



# 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”.

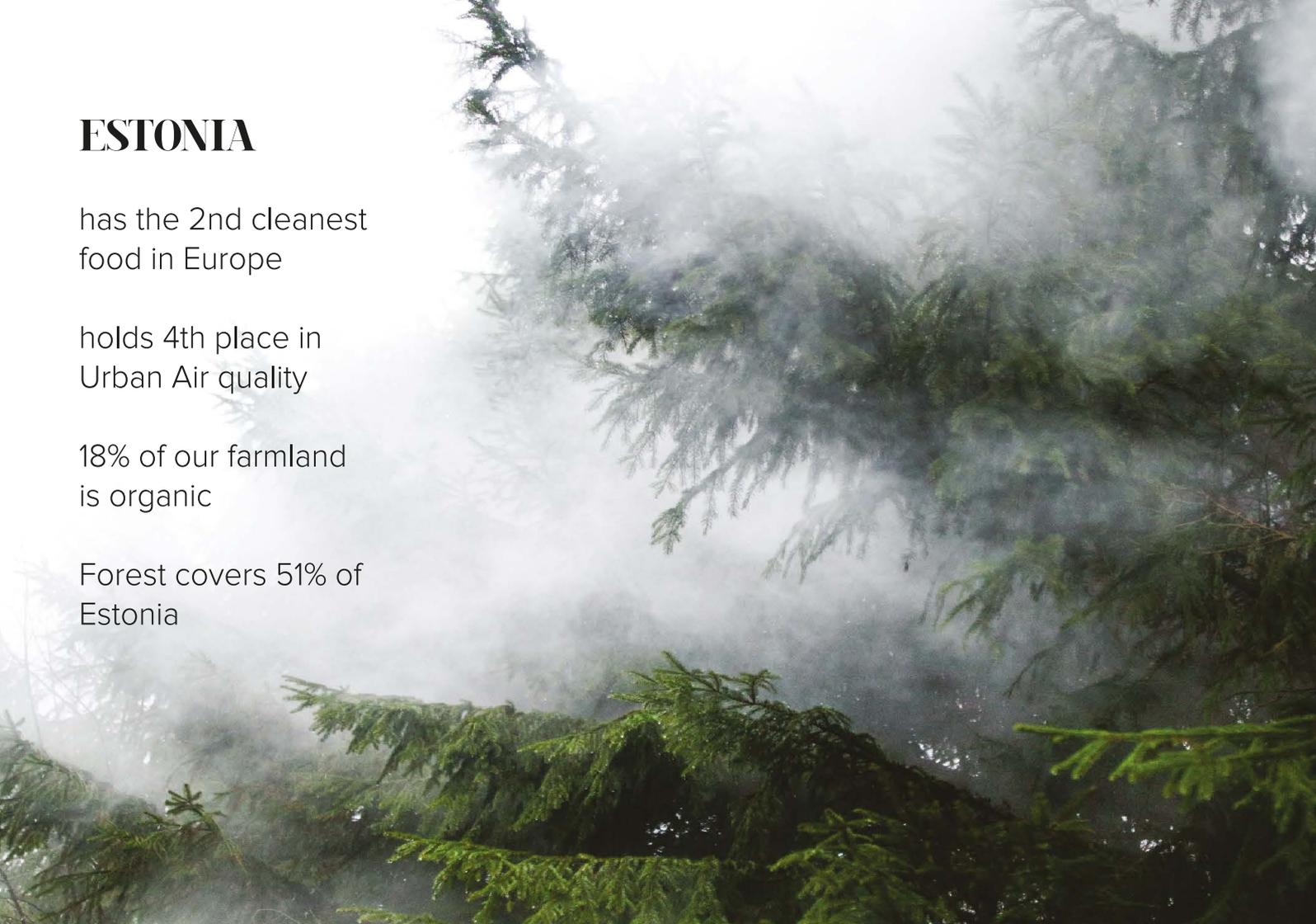
# ESTONIA

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.

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## PIRAAT smoky bacon and chili flavoured wheat

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Net weight

**150g**

Bags in the box

**12**

Boxes on the pallet

**28**

Product shelf life (months)

**9**



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## PIRAAT onion and cheese flavoured potato snacks

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Net weight

**150g**

Bags in the box

**12**

Boxes on the pallet

**28**

Product shelf life (months)

**9**



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## PIRAAT sour cream and garlic flavoured snacks

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Net weight

**220g**

Bags in the box

**12**

Boxes on the pallet

**28**

Product shelf life (months)

**9**

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## PIRAAT sour cream and garlic flavoured snacks

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Net weight

**150g**

Bags in the box

**12**

Boxes on the pallet

**28**

Product shelf life (months)

**9**



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## PIRAAT sour cream and garlic flavoured snacks

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Net weight

**60g**

Bags in the box

**40**

Boxes on the pallet

**28**

Product shelf life (months)

**9**



# VIGUR cheese & onion flavoured potato snacks

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



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# VIGUR cheese flavoured snacks

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



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# VIGUR barbeque flavoured snacks

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



# 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.)

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## FRIED BREAD cheese and onion flavoured

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Net weight

**80g**

Bags in the box

**50**

Boxes on the pallet

**70**

Product shelf life (months)

**7**



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## FRIED BREAD with garlic

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Net weight

**80g**

Bags in the box

**50**

Boxes on the pallet

**70**

Product shelf life (months)

**7**



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## FRIED BREAD bacon and chilli flavoured\*

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Net weight

**80g**

Bags in the box

**50**

Boxes on the pallet

**70**

Product shelf life (months)

**7**



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

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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



## 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



## 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 chilli flavour

Net weight

40g

Bags in the box

18

Boxes on the pallet

64

Product shelf life (months)

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



**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.



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## organic rye cereals

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



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## four grain cereals

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

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## kama puff cereals

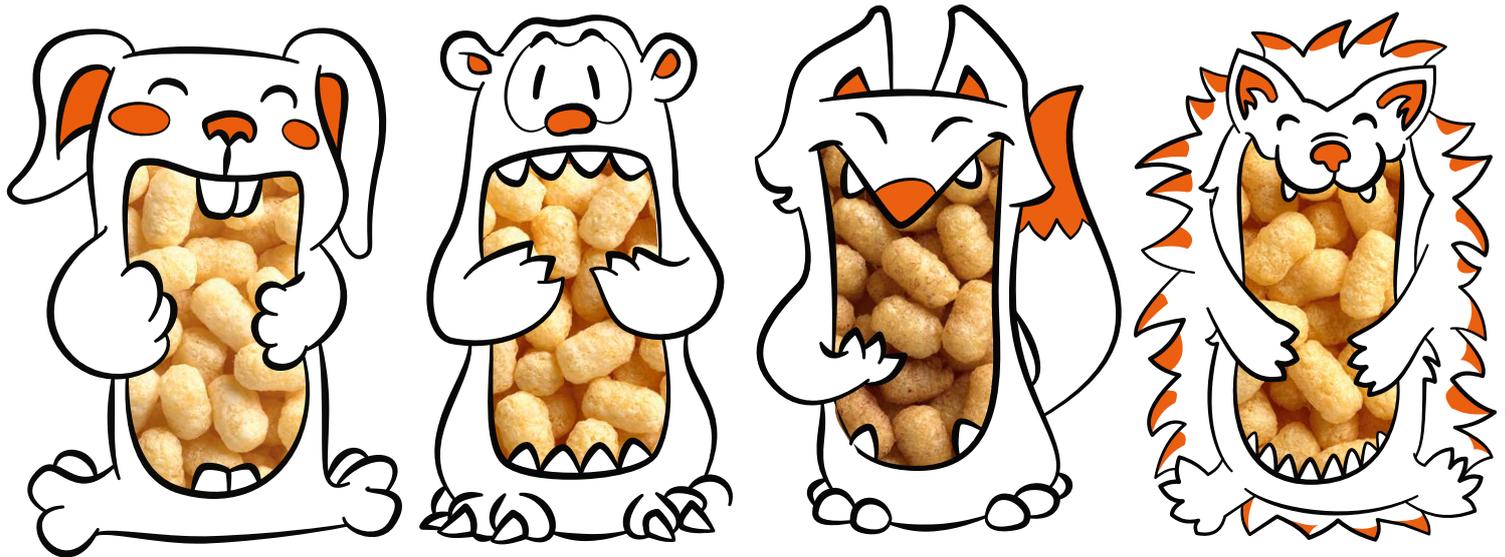
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Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
<b>150g</b>	<b>20</b>	<b>28</b>	<b>9</b>



# **SWEET PUFFED CORN PRODUCTS**

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





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**FLUFFIES** vanilla flavoured  
puffed corn

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



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**FLUFFIES** puffed corn with  
cinnamon

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

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**FLUFFIES** puffed corn with  
sugar

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

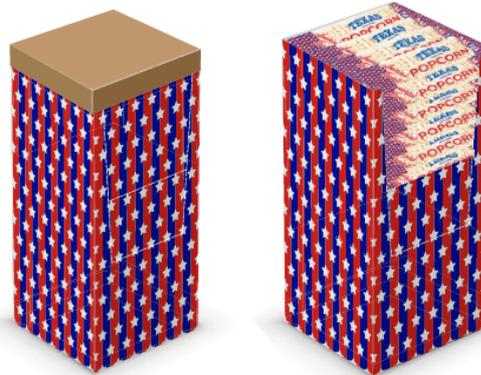


# POPCORN products



# 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)
<b>175g</b>	<b>47</b>	<b>8</b>	<b>12</b>
Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
<b>150g</b>	<b>57</b>	<b>8</b>	<b>12</b>



## TEXAS POPCORN salted

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



## TEXAS POPCORN cheese flavoured

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



**NEW!**





# 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...

**PRIVATE  
LABEL  
BRAND**



**PRIVATE  
LABEL  
BRAND**



**PRIVATE  
LABEL  
BRAND**



**90g**

**PRIVATE  
LABEL  
BRAND**



**120g**

**PRIVATE  
LABEL  
BRAND**



**60g**

Anna & Clara`s/ private label in Denmark

ISO SIPSI/ private label in Finland



Bobby`s/ private label in United Kingdom



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