



In-store Bakery Specialist
PRODUCT RANGE



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NEW



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ABOUT US

With a track record of 35 years, De Graaf Bakeries has become the instore bakery specialist for the professional and strategic partner for the 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.

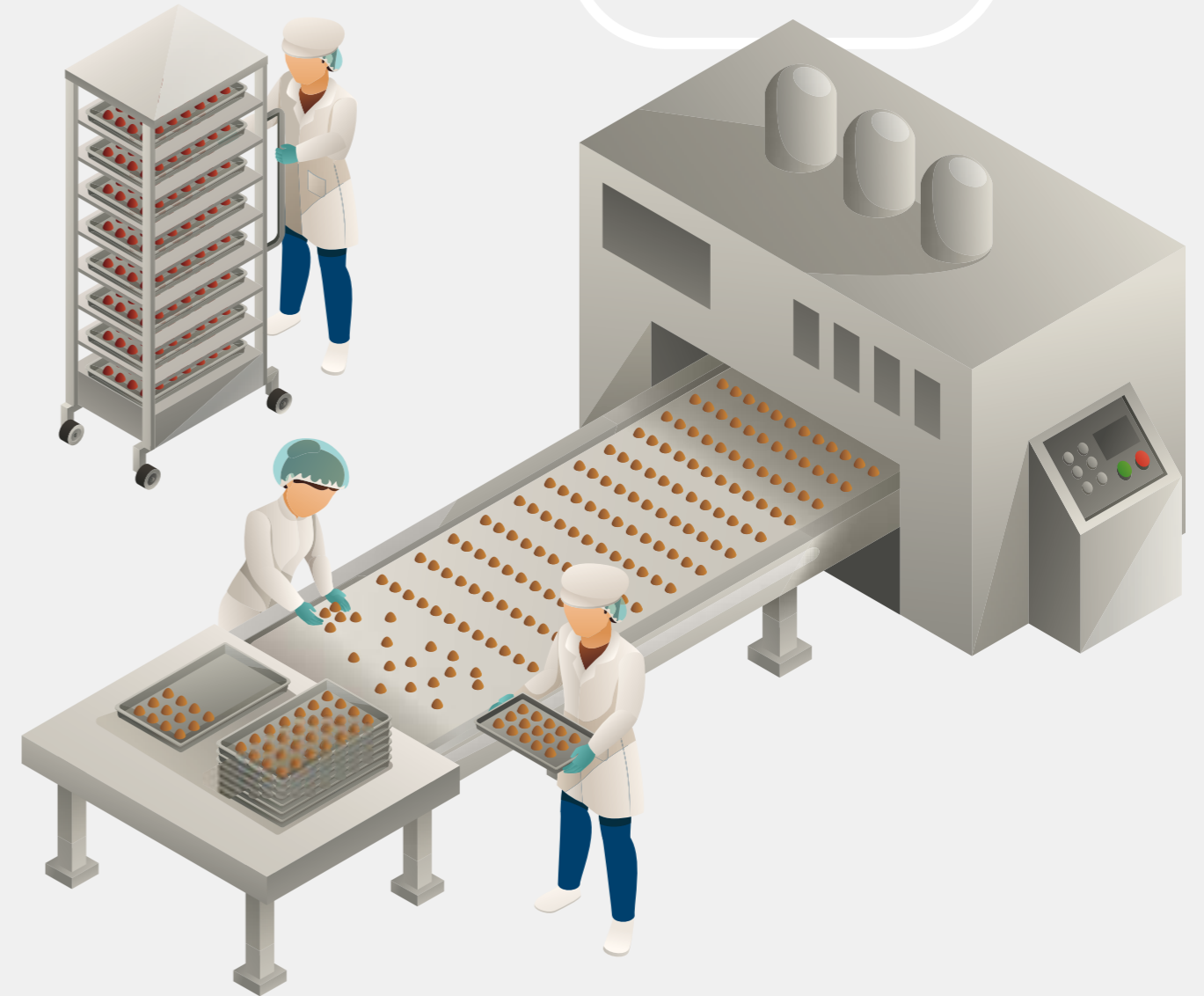
1905

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.



2025

Instore bakery specialist De Graaf Bakeries is a modern 'instore bakery specialist' who continuously innovates from the traditional baker's idea.





De Graaf BAKERIES

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

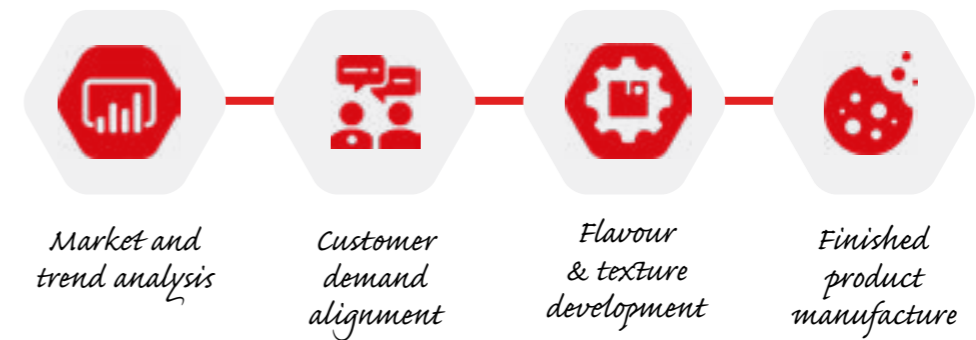


SUSTAINABLE BUSINESS

With less than 5 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





AMERICAN BAKERY
De Graaf Bakeries, the specialist in American cookies, Brownies & Cake bars.

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.

Original style

A delightful combination of both a crispy exterior and a creamy filling. Carefully crafted flavours make each bite a little moment of indulgence.



Choose your style

What will it be: our richly filled **Homemade style**, the authentic **American style**, or the chewy **Original style** cookies?

AMERICAN COOKIES

Homemade style

WHITE CHOCOLATE & MACADAMIA NUTS COOKIE

art. 08385
bake-off
110 grams | 60 pc/box | 88 box/pallet



OATMEAL - CRANBERRY COOKIE

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



PISTACHE - WHITE CHOCOLATE COOKIE

art. 074586
bake-off
110 grams | 60 pc/box | 88 box/pallet



TRIPLE CHOCOLATE COOKIE

art. 50050
bake-off
110 grams | 60 pc/box | 88 box/pallet



Baking instructions

These baking instructions apply to all Homemade style cookies

defrost



0 min.

preheat



190 °C

oven temperature



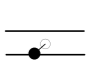
160 °C

baking time



15 min.

damper



closed

AMERICAN COOKIES

American style

CHOCOLATE CHUNK COOKIE

defrost and serve | 070024
bake-off | 01427
75 grams | 48 pc/box | 120 box/pallet



LEMON-CHEESECAKE COOKIE

art. 074398
bake-off
80 grams | 100 pc/box | 88 box/pallet



RED VELVET COOKIE

art. 074402
bake-off
80 grams | 100 pc/box | 88 box/pallet



WHITE CHOCOLATE & RASPBERRY COOKIE

art. 074334
bake-off
80 grams | 100 pc/box | 88 box/pallet



WHITE CHOCOLATE & MACADAMIA NUT COOKIE

defrost and serve | 070837
bake-off | 01428
75 grams | 48 pc/box | 120 box/pallet



CARAMEL-CHOC SEASALT COOKIE

art. 074397
bake-off
80 grams | 100 pc/box | 88 box/pallet



COFFEE COOKIE

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



TRIPLE CHOCOLATE COOKIE

defrost and serve | 070023
bake-off | 01429
75 grams | 48 pc/box | 120 box/pallet








PISTACHE - WHITE CHOCOLATE COOKIE

art. 300052
bake-off
80 grams | 100 pc/box | 88 box/pallet



Baking instructions

These baking instructions apply to all American style cookies

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

AMERICAN COOKIES

Original style

CHOCOLATE CHUNCK COOKIE

art. 300040
bake-off
80 grams | 100 pc/box | 88 box/pallet



RAINBOW COOKIE

art. 300039
bake-off
80 grams | 100 pc/box | 88 box/pallet



WHITE CHOCOLATE & MACADAMIA COOKIE

art. 300038
bake-off
80 grams | 100 pc/box | 88 box/pallet



RASPBERRY CHEESECAKE

art. 300042
bake-off
80 grams | 100 pc/box | 88 box/pallet



DOUBLE CHOCOLATE VEGAN COOKIE

art. 300041
bake-off
80 grams | 100 pc/box | 88 box/pallet



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. One bite is all it takes to get hooked!

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



DOUBLE CHOCOLATE - SALTED CARAMEL COOKIE

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



Baking instructions

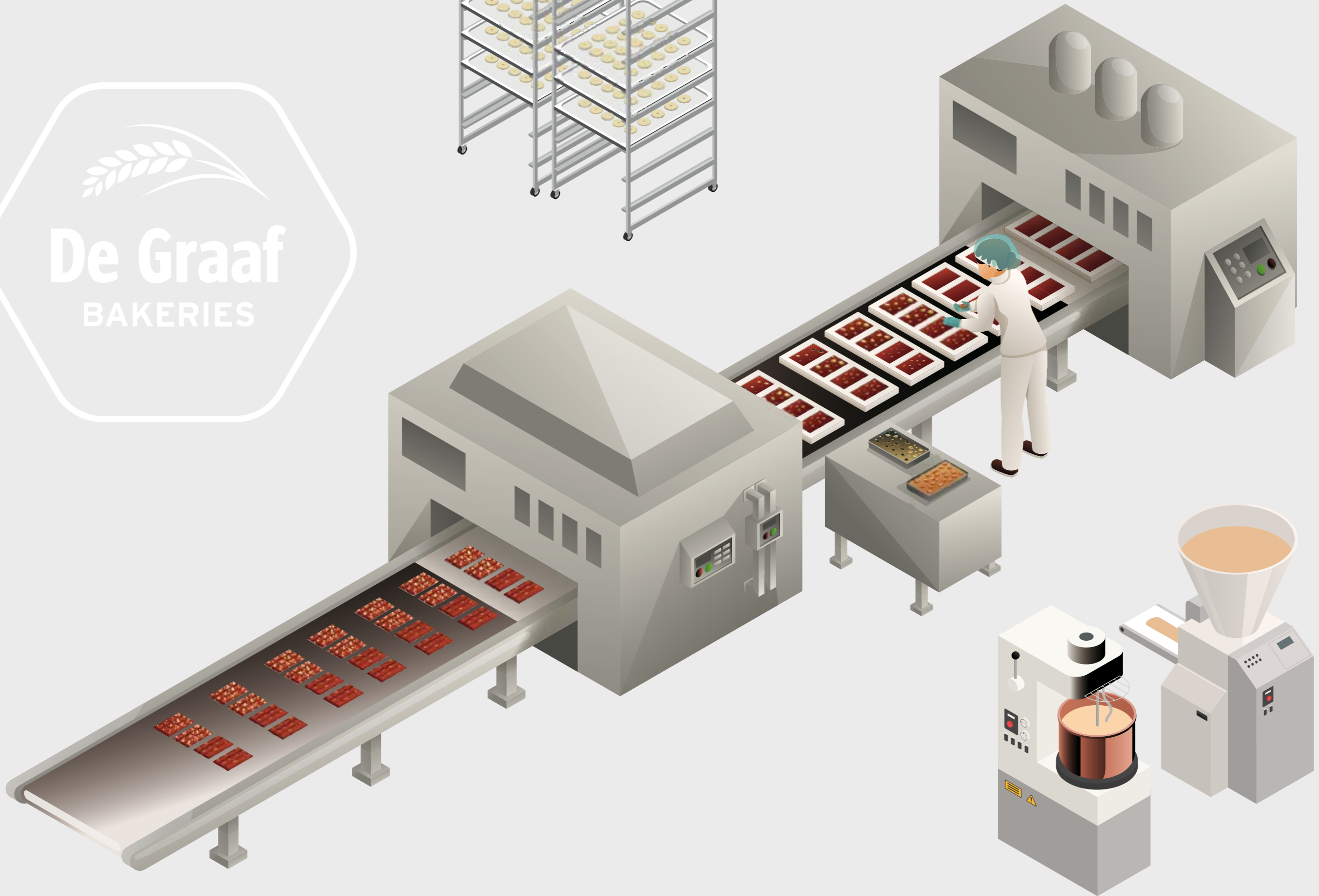
Baking instructions for Filled cookies

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



BROWNIES & CAKE BARS

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



AMERICAN BAKERY

Cake bars & Brownies

Cake bars

CHOCOLATE COCONUT CAKE BAR
 art. 7000092
 defrost | 95 grams | 3 sheets/box
 24 pc/tray | 72 pc/box | 80 box/pallet



CARROT CAKE BAR
 art. 7000571
 defrost | 90 grams | 3 sheets/box
 24 pc/tray | 72 pc/box | 80 box/pallet



VANILLA CHERRY CAKE BAR
 art. 82064
 defrost | 85 grams | blister 3x85 grams
 8 blisters/box | 104 box/pallet



RED VELVET CAKE BAR
 art. 074209
 defrost | 80 grams | 3 sheets/box
 24 pc/tray | 72 pc/box | 80 box/pallet



Brownies

BROWNIE
 art. 073989
 defrost | 55 grams | 3 sheets/box
 36 pc/tray | 108 pc/box | 80 box/pallet



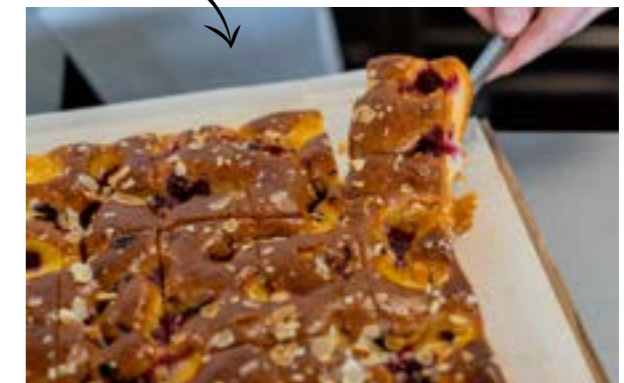
COOKIES & CREAM BROWNIE
 art. 82079
 defrost | 85 grams | blister 3x85 grams
 8 blisters/box | 104 box/pallet



ROCKY ROAD BROWNIE
 art. 7000593
 defrost | 55 grams | 3 sheets/box
 36 pc/tray | 108 pc/box | 80 box/pallet



PRE CUT



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



Inspiration

Cake bars are already delicious on their own, but with a little extra love, you can turn them into a summery treat! Go for a tasty chocolate dip or give them a royal twist with an orange topping and golden details. Perfect for a moment of indulgence!



NEW



CHURROS

The trend that leaves you wanting more

Churros are the snack trend of the moment. In recent years, their global popularity has skyrocketed and they're quickly gaining ground in the Netherlands too. These golden-brown treats are perfect any time of day; for breakfast, dessert, or a snack on the go.






Especially popular among 14 to 27-year-olds, Churros are embraced as the ultimate indulgence. They tap into the growing demand for feel-good moments and the authentic street food experience.

Our Churros come pre-baked and frozen. Quick to prepare and always fresh. Ideal for bakeries, hospitality and foodservice: minimal handling, maximum impact. Serve them the classic way with cinnamon sugar or get creative with dips or toppings.

CHURROS REGULAR
art. 074296
defrost and serve
30 grams (ca. 18cm)
150 pc/box | 104 box/pallet
made-to-order



Baking instructions

Baking instructions		defrost	preheat	oven temperature	baking time	damper
art.	description					
074296	Churros	0 min.	225°C	225°C	3-4 min.	-

Use perforated baking trays.



CHURROS

Our churros are a true treat: crispy on the outside, delightfully soft on the inside, and coated with a fine layer of sugar.



PUFF PASTRY SNACKS

*Made with real butter for a rich, flavorful dough.
Filled and topped for the perfect crunch and taste.*

PUFF PASTRY SNACKS

The best puff pastry owes its rich flavour to real butter. Combined with various fresh fruit fillings and finished with a sprinkle of fine sugar, it creates the perfect balance of taste and crunch. Our apple turnover is perhaps the most iconic, a truly traditional Dutch treat. And that smell of freshly baked pastries? Simply irresistible.



Sweet Puff Pastry Snacks

We maken het beste bladerdeeg met roomboter en diverse vullingen van vers fruit, afgemaakt met kristalsuiker voor de beste smaak en krokante textuur. Ook margarinevarianten zijn mogelijk. Onze snacks worden bereid met een traditionele Hollandse of een luchtige Franse korst.

Savoury Puff Pastry Snacks

Crispy puff pastry with flavourful fillings makes for a truly satisfying treat. Our savoury range includes favourites such as the Kipnugget snack, the Kebab snack, and the rich Cheese roll made with real butter.



Snacksticks

Snacksticks are a versatile and flavourful answer to the all-day snacking trend. Available in four different flavours, they're perfect for those who enjoy a savoury bite. Easy to hold and ideal for on the go.



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.



PUFF PASTRY SNACKS

Sweet puff pastry

Specialties

The apple turnover may well be the most iconic traditional Dutch pastry in this category. Filled with the finest apples and sweet raisins, and also available in a margarine-based version. This delightful treat features a crispy crust and a flavorful filling, perfect for any occasion.

APPLE TURNOVER

art. 10575
bake-off
130 grams | 40 pc/box | 120 box/pallet



PLANT-BASED APPLE TURNOVER

art. 074524
bake-off
130 grams | 40 pc/box | 120 box/pallet



ALL-BUTTER APPLE TURNOVER TRADITIONALLY FOLDED

art. 10540
bake-off
130 grams | 40 pc/box | 120 box/pallet



VANILLA ROLL

art. 10647
bake-off
100 grams | 60 pc/box | 120 box/pallet



Baking instructions

		defrost	preheat	oven temperature	baking time	damper
art.	description					
10540	SPECIALTIES AB trad. apple TO	45 min	220°C	185°C	25 min	open
10575	Apple turnover					
074524	Plant-based apple TO					
10647	Vanilla roll	30 min	210°C	180°C	25 min	open

PUFF PASTRY SNACKS

Savoury puff pastry

European flavours

PLANT-BASED SAUSAGE ROLL

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



PLANT-BASED FRIKANDEL ROLL

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



CURRYWÜRST ROLL

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



SAUSAGE ROLL

art. 074529
bake-off
110 grams | 60 pc/box | 88 box/pallet



Local signatures

CHICKEN NUGGET SNACK

art. 074422
bake-off
130 grams | 40 pc/box | 88 box/pallet



NEW

GYROS SNACK

art. 074373
bake-off
100 grams | 40 pc/box | 88 box/pallet



NEW

KEBAB SNACK

art. 074371
bake-off
100 grams | 40 pc/box | 88 box/pallet



NEW

Baking instructions

		defrost	preheat	oven temperature	baking time	damper
art.	Description					
	EUROPEAN FLAVOURS					
073301	Plant-based sausage roll	30 min	210 °C	180 °C	25 min	closed
073077	Plant-based frikandel roll					
070475	Currywurst roll					
074529	Sausage roll					
	LOCAL SIGNATURES					
074392	Chickennugget snack	20 min	210 °C	180 °C	18 min	20 sec. steam
074373	Gyros snack					
074371	Kebab snack					



CONTACT US

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

CONTACT US

We're happy to help

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De Graaf Bakeries
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2025 product range