Bake Rebel



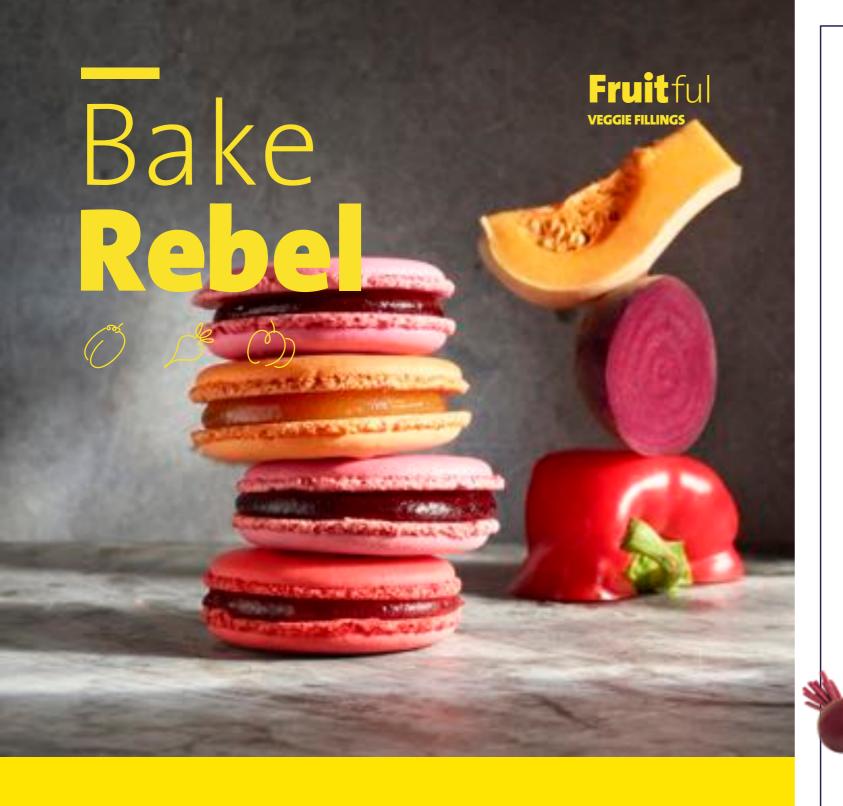












Fruitful **RED BELL PEPPER**

Fruitful

BEETROOT



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

Fruitful

PUMPKIN



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

creations. Surprise your customers vour customers react.

Although it seems unbelievable,

the red bell pepper is a fantastic

with this new taste and texture.

complement to your pastry

Texture

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

Texture

Colour

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.



USP explanations

natural

Veggies are healthy

Veg as in Vegan

Exciting new flavours

Product attributes

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.



