

Food is an important part of
a balanced diet.

Fran Lebowitz (1950 -)



CHAPTER 3

Speciality Foods





Belgian Beer Weekend

At the end of the summer The Belgian Brewers' association and the 'Chevalerie du Fourquet des Brasseurs', in collaboration with the City of Brussels organizes the BELGIAN BEER WEEKEND at the Brussels' Grand'Place.



Many small, medium-sized and large Belgian breweries will present to you their best selections of beers. Entrance is free and beer prices are very democratic! ... Breweries will be present!

Perhaps you are a confirmed beer lover or you are keen on tasting something new. Or maybe you honestly never realized that

Belgium boasts the largest range of distinctly different beers and labels in the world. Or then again you could wish to have a pleasant chat with the brewer of your favorite beer. And you like spending time in pavement cafés, so the idea of sipping a delicious glass of Belgian beer on the most beautiful Market Place in the world sounds very



tempting. Belgium offers a unique range of beers having the most contrasting tastes and flavors. Nowhere else in the world you can find a larger choice of regional, authentic and colorful beers.

www.weekenddelabiere.be





Royal-quality Belberry Preserves makes money for jam

From west Flanders to the world's elite, Belberry Preserves is the story of a small-scale jam-maker turned top luxury food exporter.



MAÎTRE CONFITURIER

Est. 1956 Belgium



When Andre Vandererfven, a small-scale delicatessen owner in the medieval west Flemish town of Kortrijk since 1956, was asked by the local pharmacist's wife to produce a batch of marmalade according to her family's ancient recipe, he started a modest production of preserves using traditional methods to sell in his store. His son Thierry took over the business in 1990 and saw an opportunity to expand production and sell further afield. This was the start of a remarkable success story. Since attending his first international trade exhibition in the UK in 2000, Thierry Vandererfven hasn't looked back. His premium quality products — from royal marmalades and jams to

fruit syrups, sauces and vinegars – are highly sought-after in exclusive department stores in 20 countries and are personally requested by royalty and nobility.

Artisanal production: small is beautiful

As Thierry well knows, the secret to excellent preserves is top quality fruit. A wide variety of only the freshest, unblemished fruit is sourced year-round from across the globe, fully processed in-house and carefully crafted according to traditional methods. Small batches of fruit, fine sugars, juice and natural apple pectin (to set the jams where necessary) are boiled in copper urns over an open gas flame and preserved in the time-

honoured way without artificial flavourants or preservatives. This ensures the fresh aromas and exquisite flavours of the ripe fruit are retained in a naturally beautifully, luxurious finish. "The core of what we do is the preservation of fruit," says Thierry. "Hereditas fructus in posterium."

Traditional and innovative

Belberry Preserves is both a traditional and innovative brand. Far from the stuffiness its name might imply, the brand name is actually a play on "Belgian berry". The refreshingly young but established "feel" of the brand is carried through in exotic flavours such as Morillo Cherry, Seville



Orange, Mango & Maracuja, Rhubarb and Strawberry, Figs & Port and the delicious but still-experimental figs and chocolate.

Royal quality

Belberry Royal Marmalade, an imaginative assortment of eight citrus-based marmalades, derives its name both from the supreme quality of the fruit and the royal stamp of approval. It has become a tradition that every time Thierry develops a new marmalade, a sample is sent to Queen Paola of Belgium (who is known to love marmalade) for approval. One day Thierry received a call from the Queen's personal assistant to say that the monarch was delighted with the taste of his products. Since then Belberry Preserves regularly supplies the Belgian monarchy. As befits a royal product, Belberry is also a multiple winner of Tavola and other Fine Food Awards.

Select distribution channel

While production is small and still done by hand — only 3,000 jars are produced per day — an efficient marketing and distribution channel ensures that these premium products are flown to exclusive department stores across the European Union as well as further afield to America, Hong Kong, Korea and Japan. Elite clients

include the finest department stores all over the world. Thierry's products also aptly fly First Class, as luxury food items on the in-flight menu of several airlines.

With the company expanding at an astonishing 70% a year, Belberry Preserves is clearly making strong inroads into the luxury food market. Following the 2005 trade mission to Japan led by Prince Philippe of Belgium, Thierry and a Japanese partner launched Belberry's own pilot concept store in midtown Tokyo, which is strategically placed to showcase the brand for the growing Asian market. This store is also an opportunity to promote Belberry's newer product lines such as sugar-free jams, as well as fruit vinegars, dessert sauces (including three old fashioned syrups: Sweet Elderberry, Canadian Cranberry and Wild Blueberry) which are proving increasingly popular.

Attention to quality at all levels of production — from sourcing the freshest and finest fruits and sugars to innovative flavours and products through to a highly efficient marketing and distribution channel — ensures customer satisfaction and brand loyalty. With premium quality as Belberry's recipe for success, it's hardly surprising that customers such as the Emir of Qatar, who regularly visits his hunting lodge in the Belgian Ardennes forests, annually request their own personal supply.

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JULES DESTROOPER

Quality, authenticity, pure natural ingredients and a never ending passion for biscuits.



After being founded more than 120 years ago, NV Biscuiterie JULES DESTROOPER is still growing fast. What began as a local business driven by one man, now is a world-wide company with highly appreciated standards. The professional approach may have changed, the original recipes remain untouched from day one.

Belgium, second half of the nineteenth century...

Driven by passion, JULES DESTROOPER, a colonial trader, combined the best of the spices he imported from Africa and the East with the best of nature's ingredients. That's how he obtained a very unique flavour for

the almond thin, a delicate biscuit that was to please generations of people all over the world. In that way, in 1886, the biscuiterie JULES DESTROOPER was founded.

Driven by the success of his product and by his natural talent, JULES DESTROOPER worked out his own recipe of a traditional Belgian butter wafer, which he successfully launched on the Belgian market in 1890. In 1911 the almond thin was rewarded with the prestigious golden award at the famous food show in Paris.

JULES DESTROOPER, motivated by this international recognition, continued his efforts to improve the quality of his products. Several other national and international awards stimulated a first





selective export of the products. The art of preserving the quality and the freshness of their products was one of the major concerns of the second and third generation of the Destrooper family. By means of an airtight aluminium packing method, the family succeeded in increasing the shelf life of their natural and therefore delicate products to up to nine months.

This of course enabled the first step to world-wide export. From then on, gastronomes from the four corners of the world could enjoy the unique freshness, the delicate flavour and the crispiness of the original JULES DESTROOPER biscuits. Moreover, in this period, a third delicious biscuit was baked: a sister of the butter wafer, the Paris wafer or butter crumble.

Today, the JULES DESTROOPER biscuits are the pride of the 4th generation. The biscuits are still based on the secret family recipe, as JULES DESTROOPER developed it. More than 120 years of experience

naturally involve a lot of changes, the modern computer-aided production methods guarantee optimal quality and hygiene, but the founder's original recipes will never be changed. Just as they were in 1886, JULES DESTROOPER biscuits are completely free of any kind of artificial colouring, flavouring or preservatives. Each biscuit is the honest product of our sustained desire to offer the best biscuits from creamery butter, fresh eggs, flour and selected sugars.

This youngest generation can also be very proud of a brand new line of chocolate covered biscuits. Several new biscuits have come to please all gastronomes: the Florentines with Almonds and Nuts, the Hazelnut Florentines with Crispy Rice (since 1991), and the Cinnamon Biscuits enrobed with chocolate (since 1993). Each of these fine biscuits contain nothing but original natural ingredients of highest quality such as Valencia Almonds, Cinnamon from Indonesia (class 1) and the purest Belgian chocolate.

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BBCW - The Art of Blending Tradition and Excellence

BBCW (Best Belgian Chocolate of the World) is a young, non-profit-making association that aims to promote the know-how of Belgian Master Confectioners who perpetuate the purest handicraft tradition of chocolate making.

Best Belgian CHOCOLATE of the World

Showcase of Belgian Master Confectioners
Shop online : www.bbcw.be - info@bbcw.be





To take Belgium's image to the highest level, BBCW has selected the most authentic ambassadors of handcraft Belgian chocolate from among the many potential craftsmen in the country.

A Unique Approach

The approach of BBCW consists of four complementary challenges.

1. Back to basics: paying homage to the demanding work of the small producers and pickers.

The origins of chocolate are to be found in the pre-Columbian world, when Christopher Columbus accomplished his fourth expedition in 1502. However, the beans of cacao trees have historically been cultivated in Africa. Today there is broader diversification into Brazil and Malaysia, following the introduction of vegetable fat other than cocoa butter.

BBCW intends to pay homage to the work of all those who have devoted their efforts to cultivating, according to the rulebook, these trees that are so demanding and so delicate to maintain. This is why the original rules are so important to us today. Paying homage to the demanding work of the cacao bean growers and pickers constitutes our first priority.

2. A chocolate that respects fair trade

In this current era of globalisation, the trend is to maximise the middlemen's margins and the distributors' profit. At the beginning of the chain, the picker and his family often work under precarious conditions, with no safety net, and are subject to the vicissitudes of stock market prices. At the end of the chain, the praline creators have to compete with lower-cost industrial products, which forces them to become ever more ingenious in a highly competitive climate.

Our approach consists of demanding that, throughout the chain, from the producer to master craftsman, ethics are given their proper place. The small producers and the pickers must benefit from fair remuneration, which allows them and their families to enjoy a dignified life.

3. A chocolate of quality

Following the debate inspired by the European directive on the quality of chocolate products, chocolate lovers have come to understand that authentic chocolate and pralines must observe certain golden rules in terms of quality.

4. A typically Belgian chocolate: guarantee of total quality

Five objective reasons justify the reputation of Belgian chocolate and pralines. The quality of the beans used in Belgium is excellent. Special care is lavished on the roasting and grinding in order to ensure an exceptional finish. The quality of the ingredients that make up the chocolate, such as the sugar, is extremely high. The minimum cacao level is 43% or even higher, which confers an incomparable quality on Belgian chocolate products. Finally, our great and small craftsmen have a love of their trade that results in truly particular originality and care.

5. Creating unity within diversity: ensuring a plural trademark

Belgium is famous around the world for its chocolate. The country's history includes many chocolate industrialists who have developed dynamic economic activities and product lines. Thanks to the enterprising spirit of those 20th-century pioneers, chocolate has become one of the emblematic products of Belgian gastronomy, and one that is developed in all of the country's three regions. BBCW's originality lies in its ability to bring craftsmen together with the common aim of celebrating Belgian's diversity of pralines, combining differences of taste and a mouth-watering marriage of flavours.

Chocolate is an extraordinary image vector and a powerful symbol of luxury and pleasure. Let us make sure that, through BBCW, our craftsmen are able to further their knowledge and hone their skills both in Belgium and abroad.

Discover our philosophy in images on: www.bbcw.be



Godiva Chocolatier – Passion for Chocolate



Godiva's History

This is the true story of a chocolatier whose legendary name has become a symbol of luxury the world over.

It all started in the 1920s in Brussels where the Draps family founded a chocolate and sweet-making workshop. Their "pralines", typical Belgian filled chocolates, were made for large shops which in those days were highly fashionable.

At the age of fourteen, Joseph Draps joined the family business. It was there that he developed both his ability and creative talent as a *Maître Chocolatier* as well as his business sense. He then decided to create a luxury range of chocolates and to give it an evocative name.



He chose Godiva, for its international recognition factor and the evocation of the legend of Lady Godiva.

If you remember the legend; when Lady Godiva, wife of Lord Leofric, protested against the excessive taxation of his subjects a deal was struck: Lady Godiva would ride through the streets of Coventry, "clad in naught but her long tresses," and if the population remained in shuttered houses, their tax burden would be lifted. The following morning she made her famous ride, the citizens graciously stayed inside and Leofric kept his word and reduced the taxes. Lady Godiva won the hearts of many and her legend has continued to deepen throughout the centuries. Nowhere is her passion, purity, sensuality, style and boldness more symbolised than in a tantalising box of Godiva chocolates which in turn are sure to win the hearts of all those who taste them.

The crest of Lady Godiva has quite naturally found its place amongst the gold and splendour of the Grand-Place in Brussels, a huge backdrop against which Godiva opened one of their most prestigious boutiques in 1956.

Success was not far off. Godiva expanded throughout Belgium. And soon the first shops were opening abroad. In the Rue Saint-Honoré in Paris in 1958 and, in 1966, on Fifth Avenue in New York.

Godiva's Chocolate

Over 80 different chocolate varieties comprise Godiva's gourmet range; all made using fresh, natural ingredients carefully selected by Godiva; the choice of cocoa beans, the degree of roasting, the fineness of grinding, the purity and the homogeneity of the chocolate paste, which is refined by conching.

The Godiva ingredients

The enrobing chocolate, dark, milk or white is specially prepared for Godiva following our own recipe. Despite the relaxation of rules in the new European directive, Godiva uses only chocolate made from 100% cocoa butter. Without vegetable fats. Real chocolate!

The fillings - fine creams, delicate marzipan, fruit and nuts - are prepared in the mixers in the Godiva kitchens. Only genuine, fresh products are brought into this workshop, which is the real heart of Godiva quality. Fresh butter and real cream are delivered several times a week. And the hint of alcohol, notably in the fresh cream pralines, comes from top brand liqueurs and three stars Cognac.

The praline is always made in-house. This is one of the Godiva strong points. Turkish hazelnuts, selected and calibrated to give an even roasting, are heated to develop their aroma and peeled to avoid any bitterness. Cooled, they are mixed with an equal quantity of sugar, then heated again and caramelised.

Ground between two enormous granite millstones, they then pass between cylinders, which grind them even more finely to just 20 microns in size. The powder and the oil from the grinding are mixed to form the praline paste- smooth and sweet smelling.

The nougatine is also made in a traditional way at Godiva. Roasted, crushed nuts are mixed with a sugar caramel without adding water. This preparation is rolled out on a marble table and cooled. Broken into little squares using a caramel roller, it will be used to create, for example, a taste contrast between the crispness and the creaminess of certain fillings prepared in Godiva kitchen.

Today, the recipes of the founder and the freshness of totally natural ingredients remain the secret of Godiva quality and have been rewarded with an appointment as official supplier to the Royal Court of Belgium.

Godiva's passion for chocolate innovation and luxury combined with a truly memorable experience contained in each mouthful has made legendary.

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Barry Callebaut: The Heart and Soul of the Chocolate Industry



As the world's leading innovator in cocoa and chocolate products, Barry Callebaut's research efforts are all about 'going back to the bean': translating the natural properties of this remarkable fruit into new and exciting products for the new millennium.



The name 'Callebaut' has been synonymous with Belgium's renowned tradition for fine chocolate making for over 150 years, its celebrated chocolate has been the ingredient of choice for the country's top praline houses. When Callebaut merged with its French counterpart, Cacao Barry in 1996, it succeeded in complementing its own extensive experience in production and marketing with Cacao Barry's expertise in procurement and cocoa processing. Since that time, Barry Callebaut has grown to become the world's leading manufacturer of high-quality cocoa and

chocolate for the global food industry, mastering every step of the production process from sourcing the finest beans to tempering the finished chocolate.

Global presence

Barry Callebaut's primary production and research facility in Wieze, Belgium is the largest chocolate factory in the world. Barry Callebaut is present in 25 countries, and operates about 40 production facilities around the globe. This global network of production sites spanning Europe, Africa, North and South America and Asia, coupled



with a strong commitment to research and development, has enabled Barry Callebaut to answer the diverse needs and varying consumer preferences of a wide spectrum of the global food industry. Barry Callebaut's sales of over €2.5 billion last financial year therefore include industrial food manufacturers, professional artisanal users (such as chocolatiers, pastry chefs and bakers) and retailers. The company also provides a comprehensive range of services for its customers in the fields of product development, processing, training and marketing.

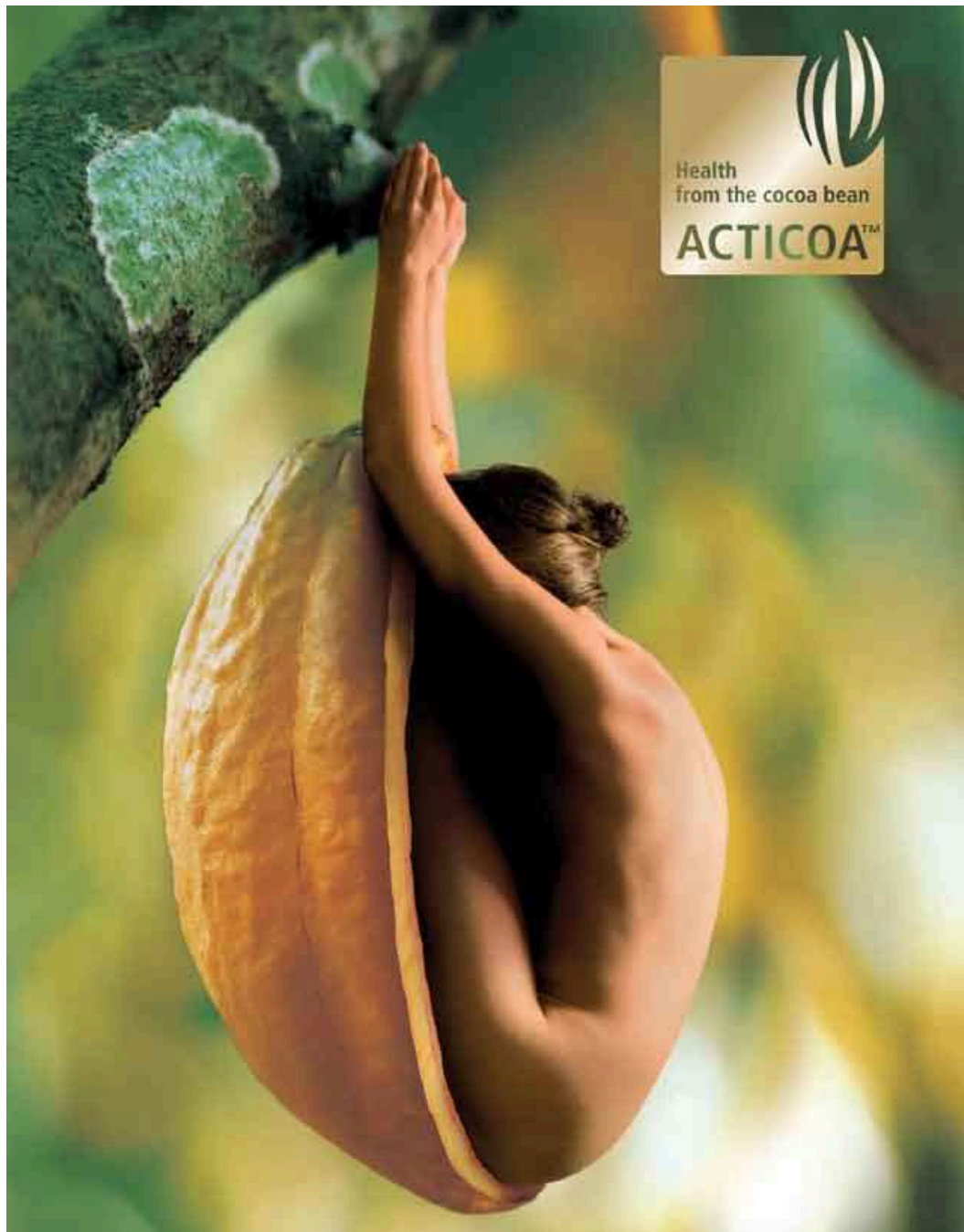
Customer focus

As the driving force of the world's chocolate and confectionary industry, Barry Callebaut aims to be the number one producer in every major customer segment, in every major market throughout the world. Barry Callebaut's strength is derived from a passion for chocolate spanning more than 150 years and the constantly evolving heritage of knowledge and expertise it implies. Barry Callebaut's diverse range of products and applications along with its long tradition of innovation and product development make it the preferred partner of an equally diverse range of customers from individual artisans to industrial manufacturers and global retailers.

"Our focus at Barry Callebaut has always been to generate growth for our customers; helping them to develop, produce and market new products for the enjoyment of consumers the world over," says Hans Vriens, Chief Innovation Officer at Barry Callebaut. As a result, the company now boasts around 1700 different recipes along with proven expertise in the field of customized product development. The fact that Barry Callebaut continues to outgrow the global chocolate market by 2 to 1 is further proof of the success of its overall strategy.

A tradition of innovation

Barry Callebaut's innovation strategy is founded on three main pillars: health & wellness, experience & indulgence and convenience. Barry Callebaut's ACTICOA™ chocolate and cocoa powder is just one example of 'going back to the bean'. ACTICOA™ is the outcome of years of research aimed at preserving and enhancing the function of cocoa polyphenols, the most powerful antioxidants known to man. "Antioxidants are thought to play a major role in several areas of human health from cardiovascular health and immune



response to brain function," explains Hans Vriens. "ACTICOA™ is the only chocolate with a guaranteed minimum polyphenol content and is also one of the richest known sources of antioxidants."

Other innovations aimed at improving the permissibility of chocolate include a sugar reduced and fibre enriched chocolate which succeeds in improving the nutritional profile of chocolate without the use of artificial additives. Intensive research at Barry Callebaut has also resulted in a probiotic chocolate as well as the world's first sugar-based tooth-friendly chocolate. Best of all, Barry Callebaut's healthy chocolate range has the same great taste, texture and mouth feel as conventional chocolate. In fact, Barry Callebaut is always looking for ways to enhance that celebrated chocolate experience even further.

For instance, because of its presence in origin countries the company, can offer the widest selection of single-origin chocolates in the world. Embodying the unique

characteristics and flavours of specific cocoa varieties and growing regions, these single-origin chocolates represent the very pinnacle of indulgence. Other innovations including the world's first soluble cocoa powder along with non-chocolate derivatives such as brewing agents, fat-free frying products and even cosmetics and skincare products have firmly established Barry Callebaut not only as the global leader in research and development but as the very heart and soul of the cocoa and chocolate industry.

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Duc d'O Chocolaterie – Belgium at its Best

In a country where a certain 'joie de vivre' is all-important, chocolate logically became one of its most well-known ambassadors. Indeed, it comes as no surprise that Belgian chocolate conquered the world and stole the hearts of so many. Over the last 25 years, one of Belgium's main producers and exporters has been Duc d'O Chocolaterie.

CHOCOLATIER

Duc d'O®

FINEST BELGIAN QUALITY



Irresistible jewels...

In 1983, Mr. Hendrik Verhelst, a keen chocolate lover, made his dream come true when he founded his own chocolate production company, Duc d'O Chocolaterie.

Immediately from the start, his mission was to provide consumers with high quality products at an affordable price. A clear and simple strategy that paid off, as he saw double digit growth almost every year. At the

present time, his son, Mr. Paul-Henri Verhelst has taken over the reigns, leading Duc d'O Chocolaterie firmly into the 21st century. In the Belgian plant at Kruikebeke (Antwerp region), a dedicated team of 120 employees



produce daily 30 tons of chocolate products. Star players are the famous Duc d'O truffles, pralines and mini pralines. But also the liqueur pralines, sea-shells, hearts, Easter chocolates, bars and tablets are much loved by consumers.

Over the last decade, an expansive export-network has been rolled out. Today it covers the entire globe as 80% of the Duc d'O production is exported to over 80 countries, with Belgium however remaining the most important market.

Quality as main priority

Ever since the founding days of the company, the Verhelst family set very high quality standards. When it comes to finding the right cocoa-beans, selecting the best batches of hazelnuts and almonds or defining the bespoke couverture-chocolate, 'maître-chocolatier' Guido Vandepierre has an unequalled reputation and a rare amount of knowledge and inspiration.

As one of the last large family-owned chocolate producers, Duc d'O Chocolaterie takes pride in making all of its fillings in-house. Truffle cream, praliné, caramel, pistachio, marzipan, mocha and others are all based on recipes which have proven their success over the years. Of course, Duc d'O chocolates are 100% cocoa butter, 100% natural, 100% authentic and thus 100% Belgian.

Duc d'O Truffles – a unique chocolate

The most well-known star product of Duc d'O is its flaked truffle. Thanks to a unique procedure where the interior filling is aired to create a light and mousse effect, millions of this savoury and typically Belgian chocolate are sold all over the world. Continuing innovation resulted in new varieties such as dark-orange and cappuccino, which were added to the classic existing truffles made from milk -, dark - and white chocolate.

After 25 years, the company is proud to say that of every two truffles sold in Belgium, one comes from Duc d'O!

Duc d'O Assorted Pralines

Duc d'O Assorted Pralines is a true classic. Existing for over 20 years, this range of chocolates remains unchanged due to its overwhelming success. Fillings such



as caramel, praliné, crisp, marzipan, hazelnut or mocha are combined with the finest milk, dark or white couverture-chocolate. Consumers can choose the traditional 'ballotin'-packaging or the more modern flat-box, both designed in the characteristic Duc d'O colours and layout.

Eight years ago, Duc d'O Chocolaterie was the first producer worldwide to introduce its range of Mini-Pralines. These products were the perfect answer to growing consumer demand for small, snack-size chocolates. Today, the Mini Pralines account for a daily production of 3,5 tons. We can safely state that, with the creation of this product, Duc d'O has set a visionary benchmark.

Duc d'O and Belgium

"As one of our country's most important chocolate producers, Duc d'O takes pride in being a truly Belgian product.", says CEO Paul-Henri Verhelst. "Being able to participate in this beautiful book is for us a perfect opportunity to showcase our products to the world. In my opinion, 'made in Belgium' is synonymous for quality, innovation and indulgence. The Duc d'O team and myself are continuously working to make sure Belgium remains the point of reference in the chocolate industry. Quite simply because it is!"



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Pralibel

Pralibel steps up to the big league of Belgian chocolatiers



The “super league” of big-name Belgian chocolatiers is facing a new player in its ranks with the recent unveiling of specialist praline producer Pralibel’s restyling of its premium chocolate range. The quality praline and chocolate producer from the Jagershoek town of Vichte in Flanders has shown exponential growth in the last 15 years and has now reached a level of maturity where it is able to step up as a major player on the prestigious Belgian chocolate stage.

In a fiercely competitive market in which Belgian companies export over one billion euros worth of delicious chocolate to a world market hungry for more, Pralibel has been able to make this move on the back of continued expansion and phenomenal success.

Fantastic growth

Pralibel has shown rapid growth from its establishment in 1993. Since general manager Paul Sulmon and a dynamic team of entrepreneurs took over the established Deleu chocolaterie fifteen years ago, they have transformed it into a leading producer. The company has grown at an astounding rate, enlarging the size of its factory from 750m² in 1993 to 15,000m² in 2008 and increasing the number of people on its payroll five-fold in that time. As

production has risen to keep pace with demand, annual revenue has shot up to over 10 million euros from an initial one million euros in 1993. In 2005 Pralibel won the Gazelle prize for the fastest-growing SME in the food sector in Flanders over the past five years.

Quality and flexibility

Sulmon attributes his company’s success to being able to strike a balance between artisanal and industrial production. Pralibel manufactures over 150 different top quality pralines in a semi-artisanal way. While chocolate-filling and finishing are done by hand, state-of-the-art machinery allows for high volume production and a swift response to customer orders.

The company’s machines are geared for smaller runs (e.g. 50kg) which facilitates flexible and diverse production. Forty different types of pralines can be produced in any one day and different ranges of pralines, chocolate figures and packaging are produced to customer specifications as part of Pralibel’s established private label business. At peak times they employ more than a hundred people with staff working longer shifts around the clock. Orders are dispatched from start to finish within seven working days.



Pralibel

your partner in chocolate



With Pralibel's fine chocolates made from 100% cocoa butter and new types of pralines and packaging being developed all the time, quality remains excellent. Hygiene and safety standards are particularly important and the company complies with strict HACCP (Hazard Analysis Critical Control Points) requirements. Certification is in accordance with the BRC (British Retailers Consortium) and IFS. Also, ERP-steered production ensures full traceability and stringent control mechanisms.

Fairtrade

In a world market which is increasingly conscious of the environmental and social aspects of the food industry, Pralibel has introduced its own fair trade chocolate range certified under licence of the Max Havelaar Foundation. Paul Sulmon explains that the pressures of the chocolate industry often drive the market price of cocoa beans lower than the price of investments by producers, who live in poor developing countries, particularly in Africa.

To ensure more sustainable producer prices as well as better environmental and social effects, Pralibel has joined forces with producer organisations to ensure better prices for producers who comply with Fair Trade

requirements. The resulting chocolate is then certified by the Fairtrade Organisation. Pralibel's fair trade label won the 2006 Co-op "Fairtrade Product of the Year" award in the United Kingdom.

Export drive

France has traditionally been the most important export market for Pralibel but their premium chocolates are now exported within the 'better channels' to 40 countries and are present in the markets of Scandinavia, Great Britain, Eastern Europe as well as China. Sulmon explains that the restyling and repackaging of Chateau Blanc, their established premium brand for traditional gourmet chocolate boutiques, as 'Pralibel: Belgian Chocolatier' has provided extra impetus to the export drive. Further momentum has been created by the launch of Pralibel's own modern specialty store in Bouillon in the Belgian Ardennes.

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The True Taste of Traditional Pleasure

The pleasures of the table hold a very special place in the hearts of Belgians. That's why the country is becoming renowned the world over as the ultimate food destination. Cock's Vleeswaren takes pride of place in this reputation, thanks to its unwavering commitment to quality, in both ingredients and production.

*Cock's
Fresh*

*Fijner vindt U niet
Le Fin du Fin*





How long does it take to become a tradition? For Cock's Vleeswaren and the De Cock family, the journey started over 70 years ago, when Charles De Cock first opened his butcher's shop in the town of St. Niklaas in 1935. After 11 years, Charles expanded his business into a wholesale company with its own production line. His star specialty: a traditionally-prepared cooked ham.

His son, Jozef De Cock, followed in his father's footsteps, opening his own wholesale company – Cock's Vleeswaren—in 1969. One year later, he took over his father's production line.

As the company's reputation for traditional, quality meats grew, so did its popularity. To meet demand, the entire company, along with the production, were moved to the Industriepark-Noord, an industrial complex in St. Niklaas, where it can still be found today. The company has stayed in the family, as well, with grandsons Marc and Philippe now at the helm.

The company has continued to grow,

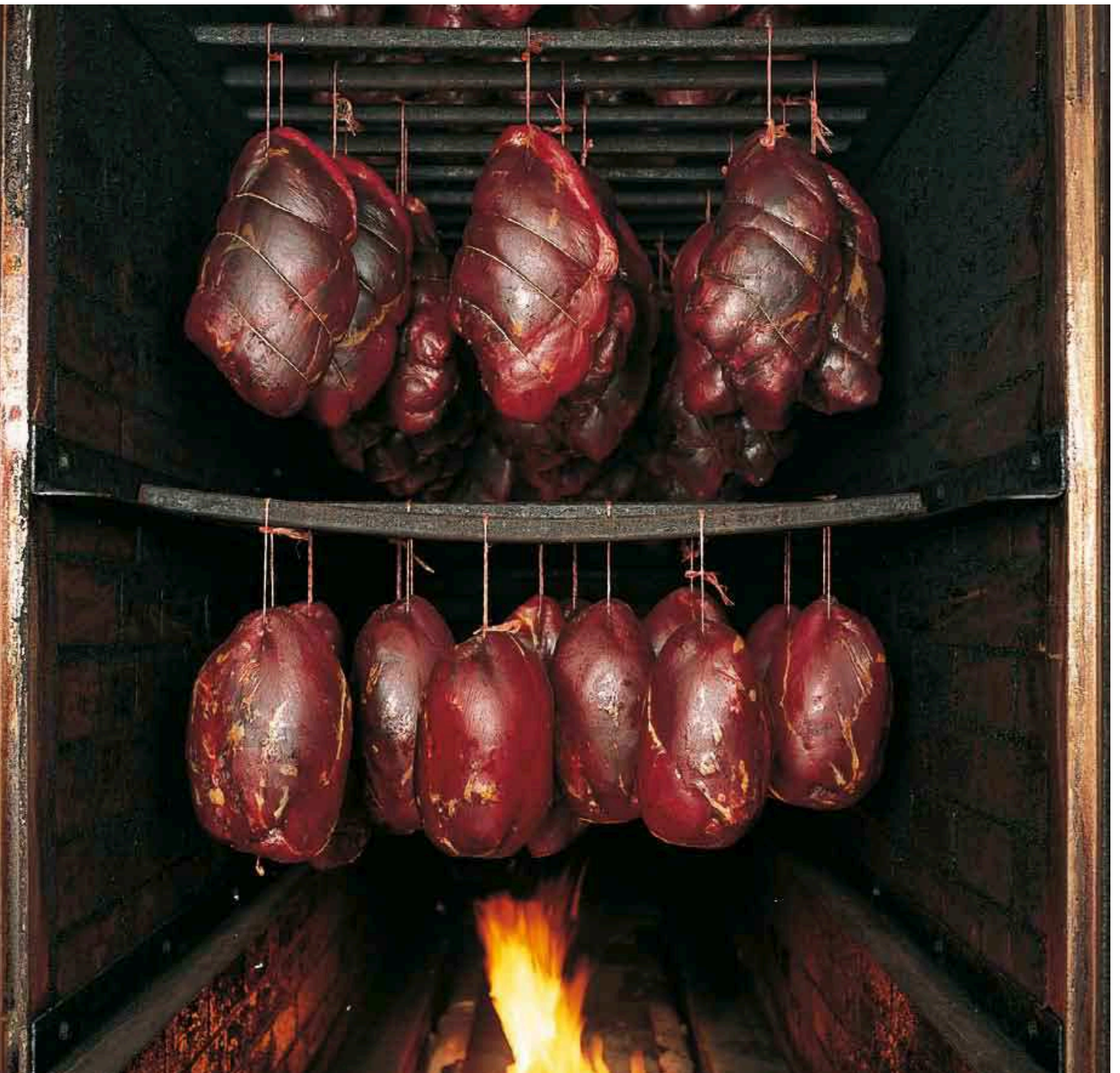
and in 2005 the site doubled in size with the building of a new distribution centre. But thanks to the family connection, it has remained true to the original vision of Charles and Jozef De Cock: to use the best ingredients and traditional methods to create the highest quality products.

A convincing philosophy

For the De Cock's brothers, the food experience is critical. The product itself must convince the customers, with its exceptional flavour, enticing aroma and inviting appeal. And the only way to ensure this is to put quality first. 'This is what gives our products that extra, individual touch that distinguishes them from other prepared meats', explains Marc De Cock.

Technology supporting tradition

While tradition is key at Cock's Vleeswaren, it is clear that modern production methods have an important place in ensuring the top quality. The production infrastructure is ultra modern,



and the production environment highly controlled. However, traditional methods are still used within this infrastructure.

Both production and the distribution have been certified entirely with the IFS quality standard. This standard is recognized throughout Europe by all large distribution chains. The strict controls of the system guarantee safe and quality products the whole year through.

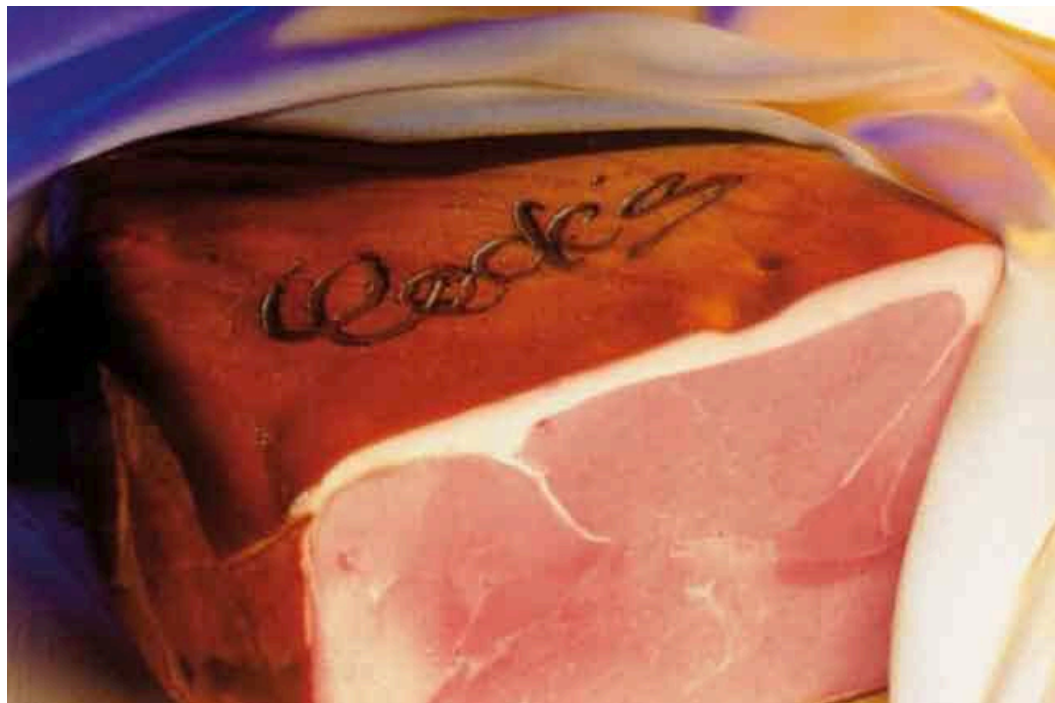
The new distribution centre, christened Casaventa, became operational in 2005. It uses an automation system unique in the Belgian food industry to stock, control and manage the products to perfection. Even transporting products from one building to another across the street is handled using state-of-the-art technology: using a conveyor belt that goes through a 140 metre long refrigerated bridge!

Better business, cleaner business

As a long-term partner in the community, Cock's Vleeswaren is also fully committed to meeting its social obligations. It has long been a forerunner in the industry for eco-friendly practices, and has been reusing packaging materials, recuperating waste products and building its own wastewater installations for decades. In January 2000, it became the first meat packing company in Flanders to put the AEP (Waste and Emission Prevention) into practice. By doing so, waste and energy usage, as well as waste disposal, are kept to a bare minimum.

People make the business

Despite the technological advances, Cock's Vleeswaren remains a people's business. Every staff member is an essential part of the production process. 'We've set up our



structure to encourage responsibility and idea generation', explains De Cock. 'When people are inspired, you can taste the difference'. And at Cock's Vleeswaren you can.

Over the years, the product range has grown to meet the needs of the other important people the company works with: its customers. The company's specialties include its highest quality, traditional Golden Hams, its range of extra sweet salted horse meat, its 'boerenpatés': farm-style pâtés that –unique among boerenpatés - are spreadable, and much more.

Always moving a step ahead

While the company's name itself represents its history in the meat industry, Cock's Vleeswaren knows that there are many other food experiences that can benefit from its 'quality first' motto. The range has therefore expanded far beyond just cold meats, into specialties, cheeses and more.

Among the biggest evolutions was the 2003 launch of the company's range of prepacked meats under the Cock's Fresh label. 'This range reflects the strong demand we saw in the market to combine the highest quality products with modern methods of pre-packaging', says De Cock. 'We only use our own products, which are freshly sliced and immediately packaged. The range was very quickly successful!'

Under the Cock's Fresh brand, the company has been able to expand both sales

De ham van vroeger voor de mensen van nu.



Het voertuig is ondertussen veranderd, de ham niet...

Cock's

channels and product groups. It now includes cold meats, prepared salads and spreads, ready-made meals and sausages and snacks. Cock's Vleeswaren also launched a range of Italian-style salami, branded as 'Casadoro'.

'We always try to stay in line with what our customers want and need', continues De Cock. For example, we've even introduced a large range of gluten-free products. And while legally, products labelled 'gluten-free' can actually contain small amounts of gluten (up to 20 mg of gluten per 100 g) our 'gluten-free' items are 100% without gluten! It's just another example of how we always put the customer first'.

Thanks to its clear vision and philosophy, this company that started out as a local butcher's shop, has evolved into a true,

home-grown Belgian success story, annually earning €65 million in revenue and producing 4 million kg of food. And as long as Belgians retain their taste for quality, this company is poised to move from success to success!

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