



*de Graaf*  
**BAKERIES**

*In-store Bakery Specialist*  
**PRODUCT RANGE**



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## ABOUT US

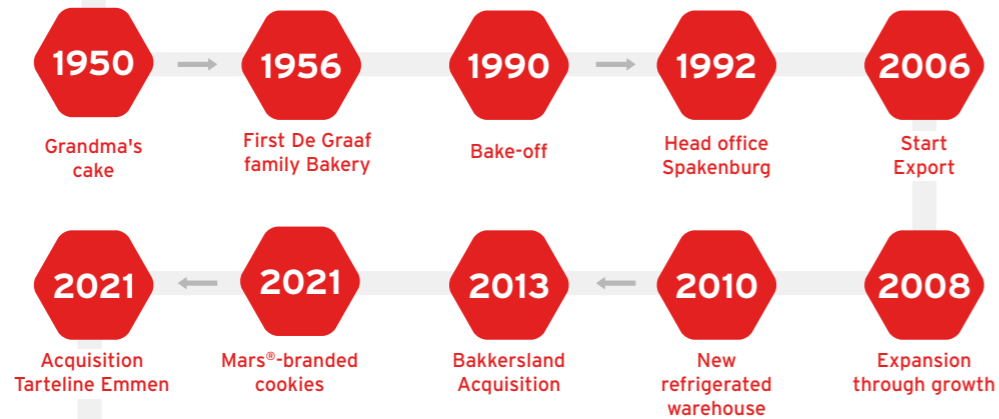
With a track record of more than three decades, De Graaf Bakeries has become the in-store bakery Specialist for the professional and retail sector.

We offer a wide assortment of Original American Bakery products in all thinkable packaging solutions. Besides our Premium Cookies and American cakes we offer a full category management package and deliver an A-Z service for our customers. Every year our bakery specialists design and develop around 20 new innovative products that find their way into the European Market. In March 2021 we were the first in Europe to introduce a range of premium fresh Mars® branded cookies.

The latest acquisition in 2021 gives us the opportunity to make your American Bakery offer to your customer more complete.

### 1905

It all started in the Dutch village of Spakenburg. Unable to keep his sea legs, IJsselmeer fisherman Aart de Graaf decided to earn his living on land. He opened a small bakery in the heart of Spakenburg.



### 2023

In-store bakery specialist  
De Graaf Bakeries is a modern in-store bakery specialist that is always innovating while keeping its roots in time-honoured baking traditions.

## OUR PLEDGE

*'As an in-store bakery specialist, we strive to always deliver the best innovative sweet and savoury snack sensations.'*



### Your benefits

- ✓ High-quality products that consumers love
- ✓ Category management consulting
- ✓ Competitive prices
- ✓ Outstanding customer service

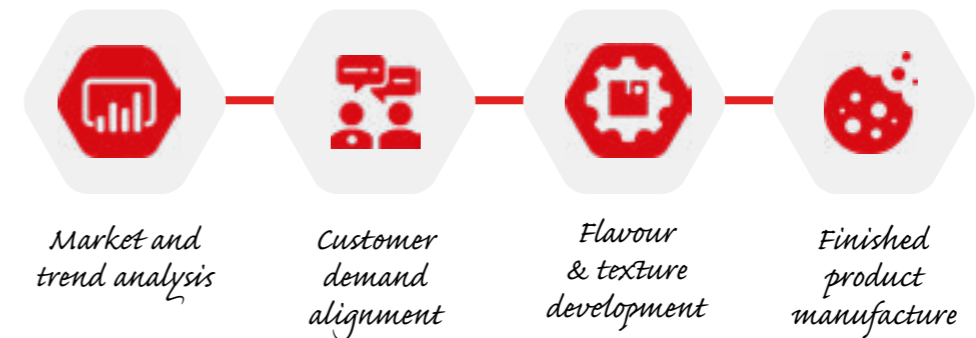


### SUSTAINABLE BUSINESS

With less than 7 years left to achieve the United Nations Sustainable Development Goals in 2030, there is still plenty to do. We're taking responsibility and doing our part, focusing on five pillars. Scan the QR and check them out.

## Research & Development

From ingredient to product



## Certifications





## NEW YORK COOKIES

### Choco chip walnut cookie

Inspired by New York's No. 1 cookie, De Graaf Bakeries created this humongous, ooey-goey cookie experience! The combination of real Belgian chocolate, real butter and walnuts makes this new arrival the ultimate indulgence for cookie lovers. A crispy, sticky treat. Has the best taste when you enjoy it warm out of the oven. Enjoy!



#### CHOCO CHIP WALNUT COOKIE

art. 071117

bake-off

130 grams | 50 pc/box | 88 box/pallet



#### Baking instructions

Baking instructions		defrost	preheat	oven temperature	baking time	damper
art.	Description					
071117	Choco chip walnut cookie	0 min.	190°C	165°C	22 min.	Closed



### AMERICAN BAKERY

*De Graaf Bakeries, the specialist in American cookies, Mars®-branded cookies, brownies, cake bars & cheesecakes.*

## AMERICAN COOKIES

Our American Cookies range is based on famous original American recipes. Crispy on the outside and chewy on the inside, these are cookies just as they ought to be. Our cookies are a tested success in both the retail and food service sectors, and can be supplied bake-off or fully baked. Available in Rainforest Alliance (UTZ) certified quality (where applicable). Our American Cookies come in a variety of flavours and sizes. De Graaf Bakeries is your American Cookie specialist.

### Homestyle

These cookies look like they're fresh out of your own kitchen. Bigger and chunkier than traditional American cookies, they're loaded with the tastiest ingredients. These cookies have an extra chewy texture.



### American style

These American-style cookies are flat and have a smooth consistency.

They are crispy on the outside and have a characteristic American cookie texture.

### Filled cookies

Our Filled cookies promise a burst of creamy delight with every bite! Encased in a perfect crunch, these cookies offer an irresistible blend of gooey goodness. The delightful filling is luxuriously creamy, ensuring a delectable experience without any mess. As you take a bite, the moist interior gently oozes from the center.



### Choose your style

What will it be: our extra chunky homestyle cookies, filled cookies or authentic American-style cookies?



# AMERICAN COOKIES

## Homestyle

### Traditional

#### CHOCOLATE CHUNK COOKIE

art. 01568  
bake-off  
110 grams | 60 pc/box | 88 box/pallet



#### WHITE CHOCOLATE & MACADAMIA NUT COOKIE

art. no. 08385  
bake-off  
110 grams | 60 pc/box | 88 box/pallet



#### TRIPLE CHOCOLATE COOKIE

art. no. 50050  
bake-off  
110 grams | 60 pc/box | 88 box/pallet



### Specials

#### PEANUT BUTTER COOKIE

art. 02141  
bake-off  
85 grams | 60 pc/box | 88 box/pallet



### Homestyle:

These cookies look like they're fresh out of your own kitchen. They're bigger and chunkier than traditional American cookies and are loaded with the tastiest ingredients. These cookies have an extra chewy texture.

### Oatmeal

#### OATMEAL-CRANBERRY COOKIE

art. 00631  
bake-off  
110 grams | 60 pc/box | 88 box/pallet



#### HONEY-RAISIN-NUT COOKIE

art. 79102  
bake-off  
110 grams | 60 pc/box | 88 box/pallet



### Seasonal






#### CHRISTMAS COOKIE

art. 070891  
bake-off  
80 grams | 60 pc/box | 88 box/pallet



### Baking instructions

These baking instructions apply to all Homestyle traditionals, specials, oatmeal and seasonal products.

defrost	preheat	oven temperature	baking time	damper
				
0 min.	190°C	160°C	15 min.	closed

# AMERICAN COOKIES

American style

## Defrost and serve

### CHOCOLATE CHUNK COOKIE

art. 070024  
defrost and serve  
75 grams | 48 pc/box | 120 box/pallet



### MINI CHOCOLATE CHUNK COOKIE

art. 071389  
defrost and serve  
22 grams | 120 pc/box | 128 box/pallet



### WHITE CHOCOLATE & MACADAMIA NUT COOKIE

art. 070837  
defrost and serve  
75 grams | 48 pc/box | 120 box/pallet



### MINI WHITE CHOCOLATE & MACADAMIA NUT COOKIE

art. 071386  
defrost and serve  
22 grams | 120 pc/box | 128 box/pallet



### TRIPLE CHOCOLATE COOKIE

art. 070023  
defrost and serve  
75 grams | 48 pc/box | 120 box/pallet



### MINI DOUBLE CHOCOLATE COOKIE

art. 071388  
defrost and serve  
22 grams | 120 pc/box | 128 box/pallet



## Bake-off

### CHOCOLATE CHUNK COOKIE

art. 01427  
bake-off  
80 grams | 100 pc/box | 88 box/pallet



### COFFEE COOKIE

art. 070575  
bake-off  
80 grams | 100 pc/box | 88 box/pallet



### WHITE CHOCOLATE & MACADAMIA NUT COOKIE

art. 01428  
bake-off  
80 grams | 100 pc/box | 88 box/pallet



### TRIPLE CHOCOLATE COOKIE

art. 01429  
bake-off  
80 grams | 100 pc/box | 88 box/pallet



### *Mini American cookies:*

Mini American cookies are available in three delicious flavours: Chocolate Chunk, Double Chocolate & White Chocolate Macadamia. With chocolate from sustainable sources and Rainforest Alliance (UTZ) certified; sourced from farmers with a passion for people and the environment.



# AMERICAN COOKIES

## American style

### Bake-off

#### ALL-BUTTER OATMEAL-CRANBERRY COOKIE

art. 01699  
bake-off  
80 grams | 100 pc/box | 88 box/pallet



#### WHITE CHOCOLATE & RASPBERRY COOKIE

art. 01594  
bake-off  
80 grams | 80 pc/box | 88 box/pallet



#### RED VELVET COOKIE

art. 071315  
bake-off  
80 grams | 60 pc/box | 88 box/pallet



### Filled cookies

#### CHOCO CHUNK CRUNCHY COOKIE

art. 074139  
bake-off  
85 grams | 55 pc/box | 120 box/pallet



#### RED VELVET - SOFT CHEESECAKE COOKIE

art. 074140  
bake-off  
85 grams | 55 pc/box | 120 box/pallet



*Filled cookies: an explosion of creamy flavors!*

Our Filled cookies promise a burst of creamy delight with every bite! Encased in a perfect crunch, these cookies offer an irresistible blend of gooey goodness. The delightful filling is luxuriously creamy, ensuring a delectable experience without any mess. As you take a bite, the moist interior gently oozes from the center. One bite is all it takes to get hooked!


#### DOUBLE CHOCOLATE - SALTED CARAMEL COOKIE

art. 074141  
bake-off  
85 grams | 55 pc/box | 120 box/pallet



#### Baking instructions

These baking instructions apply to all American-style Traditional and American-style Specials (excl. Mini American cookies)

defrost	preheat	oven temperature	baking time	damper
				
0 min.	190°C	160°C	15 min.	closed

#### Baking instructions

Baking instructions for Filled cookies

defrost	preheat	oven temperature	baking time	damper
				
30 min.	190°C	160°C	15 min.	closed





**MARS®-BRANDED COOKIES**

*In the four most popular chocolate flavors: TWIX®, SNICKERS®, M&M'S Peanut® and M&M'S Choco®.*

# MARS®-BRANDED COOKIES

## M&M'S® SNICKERS® TWIX®

AVAILABLE IN NEW POCKETS: FOR 1 COOKIE!



M&M's®, SNICKERS® and TWIX® trademarks are used under licence.

### Mars® branded cookies

#### M&M'S® CHOCOLATE COOKIE

art. 073104  
defrost and serve  
45 grams  
24 CE/box | 176 box/pallet



#### M&M'S® PEANUT COOKIE

art. 073103  
defrost and serve  
45 grams  
24 CE/box | 176 box/pallet



#### SNICKERS® COOKIE

art. 073102  
defrost and serve  
45 grams  
24 CE/box | 176 box/pallet



#### TWIX® COOKIE

art. 073100  
defrost and serve  
45 grams  
24 CE/box | 176 box/pallet



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






*Mars®-branded cookies*

Who doesn't love the chocolaty goodness of M&M's®, SNICKERS® and TWIX® bars and candies? De Graaf Bakeries presents 4 exclusive new American-style cookies featuring favourite Mars® flavors.

#### Baking instructions

These baking instructions apply to all Mars® Cookies

defrost	preheat	oven temperature	baking time	damper
 30 min.	 -	 -	 -	 -

# MARS®-BRANDED COOKIES

## M&M'S® SNICKERS® TWIX®

### Mars® branded cookies bake off

#### M&M'S® CHOCOLATE COOKIE

art. 070477F  
bake-off  
2x50 grams per CE  
76 CE/box | 80 box/pallet



#### M&M'S® PEANUT COOKIE

art. 071082F  
bake-off  
2x50 grams per CE  
76 CE/box | 80 box/pallet



#### SNICKERS® COOKIE

art. 070478F  
bake-off  
2x50 grams per CE  
76 CE/box | 80 box/pallet



#### TWIX® COOKIE






art. 070479F  
bake-off  
2x50 grams per CE  
76 CE/box | 80 box/pallet



M&M's®, SNICKERS® and TWIX® trademarks are used under licence.

### Baking instructions

These baking instructions apply to all Mars® Cookies

defrost	preheat	oven temperature	baking time	damper
				
0 min.	190 °C	160 °C	15 min.	Closed





## CAKE BARS, CHEESECAKES & BROWNIES

*This Instagrammable premium segment targets consumers looking for a decadent treat.*

# AMERICAN BAKERY

## Cake bars & brownies

### Cake bars

#### PEANUT BUTTER CAKE BAR

art. 073022  
defrost | 85 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### DELUXE NUT BROWNIE

art. 82002  
defrost | 55 grams | 3 sheets/box  
36 pc/tray | 108 pc/box | 80 box/pallet



#### CHOCOLATE COCONUT CAKE BAR

art. 82006  
defrost | 95 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### CARROT CAKE BAR

art. 82007  
defrost | 90 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### COOKIES & CREAM BROWNIE

art. 82003  
defrost | 85 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### ROCKY ROAD BROWNIE

art. 82004  
defrost | 55 grams | 3 sheets/box  
36 pc/tray | 108 pc/box | 80 box/pallet



#### RED VELVET CAKE BAR

art. 82008  
defrost | 80 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### BANANA CHOCOLATE CAKE BAR

art. 82009  
defrost | 85 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### PINKY PIE BROWNIE

art. 82005  
defrost | 75 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



PRE CUT



#### VANILLA CHERRY CAKE BAR

art. 82010  
defrost | 80 grams | 3 sheets/box  
24 pc/tray | 72 pc/box | 80 box/pallet



#### PECAN BROWNIE

art. 82018  
defrost | 55 grams | 3 sheets/box  
36 pc/tray | 108 pc/box | 80 box/pallet



\* the weight per cake bar is indicative due to the distribution of the garnish

# AMERICAN BAKERY

## Cakes & cheesecakes

### Crumb cakes

#### CUSTARD CRUMB CAKE

art. 82014

defrost and serve

300 grams | 14 pc/box | 60 box/pallet



#### APPLE CRUMB CAKE

art. 82015

defrost and serve

300 grams | 14 pc/box | 60 box/pallet



#### CHERRY CRUMB CAKE

art. 82016

defrost and serve

300 grams | 14 pc/box | 60 box/pallet



#### POPPYSEED CRUMB CAKE

art. 074008

defrost and serve

300 grams | 14 pc/box | 60 box/pallet



### Cheesecakes

#### CHEESECAKE NEW YORK

art. 82019

defrost and serve

1400 grams | 48 pc/box | 40 box/pallet



#### CHEESECAKE CARAMEL DELUXE

art. 82012

defrost and serve

1450 grams | 48 pc/box | 40 box/pallet



#### CHEESECAKE CHOCO DELUXE

art. 82013

defrost and serve

1450 grams | 48 pc/box | 40 box/pallet



### *Cheesecakes*

Cheesecake may well be the coolest cake of all.

Whether you go caramel deluxe or New York style, cheesecake is simply irresistible.

A luscious, creamy filling of rich cream cheese in different flavors paired with a biscuit crust makes them a delicious hit!

## AMERICAN BAKERY

### Cake slices

#### BANANA BREAD SLICES

art. 01497

defrost & serve

75 grams | 45 pc/box | 128 box/pallet



#### VEGAN LEMON-POPPYSEED FUDGE CAKE SLICES

art. 074038

defrost & serve

100 grams | 45 pc/box | 128 box/pallet



NEW



#### LEMON-FUDGE CAKE SLICES

art. 01770

defrost & serve

110 grams | 45 pc/box | 128 box/pallet



#### CARROT FUDGE CAKE SLICES

art. 072814

defrost & serve

100 grams | 45 pc/box | 128 box/pallet



NEW

#### CHOCOLATE-FUDGE CAKE SLICES

art. 01499

defrost & serve

110 grams | 45 pc/box | 128 box/pallet





## **SWEET PASTRY SNACKS**

*The most traditionally Dutch pastry in this category has to be the apple turnover. Filled with the finest apples and sweet raisins.*



## SWEET PASTRY SNACKS

We use the finest quality puff pastry made with real butter and combine it with a wide range of fresh fruit fillings, finished with a dusting of caster sugar, to deliver unbeatable flavour and crispiness. Also available in margarine variations.

We make pastry using different techniques: the traditional Dutch crust or the unique airy French crust.

### Specialty

The most traditionally Dutch pastry in this category has to be the apple turnover. Filled with the finest apples and sweet raisins, and also available in a margarine variation.



### Puff pastry rolls

Our puff pastry rolls with various fillings will set your taste buds a-twirl! The crispy outside and fruity inside combine a tasty twist that is perfect with coffee.

### Braided rolls

These elegant braided rolls look as good as they taste. Wrapped around different delicious fillings, they're sprinkled with almond flakes or caster sugar.



### Certified bakery

De Graaf Bakeries has been consistently certified at IFS Higher Level for years, providing the best assurance of food safety and product quality. We are also certified under the Better Life and Rainforrest alliance (known as UTZ) standards for product sustainability, animal welfare and fair trade.



# SWEET PASTRY Specialties

## Fruit turnovers

**ALL-BUTTER APPLE TURNOVER  
TRADITIONALLY FOLDED**  
art. 10540  
bake-off  
130 grams | 40 pc/box | 120 box/pallet



**ALL-BUTTER MINI APPLE TURNOVER**  
art. 589631  
bake-off  
40 grams | 110 pc/box | 88 box/pallet



**MARGARINE APPLE TURNOVER**  
art. 10575  
bake-off  
130 grams | 40 pc/box | 120 box/pallet



**ALL-BUTTER APRICOT TURNOVER**  
art. 10524  
bake-off  
120 grams | 40 pc/box | 120 box/pallet



**ALL-BUTTER CHERRY TURNOVER**  
art. 10523  
bake-off  
120 grams | 40 pc/box | 120 box/pallet



**PLANT-BASED APPLE TURNOVER**  
art. 074211  
bake-off  
130 grams | 40 pc/box | 88 box/pallet



## Sweet pastry specialties

**VANILLA ROLL**  
art. 10647N  
bake-off  
100 grams | 70 pc/box | 104 box/pallet  
Also available as 100% plant-based.








**ALL-BUTTER ALMOND ROLL**  
art. 10590N  
bake-off  
100 grams | 56 pc/box | 120 box/pallet



**APPLE TREAT**  
art. 10585  
bake-off  
50 grams | 60 pc/box | 120 box/pallet



### Baking instructions

		defrost	preheat	oven temperature	baking time	damper
art.	Description					
10540	AB Trad, apple TO	45 min.	220 °C	185 °C	25 min.	open
589631	AB Mini apple TO					
10575	Margarine Apple TO					
10524	AB Apricot turnover					
10523	AB Cherry turnover					
074211	Plant-based apple TO					
10647N	Vanilla roll	30 min.	210 °C	180 °C	25 min.	open
50161	AB Almond roll					
10585	Apple treat					



## SAVOURY SNACKS

*The combination of crispy puff pastry with a savoury filling is a true treat!*

## SAVOURY SNACKS

The combination of crispy puff pastry with a savoury filling is a true treat. Our range of savoury snacks features plenty of delicious variations. Try our new vega and plant-based solutions for the conscious snacker who no longer has to compromise on taste. Such as our Violife plant-based snack with a well known Dutch ingredient: Gouda cheese flavor. Or other easy to eat, on-the go snacks.

### Specialty

A crusty puff pastry roll filled with Dutch cheese is a favourite snack for lunch or between meals.



### Plant-based frikandel roll

De Graaf Bakeries launches the first plant-based frikandel sandwich with a better Nutri-Score. Officially rewarded by Dutch consumers as Best product of the year 2022-2023 in it's



### Violife plant-based roll gouda flavour

The Violife plant-based cheese pastry exceeds all expectations and was voted Best Introduction 2021 by Out-of-Home Shops!

**Violife**  
100% Vegan PRO



### New concepts

The Bakery Lab is the heart of our business. Here, our bakers put their love and passion for the craft into creating the finest and most flavorful artisanal sweet and savoury snack sensations, taking into account our customers' wishes.



## SAVOURY PASTRY Specialties

## PLANT-BASED SNACKS Overview

### European flavours

#### CHEESE ROLL

art. 51034  
bake-off  
100 grams | 50 pc/box | 88 box/pallet



#### ALL-BUTTER PREMIUM CHEESE ROLL

art. 20627  
bake-off  
135 grams | 40 pc/box | 120 box/pallet



#### CURRYWÜST ROLL

art. 070475  
bake-off  
150 grams | 42 pc/box | 88 box/pallet



#### DELUXE HOT DOG SNACK

art. 070857  
bake-off  
120 grams | 40 pc/box | 88 box/pallet



#### SAUSAGE ROLL

art. 07482  
bake-off  
110 grams | 60 pc/box | 88 box/pallet



### Plant-based snacks

#### PLANT-BASED SAUSAGE ROLL

art. 073301  
bake-off  
110 grams | 60 pc/box | 88 box/pallet

NEW



#### VIOLIFE PLANT-BASED ROLL GOUDA FLAVOR

art. 071358  
bake-off  
105 grams | 50 pc/box | 88 box/pallet



#### PLANT-BASED FRIKANDEL ROLL

art. 073077  
bake-off  
130 grams | 50 pc/box | 88 box/pallet



#### ROOTZZ JACKFRUIT SAUSAGE ROLL

art. 074084  
bake-off  
105 grams | 50 pc/box | 88 box/pallet

NEW



# SAVOURY SNACKS

## Snack rolls

Same taste,  
no compromise

# SAVOURY SNACKS

## Baking instructions

Snack rolls

-40%  
CO<sub>2</sub>e\*

### PIZZA MARGHERITA ROLL

art. 074294

bake-off

105 grams | 50 pc/box | 104 box/pallet



### SOFT BÖREK ROLL

art. 074293

bake-off

100 grams | 50 pc/box | 104 box/pallet



### KEBAB ROLL

art. 074328

bake-off

100 grams | 50 pc/box | 104 box/pallet



### MEXICAN BURRITO ROLL

art. 074329

bake-off

100 grams | 50 pc/box | 104 box/pallet



### TERIYAKI ROLL

art. 074295

bake-off

105 grams | 50 pc/box | 104 box/pallet



### CURRYSAUSAGE ROLL

art. 074285

bake-off

110 grams | 50 pc/box | 104 box/pallet



### Baking instructions

art.	Description	defrost	preheat	oven temperature	baking time	damper
51034	Cheese roll	30 min.	210 °C	180 °C	25 min.	closed
20627	AB Cheese roll					
70475	Currywurst roll					
70857	Deluxe hot dog					
70464	Hot dog snack	30 min.	220 °C	200 °C	12 min.	closed
07482	Sausage roll	30 min	200 °C	185 °C	12 min	30 sec. steam
	<b>PLANT-BASED SNACKS</b>					
01579	Sausage roll	30 min	210 °C	190 °C	25 min	closed
073077	Frikandel roll	30 min	210 °C	180 °C	25 min	closed
071358	Violife	30 min	210 °C	180 °C	25 min	open
074084	Rootzz sausage roll	100-120 min	170 °C	10 min. 140 °C + 15 min. 170 °C	25 min	10 min. closed + 15 min. open
	<b>SNACK ROLLS</b>					
074294	Pizza margherita					
074293	Soft börek roll					
074328	Kebab roll	0 min.	210 °C	180 °C + 1 min. 250 ml steam	12 min.	12 min. closed + 2 min. open
074329	Mexican burrito roll					
074295	Teriyaki roll					
074285	Currysauage roll					



## CONTACT US

*Do you have a question or idea?  
Fire away!*

## CONTACT US

We're happy to help

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