

OUR KNOW-HOW



SHARE
THE BAKERY CULTURES
OF THE WORLD

2023



OUR MISSION

SINCE 1988, WHEN BRIDOR WAS FOUNDED BY LOUIS LE DUFF, OUR TEAMS HAVE BEEN DRIVEN BY A PASSION FOR BAKERY.

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 pure 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

- / Developing 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

€1 billion
in turnover in 2022

Presence in over
100 countries
worldwide

9 production
sites

500,000 T
of products per year

3,500
employees

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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 Lenôte, La Maison Pierre Hermé Paris and Meilleur Ouvrier de France Boulanger, Frédéric Latos, 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. Some breads are made with sourdough, which have been kept going for over 20 years in our production workshops.

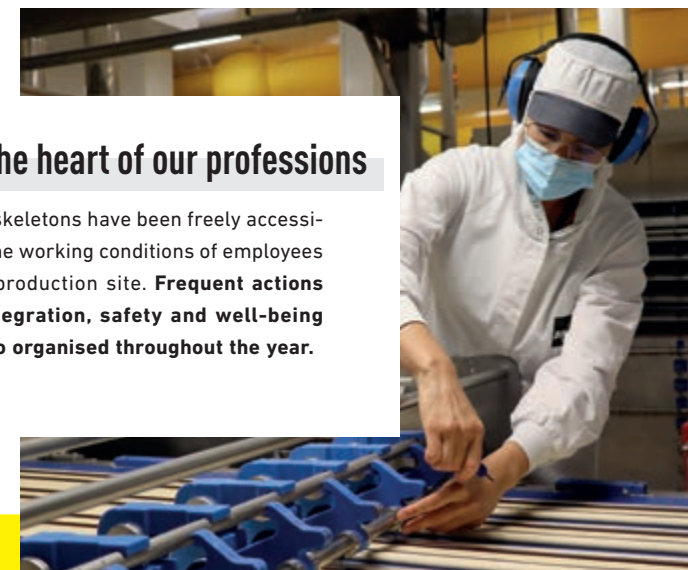
Innovation as a driving force

Innovation is a real growth engine and has driven the women and men at Bridor since its creation. **Over 150 products are proposed each year.** Rewarded many times over by the Grand Prix SIRHA Innovation for the quality of its innovations, Bridor proposes a wide range of products reflecting the bakery cultures of the world.



People at the heart of our professions

Since 2019, exoskeletons have been freely accessible to improve the working conditions of employees in our historic production site. **Frequent actions in favour of integration, safety and well-being at work are also organised throughout the year.**



OUR COMMITMENTS



FLOUR

- / 100% of our conventional flours on our French production sites are of **French origin**, in other words they are made from French wheat¹ and are processed at millers situated less than 300 km from our production sites.
- / The organic wheat flours in the breads made on our French sites are also made with French organic wheat¹.

BUTTER

- / We are working on **writing and signing our Bridor Responsible Butter Charter** with our processing and livestock partners.
- / In some recipes, we use **PDO Charentes-Poitou butter** which is **unanimously recognised by French artisan bakers**.

EGGS

- / We have used **barn eggs** since 1 January 2019 for Bridor products made at our French sites. Some lines are made with free range eggs.



BRIDOR CLEAN LABEL



Our Bridor Clean Label² recipes are made with:

- / ingredients of natural origin
- / ingredients with colouring, aromatic or texture-enhancing properties, such as vanilla flavouring or turmeric for the colour.

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



74% January 2021 86% January 2023

▶ **100%** of our products under the **BRIDOR CLEAN LABEL** by 2026

COMMITTED TO BETTER EATING

- 1 An ambitious commitment to reduce salt:**
2023: our breads will have a maximum salt content of 1.3g/100g³
- 2 A "Low salt" product range:**
Recipes made with 25% less salt compared to the average of similar products on the market.
- 3 A bread range with less than 0.9% of salt:**
Three breads to meet your customers' requirements.

-25%
SALT



(1) With the exception of weather conditions making it impossible to supply 100% French origin wheat. • (2) Bridor Clean Label scope: Bread, Viennese Pastries, Snacks, Brioche under the Bridor brand, including trade product mix, excluding the Panidor collection. • (3) For the baked product, excluding Focaccias and excluding the Panidor collection.



PROTECTING
OUR ENVIRONMENT

REDUCTION OF CONSUMPTION

**over
70,000 m³**

of water per year will be saved on our production sites by the end of 2023, thanks to the use of adiabatic technology. This technology compresses air to recover the humidity.



100% LED

Generalisation of LED lighting on our French production sites:



-30%

gas consumption for our hot water tanks thanks to **recovering heat from the machine rooms to pre-heat domestic hot water.**

540 MW

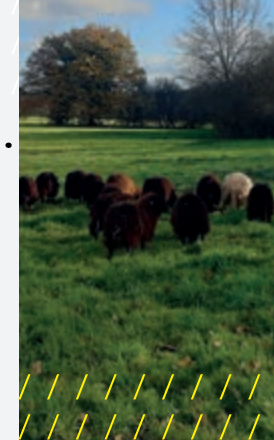
will be produced in 2023, thanks to the installation of a **photovoltaic power plant** on our site in Louverné.

The installation of a system for mapping our production facilities' consumption allows us to **consume what we need and to avoid wasting energy.**



**CERTIFIED COMPANY
ENERGY MANAGEMENT**

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



BIODIVERSITY

Consideration of biodiversity is an integral part in the study 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".

ECO-ACTIONS



100% of our industrial water is used to irrigate fields close to our production sites. In 2021, this represented 110,000m³ of water reused!

100%

of our waste is now recovered through recycling, animal feed or heating buildings.



The removal of cardboard packaging represents 4,500 T less waste!





RESPECT FOR WOMEN AND MEN

HEALTH, SAFETY AND WELL-BEING



COMPANY WITH THE HEALTH AND SAFETY AT WORK CERTIFICATE
This certification encourages companies to incorporate a health and safety at work management policy and to associate goals with it.



COMPANY WITH THE "VITRINE INDUSTRIE DU FUTUR" LABEL.
This label rewards technological innovations focused on people in our production sites.

-50%

lost-time accidents by 2024 in all our divisions and activities worldwide.

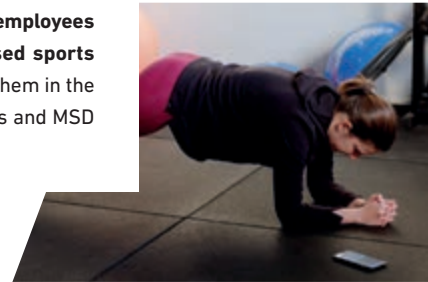


INTEGRATION, TRAINING AND DIVERSITY



In 2019, we integrated our first exoskeletons. Since then, we have added **muscular activity sensors** to quantify the benefits of exoskeletons.

Thanks to the **HUMAN project**, employees can benefit from a **personalised sports programme** and a gym to help them in the prevention of the risk of injuries and MSD (musculoskeletal disorders).



Over 60 employees have benefited from the training programme with certificate (CQP - Professional Qualification Certificate), called **PASSEPORT BRIDOR**, since it was created. This programme is sponsored by Frédéric Lalos (MOF Baker).

In 2021, we installed two chatbots on our production sites. The first to help employees solve problems on production lines, the second to respond 24/7 to Human Resources issues.



Every year, July is Sign Language month at Bridor. **Awareness-raising workshops held by deaf employees are organised to teach the teams Sign Language.** After these workshops, memo files are given to all employees so that they can continue to practise in the divisions.

SUPPORT BAKERY CULTURES

IMMERSE YOURSELF
IN THE BAKERY CULTURES
OF THE WORLD



For many years, it has been our ambition to share the bakery cultures of the world through our product range.



Typical products inspired by local traditions

- / **Rustikal Brot:** breads with strong flavours from the Kamps workshops, a subsidiary of Le Duff Group in Germany.
- / **Pastel de Nata:** a Portuguese treat made by Panidor, our production site in Portugal.



Products inspired by world cultures and infused with our French know-how

- / **Ultra Kanel Swirl:** a Viennese pastry inspired by Scandinavia with an intense cinnamon taste.
- / **Zaatar Croissant:** a pure butter croissant with Oriental flavours thanks to a blend of spices and aromatic plants.
- / **Panettone-Style Bread:** a bread rich in inclusions, inspired by the Italian brioche.
- / And much more...!

Partnerships with chefs all over the world

- / **Frédéric Lalos**, Meilleur Ouvrier de France Boulangerie (Best Craftsman in France - Bakery) has been working with us for 12 years through a bread collection that reflects his values for excellence and creativity.
- / In 2021, the pastry chef **Pierre Hermé**, voted Best Pastry Chef in the World in 2016, dreamed up a unique and creative collection of Viennese pastries for Bridor.
- / **Michel Roux Jr.**, the famous English-French chef with 60,000 Instagram followers, is the ambassador of our range by Frédéric Lalos in England. A range that meets his standards for quality and taste.
- / **Johann Lafer**, an Austrian chef living in Germany, has become a real culinary icon in his adopted country. For some time now, he has been accompanying us in the development of new products.



Frédéric Lalos



Pierre Hermé



Michel Roux Jr.



BBCC
BRIDOR BAKERY CULTURES
CLUB

Recipes that immerse you in local bakery cultures

Discover over 130 recipes made by our expert chefs and bakers all over the world! These recipe cards can be downloaded on our website and are filtered by eating occasions, preparation time and ease of preparation.



BONUS: Discover our Chefs' tips too!

The Bridor Bakery Cultures Club

In 2020, we set up the Bridor Bakery Cultures Club. This space for sharing and thinking brings together our 40 expert bakers who are located all over the world. **Together, they discuss new trends, local culinary traditions and good bakery practices.** Our chefs also take part in international Bridor events. Of these events, the yearly Culinary Creativity Contest invites them to pay homage to their regional bakery culture through Bridor products.



Scan the code to discover the competition recipes!

BREADS

Our know-how

Quality raw materials

- / Minimum **T65 wheat flours**: since 2021, all our classic wheat flours are made from **wheat grown in France**.*
- / 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 centres with a honeycomb texture and unique flavours.
- / Baked or pre-baked in a **stone oven**.

Know-how and creativity

- / A range inspired by **pure French bakery know-how and the bakery cultures of the world**, for a wide range of breads with multiple shapes and flavours.

Commitment to healthier eating

- / **98% of our breads have the Bridor Clean Label.**



OUR COLLECTIONS

French-style breads



Bridor Une Recette Lenôte Professionnels

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



Bridor by Frédéric Lalos

Selection of **large loaves** developed with Frédéric Lalos, **Meilleur Ouvrier de France Boulanger**.



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 eating at any time.



The Essential Breads

Classic shapes and **well-loved recipes** mainly made with **Label Rouge wheat flour** and **fermented dough**.

Breads from Around the World

A collection made up of typical products inspired by local traditions and products that combine French know-how with different world cultures.

Organic Breads



Made with carefully selected organic raw materials.

Better living breads

A collection with nutritional characteristics that combines nutritional quality and enjoyment.

COMPLEX RECIPE (shaping, manual folding, manual scoring, etc.)

A WEALTH OF INGREDIENTS IN THE RECIPE (flours, add-ins, etc.)

OUR ICONIC COLLECTIONS

Bridor Une Recette Lenôte Professionnels

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



FOCUS ON

LA FINEDOR®

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



Bread is only good if it tastes good.



Bridor by *Frédéric Lalos* MEILLEUR OUVRIER DE FRANCE

Bridor worked in partnership with Frédéric Lalos, Meilleur Ouvrier de France in the Bakery category, to offer a range of breads combining creativity and excellence.

FOCUS ON

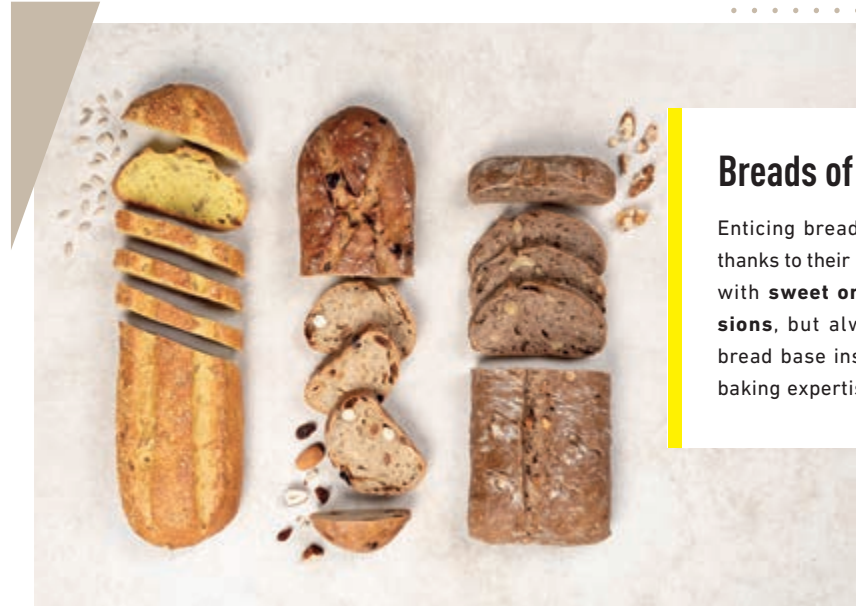
FRUIT LOAVES BY FRÉDÉRIC LALOS

Rich in fruits, these Bridor breads by Frédéric Lalos **have a soft crumb and rich and intense flavours thanks to skilfully selected ingredients**. The subtle blends of wheat, rye and buckwheat flours reinforce the character of these special breads, sweetened with fruit inclusions.

The Gourmet Breads

The breads in this collection are based on 3 essential pillars: **quality, know-how and creativity**.

The ingredients are rigorously selected and the sourdoughs are made in our production workshops respecting long fermentation times. Complex shapes and finishes are proposed to fit in with your needs.



Breads of Indulgence

Enticing breads that stand out thanks to their recipes enhanced with **sweet or savoury inclusions**, but always on a 100% bread base inspired by French baking expertise.

Breads from Around the World

A collection that reflects the bakery cultures of the world:

- / Breads with recipes emblematic of different countries
- / Breads with recipes inspired by local cultures and infused with our French know-how

Discover some delicious breads in this collection, such as the Nordic Loaf inspired by Scandinavia, or the typically Italian Focaccia Genovese!



FOCUS ON

FOCACCIAS

A product at the heart of Italian culinary history! Enjoyed at any time of day, this emblematic product of Italian gastronomy comes in many forms:

/ **Focaccia Ligure or Genovese**: soft, thick and slightly salty with a lovely open structure on the surface.

/ **Focaccia Romana**: also called Pinsa, or Focaccia alla pala. Fairly flat and crispy focaccia, thanks to a long fermentation time. In the Bridor catalogue, it features under the name "Cinquanta" in reference to the 50 hours of fermentation!

VIENNESE PASTRIES

Our know-how

High quality puff pastry

- / **Pure butter** for the majority of our ranges: PDO Charentes-Poitou butter or fine butter for meltingly-soft Viennese pastries with fine lamination.
- / **French flours**: classic wheat flours made from wheat grown in France¹.
- / With barn eggs, for our French production sites.

The taste of tradition

- / Viennese pastries **made 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

- / **86% of our Viennese pastries have the Bridor Clean Label².**



OUR COLLECTIONS

French-Style Viennese Pastries



Bridor x Pierre Hermé Paris

A unique collection of Viennese pastries, both in terms of taste and the finesse of the ingredients.



Bridor Une Recette Lenôtre Professionnels

The excellence of French bakery at the service of Hotel and Restaurant professionals.



Éclat du Terroir

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



The Inspirations

A new collection with a generously sized, very flaky croissant and pain au chocolat, with lots of visible layers!



The Savoureux

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



The Irrésistibles

Pure butter puff pastry with a recipe where the splash of milk¹ and cream¹ add intense flavours in the mouth.



The Classiques

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

Baker Solution

Simple Viennese pastries with a light and crispy texture, made with a high-quality fat blend² or margarine³ and rigorously selected ingredients.

A WEALTH OF RECIPES

THE INTENSITY OF BUTTER

(1) Incorporated in powder form • (2) Fat blend: blend of concentrated butter and vegetable fat (non-hydrogenated) • (3) Quality margarine based on vegetable fat

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 created 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 flour, Brittany butter, Madagascar pure origin chocolate, Californian almonds, Sicilian lemon juice, etc.



FOCUS ON

THE ALMOND AND PISTACHIO CROISSANT 80 G

A puff pastry croissant where the softness and natural bitterness of the almonds reveal the delicate and subtle taste of pistachio. The heart is made only of almond paste and pistachio paste.

THE ALMOND AND LEMON FILLED CROISSANT 80 G

This croissant has a soft centre with Californian almond paste, enhanced by the lively flavour of Sicilian lemon juice and a little zest.



Bridor Une Recette Lenôte Professionnels

A PRESTIGIOUS COLLABORATION

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

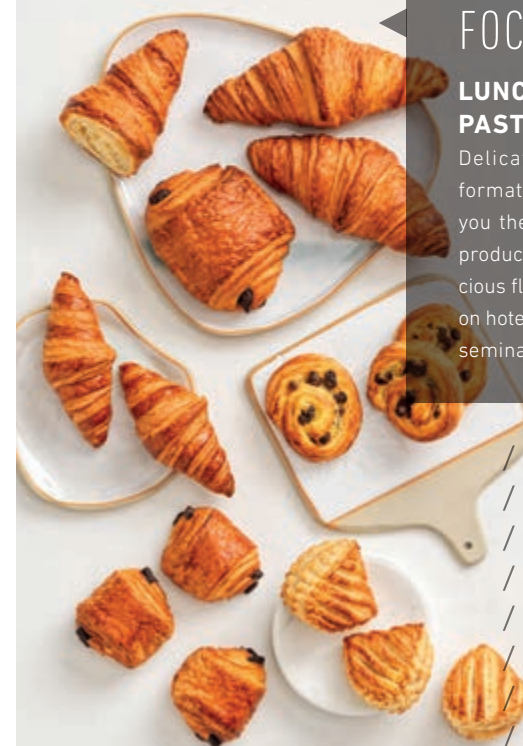
These exclusive recipes have been dreamed up by Lenôte Master Bakers to create **Viennese pastries made only with pure butter**, with delicate flavours and exceptional puff pastry.

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 gives you the enjoyment of a smaller product, with delicacy and delicious flavours. They are essential on hotel breakfast buffets and for seminar breaks.





Éclat du Terroir

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



91%
of consumers think
the Maxi Finger is
very indulgent*

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

MINI FILLED CROISSANTS

- Viennese pastries at the height of indulgence!
- / 40 g golden and glossy mini croissants
- / Smooth, richly-flavoured fillings
- / Attractive and colourful toppings to make it easy for consumers to identify
- / A lovely and regular pure butter puff pastry



* Source: CHD Expert survey for Bridor – June 2022 – 505 bakery consumers

SAVOURY COLLECTION

High quality puff pastry

- / **Pure butter** for the majority of our ranges: ready-to-bake savoury snacks made with flaky puff pastry for a crispy texture and golden appearance.
- / **French flours:** classic wheat flours made with wheat grown in France¹.
- / Only with barn eggs, for our French production sites.

Flavours and Creativity

- / Generous, **flavoursome and varied fillings**.
- / **Different formats:** mini formats for every moment of the day, at home or out of home, and more generous maxi format suitable for table dining or eating on-the-go.
- / The **Bun'n'Roll**, a puff pastry bun that offers many possibilities for delicious recipes, savoury and sweet.

Quick to prepare

- / An RTB (ready-to-bake) offer for fast and simple preparation, guaranteeing freshness and flexibility.

Commitment to healthier eating

- / **76% of our savoury snacks have the Bridor Clean Label².**



89%
of French people think
the twists are ideal
as an appetizer³

FOCUS ON

THE LAUGHING COW® CHEESE LATTICE

- / Ready-to-bake lattice with an indulgent and rich centre with The Laughing Cow® cheese
- / Very lovely golden **pure butter puff pastry**
- / Bags or stickers included in the boxes to advertise the brand to consumers



Generous
format
100 g



PASTRIES



Bridor Une Recette Lenôte Professionnels

/ Bridor and Lenôte have teamed up to offer **exceptional macarons to professionals**: meticulous finishes, intense flavours and high-quality ingredients. This range reflects the tradition of French pâtisserie: **macarons filled with butter cream, ganache or fruit compote.**

Les Délices by Bridor

/ A collection of **delicious, unique, elegant and modern macarons**, made from high-quality ingredients and in line with the precepts of French know-how.

Pâtisseries from Around the World



/ Indulgent and tasty products which are **true symbols of local bakery cultures**, such as the madeleine, the icon of French pâtisserie, muffins direct from the United States or Pastel de Nata, the typical Portuguese delight.

65%

of Europeans are familiar with the Pastel de Nata⁴

Made in PORTUGAL



FOCUS ON

PASTEL DE NATA BY panidor.

Inspired by the traditional recipe, this typically Portuguese pastry will take you on a journey thanks to its cream enhanced with a touch of cinnamon and a zest of lemon. You'll love its ultra-crispy puff pastry with a slightly caramelised taste! Today, this product is known and loved all over the world. Available in two versions: butter and margarine.

Pasteis available in the Panidor range, a Bridor brand.

(4) Source: survey conducted on 1,996 consumers in 4 countries (France, Germany, Spain, England), September 2022

ORGANIC *A TASTE FOR ORGANIC!*

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

They taste good!

Bridor is above all committed to offering consumers tasty products!

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.



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



CHICK PEAS



GREEN LENTILS



RED LENTILS

A bread made with pulses, which is delicious, a source of proteins and a source of fibre.

NAKED



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

GLUTEN FREE

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

NEW PRODUCTS



Ciabatta

*A RANGE OF TASTY BREADS
IN THE COLOURS OF ITALY!*

The ciabatta is the reference in the Italian bakery culture. As popular as the baguette in France, this bread is wide and flat and is used as a sandwich base for a variety of recipes.

Discover Bridor's ciabatta recipes inspired by Italian tradition, but with a touch of French know-how:

/ Quality ingredients: T65 flour and extra virgin olive oil.

High moisture levels and controlled fermentation for a lovely taste and honeycomb texture.

/ A meltingly-soft centre.

- 40519 PLAIN CIABATTA 100 G
- 37147 POLIVE OIL CIABATTA 140 G
- 41331 PLAIN CIABATTA 330 G
- 37140 PLAIN CIABATTA 140 G
- 31612 OLIVE OIL AND GREEN OLIVES CIABATTA 180 G



Butter couques



*THE NEW RANGE OF TYPICALLY
BELGIAN PRODUCTS!*

This must-have product in Belgium is a Viennese pastry made from laminated puff pastry (croissant dough).

The couque differs from the croissant in its shape. In fact, unlike the croissant which is made from a rolled-up triangle of dough, the couque is diamond shaped before it is rolled up.

- / Well-developed pure butter puff pastry**
- / Delicious looking products with a regular, golden finish**
- / Generous formats**
- / Meltingly-soft and crispy texture**
- / Available RTP and RTB**



- 40942 PLAIN COUQUE 75 G X 64 RTB
- 40943 RAISIN COUQUE 85 G X 64 RTB
- 40944 PLAIN COUQUE 80 G X 141 RTP
- 40961 RAISIN COUQUE 85 G X 135 RTP



75%

of French consumers
find these products
very delicious*

19%
of seeds

41289 VOLLKORN TRIANGLE 750 G X12
41288 KÜRBISKERN BREAD 750 G X7



HIGH-
FIBRE

Rustikal
Brot  

THE EXCELLENCE OF GERMAN BAKERY!

Bridor has teamed up with Kamps to offer professionals breads made from the pure German bakery tradition. Made in Germany, these breads baked in moulds will transfer the essence of the German culture across the world!

41289 VOLLKORN TRIANGLE WITH RYE AND SEEDS 750 G x12

- / Unique with its **original triangular shape**.
- / Recipe with **100% rye flour, rye sourdough and a little beetroot sugar** for an acidic and slightly sweet taste.
- / A very dense, brown centre **rich in sunflower, flax and sesame seeds (19%)**.
- / Entirely covered with seeds for a crispy texture and an attractive look.

41288 KÜRBISKERN BREAD WITH PUMPKIN SEEDS 750 G x7

- / Made with **rye flour, wheat flour and sourdough** for sweet notes.
- / A dense texture, **rich in seeds (19%)**: pumpkin, sunflower, flax, sesame and rolled oats.
- / Entirely covered with pumpkin and sunflower seeds for an even crispier texture.

PRACTICAL BREADS:

- / These breads can be prepared in a variety of ways to fit in with different needs (defrosting followed by baking, just defrosting or just baking).

83% of French people think that these breads baked in
moulds have a practical shape and are easy to slice*



62%

of consumers find cheese snacks very appetizing¹

41251
CHEESE FINGER
90 G X 60 RTB

Cheese Finger

A TASTY CHEESE PUFF PASTRY SNACK!

- / A generous and creamy cheese filling (31% of filling)
- / A lovely, golden pure butter puff pastry with a crispy and meltingly-soft texture
- / Grated Emmental on the top for even more indulgence
- / A generous 90 g format, perfect for savoury breaks during the day or to accompany a meal.

CHEESE

A STRONG TREND ON THE SNACK MARKET

The growth of the cheese snack market is estimated at 6.3% from 2022 to 2030 (in value)²



41252 HAM AND CHEESE LATTICE 100 G X 70 RTB

Ham & Cheese Lattice with fat blend

A TASTY PUFF PASTRY SNACK FOR CHILDREN AND ADULTS!

- / A delicious and creamy centre with cubes of ham and cheese, combined with a delicious bechamel sauce, **appreciated by many**
- / Recipe made with a **fat blend: a mix of pastry butter and margarine**
- / Puff pastry containing butter for a **well-loved taste and a slightly buttery note**
- / A generous, **practical and** easy-to-hold 100 g format. Ideal for table dining or eating on the go.

Baker Solution

9 new fat blend and margarine Viennese pastry references



Simple Viennese pastries with a light and crispy texture, made with high-quality fat blend¹ or margarine² and rigorously selected ingredients. All products mentioned are Ready-to-Bake.

FAT BLEND RANGE

The association of plants and the lovely taste of butter in a range of qualitative Viennese pastries.

- / Recipes containing pastry butter for a **well-loved and slightly buttery taste**
- / Viennese pastries with lovely puff pastry and generous in size
- / **Margarine made with carefully selected oils**
- / Good value for money

MARGARINE RANGE

Viennese pastries made using quality margarine and carefully selected ingredients.

- / Well-loved taste
- / Good value for money

- 40839** MINI PAIN AU CHOCOLAT 32 G X 240 RTB
- 40841** MINI PAIN AUX RAISINS 35 G X 260 RTB

- 40837** MINI CROISSANT 30 G X 240 RTB
- 40838** MULTIGRAIN MINI CROISSANT 35 G X 180 RTB
- 40882** PAIN AUX RAISINS 110 G X 60 RTB
- 40884** COCOA AND HAZELNUT FILLED CROISSANT 90 G X 40 RTB
- 40883** APRICOT-FILLED CROISSANT 90 G X 40 RTB
- 40880** CUSTARD CREAM FILLED CROISSANT 100 G X 50 RTB



Vegan

VIENNESE PASTRIES

A NEW TASTY AND
100% PLANT-BASED RANGE³!

- / Viennese pastries made from **carefully selected ingredients**:
 - High-quality margarine + French wheat flour
- / Well-loved taste, light and crispy texture
- / **Generous size**
- / **Vegan egg wash** (pea protein, water, sugar) for lovely golden pastries
- / Bridor Clean Label Recipe



- 41241** VEGAN CROISSANT 70 G X 60 RTB
- 41221** VEGAN PAIN AU CHOCOLAT 80 G X 60 RTB

FOCUS ON BRIDOR MARGARINE

After many years of research with our suppliers, we have selected a margarine with particular properties:

- / A melting point similar to that of butter, which results in lamination with a comparable texture and a fairly neutral taste.
- / A specific choice of the oils used: RSPO certified palm oil (mass balance), coconut oil, rape seed oil (all the plant oils are non-hydrogenated).

(1) Fat blend: blend of concentrated butter and vegetable fat (non-hydrogenated) • (2) High-quality margarine based on vegetable fat
• (3) 100% of the agricultural ingredients are of plant origin

Gourmet breads

DELICIOUS BREAD
WITH INCLUSIONS!

Corn bread 300 g

An attractive bread with a distinctive and differentiating taste

- / Made of **wheat flour** and **corn flour**
- / A **dash of turmeric** for a lovely yellow crumb
- / A cornmeal **topping** for more crunchiness
- / Slightly sweet notes thanks to sunflower seeds that melt in the recipe
- / Bridor Clean Label, source of fibres and protein

40495 CORN BREAD 300 G X 30



Walnut Loaf 300 g

A rustic loaf with a generous helping of walnuts

- / **Rich in walnuts (15%)** for crunchiness and an intense flavour
- / **Rye flour and a touch of malted barley flour** for a coloured crumb
- / **Wheat sourdough** for good development of the bread and cereal notes

40496 WALNUT LOAF
300 G X 28



Organic wholemeal bread

33% of consumers worldwide consider that the "ORGANIC CERTIFICATION" gives a bakery product a better quality guarantee*.

- / The organic wholemeal bread is a delicious bread with intense flavours
- / **Made from T150 flour from organic farms**, this flour contains all the elements of wheat grain for a unique taste and a brown colour
- / **Wholemeal wheat flour sourdough** for acidic and fruity notes
- / A pinch of **Guérande salt**
- / High in fibre, source of proteins and Bridor Clean Label

41170
ORGANIC WHOLEMEAL BREAD 330 G X 26



EASY TO USE SERVICES

BRIDOR'S EXPERTISE AT YOUR FINGERTIPS

A 100% digital catalogue

With over 300 products and 21 collections, it's the ideal way of seeing the whole Bridor range. Updated automatically, it allows you to select the products that best suit your needs.

Truly **interactive**, the 100% digital catalogue is updated automatically and contains nearly 2,780 references as well as a lot of practical information.



Download the catalog



Your personalised customer space

ACCESS YOUR PERSONAL SPACE ON BRIDOR.COM THANKS TO YOUR CUSTOMER ACCOUNT*

- In this space, you can manage **your list of favourite products** and access your **specific references**.
- You can also **follow all of your orders**, view your purchase log and download product documents (technical files, sales pitches, palletisation, etc.).
- The platform can also be used to discuss directly with our customer service.



Full support to prepare your products

Find on our website and app valuable advice from our expert bakers.

EASY-TO-FOLLOW VIDEO INSTRUCTIONS



With the help of short videos, **follow the different preparation steps for our products and discover tips.**

www.bridor.com/videos

BRIDOR APP, YOUR BAKING ASSISTANCE TOOL

An app that adapts to your constraints and makes it possible to **organise baking sessions every 2 hours to offer quality Viennese pastries.**

All you need to do is configure your data concerning:

- the product type
- the type of oven
- the number of trays
- the number of customers
- your service times

and you'll receive an optimal baking schedule.

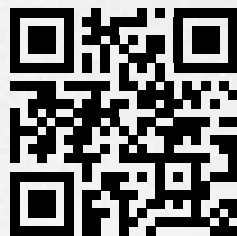


* To access your online account, please contact our teams (commercialfrance@groupeleduff.com for France / exportsales@groupeleduff.com for all other countries).

You have tried
the following products:



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www.bridor.com

exportsales@groupeleduff.com