

# **Bretons Biscuits**

AB Foods 2021

## Summary

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

## INTRODUCTION

#### PRESENTATION

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.

#### OUR STORY

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.

### OUR AMBITION

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

- ✓ Alcohol spray widely used in industrial baking for preservation: it changes the taste of products, and is very controversial vs. target children and ethnic
- ✓ No steps yet to reduce pesticides, antibiotics in raw materials
- ✓ No withdrawal of additives yet, especially the controversial phosphate which is already banned in several countries
- ✓ Massive use of sugar syrup (strong impact on blood sugar), artificial flavors, preservatives and emulsifiers
- ✓ Under the use of rapeseed oil, which has a better nutritional profile than sunflower oil

#### Ingredients

- ✓ Lack of supply of all raw materials in France (eggs, butter and sugar in particular)
- ✓ Still little use of Protected Geographical Indication (PGI), Protected Designation of Origin (PDO) and local sourcing

#### Animal wellbeing

- ✓ Few strong positions on the subject, nothing on the embryonic sexing of eggs
- ✓ No "vegan" offer (vegan), 100% vegetable as in other categories / department

#### Packaging

- ✓ Dominant use of plastic packaging (tray, film)
- ✓ In this market which lends itself to bulk, no major initiative visible in traditional large-scale distribution

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

## Sourcing « clean » ingredients

- ✓ Organic cereals or without pesticides
- ✓ Free-range eggs
- √ Hens raised without antibiotics
- √ Buckwheat IGP Brittany
- ✓ Butter 100% milk from France
- ✓ Sugar from French beets

## With precise and close origins

- ✓ 100% France
- √100% Brittany for cereals (wheat, buckwheat)

## **Clean label recipes**

- ✓ Phosphate free
- ✓ Without sugar syrup
- ✓ Alcohol-free spray
- ✓ No artificial flavor

## Virtuous packaging

- Less plastic: paper film, cardboard tray, cardboard box
- We are the first to have launched 100% recyclable packaging in the cookie market

## Quality accessible to as many people as possible

- ✓ 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 ✓ A price consistent
- with the market

**PRESENTATION** PRODUCTS INTRODUCTION CONCLUSION

## 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











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## MAXI Galettes Bretonnes

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



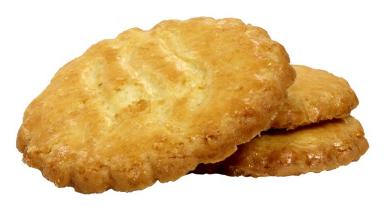
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## Galettes Bretonnes in a decorated metal box

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







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## Palets Bretons

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









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## 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









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# Yummy Cookies

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







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## 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

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# Thank you

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

www.abfoods.fr