



## PRODUCT CATALOGUE

## **ABOUT ESTONIAN FOOD INDUSTRY**

Estonian food industry is based on Scandinavian norms which emphasizes high standards thus bringing out the high quality of Estonian products. Pure nature and clean air provide us with very good ecological environment giving us confidence in the pure raw materials used in the products. Products from Estonia are also highly valued because of the “Scandinavian quality”.

# ESTONIA

has the 2nd cleanest  
food in Europe

holds 4th place in  
Urban Air quality

18% of our farmland  
is organic

Forest covers 51% of  
Estonia



## **ABOUT OUR COMPANY**

Balsnack International Holding AS is a family business founded in 1992 and the biggest potato chips manufacturer in Estonia. What started out as a company that wanted to offer something special and unique for the Baltic markets has grown to be a known player worldwide. We are mainly focused on manufacturing all different kind of snacks with over 100 SKU's in the portfolio.



# Salty SNACKS



## **SALTY SNACKS**

We currently use potato-, corn- and wheat-based pellets, cornballs, etc. We offer variety of different pellets, which we are happy to make private label products as well.

## PIRAAT smoky bacon and chili flavoured wheat snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	40	28	9



## PIRAAT smoky bacon and chili flavoured wheat snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9



## PIRAAT onion and cheese flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9



## PIRAAT sour cream and carlic flavoured snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
220g	12	28	9

## PIRAAT sour cream and carlic flavoured snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9



## PIRAAT sour cream and carlic flavoured snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	40	28	9



# VIGUR cheese & onion flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
90g	24	28	9



## VIGUR cheese flavoured snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
90g	24	28	9

## VIGUR barbeque flavoured snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	24	28	9





# Bread BITS



## **BREAD BITS**

Fried bread is the No 1 product on the Estonian market, also very popular in the Baltic states. We are able to make different kind of bread bits and crutons also with regular white bread. (private label e.g.)

## FRIED BREAD cheese and onion flavoured

Net weight

80g

Bags in the box

50

Boxes on the pallet

70

Product shelf life (months)

7



## FRIED BREAD bacon and chilli flavoured\*

Net weight

80g

Bags in the box

50

Boxes on the pallet

70

Product shelf life (months)

7



## FRIED BREAD with garlic

Net weight

80g

Bags in the box

50

Boxes on the pallet

70

Product shelf life (months)

7



## FRIED BREAD parmesan and carlic flavoured\*

Net weight

80g

Bags in the box

50

Boxes on the pallet

70

Product shelf life (months)

7



## FRIED BREAD cheese and onion flavoured 300g\* FRIED BREAD with garlic 300g\*

Net weight

300g

Bags in the box

14

Boxes on the pallet

80

Product shelf life (months)

7



\*packages are available in Estonian language



# Crispy pork RIND



## **OSSI CRISPY PORK RIND SNACKS**

This is degreased pork rind. What makes this product special is its high protein content. While conventional potato or other vegetable or cereal chips contain on average 5-10% protein, pork chips contain more than 70% protein and only 2% carbohydrates. That's why it's really popular among fitness people. In addition crispy pork rind is also extremely tasty and crunchy.

## OSSI crispy pork rind snacks with mustard flavour

Net weight

40g

Bags in  
the box

18

Boxes on  
the pallet

64

Product shelf  
life (months)

9

**70%**  
PROTEIN



## OSSI crispy pork rind snacks with sea salt

Net weight

40g

Bags in  
the box

18

Boxes on  
the pallet

64

Product shelf  
life (months)

9

**72%**  
PROTEIN



## OSSI crispy pork rind snacks with salt and pepper

Net weight

40g

Bags in  
the box

18

Boxes on  
the pallet

64

Product shelf  
life (months)

9

**70%**  
PROTEIN



## OSSI crispy pork rind snacks with wasabi & beef flavour

Net weight

40g

Bags in  
the box

18

Boxes on  
the pallet

64

Product shelf  
life (months)

9

**70%**  
PROTEIN



## OSSI crispy pork rind snacks with sea salt ENG

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	14	64	9



**70%**  
PROTEIN

**72%**  
PROTEIN



## OSSI crispy pork rind snacks with mustar flavour ENG

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	14	64	9



**72%**  
PROTEIN

## OSSI crispy pork rind snacks with pepper ENG

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	14	64	9

# EXTRUDED products



## **BREAKFAST CEREALS**

Our breakfast cereals are made with different kind of grains which are extruded. The ingredients are 100% natural. We don't add to our cereals additives neither sugar. In some cereals salt is added only for technological purpose. Most of the cereals are enriched with inulin or folic acid.

Our cereals are very popular among people who care about their health, doing sports etc. These are also really popular among parents who use it as a little children's finger food – since all ingredients are 100% safe and healthy.

## organic rye cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	20	28	12



## organic pea cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	20	28	9



## buckwheat cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
140g	20	28	9



## four grain cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
200g	20	28	9



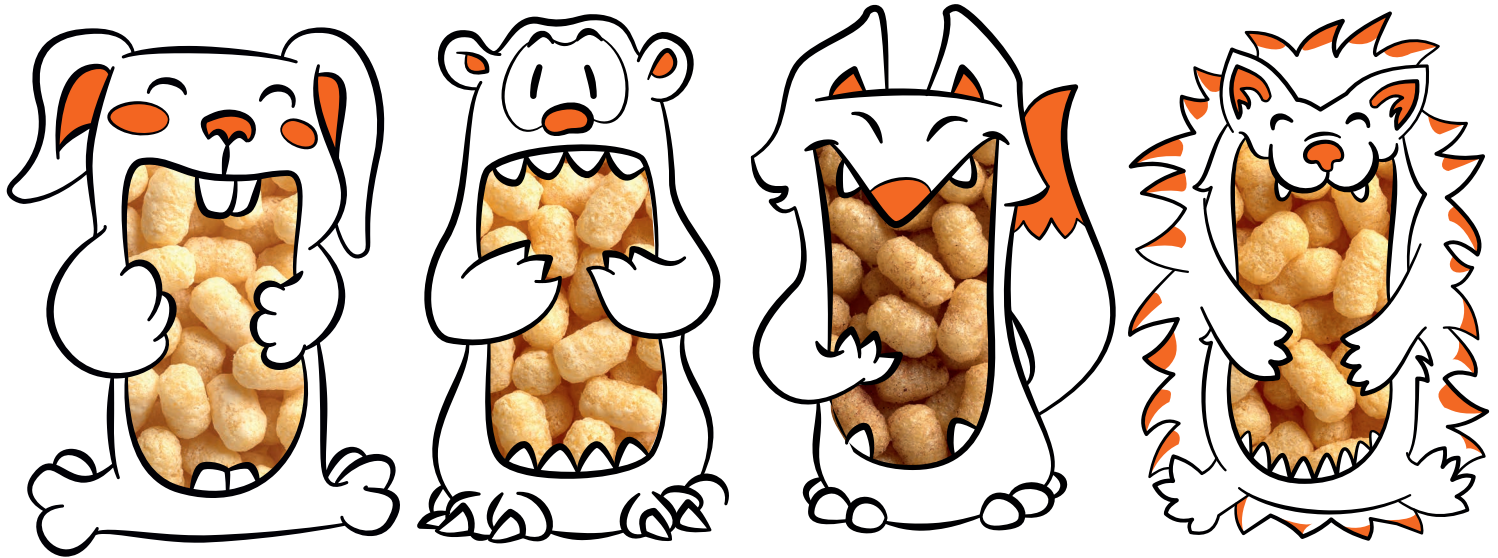
## kama puff cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	20	28	9



## **SWEET PUFFED CORN PRODUCTS**

Pure corn - four incredible flavours: vanilla, pineapple, sugar and cinnamon. We are really excited about these FLUFFIES!



## FLUFFIES puffed corn with sugar

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9



## FLUFFIES vanilla flavoured puffed corn

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9



## FLUFFIES puffed corn with cinnamon

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9



## FLUFFIES pineapple flavoured puffed corn

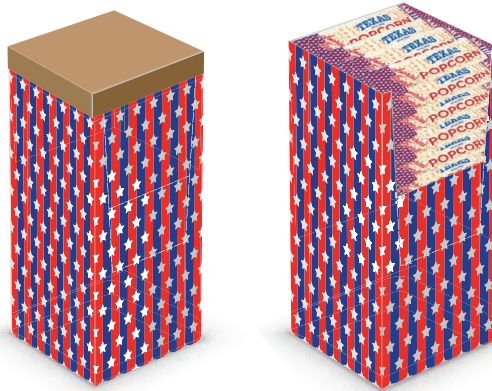
Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9

# POPCORN products



# POPCORN PRODUCTS

Texas Popcorn is gaining popularity very fast and more than 80% of total production is going for export. We are using A-grade popcorn kernels (mushroom shaped). Using unique packaging has helped out a lot to gain visibility on the shelves and it is greatly reflecting in sales. We are open to all request to make popcorn with different flavours, package sizes etc.



## TEXAS POPCORN salted

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
175g	47	8	12

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	57	8	12

## TEXAS POPCORN Sour cream & onion flavoured (only special deal)

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	72	8	9

## TEXAS POPCORN chilli & bacon flavoured (only special deal)

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	72	8	9

## TEXAS POPCORN salted

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	21	30	12



## TEXAS POPCORN cheese flavoured

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	21	30	9





# Grand POTATO chips



# **GRAND POTATO CHIPS**

## **Our No. 1 export article**

The first production line of the company was our own local invention designed and built by our engineers - Potao Wafer line. This was the beginning of Grand potato chips. The recipe is still well-kept family secret and has earned us a lot of fans from all over the world.

No one in the world has such product: unique shape, crispness, lightness and perfect flavors.



# Grand POTATO chips all flavours

Net weight	Packages in the box	Boxes on the pallet	Product shelf life (months)
90g	16	155	12

Net weight	Packages in the box	Boxes on the pallet	Product shelf life (months)
60g	20	155	12





16 or 22  
units  
in the box



12  
boxes  
in one display



# PRIVATE label



## **PRIVATE LABEL**

We have made variety of private label brands to Grand Potato chips and popcorn, but also with all different kind of snacks based on wheat, corn, potato etc.  
Choose the chips, choose package, choose the size, design the package...





Anna & Clara`s/ private label in Denmark



ISO SIPSI/ private label in Finland



Bobby`s/ private label in United Kingdom



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