



Pamper your customers with Belgian biscuits made with the finest ingredients.



Belgium's got chocolate, fries, beer... and then there's Jules Destrooper. Artisanal Belgian biscuits that have been made, in the cities of Lo and Ypres, in the heart of (West) Flanders, for over 130 years with expertise, artisanship and love of the craft. There's a good reason that the motto at Jules Destrooper is: 'Crafted for Real Enjoyment'. After all, we only use the finest ingredients and no preservatives, artificial colouring or flavouring whatsoever.

Our biscuits are currently available in over 80 countries. From the shelves of fine retailers to the garnish with your coffee in quality coffee bars and gastronomic restaurants worldwide. But your customers can enjoy our artisanship, too. At Jules Destrooper we have further premiu-mised and enlarged our exclusive global travel retail collection.

100% Belgian craftsmanship

The story of our bakery begins in the late nineteenth century. Jules Destrooper, who had a business trading colonial goods in the Belgian town of Lo, regularly expressed his appreciation for his best customers by offering them home-made Almond Thins. His home-made biscuits were so popular that in 1886 Jules decided to become a fulltime baker and focus entirely on selling his biscuits. It was an overnight success. A second biscuit was soon added to the range – the now highly popular Butter Crisps - and before long, the rest of the world also discovered Jules Destrooper's delicious creations. In the meantime, the range has been expanded to include no fewer than 18 different kinds of biscuits. The majority of our production goes to exports, allowing food lovers in over 80 countries to enjoy our sweet delicacies.

The ultimate recognition came in 1999 when our bakery received a royal warrant as purveyors to the Belgian Court. A status that we have proudly upheld, ever since.

'Crafted for Real Enjoyment'

The motto at Jules Destrooper is 'Crafted for Real Enjoyment'. Since the very beginning, Jules Destrooper strictly uses 100% natural ingredients. From pure butter to the finest Valencia almonds, vanilla from exotic Madagascar and cinnamon from Indonesia,.... All the ingredients are carefully selected for their quality and origin. What's more, for the biscuits finished with a layer of chocolate, we exclusively use our own recipe made with the finest Belgian chocolate. Plus, the biscuits contain absolutely no preservatives, artificial colours or flavouring.

Exclusive Global Travel Retail Collection

For our bakers, only the best will do, just like for your discerning customers. With them in mind, we created an exclusive Global Travel Retail range, that consists of the best-selling and most iconic Jules Destrooper biscuits. They come packaged in high-end premium boxes ranging from 100gr. to 200gr. mono or assorted product boxes.

The range

Belgian Almond Thins 150g

Valencia almonds in an ultrathin cookie made with candi sugar, pure butter and flour. Deliciously sweet and crispy with a wonderful roasted and caramelised flavour. A real delicacy!

Belgian Butter Crisps 150g

Pure butter, sugar, eggs and flour: put together they make a delightfully crunchy cookie with an intense butter and caramelized sugar flavour. A true legend!

Belgian Butter Waffles 100g

A mixture of pure butter, vanilla, eggs and flour that comes out of the oven in the form of an airy, crunchy cookie. Enjoy the flavour of rich butter and refreshing vanilla.

Belgian Chocolate Virtuoso 200g

Pure butter, Belgian milk chocolate and a pinch of cinnamon produce marvellous cookies with a variety of aromas: creamy, spicy, cocoa and a hint of cinnamon. A delicate cookie covered with rich chocolate.

Belgian Almond Florentines 200g

Delicious mix of almonds, candied fruit, Belgian chocolate and butter caramel. A true delicacy with the flavour of nuts, caramel and candied fruit. Pleasantly crispy and wonderfully delicate.

Belgian Authentic Selection 200g (Tin)

Belgian Almond Thins – Belgian Butter Crisps – Belgian Butter Waffles

Belgian Lace Thins 150g (NEW)

Pure butter, cashews, candi sugar and flour become a delicate and crunchy cookie. Enjoy the taste of pure butter, cashews and fine sugar. Authentic flavours and a cookie that is delicate like lace!

Belgian Speculoos 112g (NEW)

Pure butter, candi sugar, eggs, flour and cinnamon united in a classic cookie. Its refined, salty and buttery flavour continues to have a lingering effect ... Irresistibly crunchy!

Belgian Butter Biscuit Selection 200g (NEW)

Belgian Almond Thins – Belgian Butter Crisps

Belgian Chocolate Biscuit Selection 200g (NEW)

Belgian Chocolate Virtuoso – Belgian Chocolate Thins

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At the trade fair from September 30th to October 5th 2018, you can find the Jules Destrooper stand at Level 3 Stand number S 6.

CONTACT:

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