

For more than 30 years, producers and traders have met at the PLMA fair in Amsterdam, the largest international private label fair. This year, the fair took place on May 31st and June 1st. Galana – Beldessert is also present again and had **big news**. A **new product was developed** especially for the fair, which we think can become a real hit. The first **reactions were already promising**. We were **selected by the New Product Expo Selection Committee of PLMA** as a promising new product to be shown in the New Product Expo in the RAI Elicium in Amsterdam. So this is already a nice achievement.



What is it about ? We have developed a **chocolate lavacake with a nutriscore A**.
Why this product is special ? Because it simply doesn't exist on the market right now. It is in fact the first chocolate lavacake with a nutriscore A.

Compared to a classic lavacake, our innovation offers :

-30%
calories

-35%
fat

-96%
sugar

7 X
more fibres

And all **without sacrificing taste, consistency and melting properties**. So it's basically a taste explosion, but most of all it will be exploding from the shelves! This chocolate lava cake with nutriscore A **suits perfectly today's consumer's taste**: light, tasty, with high-quality Belgian chocolate and it is foolproof. But ... with this lavacake it is above all: **guiltfree indulgence !!!**

..... and for the trade: a popular **"impulse & indulgence product" with an attractive profit margin**.

The product is offered in the fresh department as well as in the frozen department. We already see the potential! And so Galana, with its Beldessert bakery department, is increasingly profiling itself as **the international lavacake specialist**. And... there is a lot more in the pipeline in the coming months!



Guilt-free
indulgence

NUTRI-SCORE
A B C D E
Lavacake

www.beldessert.be

Galana nv / Beldessert - Vichtseweg 109 - B-8790 Waregem - Belgium
T +32 56 77 45 85 - F +32 56 77 46 45 - info@galana.be

Follow us on   