitamins, minerals, prebiotics and fibers. They can be produced in organic version and some of the items are gluten free.
- BELOURTHE's products are made with hydrolyzed flours, a technology that enzymatically breaks the starches of the cereals and makes the digestion easier.
- The company can develop customized formulations and offers a wide range of packaging solutions: bag in box, tin, sachets, bulk bags and big bags.
- All products of the range are available for PRIVATE LABEL.

PRODUCT RANGE

- Baby cereals (4 months to 3 years)
- Cereals for children (3 years onwards)
- All family cereals (Farinha Láctea / Cereal flakes)
- Cereal supplements:
 - o for pregnant and breastfeeding women
 - o for middle aged and seniors
 - o for people with special nutrition needs
 - o for diabetics
- Ingredients for the food industry:
 - o binders (pre-gelatinized cereal flours)
 - o hydrolyzed flours

MAIN REFERENCES

Main export markets: Europe, Middle-East, Africa, Southeast Asia

BELVAS

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CONTACT

Thierry Noesen - E-mail: thierry.noesen@belvas.be

COMPANY BACKGROUND

Since 1985, Belvas has taken great pride in the fact that all its chocolates are crafted entirely by hand despite its dizzying success abroad. When Thierry Noesen took over the company in 2005, he wanted to prove that buying a fair-trade product was not just a balm to the conscience by helping small producers, but was also about taste. He even managed to achieve upmarket appeal. Since November 2005, the Belvas chocolates are licensed Max Havelaar. Subsequently, the entire range has been "certified organic." In August 2009, the chocolate factory moved to Ghislenghien with a view of building an entirely ecological chocolate factory. In 2011 Belvas was awarded the "EMAS" certificate and was named Europe's greenest microenterprise (EMAS Award).

ADDED VALUE

We set as base principle that our product quality should be "remarkably better" than the regular chocolate experience of the consumer: "the good taste" will ultimately be the real driver of the progression of Fairtrade products. The new range respects the principles of the company, namely **All Natural, High quality Ingredients and Arisanal skills.**

A major research plan (1 FTE in research) has been set up with "Université de Gembloux", one of the top 5 world's competences in dairy innovation to pursue the development of "transfat-free" recipes, and maximize the fresh cream ingredient within the constraint of a targeted 4-5 Months shelf life.

PRODUCT RANGE

Belvas is specialized in pralines and truffels, organic and fairtrade.

Belvas is proud to have grown without compromising any of the artisanal skills of the chocolateers who make the proudness of Belgium. We still have a full handmade product range, and we are one of the last chocolateers to make our caramel ourselves.

MAIN REFERENCES

The "Fairtrade Assortment" was nominated for the "best new food product" at the London Natural products show in March 2006.

During 2007, the Assortment "Road to the Origin" received the Superior Taste Award granted by iTQi, the International Taste & Quality institute.

In 2008 our "Hazelnut Truffles" were "winner" of the UK Quality Food Awards in the category Fairtrade.

CERTIFICATION

BRC - BIO - CERTYSIS BE-BIO- 01 - NOP - FAIRTRADE - EMAS - KOSHER - JAS - BIO CANADA.

BONBONS A L'ANCIENNE

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Amélie LAMALLE, Export Manager

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Christian MAENHOUT, Manager

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COMPANY BACKGROUND

Created 10 years ago by M. Maenhout, Bonbons à l'Ancienne is above all the result of a passion for old-fashioned confectionery. It was therefore a natural step for it to decide to produce the Cuberdon, that little sweet from our childhood charged with emotion and memories; Proust had his Madeleine, we have the Cuberdon. Having acquired many loyal customers among adults and children in Belgium, Bonbons à l'Ancienne has sold its products for nearly 3 years in superstores, bakeries, sweet shops etc. Bonbons à l'Ancienne has launched in 2016 his luxury branch of Cuberdons named "Christian" – 100% coming from naturally ingredients, highly selected for their quality and authenticity origins – exclusively prepared with raspberry flavor, everybody agrees to say that the taste is unique.

ADDED VALUE

Originally available in just raspberry flavor, this little treat now features new colors (green, red, brown, yellow, and gold) and flavors including pear, apple and pineapple, as well as Speculoos and Champagne, to name but a few. Bonbons à l'Ancienne is the only producer of Cuberdons in more than thirty different flavors. The production process that still employs traditional technique lends its handmade character to our products. It takes 7 days to give birth to this delicious little sweet cone

PRODUCT RANGE

In bulk, Cuberdons are available in any of over thirty flavors, a list to which new flavors are continually being added.

Packaged products include:

One little Box with Cuberdons available

The tray of 5 original (raspberry) or fruit flavor (5 flavors: melon, cherry, violet, lemon and apple) Cuberdons.

The box of 16 original or fruit-flavored (4 flavors: lemon, cherry, violet and apple) Cuberdons.

MAIN REFERENCES

Delhaize, Carrefour, Provera, Mestdagh, etc







BRUYERRE

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Florence BOUCHERON, Export Sales Manager

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COMPANY BACKGROUND

In 1909, François Léon Bruyerre began a passionate adventure into the world of chocolate. Today, his descendants, supported by a workforce of 160, still control the destiny of this adventure, while continuing to honour the family tradition...

For a century, the Chocolatier Bruyerre has been sharing its passion for chocolate through its traditional recipes and handmade expertise, which have contributed to the creation of over 80 mainly handdecorated pralines with original flavours. Our artisans' talent is on display in our highly varied products...for the added pleasure of connoisseurs.

ADDED VALUE

Chocolatier Bruyerre is renowned for the outstanding quality of its pralines and marzipans, made using time-honoured recipes. Only the finest, highest quality ingredients and 100% pure cocoa butter chocolate are used to make them. The perfection, diversity of shapes and exceptional delicacy of the flavours produced have alone made it possible for us to develop these products nationally and internationally, always with the greatest respect for tradition, quality and service.

Our chocolates are produced without preservatives.

PRODUCT RANGE

Moreover, the imagination of its master chocolatiers is unbounded. Proof of this is the production of chocolate bouquets of roses, chocolate cigars and new novelties for children with new Petit Spirou box and chocolate puzzles.

Bruyerre has also developed a completely new range of prepacked gifts, in line with the current colour trends and customers' requests

MAIN REFERENCES

Bruyerre exports its products to over 38 countries, including Japan, Europe and North America, markets which are well known for being difficult to succeed in.

CERTIFICATION

All Bruyerre products comply with the HACCP standard: the reference method that guarantees the safety of food products.

CONFITURE L'ARDENNAISE

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BELGIUM

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CONTACT

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Confitures fines





COMPANY BACKGROUND

CONFITURE L'ARDENNAISE has been busy the past 50 years to improve their production process for traditional and organic jam. In 2009 we invested in a new cooking system, which makes it possible to cook our fruit under vacuum at a low temperature. We condens the evaporated aromas and reinsert them in the final product. This gives us big chunks of fruit and a very intens color and taste. Our products are completely natural, we don't add any preservatives or colorants.

ADDED VALUE

Our products are pasteurised and quality controlled on the production line using a metal detector. The unique quality of our products and the exclusive packaging has earned a worldwide reputation. Our products are therefore sold in over 20 countries in Europe and beyond: USA, Japan, Australia, China etc.

PRODUCT RANGE - BRANDS - MARKETS

Traditional, organic and sugar-free jams.

Brands: Pur Natur, Vallee de l'Ourthe, L'Ardennaise.

Markets: USA, Australia, Japan.

MAIN REFERENCES

Confiture L'Ardennaise won 2 golden stars with the SUPERIOR TASTE AWARD 2015 for their organic jam: PUR NATUR STRAWBERRY; PUR NATUR CHERRIES, PUR NATUR BLUEBERRIES and PUR NATUR RASPBERRY.

CERTIFICATION

Fedis Food - IFS, for 2016

DESOBRY

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BELGIUM

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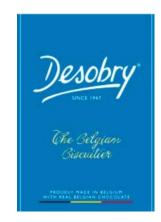


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COMPANY BACKGROUND

In 1947, Léon DESOBRY created his first biscuits in Tournai. Even then people said that when he was cooking his treasures in the rear-shop, the smell of chocolate and biscuits wafted throughout the whole neighbourhood. Taste, flavour and character built up the reputation of this Master in the art of making biscuits, and these same principles still represent the fundamental values of our company today. DESOBRY quality is universally recognised in Belgium, the country of biscuits and chocolate. And after conquering Europe, it expanded overseas to succeed on other continents.

ADDED VALUE

DESOBRY know-how

DESOBRY biscuits are inspired by traditional Belgian recipes which are constantly up-dated to fulfill today's consumers' needs and tastes. Crunchy, smooth, melt-in-your-mouth, crispy: each biscuit has its own appealing personnality. In line with the real Belgian chocolate heritage, DESOBRY's recipes include several subtle cacao based flavours.

• DESOBRY innovation

Tradition and innovation work hand-in-hand at DESOBRY. Indeed, the Belgian Biscuitier is constantly developing new biscuit recipes. This year, for example, the new born biscuits are the "Perle Speculoos original" and "Perle Coconut paradise", a subtle combination of delicious ingredients, real Belgian chocolate and light crispy biscuit.

DESOBRY quality

DESOBRY keeps improving the nutritional qualities of its biscuit recipes and uses only top quality ingredients. DESOBRY's own chocolate recipes are made exclusively with real cocoa butter. DESOBRY's biscuits contain no artificial flavours, no artificial colours, no preservatives and no hydrogenated fats, and are made using free range eggs.

PRODUCT RANGE - MARKETS

Brands: DESOBRY and Private Label

Markets: Europe, USA & Canada, Australia, Asia, South America. Design and production according to distributor's specifications.

CERTIFICATION

Certified IFS and BRC at the highest level

MATHOT - SOFRA FROMAGERIE DE ROCHEFORT

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Cécile MATHOT, Commercial Manager Luc PATTYN, Commercial Manager

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COMPANY BACKGROUND

Founded in 1948, MATHOT-SOFRA distributes its butters and cheeses to all Belgian food distribution sectors: large retail chains, wholesalers, food service and the hotel and catering industry, organisations, fine food stores and industry.

It has over a number of years developed a worldwide exportation network.

It also produces traditional Abbey cheeses in a range of 7 varieties, as well as organic cheeses. MATHOT-SOFRA also packages for customer brands (Private Label).

ADDED VALUE

MATHOT-SOFRA butters are premium quality lactic butters.

The range includes a wide variety of weights, formats and packaging, from the 10g micropain and coupelle, to 100g - 5kg packets.

With Mathot-Sofra, you will be selling the butter of your choice.

The flavoursome organic, young, semi-mature, hazelnut, basil, algae and Trappist beer cheeses are made according to traditional recipes passed down by the Trappist monks of Rochefort.

MATHOT-SOFRA's advantages are: flexibility of packaging, professionalism and guaranteed quality.

PRODUCT RANGE - BRANDS

A range of premium quality lactic butters in weights ranging from 10g - 5kg: "Rochefort", "Floreffe", "Le Saunier", "Les Prés Salés", "Saint Jacques".

A range of traditional Abbey cheeses: young or semi-Mature cheese, young with added basil, algae, hazelnuts or Rochefort Trappist beer, and organic cheeses.

Brands include:

Floreffe Bio Nature, Rochefort Tradition, Rochefort Mi-Vieux, Rochefort Bio Basilic, Rochefort aux Algues d'Ouessant and Rochefort Trappiste.

MAIN REFERENCES

Colruyt, Carrefour, Delhaize, Metro, Tesco, etc.

ISPC and Hanos in the hotel and catering industry, Bidvest for organisations.

CERTIFICATION

BRC - Global Standard - Food IFS - International Food Standard

MEURENS & RODRIGUES

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BELGIUM

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Helio RODRIGUES, Marketing Manager

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COMPANY BACKGROUND

MEURENS & RODRIGUES is a Belgian enterprise founded in 2009. Its co-founder Martine MEURENS is the granddaughter of Clement MEURENS, who developed in the 1930's the "SIROP DE LIEGE", a fruit spread that became one of the most appreciated products of Belgium. MEURENS & RODRIGUES introduced the same product in liquid format, with the name "BELGIAN FRUIT SYRUP MARTINE MEURENS".

The liquid version makes it easier to use and creates plenty of new applications.

ADDED VALUE

Packed in a modern squeeze bottle with anti-drop system, practical and clean.

The product is an excellent fruity topping for ice creams, pancakes, waffles, fresh cheese, yogurt, teas... It also adds a fruity touch to many recipes as roasted meat, vinaigrettes, pastries, desserts... Private Label is possible even starting with small quantities. The product can also be delivered in bulk containers to be packed in the local market.

PRODUCT RANGE

Belgian Fruit Syrup - Pear and Apple (Sirop de Liège):

- Plastic bottles with 340g and 900g
- Sachets with 20g
- Plastic bottles of 7kg

Belgian Fruit Syrup - with CRANBERRY:

- Plastic bottles with 340g

MAIN REFERENCES - MARKETS

- Three stars (maximum) in the SUPERIOR TASTE AWARD 2012 (ITQI), appraised by some of the most reputed European chefs
- Pre-qualified for "SIAL Innovation" in SIAL Paris, 2012
- Present in Belgian chains Spar, Alvo, ISPC, Metro-Makro, Aldi, Lidl stores and in the main catering ditributors.
- Exported to France, USA, Russia and South Korea.

NATURA

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BELGIUM

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CONTACT

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COMPANY BACKGROUND

The company was founded in 1939. Philippe Vryghem, a fishmonger, develops a first mayonnaise for his own preparations.

From the inception of the product, the emphasis is on the quality of ingredients. A few years later, it is such a success that he closes his fish shop to focus on the production of mayonnaise and sauces. In the late 1990s, Arlette Vryghem, granddaughter of the founder, launches a delicious range of dressings.

In 2012, a new team takes over the company. The aim: keep this precious know-how and highlight the values of this beautiful Belgian brand. In 2014, the company moves to Tubize, south of Brussels to cope with the growing domestic and international demand.

ADDED VALUE

The Natura products have always been only made with 100% natural premium ingredients. There are no preservatives, additives or colouring added. The manufacturing process, with drums, is unique on the market and guarantees the « home-made » taste.

Environment-conscious, the company has moved in a passive building and is certified CO2 neutral. We try to reduce our impact as much as we can on different levels by clever resources' management and recycling.

PRODUCT RANGE - MARKETS

Our core product is the mayonnaise, but we have a wide range of cold sauces (11 products), a « béarnaise » sauce to be warmed up and a range of delicious dressings (6 products). The whole range is available also on our website.

We supply mainly fine food stores but also the catering business.

We are distributed in different countries, mainly in Europe (France, Germany, Denmark, Netherlands, Italy, Spain, Portugal and Switzerland)

MAIN REFERENCES

- In Belgium : ROB, Delhaize (gourmet food department)
- In France : La grande épicerie (Paris), Galeries Lafayettes gourmet,...

CERTIFICATION

COMEOS for the mayonnaise, CO2 neutra

NEOBULLES

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COMPANY BACKGROUND

Neobulles SA was founded in August 2014 after the takeover by Philippe Stassen of the "non-cider" brands Kidibul, Vintense and Vivaro from the cider house Stassen SA. Stassen SA itself was founded in 1895 and been a member of the Heineken Group since 2012.

With the acquisition of IMD on June 1st 2015, one of the leading beverage distributors in the BeNeFraLux, Neobulles now counts 19 employees and has consolidated sales of over 80,000 hectoliters per year.

NEOBULLES' MISSION - PRODUCT RANGE

"Becoming a key player in the global beverage industry through the development and distribution of authentic and festive Belgian brands of local renown. These brands enjoy great international potential as demonstrated by their leadership position in each of their segments in home markets." "Thanks to the expertise and high added value of our qualified employees, Neobulles fulfills in a profitable and sustainable manner its role as a trendsetter, innovation scout and leader in the beverage segment.

Our diversified but selective niche product range responds to the newest trends and tastes in the industry, and at the same time, provides consumers with unique, healthy and responsible beverages."

NEOBULLES

ADDED VALUE

Neobulles offers a comprehensive and consistent range of high growth potential beverages. These are distinguished by the quality of their ingredients, their originality in terms of taste and packaging, their synergy and their perfect match with the latest consumer trends observed in our target markets.

NEOBULLES' BRANDS IN THE USA AND IN CANADA

MADD Virgin Drinks is a range of non-alcoholic sparkling and still wines that support the work of Mothers Against Drunk Driving. They include MADD Virgin Brut, Blanc and Rouge. Our unique technology and know-how allow us to extract 100% of the alcohol while maintaining all the flavor and 80% of the aroma of conventional wine. MADD Virgin Drinks donates 5% of Retail sales to MADD to support their ongoing efforts to put an end to drunk driving. www.maddvirgindrinks.com

Best Buddies Bubbles is a Celebration Drink for "kids" of all ages created to support the work of Best Buddies International throughout North America. It is a 100% natural sparkling apple juice product bottled in a 750 ml (26 fl oz) Champagne style bottle with a traditional cork and cage closure.

www.bestbuddiesbubbles.com

In addition of these License Brands for North America, Neobulles also owns three brands: Kidibul (www.kidibul.be), Vintense (www.vintense.be) and Vivaro (www.vivaro.be). Neobulles is also the exclusive distributor in BeNeFraLux of a series of strong brands including Twist and Drink and Rauch, as well as international brands like Rubicon, Snapple, Sappé, Mintanine, Pure Bio Energy, Yeau and the three Austrian Trappist beers Gregorius, Benno and Nivard of the Stift Engelszell brewery.

DISTRIBUTION NETWORK

The supermarkets in Belgium (Colruyt, Delhaize, Carrefour,...) and some major export players (Fozzy Group, Hill Street Marketing Inc. ...).

CERTIFICATION

All our products are BRC certified and FDA approved.

Our brands and ranges in the USA and Canada:

MADD Virgin Drinks are available across Canada at selected Shoppers Drug Mart stores, Rexall, Loblaws Group, Sobeys, Independents and Government Liquor Stores.





Feel inspired



« I fell in love with Wallonia »



Wallonia is full of great assets. Help spread the word!

You like Wallonia and you want to enhance its global reputation? Join our network of Wallonia.be Brand Ambassadors!

One mission, lots of benefits!

We want to promote Wallonia and you can help us: share information from our website and social networks, add the Wallonia.be logo and slogan Feel inspired to your website, blog or email signature, inform us about development opportunities for the Wallonia Region, bring the brand to life by actively taking part in conversations on Facebook, Twitter or LinkedIn and by recruiting other Ambassadors...

In return, you get a chance to:

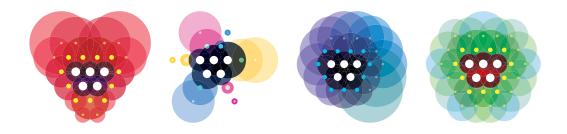
- promote your activities and share your success stories on the Wallonia.be Ambassadors' blog
- expand your network using the private area on the portal
- receive a newsletter about the Region and the Brand Ambassadors' network
- be invited to exclusive events
- use the Wallonia brand logo and benefit from the Region's reputation

How to become a Brand Ambassador?

Complete the online application form on the website (http://www.wallonia.be/en/ambassadors). Simply answer three questions and we will let you know if your profile matches the network we want to implement.

Do you want more information?

Contact: ambassador@wallonia.be!



Wallonia is open to the world!

... with a sense of sharing, accessibility, technical know-how and quality of life

Notes

Notes



EXPORT INVESTMENT

WALLONIA EXPORT-INVESTMENT AGENCY

Export

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