



**Poppies
Bakeries**

baking joy, every day for everyone

RETAIL CATALOGUE







AMBIENT SHELF

BISCUITS	6
SWEDISH COOKIES	8
COCONUT CAKES	9
SLICES & BROWNIES	12
MACARONS DE PAULINE	13

FROZEN SHELF

PROFITEROLES	18
MINI ECLAIRS & OTHERS	20
ASSORTMENTS	21
DONUTS	22
MACARONS	24
BAILEYS ASSORTMENT	25

IN-STORE BAKERY

DONUTS	28
AMERICAN COOKIES	30
PROFITEROLES	32
PASTRY	33
MACARONS	34
BISCUITS DE PAULINE	38





AMBIENT SHELF



BISCUITS

“No biscuit is more Belgian than the caramelised biscuit or speculoos. A special, secret mix gives the cookie its characteristically sharp, sweet flavour.”



Caramelito

Single packed caramelised cookies

R005451

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 180

Shelf life in months: 9



Speculoos

Caramelised cookies

R011421

Weight: 250 g

CU/outer case: 18

Cases/EU pallet: 100

Shelf life in months: 9



Crakini

Crispy sugar glazed pretzels

R003990

Weight: 300 g

CU/outer case: 12

Cases/EU pallet: 56

Shelf life in months: 8





Popiroll

Crispy rolled cookies

R004936

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 110

Shelf life in months: 12



Mini Cœur de Flandres

Sugar glazed heart shaped puff pastry cookies

R010456

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 110

Shelf life in months: 12



Popiroll

Crispy rolled cookies

R004391

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 120

Shelf life in months: 12



Pop'n Choc

Crispy rolled cookies, dipped in chocolate flavoured decoration

R008343

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 120

Shelf life in months: 12

SWEDISH COOKIES



Made in Sweden
according to the original
Swedish recipe, without
palm oil!



Swedish Oatmeal Cookie

Crispy cookies with oat flakes

R018710

Weight: 100 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 12



Swedish Chocolate Oatmeal Cookie

Crispy cookies with oat flakes and chocolate

R018711

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 12

COCONUT CAKES



GLUTEN-FREE

AMBIENT SHELF



Belgian Coconut Macaroons
6 large soft coconut macaroons

R016537

Weight: 190 g

CU/outer case: 12

Cases/EU pallet: 132

Shelf life in months: 8



Belgian Choc Macaroons

6 large soft coconut macaroons with chocolate flavoured decoration

R016536

Weight: 220 g

CU/outer case: 12

Cases/EU pallet: 132

Shelf life in months: 8



Mini Coconut Macaroons Chocolate

Tub with 40 coconut macaroons with Belgian chocolate

R016783

Weight: 700 g

Tubs/BLOK pallet: 360

Shelf life in months: 6



Marimba

10 coconut rings with strawberry jam

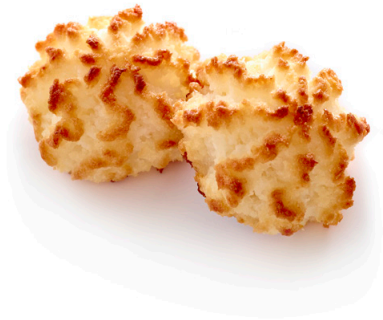
R022918

Weight: 400 g

CU/outer case: 16

Cases/EU pallet: 48

Shelf life in months: 6



“All our coconut products are naturally gluten-free!”



Mini Coconut Stars

R001287

Weight: 250 g

CU/outer case: 12

Cases/EU pallet: 80

Shelf life in months: 6



Large Coconut Stars

R001105

Weight: 300 g

CU/outer case: 12

Cases/EU pallet: 99

Shelf life in months: 6



Fiammette

15 mini coconut stars

R014309

Weight: 220 g

CU/outer case: 18

Cases/EU pallet: 84

Shelf life in months: 8



Colombo

5 large soft coconut macaroons with chocolate

R011954

Weight: 200 g

CU/outer case: 14

Cases/EU pallet: 90

Shelf life in months: 6



Mini Coconut Stars with Chocolate Flavoured Decoration

R016173

Weight: 200 g

CU/outer case: 18

Cases/EU pallet: 84

Shelf life in months: 6



Colombo

10 large soft coconut macaroons with chocolate

R000896

Weight: 400 g

CU/outer case: 8

Cases/EU pallet: 80

Shelf life in months: 6

* = volume dependent

GUSSET BAGS

- ✓ Ideal on-the-go & shelf ready
- ✓ Ziplock closure
- ✓ Big facing
- ✓ 100% recyclable
- ✓ Award-winning sustainable packaging!



Coconut Cookies*

R029084

Weight: 198 g (9 pcs)
CU/outer case: 12

Cases/EU pallet: 72
Shelf life in months: 6



Coconut Cookies Caramel*

R029043

Weight: 198 g (9 pcs)
CU/outer case: 12

Cases/EU pallet: 72
Shelf life in months: 6



Coconut Cookies Choc* (individually wrapped)

R028174

Weight: 500 g (20 pcs)
CU/outer case: 16

Cases/BLOK pallet: 16
Shelf life in months: 12



Coconut Cookies Choc*

R029081

Weight: 225 g (9 pcs)
CU/outer case: 12

Cases/EU pallet: 72
Shelf life in months: 6



Coconut Cookies Double Choc*

R029035

Weight: 225 g (9 pcs)
CU/outer case: 12

Cases/EU pallet: 72
Shelf life in months: 6

SLICES & BROWNIES

“Apricot slices or carrés confitures are real Flemish icons. These fruity treats are made of puff pastry and apricot jam spread before they’re baked nicely crisp and crunchy. They are especially known for the ‘maze’ shape of their top layer.”



Frangitarte
4 almond cake slices

R027851

Weight: 200 g
CU/outer case: 12

Cases/EU pallet: 144
Shelf life in months: 4



Apri'Co
8 apricot jam slices

R002019

Weight: 175 g
CU/outer case: 15

Cases/EU pallet: 72
Shelf life in months: 4



Brownie à partager
One big brownie with Belgian chocolate to share

R016488

Weight: 285 g
CU/outer case: 10

Cases/EU pallet: 108
Shelf life in months: 4



Brownies
8 single wrapped brownies with Belgian chocolate

R026255

Weight: 240 g
CU/outer case: 8

Cases/EU pallet: 144
Shelf life in months: 6

MACARONS DE PAULINE



3 Biscuits Macarons
Strawberry, pistachio, chocolate

R014277
Weight: 36 g
CU/outer case: 20
Cases/EU pallet: 180
Shelf life in months: 11



6 Biscuits Macarons
Strawberry, pistachio, chocolate

R013755
Weight: 72 g
CU/outer case: 10
Cases/EU pallet: 180
Shelf life in months: 11



6 Biscuits Macarons
Strawberry, pistachio, lemon

R013756
Weight: 72 g
CU/outer case: 12
Cases/EU pallet: 143
Shelf life in months: 11



6 Biscuits Macarons
Vanilla, mocha, chocolate

R013758
Weight: 72 g
CU/outer case: 12
Cases/EU pallet: 143
Shelf life in months: 11





6 Biscuits Macarons

Vanilla

R013748

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



6 Biscuits Macarons

Strawberry

R013753

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



6 Biscuits Macarons

Chocolate

R013749

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



6 Biscuits Macarons

Pistachio

R013750

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 11



9 Biscuits Macarons
Strawberry, pistachio, chocolate

R013804
 Weight: 108 g
 CU/outer case: 12
 Cases/EU pallet: 96
 Shelf life in months: 11



12 Biscuits Macarons
Vanilla, chocolate, strawberry, pistachio, lemon, mocha

R019231
 Weight: 144 g
 CU/outer case: 12
 Cases/EU pallet: 91
 Shelf life in months: 11



24 Biscuits Macarons
Vanilla, chocolate, strawberry, pistachio, lemon, mocha

R026910
 Weight: 288 g
 CU/outer case: 10
 Cases/EU pallet: 49
 Shelf life in months: 11





FROZEN SHELF



PROFITEROLES

“Light and crisp profiteroles, filled with fresh whipped cream or with a trendy salted caramel core, coated with chocolate decoration or just powdered with sugar. Freshly baked, cooled and immediately frozen.”



Profiteroles
± 20 profiteroles filled with dairy cream

R006051
Weight: 250 g
CU/outer case: 10
Cases/EU pallet: 77
Shelf life in months: 18



Profiteroles
± 20 profiteroles filled with dairy cream and 2 sachets of chocolate sauce

R004633
Weight: 325 g
CU/outer case: 8
Cases/EU pallet: 99
Shelf life in months: 18



Chocolate Enrobed Profiteroles
± 12 profiteroles with a creamy filling and a milk chocolate coating

R016471
Weight: 200 g
CU/outer case: 8
Cases/EU pallet: 104
Shelf life in months: 18



Salted Caramel Profiteroles
± 12 profiteroles with a creamy filling, a salted caramel core and a salted chocolate flavoured coating

R020731
Weight: 240 g
CU/outer case: 10
Cases/EU pallet: 88
Shelf life in months: 18



NEW!



*Indulge in the ultimate
creamy bite experience!*

NEW!



KitKat Profiteroles

± 12 crunchy and creamy bites filled with KitKat spread and topped with KitKat chunks

R030033

Weight: 225 g

Cases/EU pallet: 77

CU/outer case: 2250g

Shelf life in months: 18



Gluten-free Profiteroles

± 20 profiteroles with a creamy filling

R027903

Weight: 250 g

Cases/EU pallet: 88

CU/outer case: 10

Shelf life in months: 18



MINI ECLAIRS & OTHERS



Mini Eclairs Pâtissiers

*12 mini eclairs filled with vanilla cream,
topped and decorated with chocolate*

R016594

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 84

Shelf life in months: 18



Domino's

16 mini vanilla cream slices

R001431

Weight: 220 g

CU/outer case: 12

Cases/EU pallet: 96

Shelf life in months: 18



Mini Eclairs Chocolate

*12 mini eclairs filled with chocolate cream,
topped and decorated with chocolate*

R016599

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 84

Shelf life in months: 18

ASSORTMENTS

“What’s better than sharing generous moments with your loved ones? Make dessert extra memorable with our carefully selected assortments.”



Mini Assortment

Assortment of 10 mini eclairs with vanilla flavoured custard cream and 10 crispy chocolate enrobed profiteroles

R010469

Weight: 345 g

CU/outer case: 8

Cases/EU pallet: 54

Shelf life in months: 15



Mini Assortment

Assortment of 55 mini pastries: mini eclairs, strawberry cream slices, brownies and crispy enrobed profiteroles

R010293

Weight: 915 g

CU/outer case: 10

Cases/EU pallet: 21

Shelf life in months: 15



Petits Fours

Assortment of 52 mini pastries: mini eclairs, raspberry macarons, strawberry cream slices and crispy enrobed profiteroles

R012045

Weight: 800 g

CU/outer case: 10

Cases/EU pallet: 21

Shelf life in months: 15

DONUTS



Trio Mini Donuts

9 mini donuts in 3 flavours

R022593

Weight: 276 g

CU/outer case: 9

Cases/EU pallet: 56

Shelf life in months: 18



Duo Mini Donuts

8 filled mini donuts in 2 flavours

R022181

Weight: 184 g

CU/outer case: 12

Cases/EU pallet: 84

Shelf life in months: 18



Donuts Without Palm Oil

4 donuts without palm oil in 2 flavours

R023575

Weight: 220 g

CU/outer case: 8

Cases/EU pallet: 80

Shelf life in months: 18



Mix Mini Donuts

32 filled mini donuts in 4 flavours

R029096

Weight: 680 g

CU/outer case: 6

Cases/BLOK pallet: 56

Shelf life in months: 18

Ideal for any celebration or as a treat for kids: a delicious donut that looks as fun as it tastes!

NEW!



Monster Donuts

9 medi donuts in 3 flavours

R029388

Weight: 324 g

CU/outer case: 9

Cases/EU pallet: 56

Shelf life in months: 18

NEW!

Monster donuts



MACARONS



6 Macarons

Vanilla, lemon, salted caramel, chocolate, raspberry, pistachio

R029579

Weight: 72 g

CU/outer case: 10

Cases/EU pallet: 180

Shelf life in months: 15



12 Macarons

Vanilla, lemon, salted caramel, chocolate, raspberry, pistachio

R029547

Weight: 144 g

CU/outer case: 12

Cases/EU pallet: 91

Shelf life in months: 15



36 Macarons

Vanilla, lemon, salted caramel, chocolate, strawberry, pistachio

R029562

Weight: 432 g

CU/outer case: 9

Cases/EU pallet: 42

Shelf life in months: 15





BAILEYS ASSORTMENT



Baileys 12 Macarons

Assortment of 12 macarons with a caramel salted butter filling, a flavoured chocolate filling and a flavoured coffee filling

R024283

Weight: 132 g

CU/outer case: 12

Cases/EU pallet: 91

Shelf life in months: 15



Baileys 36 Macarons

Assortment of 36 macarons with a caramel salted butter filling, a flavoured chocolate filling and a flavoured coffee filling

R025103

Weight: 396 g

CU/outer case: 9

Cases/BLOK pallet: 64

Shelf life in months: 15



Baileys Mini Eclairs

Assortment of 12 mini eclairs with Baileys flavoured creamy filling and a chocolate flavoured coating

R020900

Weight: 210 g

CU/outer case: 12

Cases/EU pallet: 91

Shelf life in months: 18



Baileys Salted Caramel Profiteroles

Assortment of ± 12 profiteroles with a Baileys flavoured creamy filling, a salted caramel core and a salted chocolate flavoured coating

R025028

Weight: 216 g

CU/outer case: 10

Cases/EU pallet: 77

Shelf life in months: 18



IN-STORE BAKERY



DONUTS

just thaw-and-sell!



“Our range of donuts includes a variety of sizes and decorations, for endless variations and for enjoyment at any time of the day. As a healthy and more ethical alternative, we offer a range of premium donuts without palm oil.”

3 sizes

Mini, medi and large

Fillings

Jams, chocolate, creams, etc.



Decorations

Icing, coating, stripes, chunks, shields, etc.

A whole variety of toppings and decorations. Specific themes can be offered upon demand.



Packaging

Cardboard tray



Without palm oil

Premium donuts



AMERICAN COOKIES

just thaw-and-sell!



“Whether chocolate chip or double choc cookie, these biscuits are an American dream come true. Enjoy their chewy texture. Just thaw & serve!”

D* = defrosted
* = volume dependent

SINGLE
PACKED



Chocolate Chip Cookie*

R019283	Cases/EU pallet: 120
Weight per piece: ± 80 g	D* + 5 days chilled
Pieces/case: 32	D* + 2 days ambient



Cranberry & White Chocolate Cookie*

R019468	Cases/EU pallet: 120
Weight per piece: ± 80 g	D* + 5 days chilled
Pieces/case: 32	D* + 2 days ambient



Double Chocolate Cookie*

R019284	Cases/EU pallet: 120
Weight per piece: ± 80 g	D* + 5 days chilled
Pieces/case: 32	D* + 2 days ambient

CLAM
SHELL



Chocolate Chip Cookie*

Weight: 160 g (80 g per piece)	Cases/EU pallet: 117
CU/case: 12	D* + 5 days chilled
Pieces/CU: 2	D* + 2 days ambient



Cranberry & White Chocolate Cookie*

Weight per unit: 160 g (80 g per piece)	Cases/EU pallet: 117
CU/case: 12	D* + 5 days chilled
Pieces/CU: 2	D* + 2 days ambient



Double Chocolate Cookie*

Weight per unit: 160 g (80 g per piece)	Cases/EU pallet: 117
CU/case: 12	D* + 5 days chilled
Pieces/CU: 2	D* + 2 days ambient

PROFITEROLES

just thaw-and-sell!



“Light and crisp profiteroles, filled with fresh whipped cream or with a trendy salted caramel core, coated with chocolate flavoured decoration or just powdered with sugar. Classic products that further distinguish your bakery!”



Profiteroles Powdered with Sugar*

11 profiteroles filled with dairy cream

Weight: 220 g (20 g per piece)
Shelf life: D* + 4 days chilled



Chocolate Enrobed Profiteroles*

11 profiteroles with a creamy filling and a milk chocolate flavoured coating

Weight: 220 g (20 g per piece)
Shelf life: D* + 4 days chilled



Salted Caramel Profiteroles*

11 profiteroles with a creamy filling, a salted caramel core and a salted chocolate flavoured coating

Weight: 220 g (20 g per piece)
Shelf life: D* + 4 days chilled



Popcorn Profiteroles*

11 profiteroles filled with a creamy popcorn flavoured filling and caramel core, and a chocolate flavoured coating with roasted maize pieces

Weight: 200 g (18 g per piece)
Shelf life: D* + 4 days chilled

PASTRY

just thaw-and-sell!

IN-STORE BAKERY

D* = defrosted

* = volume dependent



2 Eclairs*

2 large eclairs filled with vanilla flavoured custard cream and Belgian milk chocolate ganache

R029069

Weight: 190 g (95 g per piece)

Shelf life: D* + 6 days chilled



Apricot Jam Slices*

2 puff pastry cakes, richly filled with apricot jam

R029010

Weight: 150 g
(75 g per piece)

CU/outer case: 9

Cases/EU pallet: 143
D* + 21 days chilled

MACARONS

just thaw-and-sell!



Assortment of 4 Macarons

4 different flavours (salted caramel, chocolate, strawberry, pistachio)

R029567

Weight: 48 g

CU/outer case: 15

Cases/EU pallet: 198

D* + 35 days chilled

Assortment of 6 Macarons

6 different flavours (vanilla, lemon, salted caramel, chocolate, raspberry, pistachio)

R029579

Weight: 72 g

CU/outer case: 12

Cases/EU pallet: 180

D* + 35 days chilled



Assortment of 10 Macarons

5 different flavours (salted caramel, chocolate, vanilla, raspberry, pistachio)

R029412

Weight: 120 g

CU/outer case: 9

Cases/EU pallet: 132

D* + 35 days chilled

Assortment of 12 Macarons

6 different flavours (raspberry, pistachio, lemon, vanilla, mocha, chocolate)

R029434

Weight: 144 g

CU/outer case: 9

Cases/EU pallet: 132

D* + 35 days chilled

D* = defrosted

* = volume dependent

“Colourful and stylish macarons with a smooth and crispy shell - available in all kind of flavours, colours and packaging!”



Assortment of Heart Shaped Macarons*

Vanilla and raspberry flavour

R029406

Weight: 88 g (11 g per piece)

Shelf life: D* + 35 days chilled



Assortment of 4 Chocolate Macarons

4 chocolate macarons

R029569

Weight: 46 g (\pm 12 g per piece)

Shelf life: D* + 35 days chilled



Assortment of 8 Decorated Macarons*

8 decorated macarons

R029427

Weight: 98 g (\pm 12 g per piece)

Shelf life: D* + 35 days chilled





Choc 'n orange



Milk chocolate



White chocolate



Chocolate



Mocha



Pistachio



Vanilla



Salted caramel



Speculoos

Lemon



Coconut

Lime

Blueberry

Blood orange

Passion fruit

Strawberry

Apple

Blackcurrant

Raspberry

Praliné

Dark chocolate

BISCUITS DE PAULINE

“These gourmet cookies in a premium packaging are freshly baked with the best ingredients.”



Mini Cigarettes

Mini crispy rolled cookies - contains butter

R014821

Weight: 125 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



Cigarettes Choco

Crispy rolled cookies, dipped in chocolate flavoured decoration

R014825

Weight: 180 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



Mini Cœurs

Sugar glazed heart shaped puff pastry cookies - contains butter

R014822

Weight: 175 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



Mini Macaroons

Mini macaroon stars

R014824

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



Mini Chocolate Macaroons

Mini macaroon stars with real Belgian chocolate

R014823

Weight: 200 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



Mini Waffles

Crispy waffles - contains butter

R025754

Weight: 120 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6



Mini Chocolate Waffles

Crispy waffles with chocolate flavoured decoration - contains butter

R025753

Weight: 150 g

CU/outer case: 12

Cases/EU pallet: 100

Shelf life in months: 6





baking joy, every day for everyone

POPPIES BAKERIES NV
KASTEELSTRAAT 29 • 8980 ZONNEBEKE (BELGIUM)
WWW.POPPIESBAKERIES.COM • INFO@POPPIES.COM
T: +32 57 46 02 00

VERSION JAN 2025