

eNatural

La Ricetta™
by E-Natural Limited
made to perfection

SIMPLY SPECULICIOUS!



What is Speculoos?

- Speculoos is a shortcrust biscuit that originated in Belgium. The speculoos biscuits are spiced and have an amazing cinnamon and caramelized taste. The speculoos biscuits where crushed to create what we know as a Speculoos Cream or Cookie Butter Spread. It is a paste made from traditional Belgian Speculoos biscuit crumbs.
- It was primarily consumed in European countries, its nutrient-rich content and absence of any nuts have resulted in an increased demand for the spread. In recent times its popularity in the Middle East and across the globe has grown substantially.
- Speculoos biscuit spread is consumed with a wide range of food products and holds an important place in the list of convenience food products.
- Speculoos spread holds fewer calories as compared to other spreads like peanut butter and Nutella.



Market Size & Trends

The Biscuit/Cookie Butter Spread market size was valued at US\$ 2.28 Bn. (£2.06 Bn.) in 2020 and the total revenue is expected to grow at 3.88% through 2020 to 2027, reaching nearly US\$ 2.98Bn. (£2.7 Bn.)

Speculoos Biscuit Spread is a preferred convenience food product for people suffering from Nut allergies and increased demand is driving the growth of the Global Biscuit/Cookie Butter Spread Market.

Convenience stores account for more than 40% of sales of Biscuit Spreads. Rising consumption of convenience food products has resulted in the growth of the Global Biscuit Spread Market.

Wide-scale application especially in home baking is driving increased demand for Speculoos biscuit spreads and crumbs.



Consumer buying habits are significantly changing

Speculoos Biscuit Spread is a low-calorie and healthier alternative to other spreads like hazelnut and chocolate spread. An increase in preference for low-calorie spreads is adding to the growth in the sector.

The Brand: La Ricetta – *Made to Perfection*

La Ricetta, which means “The Recipe” in Italian, is a brand which encompasses quality, taste, flavour and aroma.

July 2016
Launch of premium range of Avocado Oils



April-23
Launched of Speculoos Crunchy Biscuit Spread



June 2023
Launched catering pack of Speculoos Biscuit 1.1Kg Crumbs 0-6mm & 0-10mm



Watch this space for lots more!



October 2022
Launch of Speculoos Creamy Biscuit Spread



July 2023
Launched 3kg/8kg catering pack of Speculoos Creamy Biscuit Spread Tubs



December 2024
Launch of Speculoos Biscuits 200g



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La Ricetta Speculoos Creamy Biscuit Spread 400G



Unit Size:	400g
Case Quantity:	12 units
Cases / Pallet:	140
Unit EAN:	5060474880060
Case Barcode:	15060474880067
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Ideally between 17 and 23°C.
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2419kJ
Energy	580 kcal
Fat	36,8g
Saturated fats	7,5g
Carbohydrate	58,2g
Sugars	34,2g
Fibre	0,8g
Protein	3,4g
Sodium	196mg

Ingredients:	Speculoos 60% (wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (sodium hydrogen carbonate), salt, cinnamon), non-hydrogenated vegetable oil (rapeseed), sugar, emulsifier (E322 (sunflower lecithin)), natural flavouring, acid (E330 (citric acid)). *Palm oil from sustainable and certified plantations.
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Product is suitable for vegetarians and vegans

The product has been produced in an IFS certified factory.

The product conforms to the European regulation 1829/2003 and 1830/2003 and needs no additional mentioning in relation to genetically modified organisms. The product and its ingredients are not treated by ionization or radiation.



La Ricetta Speculoos Crunchy Biscuit Spread 400G



Unit Size:	400g
Case Quantity:	12 units
Cases / Pallet:	140
Unit EAN:	5060474880077
Case Barcode:	15060474880074
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Ideally between 17 and 23°C.
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2321kJ
Energy	556 kcal
Fat	31.9g
Saturated fats	7.5g
Carbohydrate	62.7g
Sugars	35.6g
Fibre	0.9g
Protein	3.9g
Sodium	0.56g

Ingredients:	Speculoos 67% (wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (sodium hydrogen carbonate), salt, cinnamon), non-hydrogenated vegetable oil (rapeseed), sugar, emulsifier (E322 (sunflower lecithin)), natural flavouring, acid (E330 (citric acid)). *Palm oil from sustainable and certified plantations.
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Product is suitable for vegetarians and vegans

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La Ricetta Speculoos Biscuits 200G



Unit Size:	200g
Case Quantity:	36 units
Cases / Pallet:	96
Unit EAN:	5060474880138
Case Barcode:	15060474880135
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Room temperature.
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2046kJ /487kcal
Fat	18g
Saturated fats	8.6g
Carbohydrate	74g
Sugars	34g
Fibre	1.4g
Protein	5.7g
Sodium	332mg
Salt	0.83g
Calcium	17mg
Iron	1mg
Potassium	60mg

Ingredients:

Wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (E500ii sodium hydrogen carbonate), salt, cinnamon. *Palm oil from sustainable and certified plantations.

Product is suitable for vegetarians and vegans

The product has been produced in an IFS certified factory.

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Speculoos Biscuit Spreads & Crumbs for Foodservice & Catering

- We are pleased to offer our La Ricetta Speculoos Biscuit Spreads and Crumbs in bulk formats of 3kg and 8kg for use in catering, hospitality and as an ingredient for mass production of ice-cream, cheesecakes and other baking products.
- Our 1.1kg Speculoos Crumbs come in two sizes 0-6mm (finer crumb) and 0-10mm (larger crumb size). We also have a bulk 12kg bag-in-box for 0-2mm crumbs. They are currently mainly used in Foodservice but the 1.1kg bags are also sold in the retail channel.



Bulk Formats Available

- **La Ricetta Speculoos Creamy Biscuit Spread: 3kg and 8kg**
- **La Ricetta Speculoos Biscuit Crumbs:**
 - **1.1kg Bags:**
 - **0-6mm crumb size**
 - **0-10mm crumb size**
 - **12kg Bulk Bag in a Box 0-2mm crumb size**

Uses & Applications:

- **Ice cream production**
- **Cheesecakes**
- **Baking: Brownies, Cakes, Doughnuts, Muffins**
- **Milkshakes**
- **Topping for waffles & pancakes**
- **Popcorn**
- **And Much More**



La Ricetta Speculoos Biscuit Crumbs 1.1kg 0-6mm



Unit Size:	1.1kg
Case Quantity:	6 units
Cases / Pallet:	80
Unit EAN:	5060474880084
Case Barcode:	15060474880081
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Ambient
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2046kJ
Energy	487 kcal
Fat	18g
Of Which Saturated fats	8.6g
Carbohydrate	74g
Of Which Sugars	34g
Of which added sugars	33g
Fibre	1.4g
Protein	5.7g
Salt	0,83g
Sodium	332mg
Vitamin D	0mcg
Calcium	17mg
Iron	1mg
Potassium	60mg

Ingredients:

Wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (E500ii sodium hydrogen carbonate), salt, cinnamon. *Palm oil from sustainable and certified plantations.

Product is suitable for vegetarians and vegans

The product has been produced in an IFS certified factory.

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La Ricetta Speculoos Biscuit Crumbs 1.1kg 0-10mm



Unit Size:	1.1kg
Case Quantity:	6 units
Cases / Pallet:	80
Unit EAN:	5060474880121
Case Barcode:	15060474880128
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Ambient
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2046kJ
Energy	487 kcal
Fat	18g
Of Which Saturated fats	8.6g
Carbohydrate	74g
Of Which Sugars	34g
Of which added sugars	33g
Fibre	1.4g
Protein	5.7g
Salt	0,83g
Sodium	332mg
Vitamin D	0mcg
Calcium	17mg
Iron	1mg
Potassium	60mg

Ingredients:

Wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (E500ii sodium hydrogen carbonate), salt, cinnamon. *Palm oil from sustainable and certified plantations.

Product is suitable for vegetarians and vegans

The product has been produced in an IFS certified factory.

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La Ricetta Speculoos Biscuit Crumbs 12kg 0-2mm



Unit Size:	12kg
Case Quantity:	1 units
Cases / Pallet:	80
Unit EAN:	5060474880282
Case Barcode:	5060474880282
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Ambient
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2046kJ
Energy	487 kcal
Fat	18g
Of Which Saturated fats	8.6g
Carbohydrate	74g
Of Which Sugars	34g
Of which added sugars	33g
Fibre	1.4g
Protein	5.7g
Salt	0.83g
Sodium	332mg
Vitamin D	0mcg
Calcium	17mg
Iron	1mg
Potassium	60mg

Ingredients:	Wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (E500ii sodium hydrogen carbonate), salt, cinnamon. *Palm oil from sustainable and certified plantations.
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Product is suitable for vegetarians and vegans

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La Ricetta Speculoos Biscuit Spread Tub 3KG



Unit Size:	3kg
Case Quantity:	1
Units / Pallet:	180
Unit EAN:	5060474880091
Case Barcode:	5060474880091
Shelf Life @ Production:	12 months
Product Origin:	Belgium
Storage Conditions:	Ideally between 17 and 23°C.
Languages on Pack:	English, French, Arabic, Spanish and Chinese.

Nutritional Values: per 100g	
Energy	2419kJ
Energy	580 kcal
Fat	36.8g
Saturated fats	7.5g
Carbohydrate	58.2g
Sugars	34.2g
Fibre	0.8g
Protein	3.4g
Sodium	196mg

Ingredients:

Speculoos 60% (wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (sodium hydrogen carbonate), salt, cinnamon), non-hydrogenated vegetable oil (rapeseed), sugar, emulsifier (E322 (sunflower lecithin)), natural flavouring, acid (E330 (citric acid)).
*Palm oil from sustainable and certified plantations.

Allergens: Gluten (Wheat). Product is suitable for vegetarians and vegans.

The product has been produced in an IFS certified factory.

The product conforms to the European regulation 1829/2003 and 1830/2003 and needs no additional mentioning in relation to genetically modified organisms. The product and its ingredients are not treated by ionization or radiation.



La Ricetta Speculoos Biscuit Spread Tub 8KG



Unit Size:	8kg
Case Quantity:	1
Units / Pallet:	78
Unit EAN:	5060474880053
Case Barcode:	5060474880053
Shelf Life @	12 months
Production:	
Product Origin:	Belgium
Storage	Ideally between
Conditions:	17 and 23°C.
Languages on	English, French,
Pack:	Arabic, Spanish
	and Chinese.

Nutritional Values: per 100g	
Energy	2419kJ
Energy	580 kcal
Fat	36.8g
Saturated fats	7.5g
Carbohydrate	58.2g
Sugars	34.2g
Fibre	0.8g
Protein	3.4g
Sodium	196mg

Ingredients:

Speculoos 60% (wheat flour, sugar, non-hydrogenated vegetable oils (palm, rapeseed), candy sugar syrup, raising agent (sodium hydrogen carbonate), salt, cinnamon), non-hydrogenated vegetable oil (rapeseed), sugar, emulsifier (E322 (sunflower lecithin)), natural flavouring, acid (E330 (citric acid)).
*Palm oil from sustainable and certified plantations.

Allergens: Gluten (Wheat). Product is suitable for vegetarians and vegans

The product has been produced in an IFS certified factory.

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Product Applications



Opportunities:

- SKUs For Retail Channels
- Foodservice & Catering Applications
- Export Opportunities – with exclusive distribution still available for many countries.
- Product is of superior quality versus the current market leader.
- Competitive price point versus the current market leader

New product development:

Below are some of the new products/formats in the pipeline:

- Speculoos Biscuits 300 Box – 1800kg
- Speculoos Crumbs 500g
- Speculoos Popcorn
- Watch this space for more....



Why Chose Us?

Spread has a higher speculoos biscuit content compared to competitor products, providing a richer tasting product.

Speculoos spread is suitable for Nut allergy sufferers and vegans – both on trend growth areas.

La Ricetta is a premium brand focused on delivering quality products.



Less sugar content, with the correct amount of sweetness making our product moreish and not sickly sweet like competitor products

Our products are on trend for customers looking for lower calorie products.

Lack of consumer choice in the market for speculoos biscuit spreads and there is a gap for a quality rival product.

Marketing and Product on Shelf Displays

