

# OUR KNOW- HOW



## *Our commitments*

Our four pillars illustrated through concrete actions

## *Our know-how*

The secret of exceptional quality

## *Iconic products*

(Re)discover them!

## *New products*

You'll love our new products for 2022!



SHARE

THE BAKERY CULTURES  
OF THE WORLD

**2022 Edition**



# OUR PURPOSE

SINCE BRIDOR'S CREATION BY LOUIS LE DUFF IN 1988, OUR TEAMS HAVE BEEN DRIVEN BY A PASSION FOR BAKING

## ***Bread is central to life, all over the world***

It is part of our cultural heritage, and every country has its own lively and unique bakery culture that gets passed down from generation to generation.

Between traditional and modern techniques, both local and global, recipes intersect and are reinvented to align with what consumers want.

## ***Supporting and sharing bakery cultures worldwide***

From French baguettes to tasty Nordic loaves, from butter croissants to red bean-filled Japanese croissants, from Indian chapati to Brazilian pão de queijo,

We are inspired to create exceptional products through the extraordinary expertise of bakers and chefs from around the globe. Our breads and Viennese pastries are characterful, made of natural ingredients and true to their origins.

## ***Since its foundation, Bridor has been driven by a passion for baking***

- / Imagining and producing new recipes by showcasing a diversity of flavours,
- / Ensuring excellence in our ingredients and supply chains.
- / Combining large scale manufacturing strength with the virtuosity of bakery expertise.
- / Defending quality and taste without compromise.
- / Putting women and men at the heart of our efforts to create a more responsible approach...

## ***That's Bridor's mission***

Together, we share bakery talents and cultures, bringing exceptional bakery products to every table in more than 100 countries all around the world.

BRIDOR,  
Share the bakery cultures of the world

### ***Bridor in figures***



Presence in over  
**100 countries**  
worldwide



**2,500**  
employees



**€800 million**  
in turnover in 2021



**4 billion**  
products per year



**9**  
production sites

# OUR DNA



## ***Preserving artisanal know-how***

For over 30 years, Bridor has been inspired by the bakery tradition and has teamed up with chefs to propose characterful and delicious products. Through prestigious partnerships, such as with La Maison Lenôtre, La Maison Pierre Hermé Paris and Meilleur ouvrier de France Boulanger (Best Craftsman in France - Bakery), Frédéric Lalos, Bridor offers original collections for high-end customers.



## ***Quality for over 30 years***

Bridor's production methods respect the products and resting times necessary for the flavours to develop. The teams consist of bakers, engineers and quality experts who work mainly on pure butter Viennese pastries, made following French pastry-making tradition. The breads are made from minimum T65 flour (traditional flour).

## ***Innovation as a driving force***



Innovation is a real growth engine and has driven the women and men at Bridor since its creation. More than 100 products inspired by the bakery cultures of the world are thus proposed each year. Rewarded many times over for the quality of its innovations, Bridor in particular won the "Grand Prix SIRHA Innovation 2019" for L'Amibiote, a baguette developed in collaboration with INRAE (public research institute) and Joël Doré, expert in intestinal microbiota.



## ***People at the heart of our professions***

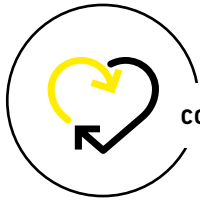
The company attaches great importance to the people who allow the company to thrive every day. Since 2019, exoskeletons have been introduced to improve the working conditions of employees in our historic production site. Frequent actions like Sign Language Month are also organised throughout the year. Lastly, local employment is given precedence and training is encouraged.

1 • Frédéric Lalos, Meilleur ouvrier de France in the Bakery category. 2 • Louis Le Duff (left) and Gaston Lenôtre (right). 3 • Samples are taken and baked every 15 to 30 minutes to ensure ongoing control of the finished products. 4 • L'Amibiote, a fibre-rich bread developed in collaboration with INRAE. 5 • Four exoskeletons are currently used in our production facilities.



# OUR COMMITMENTS

ACTING TO PROTECT PEOPLE, BUT ALSO OUR ENVIRONMENT



CONSUMER WELL-BEING

***Propose easy-to-understand recipes containing essential ingredients***



Over 85% of our references have the BRIDOR CLEAN LABEL<sup>1</sup> and all of our croissants, pains au chocolat and 98% of our breads are in line with this definition.

## OUR BRIDOR CLEAN LABEL RECIPES ARE MADE WITH:

- / ingredients of natural origin
- / ingredients with naturally occurring colouring, aromatic and texture-enhancing properties, such as vanilla for flavour or turmeric for colour.

*Only ascorbic acid, which plays a decisive role in the final product quality, is tolerated in our recipes. When it is used, it is always in a quantity of less than 0.02%.*

72% January 2020    74% January 2021    85% January 2022

Reworking of our bechamel and a large number of our fruit fillings

2026 Objective  
**100%**  
BRIDOR CLEAN LABEL

## Committed to healthier eating



### SALT

#### ONGOING WORK TO REDUCE SALT IN OUR PRODUCTS

A three-year action plan to gradually reduce the amount of salt in all our breads<sup>2</sup>.

2023  
**Our breads will have a maximum salt content of 1.3g/100g<sup>3</sup>**

This measured and gradual approach reflects the commitment of the WHO Member States and the recommendations of the French Department of Health via the PNNS (National Nutrition and Health Programme).

#### A "LOW SALT" PRODUCT RANGE

**-25%**  
SALT

In Europe, the "Low salt" claim is only possible for recipes with a salt content that is at least 25% lower than the average of similar products on the market.

#### A RANGE OF BREADS WITH LESS THAN 0.9%

*Just a Pinch*

In some countries, recommendations and regulations are stricter. This is why Bridor proposes the Just A Pinch range with less than 0.9% salt.



### SUGAR

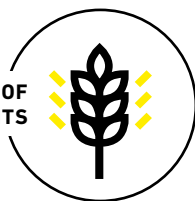
In Viennese pastries, optimising our recipes into Bridor Clean Label recipes also allows us to reduce the amount of sugar in our fillings.

## Act for the nutritional quality of our products

Consumers are increasingly interested in naturalness and nutrition, wanting a more balanced and more environmentally-friendly diet. In line with these trends, we offer a BETTER LIVING range and an ORGANIC range.

(1) Clean Label scope: Bread, Viennese pastries, snacks, brioches, under the BRIDOR brand, including trade product assortments. • (2) Except Focaccias Genovese. • (3) In the baked product. • (4) With the exception of weather conditions making it impossible to supply 100% French origin wheat.

THE QUALITY OF  
OUR INGREDIENTS



## Flour

- / Since 2021, **100% of our conventional flours are from France**, which means that they are produced from French wheat<sup>4</sup> and processed by French millers located less than 300km from our production sites.
- / The organic wheat flours used in our breads are also from organic French wheat<sup>4</sup>.

## Eggs

- / Since **1 January 2019**, we only use barn eggs for Bridor products. Some ranges (organic, NAKED, Bridor x Pierre Hermé Paris) are made with free range eggs.

## Butter

- / We are working on **writing and signing our Bridor Responsible Butter Charter** with our processing partners and livestock partners. This charter will cover good purchasing practices, support for the dairy branch and respect for the environment.

Objective for the end of 2023:  
**Signing of our charter by 70% of our suppliers**



In some recipes, **we work with PDO Charentes-Poitou butter, which is unanimously recognised by French artisan bakers** for being ideal for Viennese pastries.



We use **Breton butter** in our exclusive collection produced in collaboration with La Maison Pierre Hermé Paris.

## Consumption reduction

- / In 2021, we took steps to obtain **Energy Management Certification**.

This certification promotes companies which commit to reduce their impact on the climate, to preserve resources and improve their results thanks to efficient energy management.

- / **By the end of 2023, over 70,000 m<sup>3</sup> of water will be saved per year on our production sites** by reducing our water consumption by cooling the infrastructure with adiabatic technology (evaporation of water thanks to heat from the air).

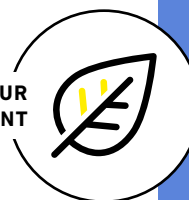
## Eco-actions

- / **100% of our industrial water is used to irrigate fields close** to our production sites. In 2020, this represented 90,000m<sup>3</sup> of water that was reused!
- / Since 2021 we have deployed **connected production lines** (predictive maintenance).

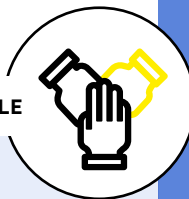
## Biodiversity

- / Consideration for biodiversity is an integral part of the design of all our future projects. Thus, our Louverné site now has six beehives and its green spaces are maintained by sheep thanks to "Moutons de l'Ouest".

PROTECTING OUR  
ENVIRONMENT



RESPECT FOR PEOPLE



## Health and safety

- / Awarding of the **Health and Safety at Work Certification**.
- / **TARGET: 50% fewer lost-time accidents by 2024** in all divisions and all activities in the world.



## Better living, integration and diversity

- / **Launch of the HUMAN project which targets the prevention of musculoskeletal disorders.**

A gym and a physical measurement laboratory have been installed in order to offer employees a personalised programme to help them in the prevention of the risk of injury.

- / **Obtaining the "Vitrine Industrie du Futur" (Industry of the Future Showcase) label**, which rewards technological innovations focused on people in our production sites.

- / **Wide scale deployment of exoskeletons.**

We introduced our first exoskeletons in 2019. Since 2021, muscle fatigue sensors have been added to improve and quantify their benefits.

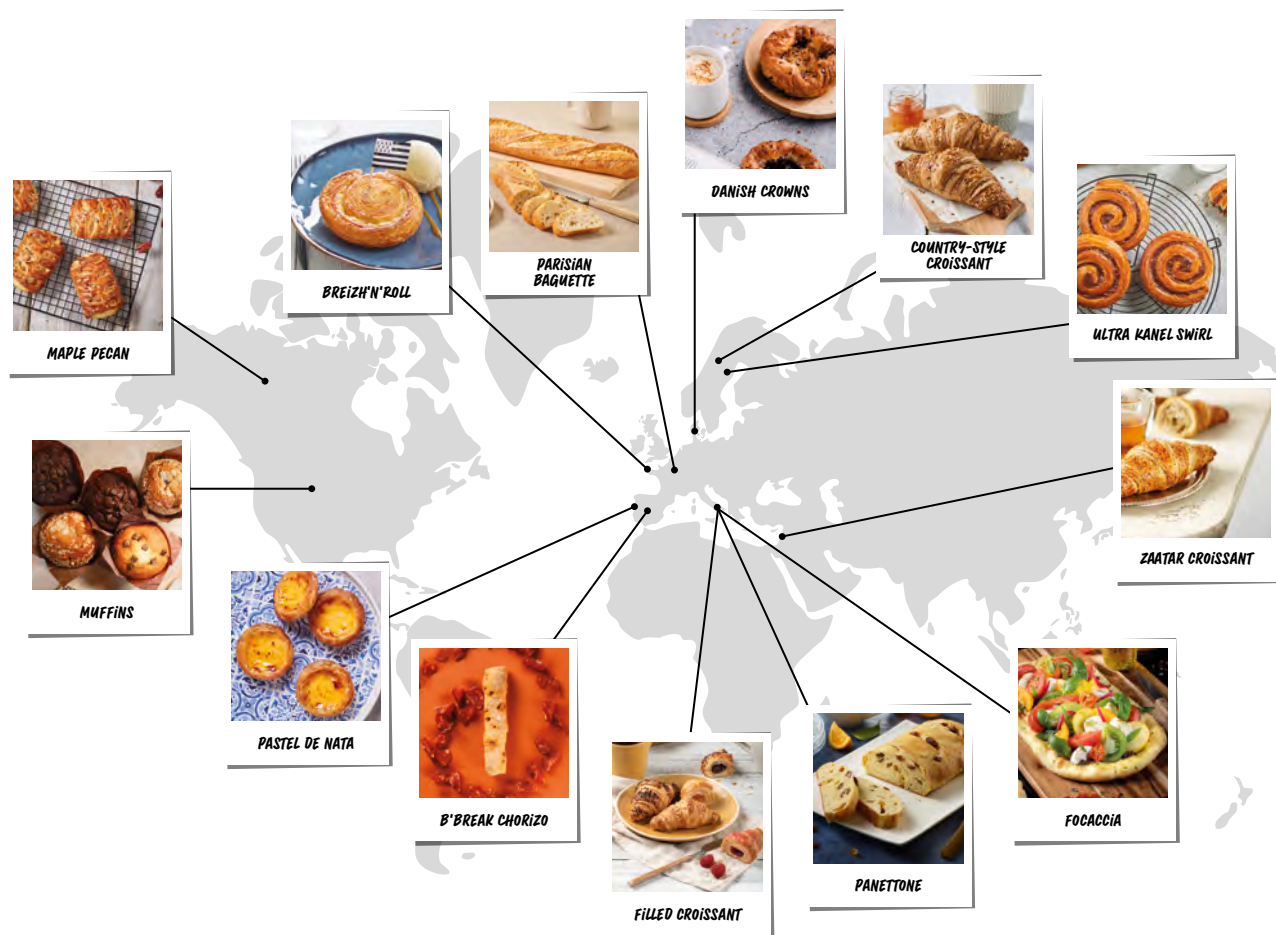
- / **Deployment of chatbots** on our production sites, one to help resolve problems frequently encountered on the production lines, the other to provide real-time support to managers and teams on everyday issues related to company life ("HR chatbot").



# BAKERY CULTURES

FRENCH KNOW-HOW AT THE  
SERVICE OF THE BAKERY  
CULTURES OF THE WORLD

At Bridor, we are keen to support and share bakery cultures worldwide. Our local chefs revisit our products, inspired by local culinary specialities, to create recipes. We also propose innovations directly borrowed from local cultures, in combination with our French know-how.



**BBCC**  
BRIDOR BAKERY CULTURES  
**CLUB**

## ***Bridor Bakery Cultures Club***

This club was created to keep the bakery cultures of the world alive.

**It brings together all of our bakery experts around the world.** Together, they discuss local trends, share the bakery cultures specific to their regions and recipes, and take part in Bridor events worldwide: shows, creativity competitions, etc.

**This club is a place of exchange, inspiration and transmission focused on a passion for bakery.**



Cooking demonstrations by club members.



This logo informs you that this product is the result of an innovation process that takes inspiration from local cultures to propose creative and tasty products!

# SERVICES & RECIPES

BRIDOR AT YOUR SERVICE, OFFERING LOCAL SUPPORT



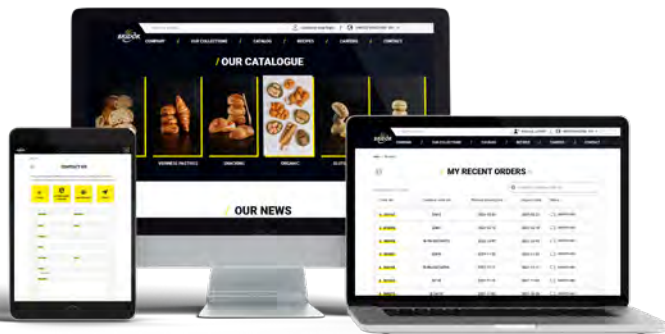
## **bridor.com**

### YOUR ONLINE CATALOGUE.

**Products:** find our bread, Viennese pastry and pâtisserie products on our website.

**Media:** view our brochures, recipes and baking videos.

**Customer account:** you have access to an online account<sup>1</sup> where you can find your specific products, your transaction documents, a personalised catalogue publisher, and the after-sales service.

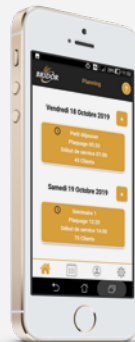


(1) To access your online account, please contact our teams.  
[commercialfrance@groupeleduff.com](mailto:commercialfrance@groupeleduff.com) for France  
[exportsales@groupeleduff.com](mailto:exportsales@groupeleduff.com) for other countries.



## **Bridor app**

YOUR TOOL TO HELP YOU BAKE OUR BREADS AND VIENNESE PASTRIES IN HOTELS.



BAKE EVERY 2 HOURS  
TO OFFER QUALITY  
VIENNESE PASTRIES.

An application to help hotel owners schedule baking sessions for breakfasts and seminar breaks.

### Configure your data:

- Product type
- Oven type
- Number of trays
- Number of customers
- Service times



## **Sales and technical expertise**

250 SALES STAFF AND BAKERS  
OF WHICH 150 WORKING OUTSIDE OF FRANCE.



## **Bridor connect**

YOUR REMOTE ASSISTANCE.



Contact our technical managers to help you prepare our products:  
08 002 810 40<sup>2</sup>

- From 7am to 11am
- Monday to Friday

(2) Free number  
Service available in mainland France only.



# 1 BREADS

## ***Our know-how***

### ***Quality raw materials***

/ **Minimum T65 wheat flours.** Since 2021, all our standard wheat flours are made from wheat **grown in France** <sup>(1)</sup>.

/ **Sourdoughs made in our production workshops** following precise specifications.

### ***The taste of tradition***

/ The doughs are worked, kneaded and formed slowly.

/ Long **rising and fermentation times** for honeycomb centres and unique flavours.

/ Baked or part-baked in a **stone oven**.

### ***Know-how and creativity***

/ A range resulting from **pure French baking expertise and the bakery cultures of the world**, for a wide range of breads in multiple shapes and flavours.

### ***Commitment to healthier eating***

/ 98% of our breads have the Bridor Clean Label. This logo illustrates the products or collections that meet these requirements.



(1) With the exception of weather conditions making it impossible to supply 100% French origin wheat, aside from focaccias.



# Our collections

## French-style breads

### ***Bridor Une Recette Lenôtre Professionnels***

Refined, mainly hand-scored **rolls** made in collaboration with  
**La Maison Lenôtre**.



### ***Bridor by Frédéric Lalos***

A selection of **loaves** developed with Frédéric Lalos, **Meilleur ouvrier  
de France (Best Craftsman in France)** in the **Baking** category.

### ***The Gourmet Breads***

Bridor premium collection with a complete range of **rustic breads with intense flavours**.



### ***Breads of Indulgence***

Very indulgent and generous, **sweet or savoury breads**, rich in  
**inclusions** and suitable for any time.



### ***The Essential Breads***

**Classic shapes** and **consensual flavours**, mainly made with **Label Rouge wheat flour**  
and **fermented dough**.



## Breads from Around the World



A range that combines French baking expertise  
and that from other cultures and universes, to  
discover new baking horizons.

## Organic Breads *Bio*

Made with carefully selected organic raw  
materials.

## Better living breads

A collection that combines nutritional benefits,  
enjoyment and quality.

## Service References

### MINI PACKS

Products packaged in small boxes with a large  
coloured label for Cash & Carry.

### CONSUMER BAGS

A range for consumers to bake at home.

# CLOSE-UP ON *our iconic collections*

## *Bridor Une Recette Lenôtre Professionnels*

The excellence of French bakery with exclusive recipes **developed in partnership with La Maison Lenôtre - Paris**, in small formats, **for the hotel and restaurant sector**. The refined and delicate rolls in this range are **mainly hand-scored and made with sourdough**. They are ideal for creating a variety of enjoyable tastes thanks to different recipes, shapes and flavours.



### FOCUS ON

#### **FINEDOR® BREAD ROLLS**

A synonym of French elegance and delicacy, Finedor® rolls are made with Traditional bread flour (T65), wheat sourdough and scored by hand. They will enhance your plates and can be adapted to every recipe.



## *Bridor by Frédéric Lalos* MEILLEUR OUVRIER DE FRANCE

Developed in partnership with **Frédéric Lalos, Meilleur ouvrier de France Boulanger (Best Craftsman in France for Baking)**, these large breads with exceptional baking quality immediately project us inside a bakery.

What's their secret? **Carefully selected raw materials and particular attention to respecting the dough and manufacturing processes** inspired by artisanal methods, for a range of high-quality rustic breads.



### FOCUS ON

#### **POCHON LOAF**

The Pochon loaf is the result of the alliance of T65 wheat sourdough, offering roundness and sweetness, and a dehydrated wheat sourdough for a strong taste.

The secret of its subtle flavour resides in long fermentation and an optimal blend of selected sourdoughs. Its original shape is formed by hand.



## The Gourmet Breads

The breads in this collection are based on 3 essential pillars:

### QUALITY

/ Ingredients carefully selected according to our well-defined specifications, for example, **specific flours**.

/ Recipes made with care by our bakers, to offer **unique flavours and tastes**.

### KNOW-HOW

/ All products are developed with respect for processes and the dough.

/ The dough is worked with **high moisture levels and long rising times** for optimal development of the crumb and flavours.

/ To preserve traditional methods, we have chosen to use **sourdoughs made in our workshops with long fermentation periods** in some of our recipes.

### CREATIVITY

/ Selection of **varied ingredients** (seed mixes made by our teams) adding character to each of our breads.

/ **Varied shapes** (loaves, rolls, baguettes, half-baguettes) and complex finishes are proposed to better meet your requirements.



## Breads from Around the World

When French baking expertise is inspired by trends from near and far, to offer breads with original and tasty recipes.

Local flavours have been reinterpreted in our different products, such as the Nordic Loaf inspired by Scandinavia, or Ciabattas and Panettone-Style Bread with Italian flavours.



### FOCUS ON

#### NORDIC LOAF

A unique recipe for a Scandinavian-inspired bread with a dark and dense centre.

/ High rye and seed content: sunflower, poppy, millet, white sesame, yellow and brown flax seeds

/ Flavours of toasted cereals

/ A dense and soft centre and a crunchy and generous topping.



# 02 VIENNESE PASTRIES

## ***Our know-how***

### ***High quality puff pastry***

- / Mainly pure butter: Charentes-Poitou PDO butter or fine butter for Viennese pastries with a fine, melt-in-the-mouth puff pastry.
- / FRENCH FLOURS: standard wheat flours made from wheat grown in France<sup>1</sup>.
- / With eggs from barn or free range hens.

### ***The taste of tradition***

- / Viennese pastries crafted in the spirit of French pastry-making. The dough is left to prove for long hours for flavoursome Viennese pastries with complex, rich and intense aromas and golden puff pastry.

### ***Flexibility and Speed***

- / Available RTP (ready-to-prove) and RTB (ready-to-bake) to meet every need.

### ***Commitment to healthier eating***

- / 76% of our Viennese pastries have the Bridor Clean Label.



(1) with the exception of weather conditions making it impossible to supply 100% French origin wheat and aside from Danish crowns.



# Our collections

## French-Style Viennese Pastries



### **Bridor x Pierre Hermé Paris**

A collection of Viennese pastries that is unique in terms of both flavours and the finesse of the ingredients.



### **Bridor Une Recette Lenôtre Professionnels**

The best of French bakery available to professionals in the Hotel and Restaurant sector.



### **Éclat du Terroir**

Drawing inspiration from French pastry-making tradition, this range concentrates all Bridor's expertise in a selection of exceptional Viennese pastries.

### **Les Créations d'Honoré**

A rich and complex recipe that offers a singular aromatic experience, with intense and lasting milky notes.

### **Savoureux**

Delicious Viennese pastries made with a butter-rich recipe for a meltingly soft texture and an intense taste.



### **Irrésistibles**

Pure butter puff pastry with recipe where the splash of milk<sup>(1)</sup> and cream<sup>(1)</sup> add intense flavours in the mouth.



### **Classiques**

Simple and affordable Viennese pastries with a dainty texture, laminated with fine butter.



THE INTENSITY OF BUTTER

## Indulgent Viennese Pastries

A range of very indulgent Viennese pastries in two collections: MINI Indulgent Viennese Pastries and MAXI Indulgent Viennese Pastries.

## Viennese Pastries from Around the World



When French baking expertise is inspired by trends from near and far.

## Better living & Organic

A collection that combines nutritional benefits, enjoyment and quality.

## Service References

### MINI PACKS

Products packaged in small white boxes with a large label for Cash & Carry.

### CONSUMER BAGS

A range for consumers to bake at home.

(1) Incorporated in powder form.

# CLOSE-UP ON our iconic collections

## *Bridor x Pierre Hermé Paris*

A UNIQUE & CREATIVE COLLABORATION

Driven by their shared values and a deep respect for know-how, **Bridor and Pierre Hermé Paris have concocted a collection of Viennese pastries that is unique** in terms of both flavours and the finesse of the ingredients.

Pierre Hermé applied the same high standards as for his own creations, with demanding and precise specifications. He has created **five recipes, using the sophistication for which he is known to combine taste, texture and flavour.**

Each ingredient has been rigorously selected, with **particular attention to the origin of the ingredients** in this range: French wheat, Breton butter, Madagascar Pure Origin Chocolate, Californian almonds, Sicilian lemon juice, etc.



## FOCUS ON

### MINI CROISSANT

A very crispy and melt-in-the-mouth mini 35 g croissant with buttery notes and a unique lingering taste. The use of Breton butter and its recipe enriched in sugar and whole milk (powdered) make this croissant particularly delicate.

### MINI PAIN AU CHOCOLAT

A fluffy mini 40 g pain au chocolat with delicious puff pastry and a unique taste. It has the crispiness and buttery notes of the croissant associated with Madagascar pure origin chocolate with a strong flavour and tangy notes.

## *Bridor Une Recette Lenôtre Professionnels*

A PRESTIGIOUS COLLABORATION



This collaboration of over 20 years has been built on shared values: high standards, excellence and creativity.

These exclusive recipes have been dreamed up by Lenôtre Master Bakers to create **Viennese pastries made only with pure butter**, with delicate flavours and exceptional puff pastry.

This **prestigious brand, designed for Chefs by Chefs**, is today available throughout the world to our most demanding clients.

## FOCUS ON

### LUNCH VIENNESE PASTRIES

Delicate and tasty, the lunch format Viennese pastries procure the enjoyment of the smaller product, with delicacy and delicious flavours. They are essential on hotel breakfast buffets and during seminar breaks.







Drawing inspiration from French pastry-making tradition, Éclat du Terroir concentrates all of Bridor's expertise in a selection of exceptional Viennese pastries.

A recipe made exclusively with pure butter, with gentle and steady dough lamination and long proving times for a puff pastry of exceptional quality in terms of both texture and flavour.

This exceptional recipe, kept secret since its creation, gives these Viennese pastries a natural wealth of flavours and a final intense caramel note.



## CHARENTES-POITOU PDO BUTTER

The majority of our Eclat du Terroir Viennese pastries are made with Charentes-Poitou PDO butter. It is the historical reference in dry butter.  
/ A butter recognised unanimously by French artisan bakers for being ideal for Viennese pastries.

/ A label to communicate to consumers, because the notions of origin and know-how hold a lot of meaning today.

## Indulgent Viennese Pastries



A unique experience of pleasure with creative, generously sized Viennese pastries.

Today's consumers seek pleasure. They love new sensations and new, original and delicious taste experiences.

The indulgent Viennese pastries combine new flavours, new textures with original shapes and attractive looks. This collection provides originality and indulgence thanks to a unique taste experience.



## FOCUS ON

### BREIZH'N'ROLL

This is the association of the Kouign-Amann, a traditional Breton cake, and our know-how in puff pastry: a recipe made with a croissant dough, butter and sugar, for a texture that is both crispy and soft.



# 03 SNACKS

## **High quality puff pastry**

- / 100% pure butter puff pastry: ready-to-bake snacks made with pure butter puff pastry for a delicious, buttery taste, a crispy texture and golden puff pastry.
- / FRENCH FLOURS: standard wheat flours made from wheat grown in France<sup>1</sup>.
- / Exclusively with eggs from barn hens.

## **Flavours and Creativity**

- / Flavoursome, generous and varied fillings.
- / Different formats: mini formats for every moment of the day, at home or out-of-home, but also more generous maxi formats, ideal for eating sitting down or on-the-go.
- / Bun'n'Roll, a puff pastry bun that offers many possibilities for delicious recipes, savoury and sweet.

## **Quick to prepare**

- / A ready-to-bake offer for fast and simple preparation, guaranteeing freshness and flexibility.

## **Commitment to healthier eating**

- / 86% of our savoury snacks have the Bridor Clean Label.



(1) with the exception of weather conditions making it impossible to supply 100% French origin wheat.



### **FOCUS ON MINI SNACKS**

Delicious savoury mini snacks with very generous and indulgent fillings made with pure butter puff pastry. They are ideal for every sharing moment, such as appetizers, breakfasts or seminar breaks.



### **FOCUS ON**

#### **BUN'N'ROLL**

Made from a delicious croissant dough, this puff pastry burger bun with a spiral shape is an incredible base for truly surprising burgers and desserts.

- / **Attractive** thanks to its spiral movement which reveals delicate puff pastry.
- / **Flexible**, for use all day long.
- / **Surprising** thanks to its delicious buttery taste and its unique textures: crispy on the outside and soft inside.
- / **Practical** to prepare.



# 04 PÂTISSERIE

OVER 10 YEARS OF  
KNOW-HOW AND EXPERTISE TO OFFER  
A RANGE OF PASTRIES WITH INTENSE  
AND VARIED FLAVOURS.



## FOCUS ON

### MACARONS

Bridor macarons combine a French "cold"-prepared meringue and whipped ganache made with fruit purée and natural flavourings. Available in around 20 flavours and in different packaging, the macarons meet every need!

## FOCUS ON

### PETITS FOURS

An exceptional collection of petits fours made with quality ingredients and with strong flavours. The modern-looking tartlets, the rich melt-in-the-mouth texture of the desserts and the authenticity of the eclairs are the bearers of delicious experiences!

## ***Bridor Une Recette Lenôtre Professionnels***



Bridor and La Maison Lenôtre have teamed up to offer exceptional petits fours and macarons to professionals: meticulous finishes, intense flavours and high-quality ingredients. This range reflects the tradition of French pâtisserie: Lenôtre excellence in a Bridor petit four!

/ Macarons inspired by French tradition, filled with butter cream, ganache or fruit compote.

/ Unique petits fours in a variety of formats for luxury trays.

## ***Les Délices by Bridor***

A collection of unique, elegant and modern pastries made from high-quality ingredients and following the precepts of French know-how:

/ Deliciously tasty and trendy French macarons.

/ Financiers with traditional pure butter recipes and generous amounts of almond

## ***Pâtisseries from Around the World***



Indulgent and tasty products inspired by local cultures from all over the world, such as the Madeleine, the iconic French cake, muffins from the United States or Pastel de Nata from Portugal.

# 5 ORGANIC

A TASTE  
FOR  
ORGANIC!



WHAT'S THE SECRET OF BRIDOR ORGANIC BREADS AND VIENNESE PASTRIES?

## ***Good taste!***

Above all, Bridor is committed to offering consumers products that taste good!

## ***Only the essential***



All products in the organic range are made following the Bridor Clean Label charter.



## ***Objective: French wherever possible***

The raw materials used to make our recipes are rigorously selected:

- / French wheat for bread.
- / Wheat flour and butter made in France for Viennese pastries.

Our objective is to use as many French products as possible, because it isn't possible to source 100% of our products from France. This is quite simply because some ingredients do not grow in France, and probably never will.

## ***Committed to the planet***

The organic range fits in with Bridor's "Environmental protection" commitment.

This involves a number of clear and well-defined actions:

- / Waste recovery
- / Water management & Soil protection.



# 06 BETTER LIVING

## AN OFFER IN LINE WITH CONSUMERS' NUTRITIONAL CONSIDERATIONS

Naturalness and nutrition are central to Bridor's commitments. These values are increasingly shared by consumers, who want a more balanced diet.

### Just a Pinch

A range of breads inspired by French bakery know-how, with just a pinch of salt!



## LEGUMI

Pulse breads that are tasty, as well as being a source of protein and fibre.



CHICK PEAS



GREEN LENTILS



RED LENTILS

## NAKED



Viennese pastries with simple, 100% natural ingredients, without ascorbic acid and without lecithin.



Tasty, fibre-rich baguettes (with an original and diversified blend of seven plant fibres), Nutriscore A and good for cholesterol (they contain beta-glucans which help to maintain normal blood cholesterol levels<sup>1</sup> when consuming a daily portion of 200 g of bread over the whole day).

### FREE GLUTEN

A range of five references, consisting of gluten-free individual rolls and pastries, combining enjoyment and quick preparation.

(1) The beneficial effect is obtained with a daily intake of 3 g of beta-glucans from oats, barley, barley bran, oat bran, or from mixtures of these sources.



# 07 NEW PRODUCTS 2022

## Indulgence

### Filled Mini Croissants

AT THE HEIGHT OF INDULGENCE

- / A mini format, ideal for hotels and very indulgent assortments!
- / Regular and well-developed **pure butter** puff pastry.
- / Generous, **indulgent and** delicious fillings.
- / Attractive **and colourful toppings** for flavours that are easy to identify.
- / Bridor Clean Label recipes.



**40512 RASPBERRY FILLED CROISSANT** 40 G X165 RTB



**40511 CUSTARD CREAM FILLED CROISSANT** 40 G X165 RTB



**40510 APRICOT FILLED CROISSANT** 40 G X165 RTB

**40513 MINI FILLED CROISSANT ASSORTMENT (APRICOT, CUSTARD CREAM, COCOA AND HAZELNUT)** 40 G X165 RTB



**40509 COCOA AND HAZELNUT FILLED CROISSANT** 40 G X165 RTB



### Apple Turnover with chunks

An indulgent Viennese pastry with a generous centre **with apple chunks** for an interesting and even more indulgent texture!

**40083 APPLE TURNOVER WITH CHUNKS** 105 G X50 RTB



### Fruit Bread

A delicious sharing bread with multiple flavours and textures.

/ Generous in fruits: 6.9% raisins, 4.4% dried apricots, 4.6% whole almonds and 4.6% whole hazelnuts.

/ Polka-style scoring for better development, a rustic look and a crispy crust.

/ A soft and crispy texture thanks to the different add-ins.

**40497 FRUIT BREAD** 300 G X30



### TASTE!

first criterion for buying bread  
for 51% of consumers

Source: Puratos, Foodstep into the future, 2020, Global



## The Laughing Cow® cheese lattice

ENJOYMENT AND FUN FOR ALL!

A delicious ready-to-bake savoury snack to meet the growing snacking trend:

- / A **tasty and creamy** The Laughing Cow® cheese centre.
- / Lovely golden **pure butter** puff pastry for a **crispy and melt-in-the-mouth** texture.
- / A **generous** 100g format, ideal for different moments of enjoyment.



**A BAG**

identifiable in the colours of  
The Laughing Cow® brand

**OR**



**A STICKER**

to draw attention  
on the shelf

### A COMPREHENSIVE SALES HELP TOOL PROVIDED IN THE BOXES

to promote the brand to consumers  
and encourage impulse buying

THE LAUGHING COW® CHEESE LATTICE 100 G X70 RTB  
40643 WITH 70 BAGS 40642 WITH 35 STICKERS



# THE LAUGHING COW® BECAUSE IT'S BETTER TO LAUGH

A WORLD-FAMOUS BRAND  
FOR OVER 100 YEARS

► **10 MILLION**  
portions are sold every day  
in 130 countries

► **7<sup>TH</sup> CHEESE BRAND**  
in global sales

	RECALL RATE	PENETRATION RATE
	60%	3%
	74%	5%
	24%	2%
	99%	35%
	40%	14%

	RECALL RATE	PENETRATION RATE
	91%	32%
	97%	14%
	99%	18%
	80%	12%
	98%	20%
	100%	32%
	-	46%
	-	28%

	RECALL RATE	PENETRATION RATE
	97%	28%
	100%	94%
	91%	41%
	100%	29%
	74%	21%
	97%	19%

Source: BEL, 2021

The Laughing Cow® is a BEL company brand.



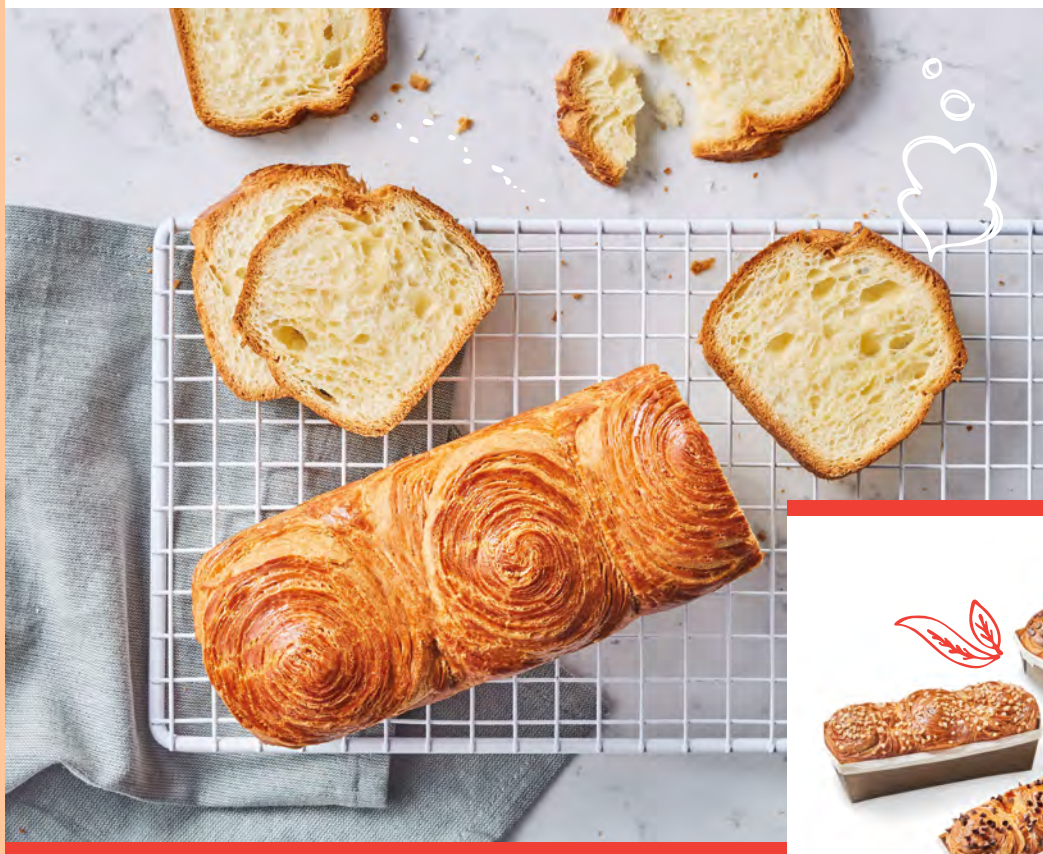
# Know-how

## Do It Yourself Puff Pastry Brioche RTP

An exceptional look, a pure butter recipe and a texture that's crispy and soft at once!

- / A "ready to prove" range suitable for customers with a proofing cabinet.
- / **Sharing format**, suitable for hotel buffets or home consumption.
- / Simple to **prepare**.
- / **24 practical and premium moulds**.

**40449** DIY SPIRAL PUFF PASTRY BRIOCHE 330 G X24 RTP



# Convenience

## Consumer bags Fournil de Pierre



With their distinctive colours and attractive product photo, Le Fournil de Pierre bags stand out on the shelf.



Two new references are being added to the existing range (Half-Baguette 140 g, Organic roll 50 g, Croissant 60 g, Pain au chocolat 70 g):



**40534** ORGANIC CROISSANT 70 G X 6 RTB: a recipe rich in butter for an intense taste and a crispy and melt-in-the-mouth texture.

**40589** ROLL 40 G X 6: a simple recipe with Label Rouge flour and fermented dough for a well-loved taste.

## A BRIOCHE TO CUSTOMISE

add toppings<sup>1</sup> before baking or customise the brioche after baking to stand out even more!



(1) topping not included in the box.



# Bakery Cultures



## FOCACCIAS ARE DELICIOUS ITALIAN BREADS

Bridor supports and shares the bakery cultures of the world with these two new Focaccia ranges. Delicious and qualitative, they are made from simple ingredients: wheat flour, extra virgin olive oil, yeast and salt. They are fully baked for maximum convenience.

### Focaccia Genovese

- / This soft and thick focaccia melts in the mouth.
- / The indentations on the surface are made by hand and are a reminder of the baker's craft.
- / This 600 g format, available pre-cut and pre-sliced, is ideal for sandwiches.
- / It can be enjoyed by itself instead of bread, in a sandwich or in small mouthfuls as appetizers.

**40560 FOCACCIA GENOVESE 600 G X 5 FULLY BAKED**

**40561 PRE-SLICED FOCACCIA GENOVESE 600 G X 5 FULLY BAKED**



### Focaccia Cinquanta

- / Also called Focaccia Pinsa or Focaccia alla pala, it is baked in a stone oven.
- / A crispy and light recipe thanks to 50 hours of fermentation and the use of fermented dough: Biga.
- / It can be enjoyed in hot or cold recipes.
- / Two formats are available: individual - 210 g and to share - 450 g.

**40515 PLAIN FOCACCIA CINQUANTA 210 G X 24 FULLY BAKED**

**40517 PLAIN FOCACCIA CINQUANTA 450 G X 12 FULLY BAKED**







***You have tasted the following products:***


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**YOUR CONTACT**

.....  
***See you soon!***



 Catalogue

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