



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

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 with garlic

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 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	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	18	64	9



OSSI crispy pork rind snacks with sea salt

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	18	64	9



OSSI crispy pork rind snacks with salt and pepper

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	18	64	9



OSSI crispy pork rind snacks with wasabi & beef flavour

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	18	64	9

**70%
PROTEIN**

OSSI crispy pork rind snacks with chilli flavour

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	18	64	9



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 mustard flavour ENG

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

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



72%
PROTEIN

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

150g

Bags in
the box

20

Boxes on
the pallet

28

Product shelf
life (months)

12



organic pea cereals

Net weight

150g

Bags in
the box

20

Boxes on
the pallet

28

Product shelf
life (months)

9



buckwheat cereals

Net weight

140g

Bags in
the box

20

Boxes on
the pallet

28

Product shelf
life (months)

9



four grain cereals

Net weight

200g

Bags in
the box

20

Boxes on
the pallet

28

Product shelf
life (months)

9



kama puff cereals

Net weight

150g

Bags in
the box

20

Boxes on
the pallet

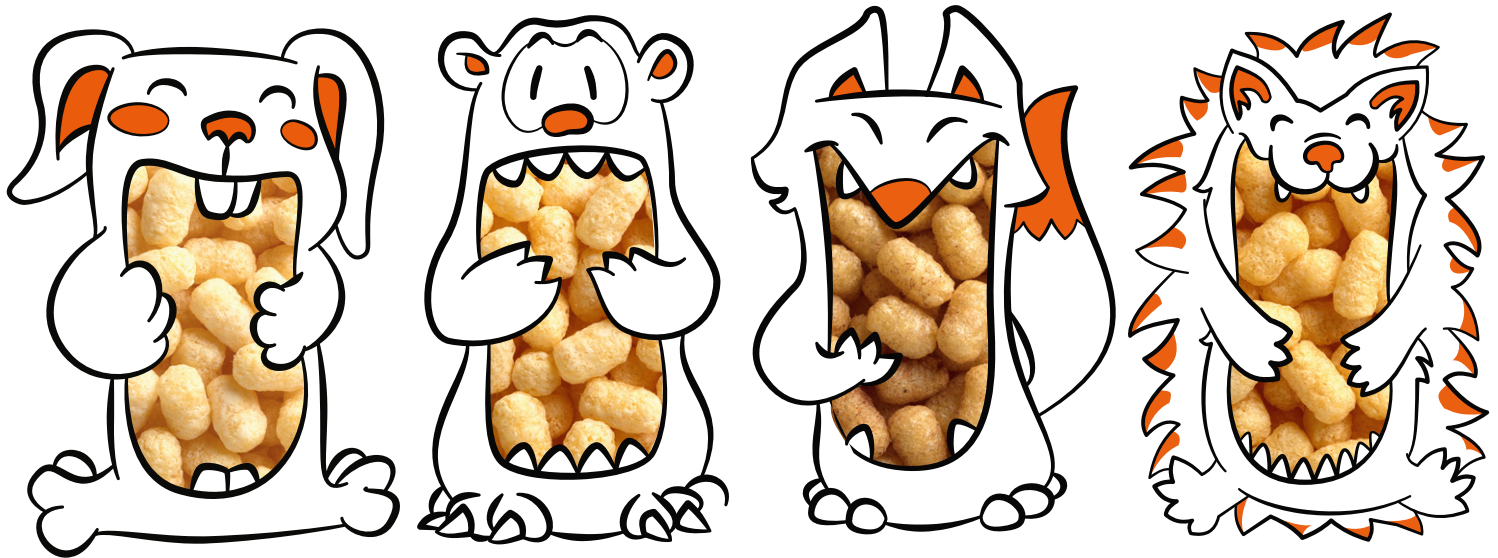
28

Product shelf
life (months)

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

100g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

9



FLUFFIES vanilla flavoured puffed corn

Net weight

100g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

9



FLUFFIES puffed corn with cinnamon

Net weight

100g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

9



FLUFFIES pineapple flavoured puffed corn

Net weight

100g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

9

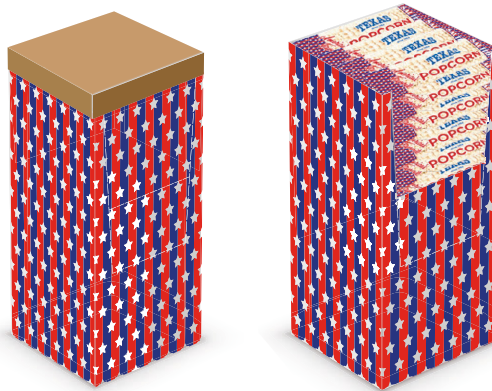
POPCORN

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

90g

Packages in
the box

16

Boxes on
the pallet

155

Product shelf
life (months)

12

Net weight

60g

Packages in
the box

20

Boxes on
the pallet

155

Product shelf
life (months)

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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