

Recipes of Love

OUR PORTFOLIO



0

Recipes of love.





Danesita

In 1978 we decided to fulfill a dream: to bring to the house of the consumers the best pastry a mouth can taste. Everyday.

Today, after more than 30 years, we know that was the beginning of a great love affair.

Today, this love joins new technologies and techniques with the traditional way of making the best pastries. After being blended with dedication and filled with the finest ingredients, results in a quality product, honest and deeplay tastefull.

This recipe has kept us in love with what we do and we believe that it'll make you fall in love too. From first to last bite.



BUTTER COOKIES

- Butter Cookies -

Our Butter Cookies are made with the traditional Danish recipe, that is in the top of mind of our consumers since always. The attractive tins and boxes design make this product perfect to offer to someone special or only to collect.

See our Butter Cookies Collection catalogue and choose yours!

Consumer Trends Indulgence

Product Concept The perfect gift or

your everyday indulgence

moment

Target Adults

Moment of Everyday

consumption

Flavours 2,8%, 7%, 17%, 26% butter

Weight 340g, 454g, 908g

Shelf life 18 months







GIFT BOXES

- Butter Cookies, Chocolate Chips, Sweet Temptation -

Especially for cookie lovers! Each box of our cookies is a true piece of love, ideal to sweeten any moment, making it special...

Consumer Trends Indulgence

Product Concept Gift or your everyday indulgence

moment

Target Adults

Moment of consumption

Everyday

Flavours Butter cookies,

Chocolate chip cookies and Sweet spice cookies

Weight 100g (only BC), 200g

Shelf life 12 months







- Butter Cookies & Chocolate Chips-

Bring your favorite cookies with you wherever you like. The same recipe, now in a convenient package, to enjoy these unique pieces of love On The Go!

Consumer Trends Indulgence, On the Go

Product Concept Your everyday indulgence

moment

Target Adults

Moment of Everyday, Out of Home **consumption**

Flavours Butter Cookies, Chocolate

Chip Cookies

Weight 180g

Shelf life 12 months





- Extraordinary Cookies -

They are more than simple cookies... They are EXTRAORDINARY Cookies. Extraordinary in the indulgent flavor and in the larger size. These combinations, transform the moment of consumption in a real pleasure moment. Taste them and you will realize everything we're saying!

Consumer Trends Indulgence

Product Concept Your everyday indulgence

moment

Target Adult

Moment of consumption Everyday

Flavours Chocolate & Hazelnut,

White Choc. & Cranberries

and Big Chocolate Chunks

Weight 200g

12 months Shelf life





- Apple Strudel and Brownies -

Love has no barriers, so we turned some of our most traditional desserts into delightful pieces of love in a cookie-form. One of our specialties... Exotic, delicious and indulgent!.

Consumer Trends Indulgence

Product Concept Traditional dessert tastes in

a biscuit format

Target Adult

Moment of Everyday consumption

Flavours Apple Strudel, Brownies and

Chocolate Chips

Weight 150g

Shelf life 12 months

Price

- Chocolate Chips -

Our recipe is inspired in the traditional American cookies, with pieces of tasty chocolate chips, composed with a mix of dark and milk chocolate. These cookies satisfy the unique and special desire for chocolate anytime anywhere!





- Digestive Biscuits -

These biscuits with cereals are deliciously crunchy. Our digestives are an excellent source of energy to start a day, leaving you with a comforting sense of satisfaction to spread love all over the place. Traditional cereals biscuit with a great taste!

Consumer Trends Better for you

Product Concept Your everyday healthy biscuit

Target Adult

Moment of Everyday consumption

Flavours Traditional

Weight 300g

Shelf life 12 months





- Creamy Kiss -

A kiss is always a treat! A kiss with filling is a double treat... This sandwich biscuits brings fun, joy and delight when you bite our Creamy Kiss biscuits. These biscuits are deliciously crispy and the size is the perfect one for kids, as well as for adults. Will you resist these desirable kisses?

Consumer Trends Back to basics

Product Concept Everyday biscuit

Target Family

Moment of Everyday consumption

Flavours Strawberry, Cocoa, Vanilla

and Milk Filling

Weight 180g

Shelf life 12 months





- Mini Creamy Kiss -

Because there are many types of kisses...these are mini kisses! The bombastic Creamy Kiss cocoa flavor now in a bite size shape to take in little packets. Perfect for kids But also for adults ... because everybody likes kisses!

Ask to the dog, the bird and the monkey for a cookie... No one can resist these kisses!

Consumer Trends Bite size for kids

Product Concept Your everyday cookie

Target Kids

Moment of Everyday consumption

Flavours Sandwich Biscuit with Cocoa

filling

Weight 160g (4x40g), 640g (16x40g)

Shelf life 12 months









CROISSANTS

- Croissant with Chocolate Filling -

Because small proofs of love turn any moment into a great moment... transform your moments with the soft texture of our croissants filled with authentic chocolate. Pieces of love served in individual portions to delight yourself anywhere!

A perfect snack to take in every moment, taking you to an universe of pure pleasure!

Consumer Trends Delightful snacking

Product Concept Everyday snack

Target Family

Moment of Everyday consumption

Flavours Chocolate filling

Weight 360g (9x40g)

Shelf life 9 months







SWISS ROLLS

- Swiss Rolls -

No one forgets the first love! You always put a smile on your face when you think about that happiness. Our love story started with our swiss rolls and since then people enjoyed smiley moments with us. With family, friends or simply alone, taste and share the love from our swiss rolls!

Consumer Trends Social gathering

Product Concept Cake to share

Target Family

Moment of Every day consumption

Flavours Cocoa filling, Strawberry filling,

Vanilla filling, Cocoa Covered and

Milk filling, Party special

Weight 300g

Shelf life 6 months







CAKES

- Luxury Cakes & Half-Moon -

Our cakes are made with the traditional Danish recipes, mixed with the love we put in everything we do... That's the reason why our cakes have the perfect texture, shape and a great taste. Allow yourself to indulgence on a sweet pleasure, or share them with the ones

you care... they will love it! Love in slices everyday!

Consumer Trends Social gathering

Product Concept Cake to share

Target Family

Moment of Every day consumption

Flavours Half Moon: Marble, Lemon

Luxury: Butter, Marble, Vanilla with Choc Chips, Cocoa with Choc Chips

Weight 350g (Half Moon), 400g (Luxury)

Shelf life 9 months







SPECIALTIES

- Lady Fingers -

Inspired by the traditional Italian recipe, our lady fingers are the secret to complement your moments of inspiration. Delicious on their own and also as an ingredient, they balance their texture and density in an unique and perfect way. They are the perfect love blend!

Consumer Trends Back to basics

Product Concept Desserts ingredient &

individual pleasure

Target Adults

Moment of consumption

Everyday

Flavours 24% eggs

200g (packed in 100g portion) Weight

Shelf life 12 months





SPECIALTIES

- Puff Pastry -

Some people say that love can have a lot of forms, for us it has a thousand leaves. A thousand leaves (mille feuilles) of light and crunchy pastry, filled with love, for a really pleasant moment. This is why one of the most classic products made in the Italian style is very popular worldwide.

Consumer Trends Indulgence

Product Concept Your indulgence moment

Target Adults

Moment of Everyday consumption

Weight 140g

Shelf life 12 months







CRACKERS

- Italian Crackers -

Salted or not, but always crispy! You only have to choose and take one always with you. They are made following a distinct Italian technology, have no added sugars and are individually packed! Perfect for those who have a simple, natural and dynamic lifestyle! The kind of love that you cannot live without...

Consumer Trends On the Go Snack

Product Concept Everyday snack

Target Adults

Moment of Everyday

consumption

Flavours With Salt on Top

and Without Salt on Top

Weight 500g (14 individual packets)

Shelf life 12 months







TOASTS

- Swedish Toasts -

Always crispy and crunchy, in traditional varieties or with olive oil, our Swedish Toasts are high on fiber and have low sugar content. As an appetizer or as a snack these toasts are always unmistakable!

Consumer Trends Better for you

Product Concept Your everyday care

Target Adults

Moment of Everyday consumption

Flavours Wheat, Whole Wheat

and Wheat with Olive Oil

Weight 225g

Shelf life 12 months









TOASTS

- Exclusive Toasts -

To the ones that want to make the difference: our deluxe toasts have a distinct and exclusive shape, with no added color and preservatives. Our traditional cereal flavors or the savory varieties in "bruschettas" range are perfect to surprise and to be surprised! Eat them simple, or let your imagination go wild and personalize your favorite deluxe toasts!

Consumer Trends Better for you

Product Concept Your everyday care

Target Adults

Moment of Everyday

consumption

Flavours Toasts Wheat and Whole Wheat

Bruschettas Garlic, Tomato and

Oreganos

Weight

225g, 240g (Bruschettas)

Shelf life 12 months







SINGLE SERVE RANGE Products



Every moments can be special, even when you are alone... we put our traditional pieces of love in little packets so that you can take them everywhere. Either in a mini size format or just in a single serve packaging format, enjoy our cookies and crackers everywhere.

Consumer Trends On the Go

Product Concept Your everyday moment

Target Adult & Kids

Moment of consumption Everyday, Out of Home

Flavours & Weight Mini Butter Cookies 50g,

Mini Chocolate Chip Cookies 50g

Mini Digestives 50g

Mini Creamy Kiss Cocoa 40g Crackers with Salt on Top 36g Crackers without Salt on Top 36g

Butter Cookies 18g Croissant 55g







- Mini Digestive Biscuits -

These biscuits with cereals are deliciously crunchy. Our digestives are an excellent source of energy to start a day, leaving you with a comforting sense of satisfaction to spread love all over the place. Traditional cereals biscuit with a great taste, now in small pack to take and eat everywhere!

Consumer Trends Better for you, On the Go

Product Concept Your everyday care

Target Adults

Moment of Everyday, Out of Home **consumption**

Flavours Traditional

Weight 50g

Shelf life 12 months







- Mini Butter Cookies and Chocolate Chip Cookies-

Especially for cookie lovers! On a bite size shape, these mini cookies are irresistible to eat up till the end of each pack...

Consumer Trends Indulgence, On the Go

Product Concept Your everyday indulgence

moment

Target Adults

Moment of consumption

Everyday, Out of Home

Flavours Butter Cookies, Chocolate

Chip Cookies

Weight 50g

Shelf life 12 months





- Crackers -

Salted or not, but always crispy! You only have to choose and take one always with you. They are made following a distinct Italian technology, have no added sugars and are individually packed! Perfect for those who have a simple, natural and dynamic lifestyle! The kind of love that you cannot live without...

Consumer Trends On the Go Snack

Product Concept Everyday snack

Target Adults

Moment of Everyday, Out of Home

consumption

Flavours

With Salt on Top

and Without Salt on Top

Weight 36g

Shelf life 12 months







- Mini Creamy Kiss -

Because there are many types of kisses...these are mini kisses! The bombastic Creamy Kiss cocoa flavor now in a bite size shape to take in little packets. Perfect for kids But also for adults ... because everybody likes kisses!

Ask to the dog or the monkey for a cookie... No one can resist these kisses!

Consumer Trends Bite size for kids, On the Go

Product Concept Your everyday cookie

Target Kids

Moment of Everyday, Out of Home **consumption**

Flavours Sandwich Biscuit with Cocoa

filling

Weight 40g

Shelf life 12 months









- Croissant with Chocolate Filling -

Because small proofs of love turn any moment into a great moment... transform your moments with the soft texture of our croissants filled with authentic chocolate. Pieces of love served in individual portions to delight yourself anywhere!

A perfect snack to take in every moment, taking you to an universe of pure pleasure!

Consumer Trends Delightful snacking,

On the Go

Product Concept Everyday snack

Target Kids & Teenagers

Moment of consumption

Everyday

Flavours Chocolate filling

Weight 55g

Shelf life 9 months





- Butter Cookies -

Our Butter Cookies are made with the traditional Danish recipe, that is in the top of mind of our consumers since always.

On tiny packs to take everywhere, enjoy your indulgence moment of the day whenever you want!

Consumer Trends Indulgence, On the Go

Product Concept Your everyday indulgence

moment

Target Adults

Moment of consumption

Everyday, Out of Home

Flavours Butter Cookies

(Vanilla Ring)

Weight 18g

Shelf life 12 months





PALLETIZED SOLUTIONS

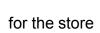


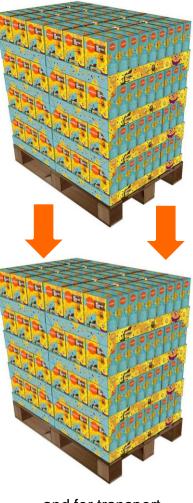
- Mini Creamy Kiss -

Along with products, we also develop tailored solutions fitting with market needs. We think the format...









and for transport.

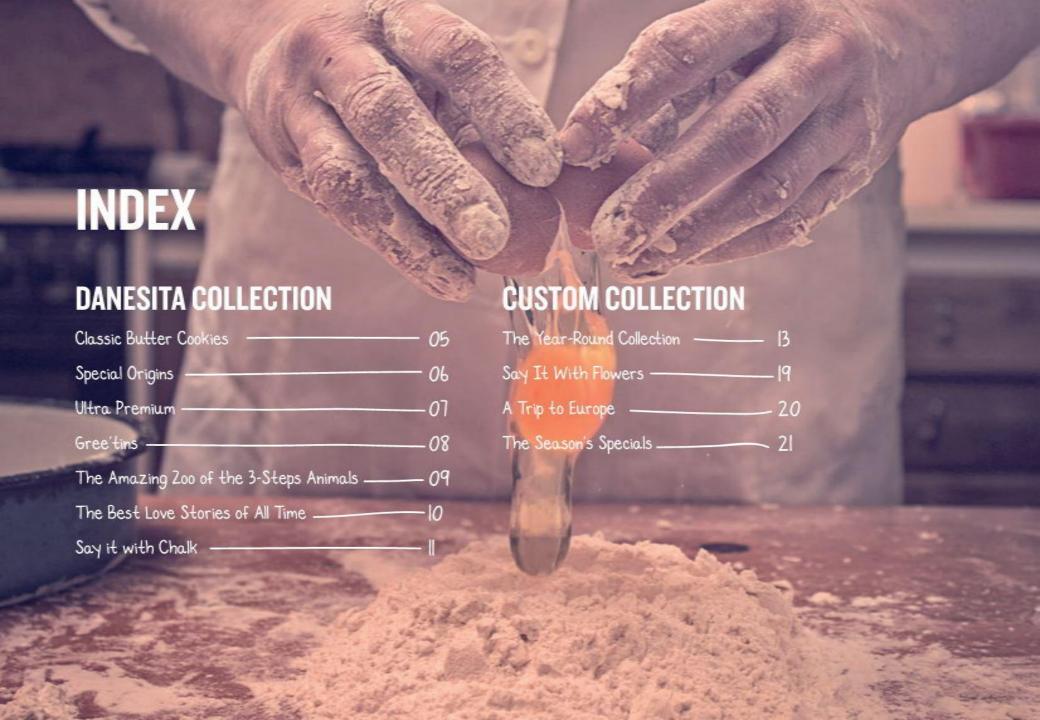
... for the consumer,



BUTTER COUKIES

New Collection







Classic Butter Cookies

Say it with Chalk Gree'tins The Best Love Stories of All Time The Amazing Zoo of the 3-Steps Animals Ultra Premium

Special Origins

DANESITA COLLECTION

Danesita Butter Cookies Collection is all about love.

During our lives, love comes in all shapes and sizes throughout the year. Thinking of you, we have created a Danesita Butter Cookie for each one of those special moments. From passionate daily snacks to premium indulgent cookies, love is as sweet as it can get.



The classic of the classics.

The gift of the gifts. The butter cookie of the butter cookies.











Classic Butter Cookies

The Standard

Danesita Classic Butter Cookies is the updated version of a well-known classic. Beautiful colours, elegant typography, sophisticated product presentation. Overall, the packaging ensures a strong visibility on the shelf, for those who seek the real thing.









Special Origins

The outrageously unique BUTTER COOKIES



What makes these butter cookies so special? It's not only the love we have put in their preparation and baking, but also the exquisite ingredients we introduced in the recipe. The exotic coconut was sourced all the way from Indonesia and the chocolate came from the country with the expertise of chocolate, Belgium. The ultra-generous quantity of butter completes this special recipe. A premium and tasteful experience.



Unique ingredients with great flavours usually come from great places. Like Indonesia or Belgium.

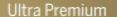




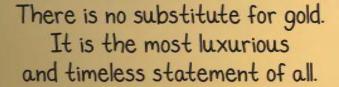














The Gold Tin in a Box

These Danesita Butter Cookies come in a fine and prestigious box. This is a special creation. It is made of the same material that we see in acts of love, in dreams and inspiring tales. The metallic gold and exquisite finish speaks all languages communicating luxury and quality. The choice is yours: Gold with or without the box.















The Greetings Tin

Danesita Gree'tins Butter Cookies combine the perfect gift with the perfect reason to offer it. Either it's a once in a lifetime event, a delicious way to say "sorry about that" or simply to say "I Love You". These Butter Cookies take the tin box to a whole new level of communication as part of our daily lives, making it a must-have in the store shelves.



We have put some of the reasons to offer Butter Cookies on a list but feel free to create your own reason!



















This is a different kind of zoo. Danesita's "The Amazing Zoo of the 3-Steps Animals" Cookies present a sweet game where each tin body holds a specific part of an animal. An interactive set of heads, torsos and feet that allows multiple and creative combinations. A lion with fins? A duck with arms? A monkey with wings? It's all possible at the "Amazing Zoo of the 3-Steps Animals". Have a blast! These designs are sold as a mix and not individually allowing the collectability.

Eat a cookie, twist the box and play!!















For eternal romantics. Danesita The Best Love Stories of All Time Butter Cookies encapsulate the undying love and intense passion of some of the most celebrated love tales ever: Romeo & Juliet, Anna Karenina, Jane Eyre. The illustration style reinforces this approach, making the tins collectable packaging as decoration. These designs are sold as a mix and not individually allowing the collectability.

Some love stories are eternal. They live on in every sweet bite.











Say it with Chalk

SAY IT WITH CHALK!

The "Write"
Butter Cookies

Danesita Say It With Chalk Butter Cookies are an innovative product that goes beyond a simple tin of cookies. The painting and finishing of the tin makes it customizable, by using a piece of chalk. Apart from being a handy cookie container it becomes a message holder to keep or to offer. Sweet ideas last forever!

Make it your own!



Play with it, hang it on the wall or leave your message. The sweet and personal power of chalk.



The Original Danish Recipe

The Season's Specials

A Trip to Europe

Say It With Flowers

CUSTOM COLLECTION

The Custom Butter Cookies Collection presents a new take on this well-known product. Each one of these tin designs was developed to meet your needs, providing the versatility and creativity to become a part of your own collection, customized with your brand. This innovative approach gathers distinct styles, spanning from classic to modern, from country to minimal, ready to grab the attention of your most demanding customers and allowing you to complement your range.









The Year-Round Collection



The magic recipe that started it all.

The Danish House

These Butter Cookies come in a particularly Danish landscape inspired tin. The image is of a Danish typical house, reminding the location where the original recipe of Butter Cookies came from. The blue colour and the product presentation make this tin a classic. A visually striking classic.











The Year-Round Collection



The Kitchen

These Butter Cookies are all about the baking, the preparation, the ingredients. And of course, the tasting. This is a sophisticated Butter Cookies tin, where the photography takes you back to basics where the quality of the ingredients were just as delicious as the final product. These were the leading stars. An elegant typography and a fresh feel add that final touch.



The magic recipe that started it all.



The magic recipe that started it all.











The Year-Round Collection

The Black and Gold

Style, Design, Elegance. This Butter Cookies' tin presents an essential purity: the name, the colours, and of course the product. A distinct personality in the typography for the classic name, black and gold to make a statement and a delicious image of the cookies.











The Year-Round Collection



These Butter Cookies have been placed on a marble surface. A simple and exquisite marble counter, like the ones where bakers do their magic. The simplicity, good taste and charm of this tin is what makes it unique. With deliciously looking Butter Cookies as focal point of attention. On the tin and on the store shelf.



The magic recipe that started it all.

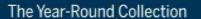














The magic recipe that started it all.

The Blue Essential

If a simple and straightforward look is in order, these Butter Cookies have it all. A clear type, a strong colour, a clear-cut photography.

Simple with no additional elements to distract from what is essential.

"A blue box of Butter Cookies".











The Year-Round Collection



The Golden Essential

Like the Blue Essential, these Butter Cookies are proud of their identity. What better combination than gold and blue! The gold colour adds a more exclusive touch to it, making this tin an excellent gift. A simple and delicious way to present Butter Cookies.

The magic recipe that started it all.

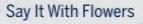














Joining the most lovely-looking flowers and delicious butter cookies has to be the sweetest way of saying "I love you".

The Sweet Flowers

This is a true classic. Flowers on a Butter Cookies tin. As all classics, they work wonderfully together. For those special moments they have proved themselves through time, for being a winning and genuine combination. For any occasion, for any moment.















Rijksmuseum and Van Gogh Museum have in common? They all represent beautiful European cities. These Butter Cookies tins pay a modern homage to such amazing destinations, showing their layout, portraying an illustrative overview and pointing out a few fun facts about some of their iconic landmarks. These designs are sold as a mix and not individually allowing the collectability.

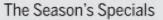
Europe has some unique cities that make them dream destinations for the rest of the world. Have a Butter Cookie and enjoy your trip.













The Special Tins

Danesita Season's Special Cookies are all about that time of the year where family and friends gather, exchanging kisses, wishes and gifts. The colourful illustrations bring joy, fun and cheer becoming part of that celebration, complementing decorated trees, dinner tables and get togethers. A mandatory item on every Season's inspired store. These designs are sold as a mix and not individually allowing the collectability.

Special tins for that special time of the year









The Gift Boxes

Because a gift is always a gift and all the details are important when surprise someone is important for you. Danesita gift boxes are the perfect complement for the tin and they are available in multiple designs.

DANESITA COLLECTION



1. Classic Butter Cookies



1.1 Classic Assorted Cookies



1.2 Classic Chocolate Chip Cookies



1.3 Classic Butter Cookies & Chocolate Chip



2. Special Origins



3. Ultra Premium



4. Red Ribbon Butter Cookies



5. Butter Cookies Blue Colection



6. Breakfast Butter Cookies



7.Breakfast Chocolate Chip Cookies

DANESITA COLLECTION







8. Cities Collection (3 designs sold as a collection and not individually)









9. Say it with Chalk

10. The Amazing Zoo of the 3- Steps Animals (3 designs sold as a collection and not individually)











12. The Best Love stories of all Time (3 designs sold as a collection and not individually)



21. A Trip to Europe (3 designs sold as a collection and not individually)

24. The Crown Street



26. Merry Chistmas Santa

27. Season's Greetings Gift

25. Season's Greetings

25

24. The Crown Street



26. Merry Chistmas Santa

27. Season's Greetings Gift

25. Season's Greetings

25

Product	Weight	Units per conton	Dimensions	Cartons pallet IEUROI	Total units truck (33 pall)	Bulks (CES) Cont 40AC	Total units 404C Bulk	Bulk (Cts) Cort. 40	Total Units 40 Bulk	Bulk (Cts) Cant. 20	Total Units 20 Bulk
Butter Coakies Tin 120z	340g	12	395x390x180	66	26.136	2.500	30.000	2.334	28.008	1128	13.536
Butter Cookies Tin 1Lb/16oz/500g	454g/500g	12	395x390x202	66	26.136	2.300	27600	1.980	23.760	960	1L520
Butter Cookies Tin 2Lb Wide/32 Oz	908g	6	542/280/235	60	11.880	1.850	11.100	1.680	10.060	800	4.800
Butler Cookies Tin 2Lb High/32 Co	908g	6	583x395x145	60	11.880	2300	12600	1880	11.280	870	5.220

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UMIT	LUII	MUU		CTION

27. Season's Greetings Gift

Product	120z	là	500g	21b Wide	2Lb High	Lead Time (weeks till shipment)	Product	120z	Lb	500g	2Lb Wide	21.b High	Lead Time Iweeks till shipment)
1. Classic Butter Cookies	-	1	1	a Tra	87	7	13. The Danish House	3- -	√	1	50	-	10
2. Special Origins	100	1	1	75 <u>-</u> 25	170	7	14. The Kitchen	. 	1	1	=		10
3. Ultra Premium	-	1	√		2.0	10	15. The Black & Gold		1	1	7.	- T	10
4. Red Ribbon Butter Cookies	✓	1	1	1	1	7	16. The Marble Touch	S. T. S.	1	1		878	10
5. Butter Cookies Blue Colection	✓	1	√	1070	✓	7	17. The Blue Essential		√	1	σ.		10
6. Breakfast Butter Cookies	:=:	1	10.77	- -	12.5	7	18 The Golden Essential	5 . 23	√	1		32 .	10
7. Breakfast Chocolate Chip Cookies	100	1		1977	-	7	19. Say it with Flowers	4	√	1	5	√.	7
8. Cities Collection	-	1	3.55	1180	-	7	20. Orchid Bouquet	4	1	√	-	1	7
9. Say it with Chalk	-	1	1	-	1	10	21. A trip to Europe	-	√	1	2:	7727	10
10. The Amazing Zoo of the 3-Steps Animals	-	1	10 mg		5=0	10	22. Special Heart Colection	1	₹	1	트	-	7
11. Gree tins	5	1	1	: - : -	477	10	23. The Season's Specials	-	√	4	=	22	10
12. The Best Love Stories of All Time	-	1	1	1150	-	7	24. The Crown Street	8 .	∢	1	-	10 <u>11</u> 1	7
							25. Season's Greetings	858	₹	-	=	-	7
							26. Merry Chistmas Santa	::=:::::::::::::::::::::::::::::::::::	√	-	-	-	7



THE BUTTER COOKIES COLLECTION

This all-new collection is the result of our love for innovation, in a non-stop process, from concept to production.

New themes, new tin designs, new consumer experiences, new business opportunities.

We have been in the Quality Bakery since 1978.

We are proud to make cakes, biscuits, cookies, toasts and other pastry products, reaching 82 countries.

We have 2 plants in Portugal with 19 production lines, 4 of them exclusive for cookies, and a capacity of 55.000 tons.











Higher Level Certificate by the British Retail Consortium

(BRC) and International Food Standard (IFS)

Dan Cake Portugal, S.A.
Estrada de Eiras, Bairro de Santa Apolónia
3020-109 Coimbra - Portugal
Tel: +351 219 532 500. Fax: +351 219 532 547



Thank you!