



*Delicia*

MAKE LIFE DELICIOUS

**Delicia:** Mark Doorackers

**Raimondi:** Nicola Manitto



# Introduction Delicia

## History



- 1938** Established in Rotterdam (the Netherlands)
- 1956** First production of chocolate vermicelli
- 1963** Integration within Wessanen
- 1973** New factory in Tilburg (the Netherlands)
- 1981** First production of crunchy muesli
- 1989** Cessation of production chocolate spread
- 2006** First production of chocolate coated products
- 2007** Delicia sold by Wessanen to OEP & MSF
- 2009** Make Life Delicious! (new corporate identity)
- 2011** Investments in Dumoulin coaters
- 2012** Rebuild coating facilities and routing
- 2013** Delicia sold by OEP to Maselis Group
- 2015** Focus on our mission: making our customers' brand shine!

## Group profile

### Maselis Group (Holding) Roeselare Belgium:

- Maselis N.V., Belgium
- Maselis Hungaria Kft., Hungary
- Mulder Breakfast Cereals N.V., Belgium
- Delicia B.V., The Netherlands
- Kentauer Switzerland



Factory Maselis Roeselare

### Central data:

- Founded in 1829
- Group turnover 2012 excl. Delicia  
€125 million
- Producer of:  
cereal-based ingredients for food industry  
maize flour and grits for food industry  
breakfast cereals (private label)



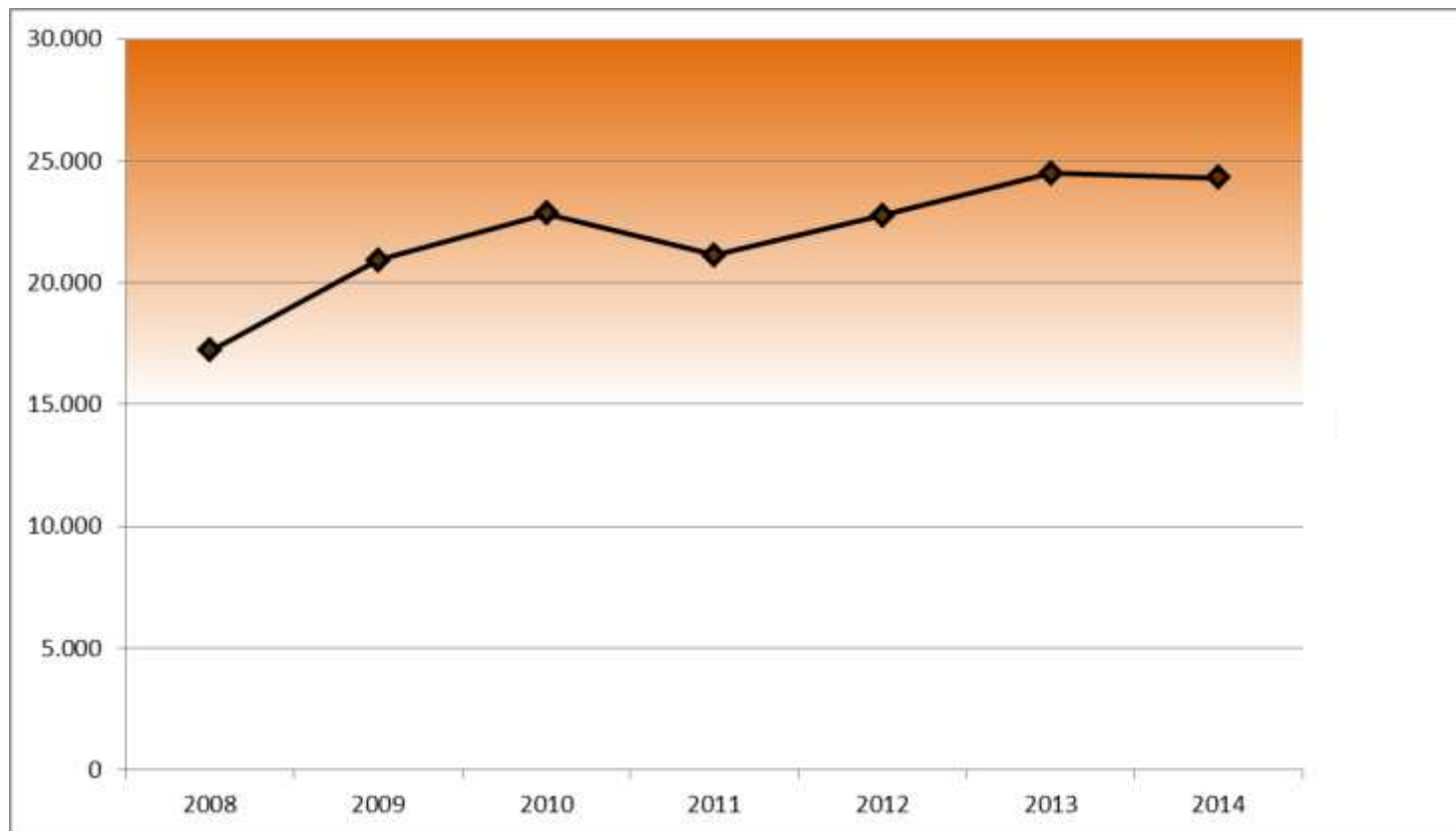
Specialised in producing breakfast cereals, cereal-based ingredients and maize flour

## Company profile

- Manufacturer of chocolate products (decoration and ingredients) in Retail & B2B
- 150 employees
- Turnover € 66 million in 2014
- Production lines: 5
- Packaging lines: 6
- +/- 300 SKU's
- Production capacity:
  - About 24.000 Ton chocolate decoration and ingredients
  - About 11.000 Ton crunchy muesli



## Sales Delicia in Tons



## Our customer base

### Retail Holland and Europe



Volume on yearly base 15.500 ton

### B2B



Volume on yearly base 9.500 ton

## Quality certificates & claims

### Certification Delicia:

BRC



IFS



AIB



### Delicia member off :

Sedex



### Possible claims:

Kosher



Natural



Nut free



RSPO



UTZ





## Our range of products



### ■ Vermicelli

- Chocolate vermicelli
- Decoration vermicelli
- Coloured vermicelli
- Fruit hail



### ■ Flakes/Pajets

- Glazed
- Unglazed



### ■ Crisps

- Decoration crispies
- Coloured crispies



### ■ Coated products

- Crispies
- Flakes
- Innovations



## New product introductions



Together we translate market trends into.....  
new product introductions!

## Some examples of our experience in the dairy



# *Dēlicia*

MAKE LIFE DELICIOUS

## Packaging B2B

### Carton boxes

5 kg  
10 kg  
20 kg



### Paper bags

20 kg



### Big Bags

300 kg  
500 kg  
700 kg



EXCELLENT  
CHOCOLATE  
SOLUTIONS

SINCE 1938



## DELICIA & RAIMONDI per l'Italia

La nostra missione è quella di proporre alimenti innovativi e selezionati con standard qualitativi elevati nel rispetto del cliente e dell'ambiente in cui viviamo con

- Professionalità
- Passione
- Trasparenza

Dal 1987 Delicia e Raimondi collaborano per offrire all'industria la migliore gamma di decorazioni.



Delicia B.V

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Raimondi  
Cocoa Chocolate since 1954

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