



Premium lattes & marshmallows

Deliciously made in Belgium



Pure joy straight from Belgium

Gunther

Maarten



Innovators

Premium **chai, lattes** and
marshmallow treats since 2010

Craftmanship

100% **in-house R&D**,
passionate expert team

Belgium's Choice

#1 in Belgium – loved by **coffee bars**,
home baristas & foodies worldwide

Our strengths & USP's



Standout Branding

Bold packaging and eye-catching designs



Easy Preparation

Fully or semi-automatic options, compatible with Lattiz and Franke systems



Affordable Indulgence

Great margins for partners without compromising on quality



Premium Ingredients

Real spices and top-quality tea



Proven Partnerships

10+ years of strong, reliable collaborations in key markets



Personal Approach

Direct contact with the BARÚ team (Joke & others)

Innovations & sustainability

★ Constantly innovating (seasonals, new products)

★ Commitment to sustainability at every step

★ Strong focus on value creation across the chain.
From source to sip

★ Moving towards more sustainable packaging



★ Certification & quality

IFS / BRC certified

Specialty Coffee Association member

Social responsibility: working with local social enterprises

Vegan options

Segments & sales channels

Fine Food & Retail

- Designed to stand out
- Premium supermarket displays
- Gifting



Food Service & Institutional

- Partnerships with universities and colleges
- Catering
- Hospitals

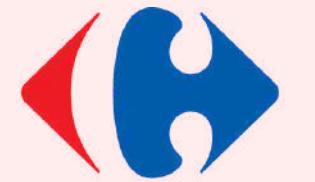


HoReCa

- Hotels
- Cafés
- Restaurants
- Coffee chains

Proud partners

- **Chains:** Stach • Costa Coffee (Czech Republic) • Coffee Island • 5 to go • Juttu
- **Supermarkets:** Costco • Carrefour • Jumbo • Delhaize •
Williams Sonoma • World Market • Magasin Denmark
- **Catering:** ISS
- **Cash & carry:** Hanos • Sligro • Bidfood

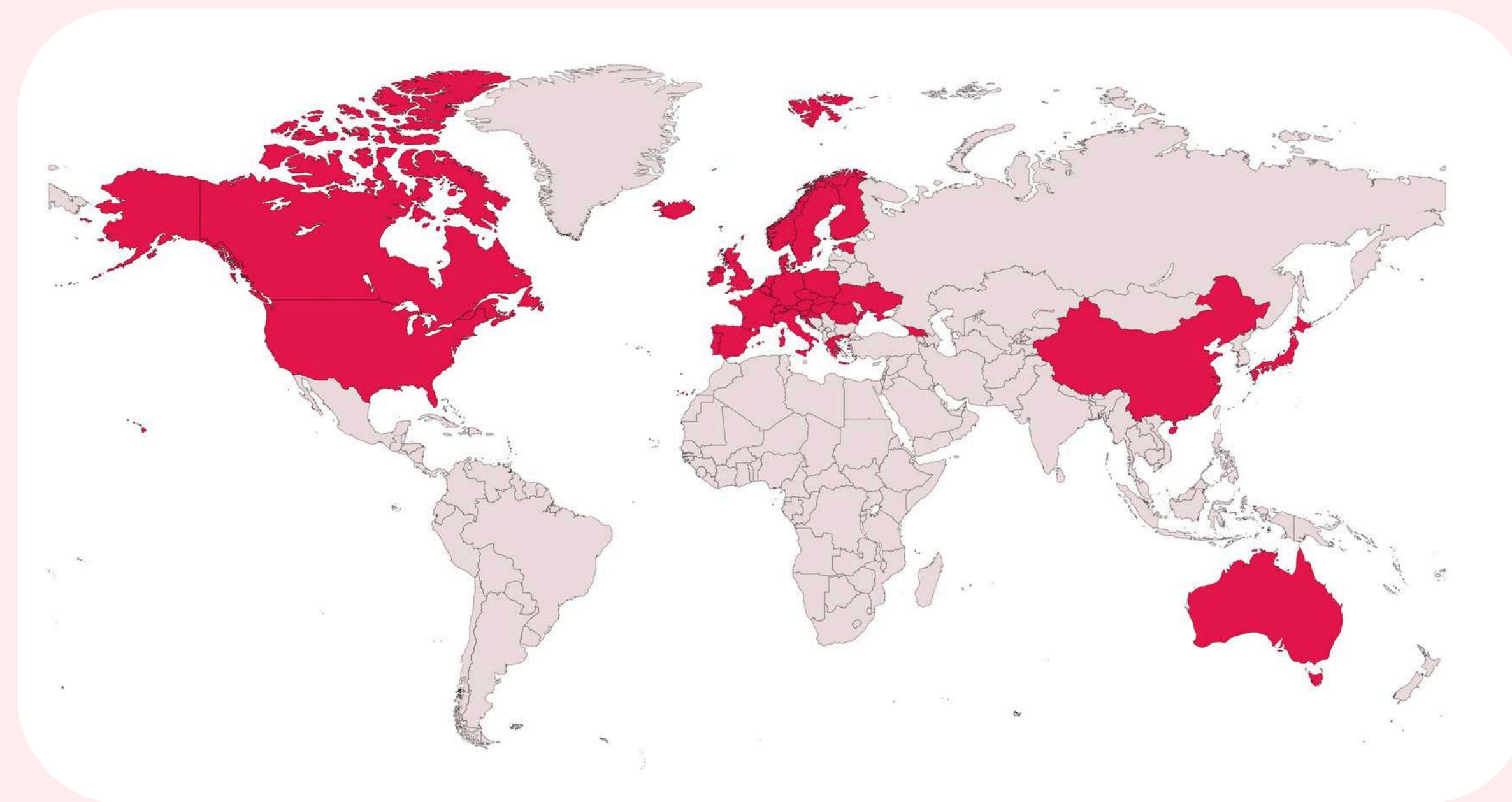


Carrefour



BARÚ around the world

Enjoyed in 30+ countries and counting



Our Range - Drink Powders

Discover our vibrant selection of feel-good blends

Spiced Chai Latte



Golden Chai Latte



Matcha Latte



Pink Chai Latte



Vanilla Chai Latte



Pumpkin Spice Latte



Our Range - Drink Powders

Also available in 1500g containers & refill bags

Spiced Chai Latte



Matcha Latte



Vanilla Chai Latte



Pumpkin Spice Latte

Swirly Hot Chocolate



Our Range - Barista Range

Discover our organic, sugar free blends

Premium Barista Chai



40g



250g

Premium Barista Matcha



36g



250g

Whisk



Spoon

Matcha Tools

Whisk Holder



Our Range - Hot Chocolate

Discover our vibrant selection of feel-good blends

Fluffy Marshmallow Chocolate



White Chocolate Latte



Dark Hot Chocolate



Swirly Hot Chocolate



Salty Caramel Drinking Chocolate



Seasonal special



Peppermint Hot Chocolate

Our Range - Marshmallows

Premium marshmallows packed to gift, from jars to party crackers

Chocolate
marshmallows



Mini Mallows

Gift Jar



Festive Marshmallow Cracker



Preparation

Quick and easy prep (no fuss)



1. 20 g powder
2. Steam 30 cl of milk
Steam 15 cl of milk
3. Serve
Serve over ice

Preparation

Also works with full/semi-automatic machines
like Franke, Melitta, Eversys and others

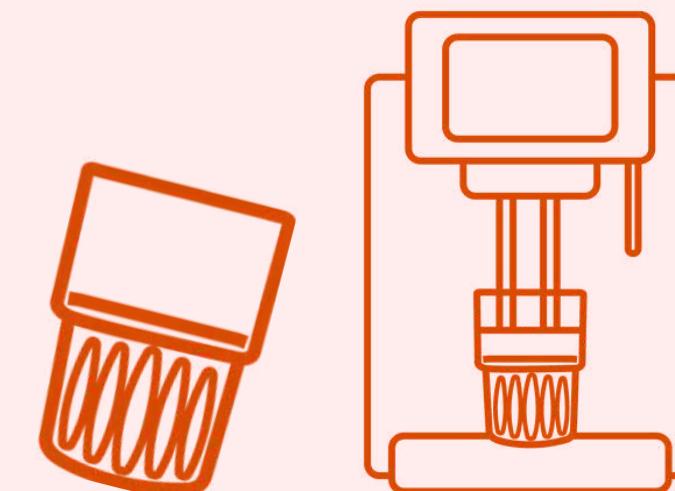
Even with milk powder machines



EVERSYS

FRANKE

Melitta[®]

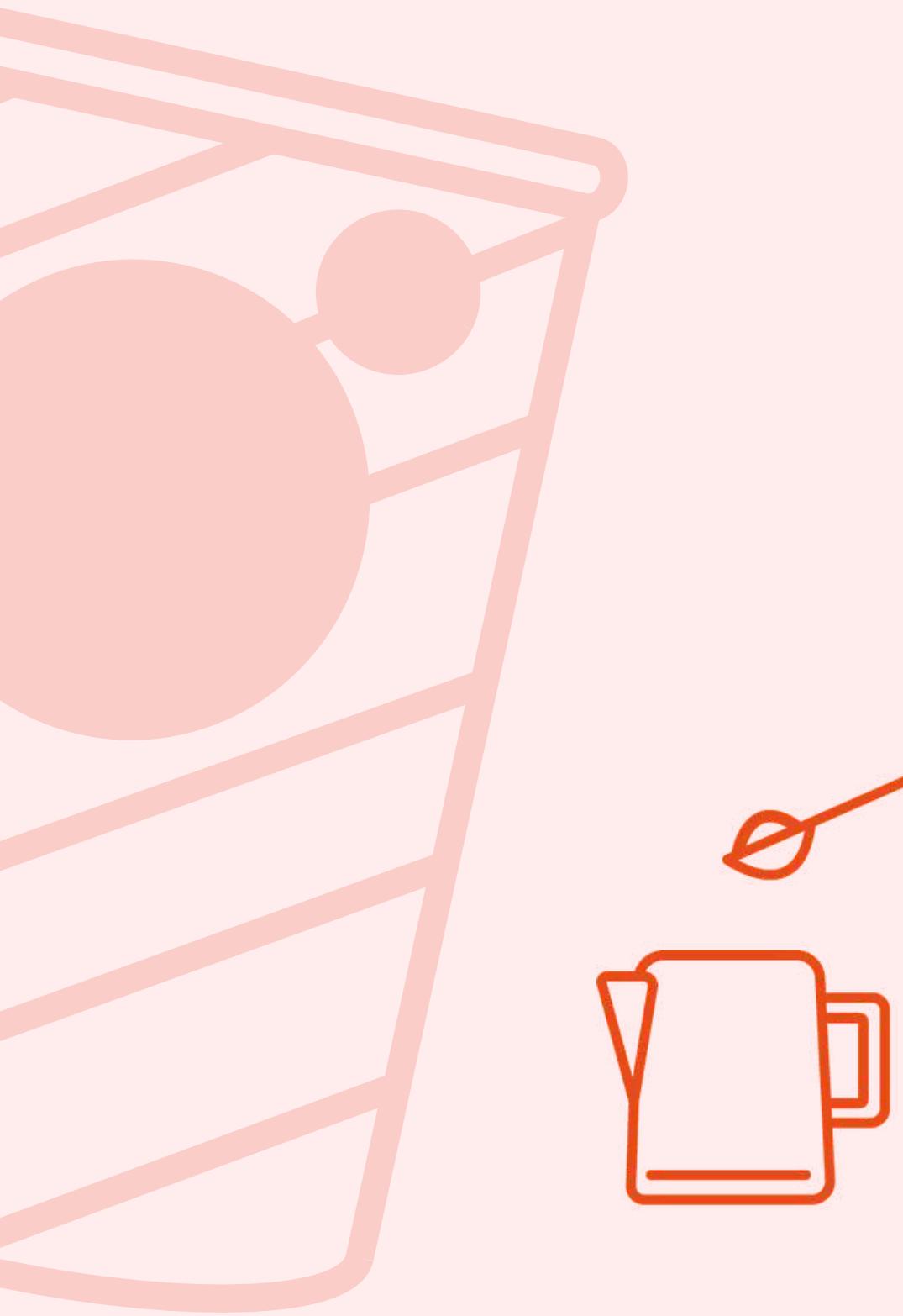


1.   Automatic preparation of powder with frothed milk

2.   Serve
Serve with ice

Preparation

Also works with milk frothers such as Lattiz

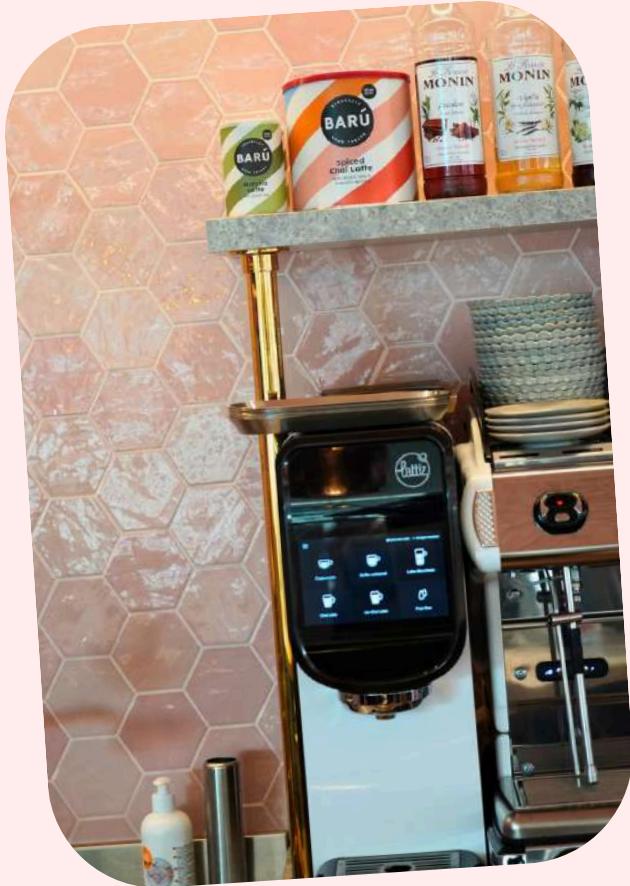


1. 20 g powder



2. Add 30 cl of steamed milk and stir to dissolve
2. Add 15 cl of steamed milk and stir to dissolve

3. Serve
3. Serve over ice



Loved by many

BARÚ is a true love brand with high loyalty and strong emotional connection.

Online Buzz

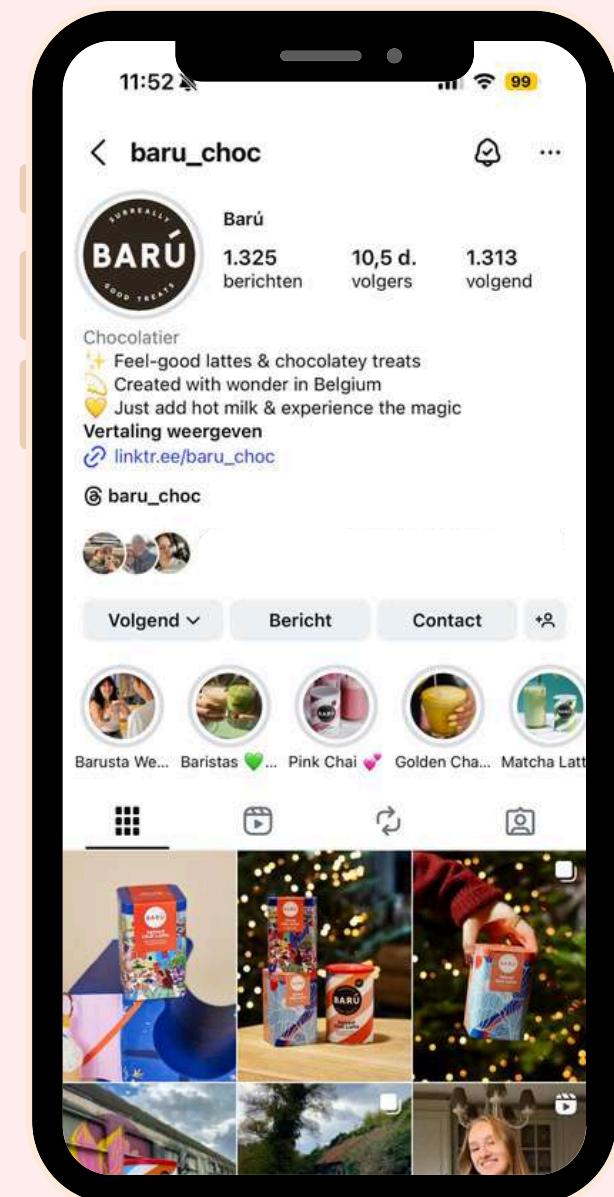
A vibrant online community where engaged brand ambassadors fuel visibility.

Marketing Powerhouse

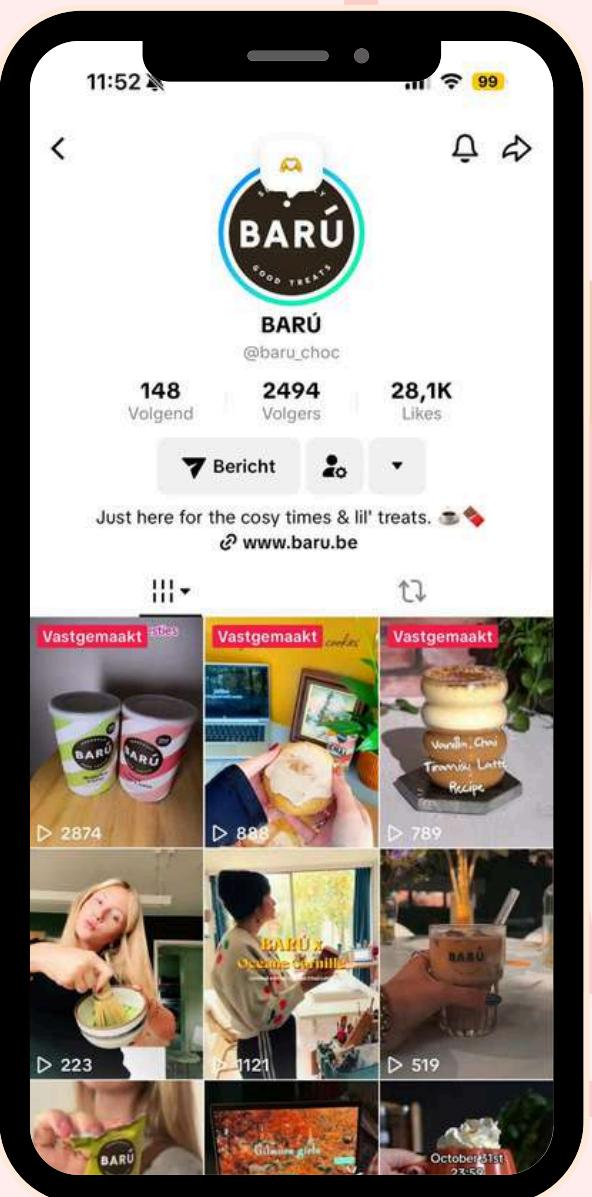
In-house creative team delivers stunning visuals, copy, and campaign support.

Partner-ready

From POS to social media assets, everything partners and distributors need, ready to go (including a dedicated distributor platform)



Instagram: @baru_choc



TikTok: @baru_choc

Tradeshows & visibility

Presence at major international trade shows
with strong brand visibility & support



Upcoming Products

Take a peek at what we're brewing behind the scenes

Vanilla
Matcha Latte



Ube Latte



Hojicha Latte



Dirty Chai Latte

Upcoming Products

Check out our
new design!

Take a peek at what we're brewing behind the scenes



Premium Barista
Chai

Premium Barista
Ube



Premium Barista
Hojicha



Premium Barista
Matcha



Let's chat & chai

Contact us!

Interested in a meeting, sampling, or exploring a partnership?
We'd love to hear from you!



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Tel: +32 492 44 17 31



Website: www.baru.be



LinkedIn: [baruchoc](#)



Team BARÚ

The hands (and hearts) behind the magic



Gunther



Joke



Maarten



Doortje



Anne



Niels



Koen



Liezl



Julia



Thank You

We appreciate your time and interest.

We're open to your questions, ideas or feedback. We'd love to hear from you!

