



# Premium lattes & marshmallows

Deliciously made in Belgium





# Pure joy straight from Belgium

Gunther

Maarten



## Innovators

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

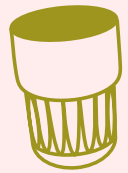
## Craftmanship

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

## Belgium's Choice

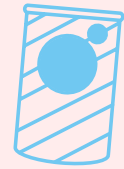
**#1** in Belgium – loved by **coffee bars**,  
home baristas & foodies worldwide

# Our strenghts & USP's



## Standout Branding

Bold packaging and eye-catching designs



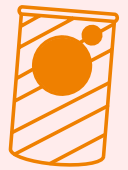
## Easy Preparation

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



## HoReCa

- Hotels
- Cafés
- Restaurants
- Coffee chains



## Food Service & Institutional

- Partnerships with universities and colleges
- Catering
- Hospitals

# Proud partners

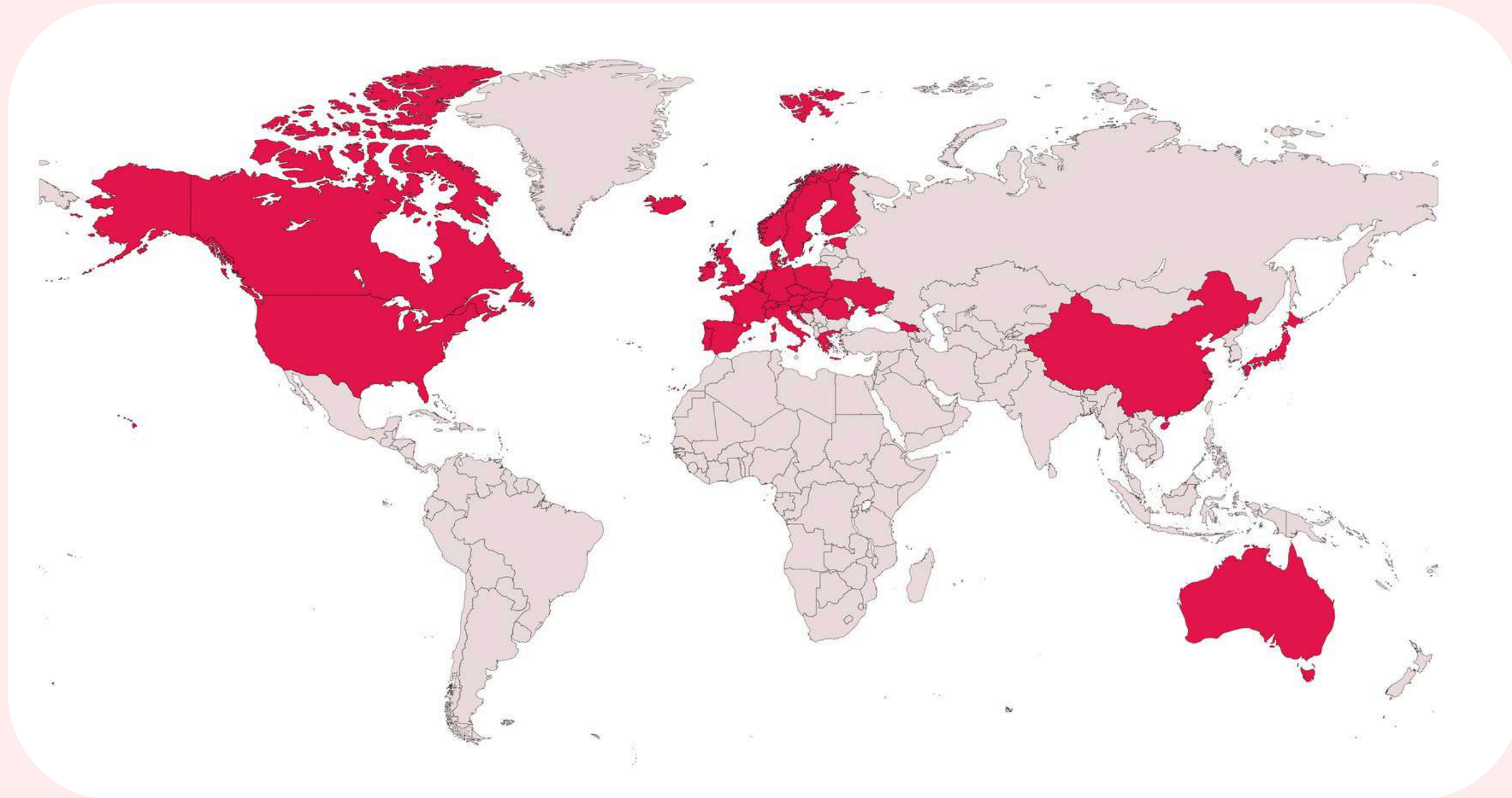
- **Chains:** Stach • Costa Coffee (Czech Republic) • Coffee Island • 5 to go • Juttu
- **Supermarkets:** Costco • Carrefour • Jumbo • Delhaize • Williams Sonoma • World Market • Magasin Denmark
- **Catering:** ISS
- **Cash & carry:** Hanos • Sligro • Bidfood





# 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



Vanilla Chai Latte



Swirly Hot Chocolate



Matcha Latte



Pumpkin Spice Latte





# Our Range – Barista Range

Discover our organic, sugar free blends

## Matcha Tools

### Premium Barista Chai



40g



250g

### Premium Barista Matcha



36g



250g

### Whisk



### Whisk Holder



Spoon



# 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



Gift Jar



Mini Mallows



Festive Marshmallow Cracker





# Preparation

Quick and easy prep (no fuss)



1.



20 g powder

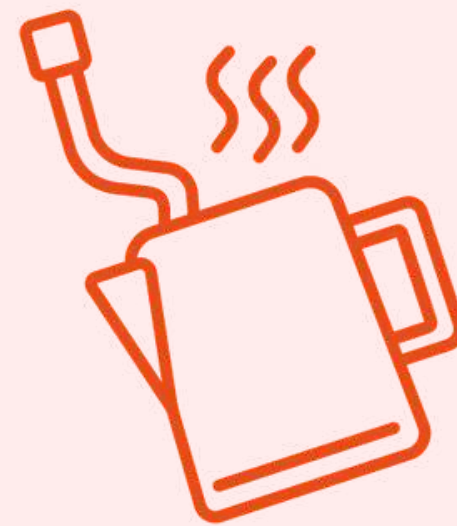
2.



Steam 30 cl of milk



Steam 15 cl of milk



3.



Serve

Serve over ice



# Preparation

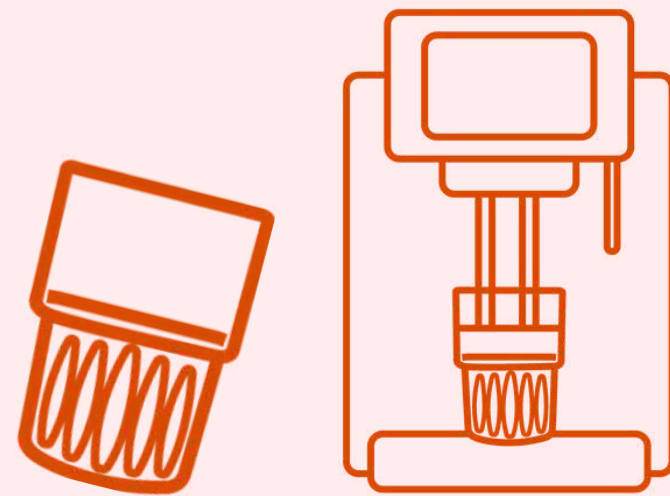
Also works with full/semi-automatic machines  
like Franke, Melitta, Eversys and others  
Even with milk powder machines



**E**EVERSYS

**FRANKE**

*Melitta*<sup>®</sup>



1.



Automatic preparation of  
powder with frothed milk

2.

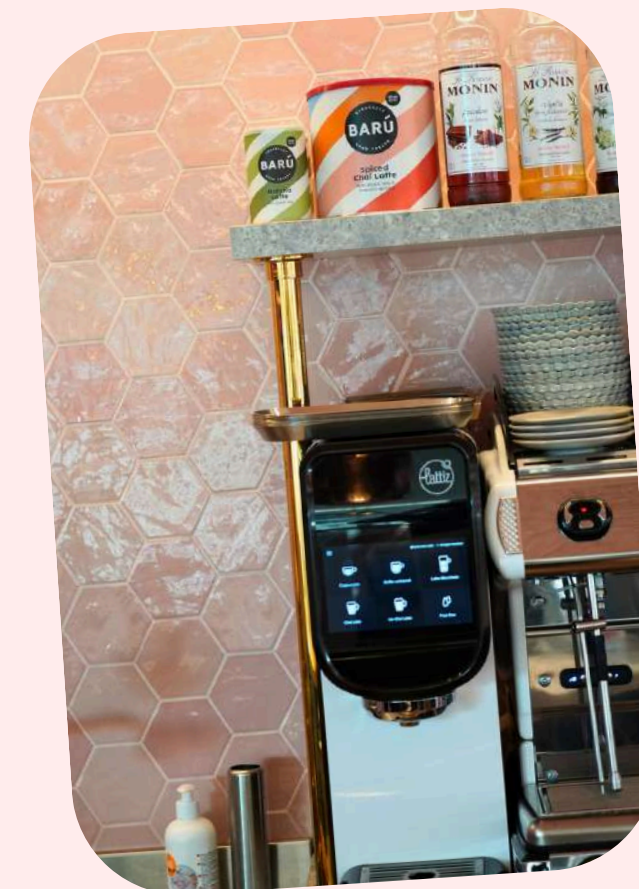


Serve  
Serve with ice



# Preparation

Also works with milk frothers such as Lattiz



1.



20 g powder

2.



Add 30 cl of steamed milk and stir to dissolve

Add 15 cl of steamed milk and stir to dissolve



3.



Serve

Serve over ice

# Loved by many

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

## Online Buzz

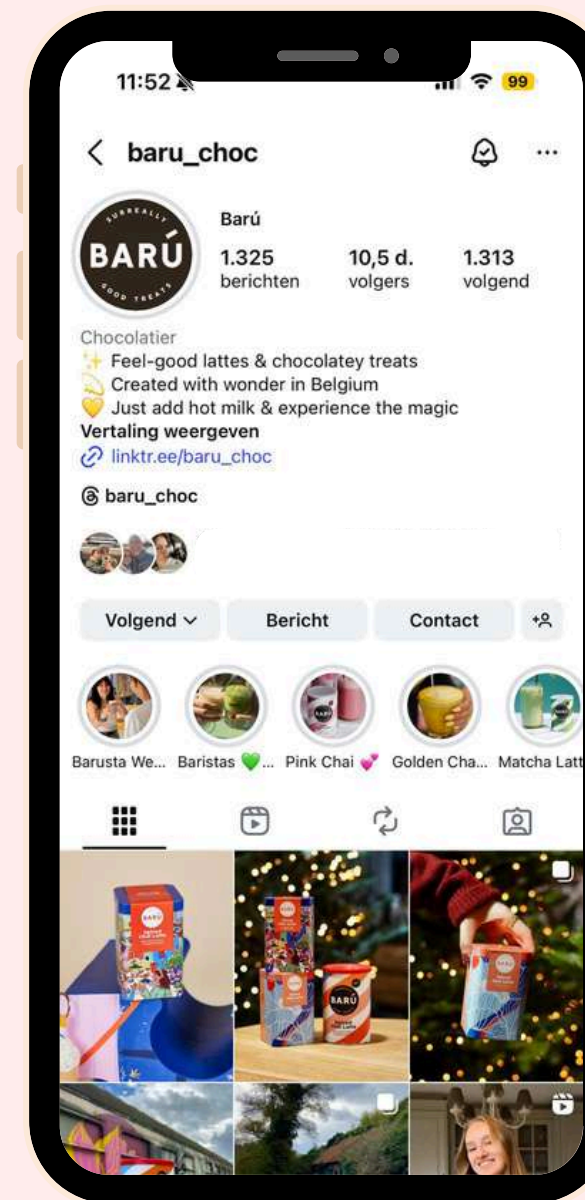
A vibrant online community where engaged brand ambassadors fuel visibility.

## Marketing Powerhouse

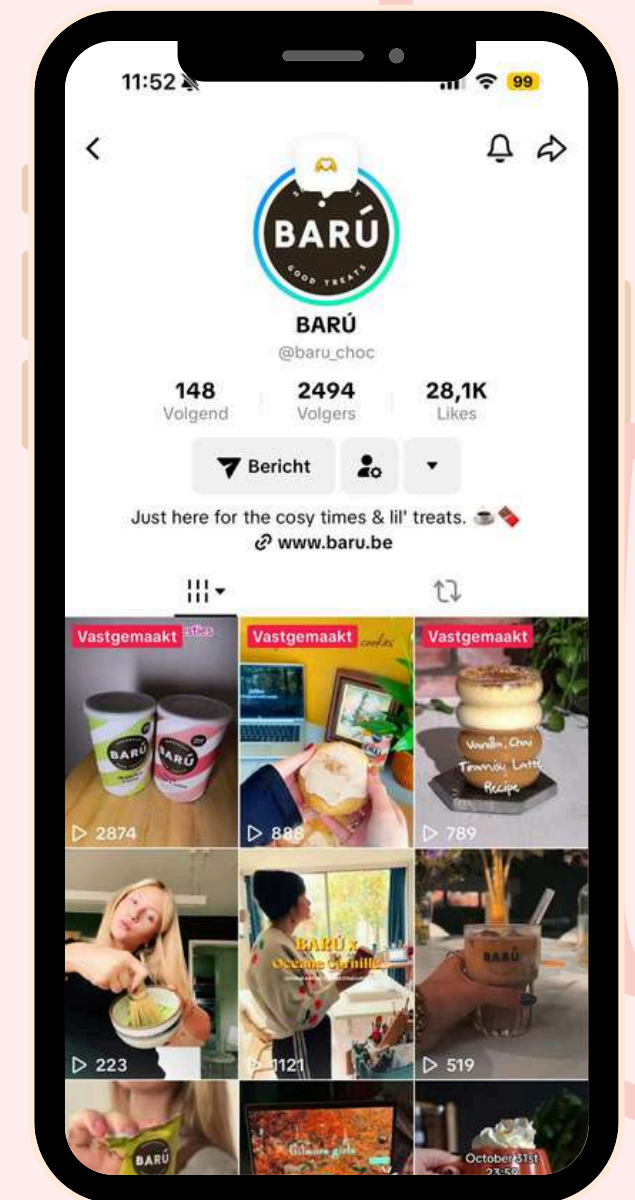
In-house creative team delivers stunning visuals, copy, and campaign support.

## 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



Hojicha Latte



Ube 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!



**Mail:** [niels@baru.be](mailto:niels@baru.be)



**Tel:** +32 492 44 17 31



**Website:** [www.baru.be](http://www.baru.be)



**LinkedIn:** [baruchoc](https://www.linkedin.com/company/baruchoc)



# Team BARÚ

The hands (and hearts) behind the magic



Gunther

Maarten



Joke

Anne



Doortje



Niels

Liezl



Koen

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!

