



Bretons Biscuits

AB Foods 2021

# Summary

- **Introduction**
- **Presentation of the market and our partner**
- **Our Breton products**
- **Conclusion**

# INTRODUCTION

## P R E S E N T A T I O N

Brittany being the cradle of French biscuits, we have forged a solid partnership with a manufacturer offering most of the Breton specialties, referenced throughout the French food retailers. Today, to take advantage of their know-how, we are looking for new international distributors.

## O U R S T O R Y

For more than 20 years, we have been their commercial partner for French food retailers. In our common goal of internationalization, we are pleased to represent them around the world.

## O U R A M B I T I O N

Help people discover and appreciate Breton specialties all over the world

# Market study



# Analysis of the current weaknesses of the biscuit market in France

Recipes	Ingredients	Animal wellbeing	Packaging
<ul style="list-style-type: none"><li>✓ Alcohol spray widely used in industrial baking for preservation: it changes the taste of products, and is very controversial vs. target children and ethnic</li><li>✓ No steps yet to reduce pesticides, antibiotics in raw materials</li><li>✓ No withdrawal of additives yet, especially the controversial phosphate which is already banned in several countries</li><li>✓ Massive use of sugar syrup (strong impact on blood sugar), artificial flavors, preservatives and emulsifiers</li><li>✓ Under the use of rapeseed oil, which has a better nutritional profile than sunflower oil</li></ul>	<ul style="list-style-type: none"><li>✓ Lack of supply of all raw materials in France (eggs, butter and sugar in particular)</li><li>✓ Still little use of Protected Geographical Indication (PGI), Protected Designation of Origin (PDO) and local sourcing</li></ul>	<ul style="list-style-type: none"><li>✓ Few strong positions on the subject, nothing on the embryonic sexing of eggs</li><li>✓ No "vegan" offer (vegan), 100% vegetable as in other categories / department</li></ul>	<ul style="list-style-type: none"><li>✓ Dominant use of plastic packaging (tray, film)</li><li>✓ In this market which lends itself to bulk, no major initiative visible in traditional large-scale distribution</li></ul>

# Our response for a qualitative and competitive advantage of our cookies

Sourcing « clean » ingredients	With precise and close origins	Clean label recipes	Virtuous packaging	Quality accessible to as many people as possible
<ul style="list-style-type: none"><li>✓ Organic cereals or without pesticides</li><li>✓ Free-range eggs</li><li>✓ Hens raised without antibiotics</li><li>✓ Buckwheat IGP Brittany</li><li>✓ Butter 100% milk from France</li><li>✓ Sugar from French beets</li></ul>	<ul style="list-style-type: none"><li>✓ 100% France</li><li>✓ 100% Brittany for cereals (wheat, buckwheat)</li></ul>	<ul style="list-style-type: none"><li>✓ Phosphate free</li><li>✓ Without sugar syrup</li><li>✓ Alcohol-free spray</li><li>✓ No artificial flavor</li></ul>	<ul style="list-style-type: none"><li>• Less plastic: paper film, cardboard tray, cardboard box</li><li>• We are the first to have launched 100% recyclable packaging in the cookie market</li></ul>	<ul style="list-style-type: none"><li>✓ Our 7 kneaders are all qualified pastry chefs who master and take care of their recipes from kneading to the end of the production line</li><li>✓ A price consistent with the market</li></ul>

# TO SUM UP

- ✓ A dynamic market based on the search for a little gourmet and comforting pleasure, easily accessible to all
- ✓ Sensitive to novelty, but slow to make the necessary food transition
- ✓ The big brands that have been in the market for a long time will not carry this revolution. This will be the role of a new player, bold and agile.
- ✓ There is room, today, for a free and sincere company that proposes and realizes an alternative and modern vision of the biscuit, the cake and the gluttony.

# Our products





# French Brittany Cake

- ✓ BBD: 150 days
- ✓ Made in France
- ✓ Alcohol Free
- ✓ Fresh eggs
- ✓ Languages
  - Arabic
  - English
  - French
  - Dutch



# Galettes Bretonnes

- ✓ BBD: 365 days
- ✓ Made in France
- ✓ Pure butter
- ✓ Raspberry nuggets
- ✓ With buckwheat flour
- ✓ With caramel chips
- ✓ With chocolate chips



# MAXI Galettes Bretonnes

- ✓ BBD: 365 days
- ✓ Made in France
- ✓ Pure butter





# Galettes Bretonnes in a decorated metal box

- ✓ BBD: 270 days
- ✓ Made in France
- ✓ Pure butter
- ✓ Made in France
- ✓ Tin box with changeable pictures



# Palets Bretons

- ✓ BBD: 270 days
- ✓ Made in France
- ✓ Pure butter
- ✓ Raspberry nuggets
- ✓ With caramel chips
- ✓ With chocolate chips





# Organics

- ✓ BBD: 270 days
- ✓ Made in France
- ✓ Organic pure butter Galettes Bretonnes
- ✓ Organic chocolate chip Galettes Bretonnes
- ✓ Organic pure butter Palets Breton
- ✓ Organic chocolate chips Palets Breton



# Yummy Cookies

- ✓ BBD: 270 days
- ✓ Made in France
- ✓ The chocolate chip cookie
- ✓ The all-chocolate cookie
- ✓ The Cereal cookie



# CONCLUSION

## CHALLENGES

- Promote and appreciate the high quality of products
- Select specialist distributors

## GOALS

- Develop the same notoriety as French wines and have a French biscuit section in international food stores

## CONSTRAINTS

- Organize efficient logistics circuits
- Product self-life management

## OUR AMBITION

Help people discover and appreciate Breton specialties all over the world





Thank you

To contact us, please fill out the contact form on our website

[www.abfoods.fr](http://www.abfoods.fr)