Bake
Rebel

Fruitful
VEGGIE FILLINGS

Zeelandia

Bake Rebel

Why **Veggies** in pastry?

...Why not? Veggies are hot! They are entering the sweet domain, offering new taste experiences. Often bringing naturalness, a healthy or vegan feel and vibrant colours, all at the same time.

Innovative pastry chefs are already using them in their creations.

Something **big** is happening!

True Rebels experiment and are ahead of challenger trends.

Fruitful
RED BELL PEPPER

Although it seems unbelievable, the red bell pepper is a fantastic complement to your pastry creations. Surprise your customers with this new taste and texture.

Fruitful
BEETROOT

Beetroot... it can divide opinion. Bake it into your pastries and you will be stunned at how positively your customers react.

Fruitful
PUMPKIN

Like carrot, pumpkin has become a popular ingredient in pastry.

Taste
An intense sweet red bell pepper aroma with a delicate savoury taste.

Texture
A pleasant soft texture, combined with real pieces of pepper.

Colour
A dramatic scarlet red colour that will make your pastry creations jump out.

Taste
A distinctive beetroot aroma enhanced with sweet fruity notes and earthy flavours.

Texture
Soft and smooth, with a pleasantly textured mouthfeel.

Colour
A strong barn red colour, to give your creations a touch of passion.

Taste
A delicate sweet pumpkin aroma with floral notes.

Texture
Soft and smooth, blends beautifully in pastry.

Colour
A warm orange colour that will fill your creations with sunshine.

USP explanations

More natural

Veggies are healthy

Veg as in Vegan

Exciting new flavours

Product attributes

70% vegetable

Freeze-thaw stable

Natural flavouring

Bake stable

Intense taste

Vegan

Super versatile:
Use as fillings in your baking and for applying post-bake.

Mix with
- Glazes
- Whipping cream
- Custard cream
- Cheese cake
- Batter

Tools to help you Bake **Rebel**

Webinars

Webinars and training (online and in person) will be available to inspire and and support you in preparing recipes with our new veggie fillings.

Flavour Mapping

For every veggie filling we have developed a flavour map. This map will show you how to match ingredients and flavours in new and exciting ways.

Dare to combine them and your customers will be delighted!

Recipes

More than 15 brilliant recipes have been developed by international pastry chefs. And there are more on the way.

Contact your Zeelandia local representative to know more.

keep**exploring.**

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