



COUPLET SUGARS



Make all the difference!



2nd International Biscuit people
Conference

ARE YOU READY FOR THE FUTURE ?

Are you ready for the future?

Who is Couplet?

What is the current situation?

How can we make the difference?

Who are we?

COMPANY

Family company, 6th generation

Belgium, Tournai

170 years experience, technological know-how and passion

CORE BUSINESS

Sugar specialities for the bakery, pastry, confectionery, chocolate and beekeeping sectors.

30 years of dry sugar specialties!

- 1937 Brown sugar
- 1987 Pearl sugar
- 1992 Fondant powders
- 2007-2009 Coated pearl sugars
- 2011-2017 Invests to **double the production capacity**
- 2013 Coated icing sugars – Beefondant
- 2015 Opening of a new, state-of-the-art plant
- 2017-2018 New **investments**: new offices, new production line, new demonstration center



Some figures...



Products sold
in 60 countries

170 years
experience



4 production lines



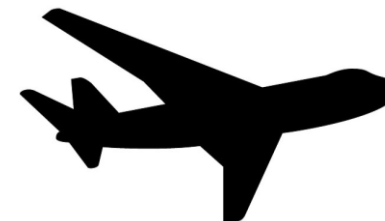
6 ranges
of sugar specialities

25 millions EUR turnover



60 coworkers
to serve you

A presence in the
greatest food exhibitions
in and out of Europe



We process crystal sugar into sugar specialities

- 4 production lines
- 40 millions EUR investments
- Modern factory, innovation, technology, investments



Who are our customers?

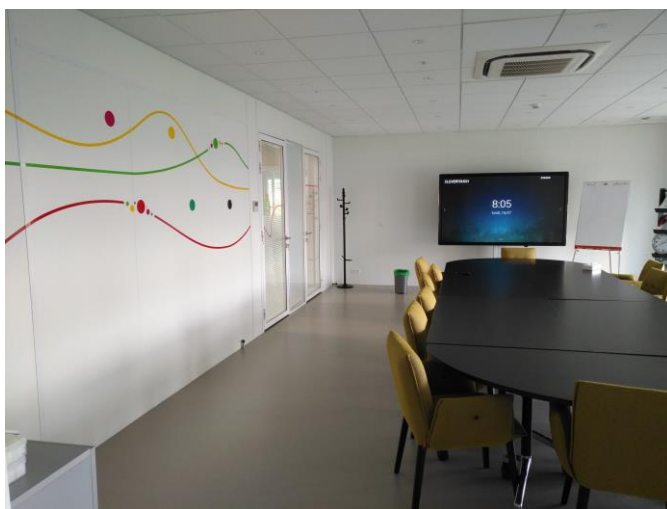
- **B2B :** Industry - Food service – Wholesalers – Distributors
- **Sectors :** waffles - bakery – pastry – biscuits – chocolate – confectionery - beekeeping
- **Distribution :** International distribution network.



Making the difference start by customer- & sales support...

- **Sales support** by advising the customers.
- **Marketing support** by being present on international exhibitions, product presentation and documentation.
- **Technical support** by our team of experts who will support the customer based on his requirements.

New demonstration centre



The center is direct paired on the meeting room and will be dedicated to present, taste and discuss about not only the current Couplet product range but also for the creation of new innovative and performing ideas based on the best ingredients. This to help them in their development and with positive impact on their end product.

New Application centre



This application center will allow us to **test** our products and **experiment** with combining ingredients in new ways and investigate how **product performance** varies depending on the **application** and **manufacturing process**.

Demonstrations and trainings will be conducted regularly for our customers.

6 Product ranges

*also available in organic version



PEARL SUGAR *

ICING SUGAR



FONDANT POWDER

BROWN SUGAR *



BEEKEEPERS

SUGAR SOLUTIONS



Quality and certificates

FSSC 22000

Kosher

Halal

RSPO

Organic (*brown- & pearl sugar*)



Are you ready for the future?

How can your product make the difference?

BAKERY PRODUCTS

WAFFLES

PASTRIES

CHOCOLATES

FRIED PRODUCTS

CONFECTIONERY PRODUCTS

ICE CREAMS

biscuit people

Current situation

Your current situation,

- . Find and purchase the right ingredients
- . Maintain the prices on a acceptable level
- . Availability of the ingredients
- . Produce and delivery on time
- . Being creative
-

Customers,

- . Pressure on price
- . Alternatives for A brands
- . Searching flexibility
- . Being demanding
-



Market tendencies,

- . Like
 - > sugar and fat reduction
 - > clean label
- . Differences by continent / country

Competitors,

- . Always cheaper



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Challenges for the future

Your challenge,

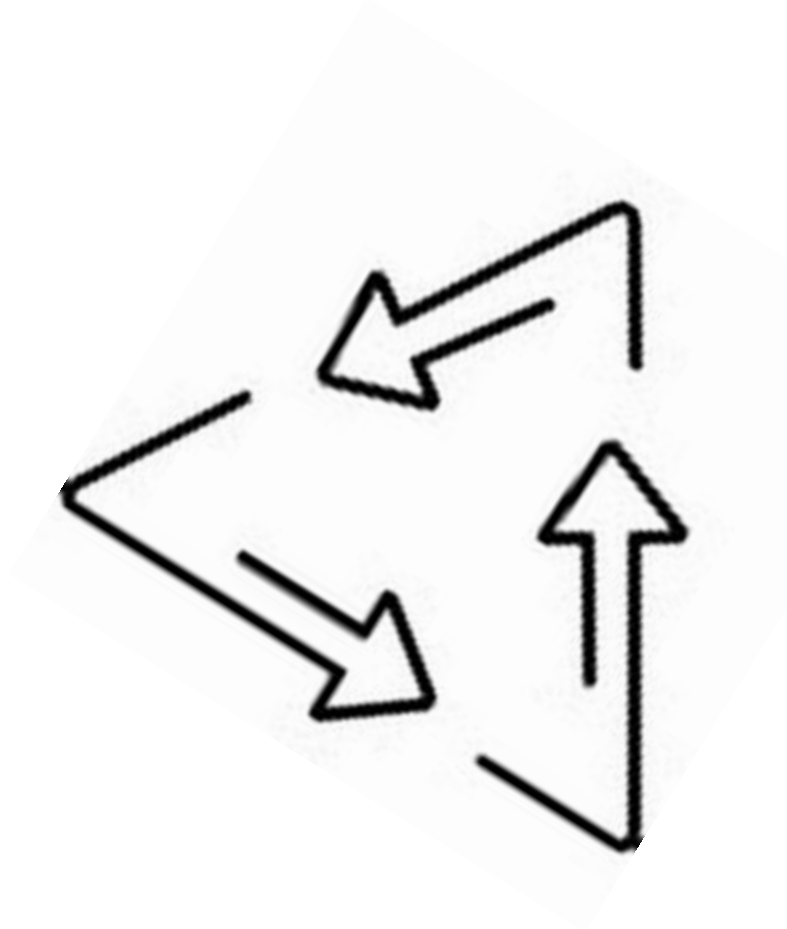
- . Focus on the purchasing of common ingredients
- . Produce and delivery on time

Competitors,

- . Always cheaper



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Customers,

- . Pressure on prices
- . Alternatives for A brands
- . Searching flexibility
- Being demanding

Market tendencies,

- . Tendencies (sugar and fat reduction)
- . Difference by continent / country
- . Clean label
- . Organic

How can we make the difference?

1/. Working together with your suppliers
(skip the ratio i'm the customer and he's the supplier)

2/. To be in advance, thinking forward.

3/. Optimisation of the resources.
(human, R&D, processing, co-development...)

4/. Focus on solutions

How can we make the difference?



Fondant Powder 11



This is an example ☺



How can we make the difference?



This is an example ☺



How can 1 ingredient make the difference?



Brown sugar

This is an example!

FOOD TRENDS

- . Sugar reduced
- . Fat reduced
- . Organic
- . Clean label
-

Questions?

