“Твоят натурален вкус

Beliva Spread

We are expanding our Beliva cream series with an exciting new flavor.

We have created Beliva Sugar Free, Peanut & Orange.



“Твоят натурален вкус

Beliva Spread

Light and delicately creamy, with no added sugar, our new BELIVA cream offers a delightful harmony of peanut and orange notes.

This new creamy temptation is presented in a convenient 350 g jar.



Shelf placement

- Placed alongside other BELIVA cream varieties, 350 g
- Positioned near products without added sugar





sweet+ Plus

new products



DUBAI Chocolate with Pistachio and Kadaif creme
Packing EAN barcode: 3800065743730
Shelf life: 9 months

	45 g
	16 pcs
	6 boxes
	120 ctns



DUBAI Biscuits with Pistachio and Kadaif creme
Packing EAN barcode: 3800065713443
Shelf life: 9 months

	140 g
	24 pcs
	63 ctns



DUBAI cake bar with Pistachio and Kadaif creme
Packing EAN barcode: 3800065731560
Shelf life: 6 months

	50 g
	24 pcs
	270 ctns



DUBAI wafer with Pistachio and Kadaif creme
Packing EAN barcode: 3800065784313
Shelf life: 9 months

	35 g
	12 pcs
	12 boxes
	72 ctns





Creamy BELIVA DUBAI with Pistachio and Kadaif
Packing EAN barcode: 3800065742122
Shelf life: 9 months

	350 g
	9 pcs
	96 ctns



ZIV

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TASTE STYLE LUXURY



Let's make life sweeter!

sweet + plus · ARNOTT'S · SALZA · 22CARATS

A luxurious selection for true connoisseurs!

Indulge in a symphony of flavors with **over 60** exquisite treats, including **15 varieties of biscuits, wafers, and wafer rolls**. The perfect harmony for the most refined tastes!





Let's make life sweeter!

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Selection

A carefully curated selection of impressive flavors and textures, featuring biscuits, wafers, and wafer rolls.



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The exquisite luxury metal tin is the perfect finishing touch to this tempting selection. Not only does it preserve the freshness and aroma of the products, but it also adds extra value to the experience.



This metal packaging is the ideal gift choice—stylish, elegant, and practical. It speaks of attention to detail and respect for the recipient, turning every small pleasure into a truly special moment.

Let's make life sweeter.

What sets us apart from other similar products on the market?

- ✓ **Impressive size** – a wealth of delicious options in one package
- ✓ **Vast variety** – a selection of the finest biscuits, wafers, and wafer rolls
- ✓ **Irresistible flavors** – perfect for all tastes and special moments
- ✓ **Luxurious packaging** – preserves freshness while adding sophistication
- ✓ **Elegant and stylish design** – the perfect gift for any occasion



Experience quality and finesse, all wrapped up in an unforgettable treat!

Let's make life sweeter!

Logistics Information

Product name	
SWEET PLUS *Premium Selection* Biscuit Tin – 500 g	
Packaging barcode	**380 00657 1004 6**
Transport packaging barcode	**380 00657 5876 5**
Net weight	**500 g**
Shelf life	**12 months**
Quantity in transport packaging	**6**
Transport packaging quantity per pallet	**56**



Let's make life sweeter!

We are excited to present our latest product –

Sweet Plus Puzzle with Assorted Biscuits & Wafer Rolls

This innovative creation combines the enjoyment of solving puzzles with the pleasure of crispy, aromatic biscuits. It's the perfect way to treat yourself to a delicious snack while keeping your mind engaged!



Let's make life sweeter!

Key Features

Unique Concept: A game and a sweet treat in one. In a single box, we've combined a 500-piece puzzle with your favorite biscuits and cookies. The perfect product for sharing the sweetest moments of the day.



Interactivity: Suitable for all ages – encourages cooperative play and sharing special moments together.

What's included?



+



Logistics Information

Product name	
Sweet Plus Puzzle with Assorted Biscuits & Wafer Rolls – 240 g	
Packaging barcode	**380 00657 5137 7**
Transport packaging barcode	**380 00657 5884 0**
Net weight	**240 g**
Shelf life	**12 months**
Quantity in transport packaging	**8 pcs.**
Transport packaging quantity per pallet	**56 pcs.**



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Introducing the Latest Addition to Our Sugar-Free Range:

SUGAR FREE

Choco Biscuits Vanilla



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Key Features



We’re introducing something truly different: **crispy biscuits coated in a rich, aromatic cocoa glaze**.

We combine the contrast of a **lightly salted, golden-baked base** with a **decadent cocoa coating** to deliver **guilt-free indulgence – without added sugar and without compromising on taste**.

Let’s make life sweeter!

Key Features

- **No added sugar** – suitable for various dietary needs; perfect for consumers seeking healthier options without sacrificing flavor;
- **Classic vanilla flavor** – ideal for those who want familiar taste with fewer calories;
- **Versatile enjoyment** – perfect for breakfast, an afternoon snack, the office, or a treat on any occasion;
- **Carefully selected ingredients** – offering a crisp texture, delicate aroma, and a taste that satisfies every palate;
- **Convenient packaging** – ideal for sharing or enjoying on your own.



Let's make life sweeter!



Logistics data

Product Name	
SUGAR FREE Choco Biscuits vanilla – 105 g	
Package Barcode	**380 00657 1006 0**
Transport Package Barcode	**380 00657 5879 6**
Weight	**105 g**
Shelf Life	**12 months**
Quantity per Transport Package	**24**
Number of Transport Packages per Pallet	**80**
HS code	**19053119**

Product positioning

- Alongside the rest of the **„Sugar Free”** products;
- Alongside our other products in the **“Specialized”** category**.**





















Let's make life sweeter!

We are delighted to present the newest addition in our **“Sweet Plus”** product range – **PURETTI wafer rolls.**



Puretti are the perfect combination of crispy crunch and irresistible cocoa cream that will satisfy every sweet craving!

Let's make life sweeter!



Logistics data

Product Name	
PURETTI wafer rolls with cocoa filling – 150 g	
Package Barcode	**380 00657 8427 6**
Transport Package Barcode	**380 00657 5822 2**
Weight	**150 g**
Shelf Life	**12 months**
Quantity per Transport Package	**12**
Number of Transport Packages per Pallet	**128**
HS code	**19053299**

ZIV

Introducing Our Newest Product:

SUGAR FREE Tea Biscuits



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Key Features

Delicate, crispy, and melt-in-your-mouth – **SUGAR FREE Tea Biscuits** combine the classic taste of traditional tea biscuits with a healthier alternative.

With **no added sugar**, these biscuits feature a specially developed formula, ideal for people with diabetes, for those leading an active lifestyle, or anyone seeking a healthier diet.

Created with modern lifestyles in mind, these biscuits offer uncompromising taste and quality.

Let's make life sweeter!

Key Features

- **Refined taste & crispy texture** – Delicious and light, with a buttery aroma and the traditional texture of classic tea biscuits;
- **Versatile delight** – Perfect with a cup of tea or coffee, or simply as a standalone snack;
- **SUGAR FREE Tea Biscuits** are part of our product range focused on balanced nutrition – suitable for both adults and children;
- **Convenient packaging – 150 g**
  Perfect for home, on-the-go, or at the office.



Let's make life sweeter!

Product positioning

- Alongside the rest of the **„Sugar Free”** products;
- Alongside our other products in the **“Specialized”** category**.**

















Let's make life sweeter!

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That’s why we developed three unique new products with no equivalent on the market

They are **HIGH-PROTEIN**, **SUGAR-FREE**, enriched with **COLLAGEN**. **Clean, functional products** suitable both for fitness enthusiasts and health-conscious families.



PROTEIN Waffles – 155 g



Beliva PROTEIN Cocoa Creme – 350 g



Beliva PROTEIN Natural Creme – 350 g

Enjoy them individually or combine them into a unique duo – **a PROTEIN waffle topped with PROTEIN creme**.

Key Features

PROTEIN Waffles

- **HIGH-PROTEIN**, **SUGAR-FREE**, with **COLLAGEN** – **PROTEIN Waffles** deliver a full **51 g of protein**, making them one of the best alternatives to traditional sweets;
- Perfect for breakfast, post-workout, or as a quick afternoon snack;
- **Rich in protein and collagen;**
- **Free from sugar and artificial additives;**
- Ideal for active people;
- Convenient packaging for on-the-go, office, or school.



Key Features



Beliva PROTEIN Cocoa Creme

- **HIGH-PROTEIN**, **SUGAR-FREE**, with **COLLAGEN** - **Beliva PROTEIN Cocoa Creme** is created for cocoa lovers who don't want to compromise on nutrition and need foods that are a true source of protein;

- Contains **122 g of protein**, enriched with **collagen** – vital for healthy skin, joints, and muscles.

No preservatives
No colorants
No hydrogenated fats

A delicious and clean choice!

Key Features



Beliva PROTEIN Natural Creme

- **HIGH-PROTEIN**, **SUGAR-FREE**, with **COLLAGEN** - **Beliva PROTEIN Natural Creme** has a softer, more neutral flavor but packs the same strength;
- With **118 g of protein**, it is perfect for those who prefer a mild taste or want to pair it with protein wafers, fruit, oats, or bread.

No preservatives
No colorants
No hydrogenated fats

Logistics data

Product Name	
PROTEIN Waffles – 155 g	
Package Barcode	**380 00657 7147 4**
Transport Package Barcode	**380 00657 5900 7**
Weight	**155 g**
Shelf Life	**9 months**
Quantity per Transport Package	**12**
Number of Transport Packages per Pallet	**98**
HS code	**19053199**



Logistics data

Product Name	
Beliva PROTEIN Cocoa Creme – 350 g	
Package Barcode	**380 00657 4215 3**
Transport Package Barcode	**380 00657 5899 4**
Weight	**350 g**
Shelf Life	**12 months**
Quantity per Transport Package	**9**
Number of Transport Packages per Pallet	**96**
HS code	**18069060**



Logistics data

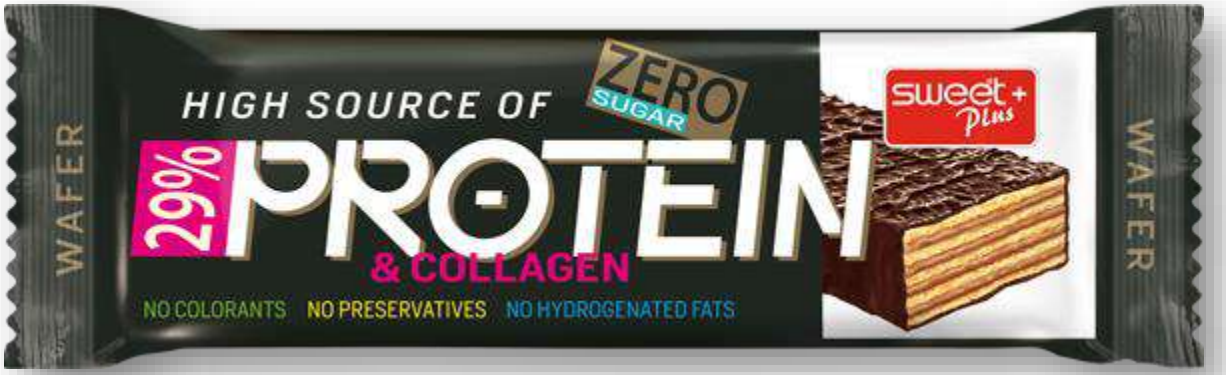
Product Name	
Beliva PROTEIN Natural Creme – 350 g	
Package Barcode	**380 00657 4214 6**
Transport Package Barcode	**380 00657 5898 7**
Weight	**350 g**
Shelf Life	**12 months**
Quantity per Transport Package	**9**
Number of Transport Packages per Pallet	**96**
HS code	**18069060**



NEW PROTEIN WAFERS – STRENGTH, TASTE, AND INNOVATION



Wafer PROTEIN– 28 g



Coated wafer PROTEIN – 40 g

Wafer PROTEIN

- Contains 28% protein
- Light and crunchy texture
- No sugar, colorants, or preservatives
- With added collagen
- Suitable for diets and an active lifestyle
- Net weight – 28 g



Logistics data

Product Name	
Wafer PROTEIN – 28 g	
Package Barcode	**380 00657 84511**
Transport Package Barcode	**380 00657 84528**
Weight	**28 g**
Shelf Life	**12 months**
Quantity per Transport Package	**24**
Number of Transport Packages per Pallet	**512**
HS code	**19053299**



Coated wafer PROTEIN

- Intense flavor, high in protein
- 29% protein, enriched with collagen
- No added sugar
- Covered with rich cocoa coating
- Net weight – 40 g



Logistics data

Product Name	
Coated wafer PROTEIN – 40 g	
Package Barcode	**380 00657 84498**
Transport Package Barcode	**380 00657 84504**
Weight	**40 g**
Shelf Life	**12 months**
Quantity per Transport Package	**24**
Number of Transport Packages per Pallet	**512**
HS code	**19053211**



The **PROTEIN Crunchy Wafer Bar** is a next-generation protein wafer bar, designed for people with a dynamic lifestyle who seek a combination of **enjoyment, functionality, and nutritional value** – without compromise.



PROTEIN Wafer Bar
Crunchy Taste. Pure Strength.

Logistics data

Product Name	
Wafer bar PROTEIN Crispy - 42 g	
Package Barcode	**380 00657 8453 5**
Display Barcode	**380 00657 8454 2**
Transport Package Barcode	**380 00657 5897 0**
Weight	**42 g**
Shelf Life	**12 months**
Units per Display	**12**
Quantity per Transport Package	**6**
Number of Transport Packages per Pallet	**126**
HS code	**19053211**





Key features:



RYDO PROTEIN is a wafer cake designed for people with high goals and an active lifestyle. It combines taste and functionality, without compromise.

With **29%** protein, the crunchy **RYDO PROTEIN** wafer cake with peanuts is an excellent choice for a delicious protein dessert.

RYDO PROTEIN = Pleasure + Benefit

Sweetness without guilt. Strength without compromise.

Key features:

- **High protein content (29%)** – supports muscles and provides lasting satiety;
- **No added sugar** – delivers clean energy without extra calories;
- **With collagen** – care for skin, joints, and connective tissue;
- **Perfect balance of flavors and textures** – a crunchy wafer covered with cocoa coating and a generous peanut topping – a taste that motivates



Logistics data

Product Name	
RYDO PROTEIN Wafer Cake with Peanuts – 48 g	
Package Barcode	**380 00657 8447 4**
Transport Package Barcode	**380 00657 8448 1**
Weight	**48 g**
Shelf Life	**12 months**
Quantity per Transport Package	**24**
Number of Transport Packages per Pallet	**378**
HS code	**19053211**



Product positioning

On the shelves with protein products

Alongside the rest of the PROTEIN series of Sweet Plus















ZIV

We are excited to introduce our new, fresh, and delightful sweet temptations from the marshmallow cake range:
Zeffo Double Creme.





ZEFFO Double Creme Coffee - 165 g

ZEFFO Double Creme Strawberry - 120 g

Shelf positioning

To be placed alongside the other products from the ZEFFO series.











Let's make life sweeter!

Logistics data

Product Name	
ZEFFO Double Creme coated marshmallow cake **COFFEE** – 165g	
Package Barcode	**380 00657 1011 4**
Transport Package Barcode	**380 00657 5003 5**
Weight	**165 g**
Shelf Life	**6 months**
Quantity per Transport Package	**12**
Number of Transport Packages per Pallet	**110**
HS code	**19053119**



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Introducing our latest product range:

INTEGRALE Biscuits









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Key Features





***Integrale* Cocoa Biscuits**:

- ❑ Made with oat flakes – a natural source of energy
- ❑ Each biscuit contains cocoa nib pieces that gradually melt, leaving a rich and velvety aftertaste
- ❑ Balanced cocoa flavor
- ❑ **WITH BROWN SUGAR**
- ❑ **NO PALM OIL**
- ❑ **SOURCE OF FIBRE**
- ❑ **NO ARTIFICIAL COLOURS**

Key Features

***Integrale* Seeds Biscuits**:

- ❑ Made with oat flakes – a natural source of energy
- ❑ With flaxseed – a superfood rich in Omega-3 fatty acids
- ❑ Crunchy texture
- ❑ **WITH BROWN SUGAR**
- ❑ **NO PALM OIL**
- ❑ **SOURCE OF FIBRE**
- ❑ **NO ARTIFICIAL COLOURS**





Logistic Information



Description	
Sweet Plus **Integrale Seeds** Biscuits - 150 g	
Unit Barcode	**380 00657 1213 2**
Transport Carton Barcode	**380 00657 5928 1**
Net Weight	**150 g**
Shelf Life	**12 months**
Units per Carton	**24**
Cartons per Pallet	**100**
HS code	**19053199**



Description	
Sweet Plus **Integrale Cocoa** Biscuits - 150 g	
Unit Barcode	**380 00657 1214 9**
Transport Carton Barcode	**380 00657 5929 8**
Net Weight	**150 g**
Shelf Life	**12 months**
Units per Carton	**24**
Cartons per Pallet	**100**
HS code	**19053199**

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Наименование	
Sweet Plus **Integrale Seeds** Biscuits - 250 g	
Unit Barcode	**380 00657 1023 7**
Transport Carton Barcode	**380 00657 5930 4**
Net Weight	**250 g**
Shelf Life	**12 months**
Units per Carton	**12**
Cartons per Pallet	**80**
HS code	**19053199**



Наименование	
Sweet Plus **Integrale Cocoa** Biscuits - 250 g	
Unit Barcode	**380 00657 1158 6**
Transport Carton Barcode	**380 00657 5931 1**
Net Weight	**250 g**
Shelf Life	**12 months**
Units per Carton	**12**
Cartons per Pallet	**80**
HS code	**19053199**

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sweet+ Plus КРИСТАЛ SALZA 22CARATS

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We present to you the latest addition to our product line.



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"SUGAR FREE" Peanut & Orange Wafer



This is not just another sugar-free wafer! It’s a sugar-free wafer with a peanut-orange cream and a cocoa glaze – a healthy alternative to traditional sweets. It combines aromatic and nutritious ingredients that will appeal to consumers seeking treats that are not only delicious but also healthier.

ZIV

Guided by our philosophy of producing food for everyone, regardless of their needs or dietary habits, we have developed the **„SUGAR FREE" Peanut & Orange Wafer**, which is not only SUGAR FREE, but also a **VEGAN** product.



Product name	
"SUGAR FREE" Peanut & Orange Wafer - 30 g	
Packaging barcode	**380 00657 8429 0**
Transport packaging barcode	**380 00657 8430 6**
Net weight	**30 g**
Shelf life	**12 months**
Quantity in transport packaging	**24**
Transport packaging quantity per pallet	**512**



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That’s why we created the perfect product to meet these needs! We’re excited to introduce the latest addition to our **ZERO Sugar added** product line:



Wafer Crunchy Bar ZERO Sugar added – 25 g

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Crispy, irresistible, and no added sugar!

This wafer dessert is the perfect combination of beloved flavors and textures:

- ✅ **Crispy wafer layers** – for the ideal balance of lightness and richness
- ✅ **Smooth cocoa cream** – rich, aromatic, and irresistibly delicious
- ✅ **Crispy texture** – extra crunch for even more enjoyment
- ✅ **Thick cocoa glaze** – the finishing touch for a complete taste

A delightful taste experience with no compromises!

Adding to all of this, the product is



*** NO ADDED SUGAR!**
*** NO ARTIFICIAL COLORS!**
*** NO ARTIFICIAL FLAVORS!**

One bar contains just 121 calories and 0.5g of sugars, making the Wafer Crunchy Bar ZERO Sugar Added – 25g the perfect dessert for perfect people!

Let's make life sweeter!

Product name	
Wafer Crunchy Bar ZERO Sugar added – 25 g	
Packaging barcode	**380 00657 8437 5**
Display barcode	**380 00657 8438 2**
Transport packaging barcode	**380 00657 5895 6**
Net weight	**25 g**
Shelf life	**9 months**
Quantity in display	**18**
Quantity in transport packaging	**6**
Transport packaging quantity per pallet	**126**



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In response to this trend, we are expanding our range of wafer cakes with the consumer-favorite brand – “RYDO”











MY LOVE MARKS

Любима Марка
на българския потребител

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Logistics Information

Product name	
Wafer cakes RYDO Zero Sugar Added Crispy - 100 g	
Packaging barcode	**380 00657 8436 8**
Transport packaging barcode	**380 00657 5803 1**
Net weight	**100 g**
Shelf life	**12 months**
Quantity in transport packaging	**12**
Transport packaging quantity per pallet	**120**

Shelf Positioning

Thanks to their unique characteristics, our wafer cakes can be positioned in **two different areas** of the store, depending on the concept and layout of the retail space:

Standard confectionery section – next to other "**RYDO**" products, for traditional consumers who appreciate the rich taste and quality ingredients of the range.









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Shelf Positioning



Health product section – Attracts customers who are looking for alternative products with no added sugar.



















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To the new series of “RYDO” wafer cakes

ZERO SUGAR ADDED





We decided to add an individually packaged single wafer cake.

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Wafer Cake “RYDO” Zero Sugar Added Peanuts – 38 g



Like the other products in the series, it combines a healthy trend, rich flavor, and high-quality ingredients—**WITHOUT COMPROMISES** and with **NO ADDED SUGAR.**



Crafted with care for your daily need for “sweet calories”, “RYDO” ZERO Sugar Added - Peanuts contains no added sugar or artificial colors.

It offers the perfect balance of flavors and textures:

Exquisite cocoa cream – rich and smooth
Crispy wafer layers – for a perfect crunch
Generous sprinkle of roasted peanuts – extra crispiness
Indulgent cocoa coating – the final touch of delight

Pure pleasure and sweetness—without sugar, without guilt!

Let's make life sweeter!