

# graci

FUNCTIONAL CEREALS

## CATALOGUE 2023



MUESLI



GRANOLA

CLICK ON THE PICTURE  
TO ACCESS  
INFORMATION



QUICK MEALS

NEW



BABY CEREALS

NEW



HOT CEREALS

LOGISTICS 

PRIVATE LABEL 

## TIMELINE:

- 2009** – born in the kitchen
- 2012** – Felici LLC was founded
- 2016** – Norway grant research
- 2017** – Investments
- 2018** – New premises
- 2018** – HEALTH product line
- 2018** – First Private Label project
- 2018** – Red dot Best of the Best
- 2019** – BRC A level
- 2020** – BRC AA level
- 2020** – Scientific research projects
- 2021** – Launch of Graci organic and gluten-free products
- 2022** – Launch of Graci granola product line and improved HEALTH product line
- 2023** – BRCGS Gluten Free certification 
- 2023** – Launch of organic baby cereal product line 

# GRACI BRAND

ORIGINATES IN LATVIA 

Felici LLC is a Latvian manufacturer of grain mill products established in 2012. Felici's own brand "Graci" includes functional muesli, hot cereal and quick meals of high nutritional value.

Graci products are a natural source of different minerals and vitamins that are reflected in the product functionality and name such as Energetic - Magne B, Hi Beautiful – Pro collagen, Thin – Gluten Free, High Power – protein and others.

Products are designed for the joyful and active. Sportsmen choose Graci - amateurs, professionals and people who focus on their weight changes look and cares about the quality of food. Graci products do not contain any flavour enhancers, artificial colorings or flavourings



Felici LLC factory in Adazi, Latvia






# YOU ARE WHAT YOU EAT

RESEARCH BASED,  
WHOLESOME  
PRODUCTS TO  
KICKSTART THE DAY!



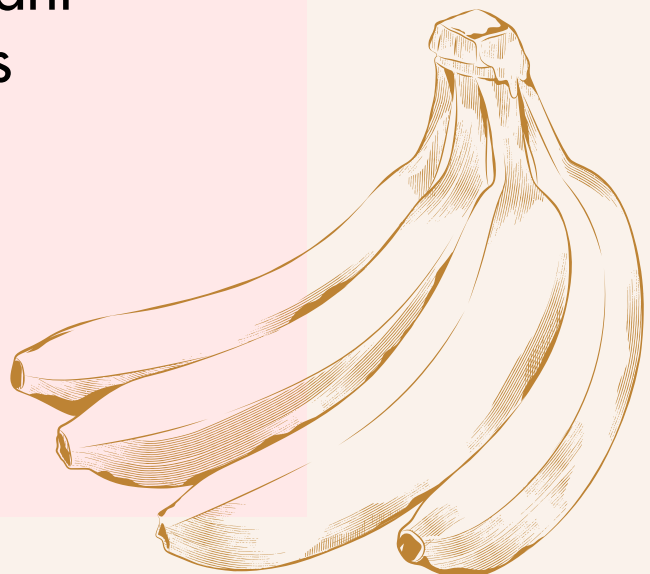
 **reddot award**  
best of the best



# ORGANIC BABY CEREALS



Support Your child's  
development and  
growth with plant  
based nutrients





NEW

# ORGANIC BABY CEREALS

6m+



ORGANIC



NO ADDED  
MILK



NO ADDED  
SUGAR



100%  
NATURAL



READY IN 2  
MINUTES



WHOLEGRAIN PORRIDGE WITH BANANA AND  
CAROB POWDER (140G/20G)

Wholegrain oat and spelt flakes, dried banana  
flakes, acerola cherry powder and carob  
powder.



WHOLEGRAIN PORRIDGE WITH BANANA AND  
BLUEBERRIES (140G/20G)

Wholegrain oat and spelt flakes, dried banana  
flakes, acerola cherry powder and freeze-dried  
blueberry pieces.





# HOT CEREALS



Fill Yourself with warm  
goodness. Choose the  
base and top it with  
Your favourite things.



NEW

# HOT CEREALS



READY IN  
5 MINUTES



VEGAN  
FRIENDLY

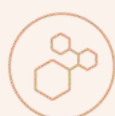


100% NATURAL



## COUSCOUS WITH VEGETABLES, 300G

A delightful blend of couscous together with carrot, flaxseeds, tomato and pepper powder, dill, leek, and cayenne pepper powder.



SOURCE OF PHOSPHORUS  
AND PROTEIN



## RICE & LENTIL WITH VEGETABLES, 220G

A mix of rice, lentils, dried carrot, dried garlic powder, and dried tomato powder.

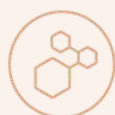


SOURCE OF PHOSPHORUS  
AND FIBRE



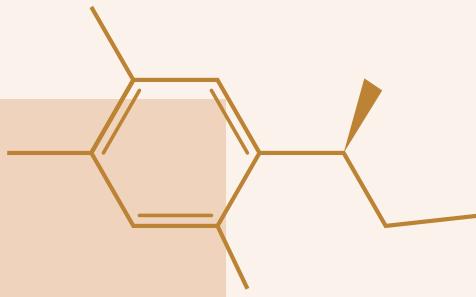
## BUCKWHEAT WITH VEGETABLES, 300G

Combination with buckwheat, flaxseeds, carrot, onion, garlic, dill parsley, and pepper.



SOURCE OF IRON  
AND FIBRE.

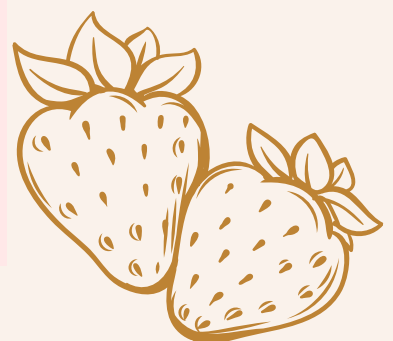




# MUESLI



Delicious and  
nutritious recipes with  
unique ingredients  
and flavour  
combinations for Your  
health and wellbeing.





# FUNCTIONAL MUESLI

Graci signature product line HEALTH.



Hi Beautiful



Energetic



Amazing



Light



Thin



High Power

# HI BEAUTIFUL

Pro-Collagen, for your skin, 300g



PRO COLLAGEN



100% NATURAL



SUPER CRUNCHY



ZINC



VITAMIN C

Toasted  
wholegrain flakes

Turmeric

Elderberries

Strawberry  
pieces

Acerola

High nutritional value



The product is a natural source of:

- Zinc that contributes to normal skin, hair and nails
- Vitamin C that contributes to normal collagen formation for the normal function of skin

# ENERGETIC

Magne B, to reduce tiredness 400g



MAGNE B



100% NATURAL



SUPER CRUNCHY



THIAMINE (B1)



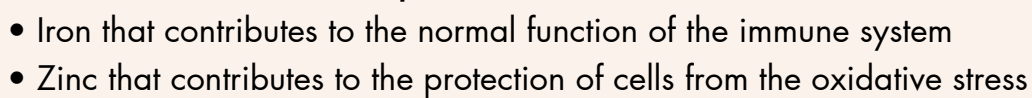
MAGNESIUM



The product is a natural source of:

- Magnesium that contributes to a reduction of tiredness and fatigue
- Thiamine (Vitamin B1) that contributes to a normal energy-yielding metabolism

## ZINC





# LIGHT

De-tox, for your body, 300g



DE-TOX



100% NATURAL



SUPER CRUNCHY



PHOSPHORUS



MAGNESIUM



The product is a natural source of:

- Phosphorus & Magnesium that contributes to normal energy-yielding metabolism
- High fibre

# THIN

Gluten-free, for your metabolism, 400g



GLUTEN-FREE



100% NATURAL



NO ADDED SUGAR



NIACIN



PHOSPHORUS



The product is a natural source of:

- Phosphorus & Niacin (Vitamin B3) that contributes to normal energy-yielding metabolism

# HIGH POWER

Protein, for your muscle mass, 300g



PROTEIN



100% NATURAL



VEGAN FRIENDLY



ZINC



IRON

Chocolate granola

Cocoa powder

Pea protein

High nutritional value



The product is a natural source of:

- Iron that contributes to the normal function of the immune system
- Zinc that contributes to normal protein synthesis
- High in protein - 21%



# YOUNGSTERS

BE PASSIONATE



BE HAPPY





# YOUNGSTERS



VEGAN  
FRIENDLY



NO ADDED  
SUGAR



100% NATURAL



## PEANUTS, 300G

Wheat flakes, nuts mixture, sunflower seeds, oat flakes, pumpkin seeds, peas, buckwheat



SOURCE OF PROTEIN



## PASSIONFRUITS, 300G

Wheat flakes, fruits and berries mixture, raisins, smoothie pieces, apple pieces, oat flakes



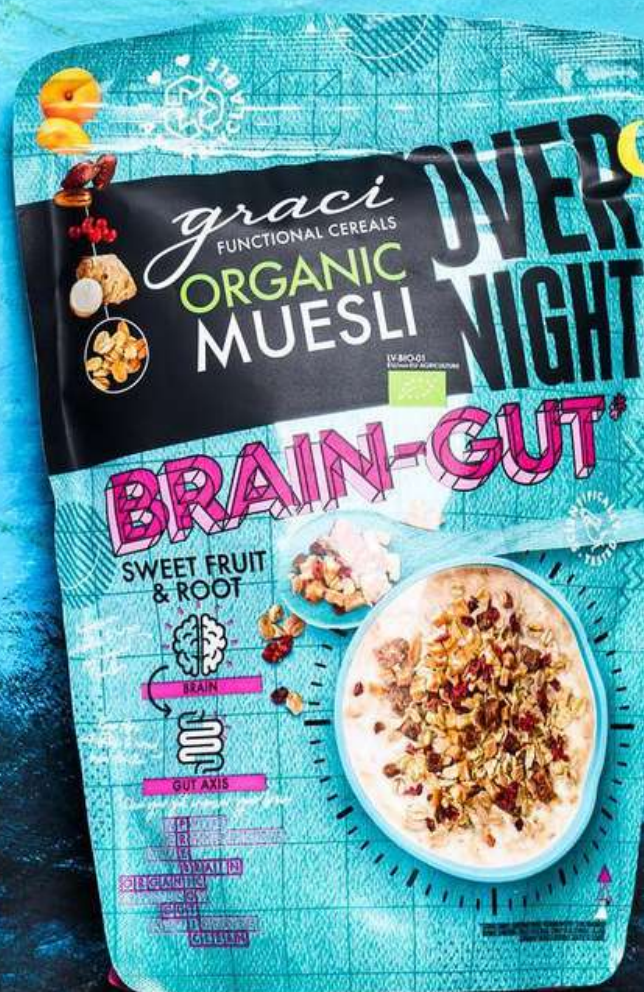
ONLY NATURALLY OCCUR

RECYCLABLE  
PACKAGING 





# ORGANIC MUESLI





# ORGANIC MUESLI



ORGANIC



VEGAN  
FRIENDLY



NO ADDED  
SUGAR



100% NATURAL



## BIRCHER, 350G

Rye flakes\*, oat flakes\*, raisins\*, apples\*,  
almond\*, flaxseeds\*, cinnamon\*  
\*organic ingredients



SCIENTIFICALLY TESTED



## SWEET FRUITS & ROOT, 350G

Rye flakes\*, oat\*, apricots\*, dates\*,  
apple\*, Jerusalem artichoke\*, cranberries\*  
\*organic ingredients



SCIENTIFICALLY TESTED

RECYCLABLE  
PACKAGING 



# ART OF MUESLI





# ART OF MUESLI



VEGAN  
FRIENDLY



100% NATURAL



## CHOCOLATE, 500G

Crunchy flakes with the sweetness of chocolate, a hint of peppers, the warmth of cinnamon and freshness of strawberries



LOW SUGAR



## FRUITS, 500G

A real set of super products, such as wheat flakes, triticale flakes, dates, goji berries, white mulberries, apples, and raspberries.



NO ADDED SUGAR



## NUTS, 500G

Five different nuts and seeds, crunchy buckwheat and coffee beans



LOW SUGAR





GLUTEN FREE





# GLUTEN FREE



GLUTEN FREE



VEGAN  
FRIENDLY



NO ADDED  
SUGAR



100% NATURAL



GLUTEN FREE MUESLI WITH 37% DRIED  
FRUITS AND SEEDS, 400G

Gluten-free oat, raisins, sunflower seeds, apple,  
goji berries, apricot, and pumpkin seeds.



SOURCE OF VITAMIN E, PHOSPHORUS, IRON



GLUTEN FREE MUESLI WITH 50%  
DRIEDFRUITS, NUTS AND SEEDS, 400G

Gluten-free oat, dates, sunflower seeds,  
pecan pieces, coconut chips, almond flakes,  
peanut pieces, cacao nibs.



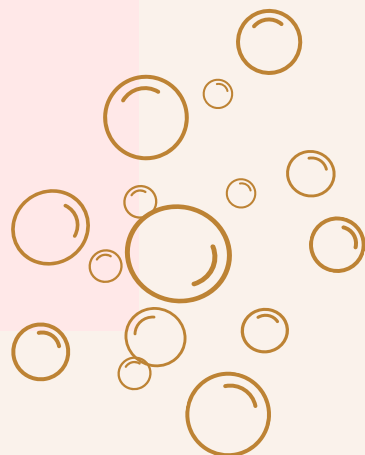
SOURCE OF ZINC, MAGNESIUM AND VITAMIN E



# GRANOLA



Kickstart Your day  
with excitement!  
Choose between these  
extra crunchy recipes  
and dare to be  
different!





# GRANOLA



REDUCED  
SUGAR



SUPER  
CRUNCHY



100% NATURAL



## BUBBLE GUM GRANOLA, 250G

Honey granola, oat flakes, marshmallow pieces, ice cream pieces with bubble gum flavour



## POPPING CANDY GRANOLA, 250G

Chocolate granola, oat flakes, honey granola, popping caramel pieces, salted caramel pieces.



## TRIPLE CHOCOLATE, 250G

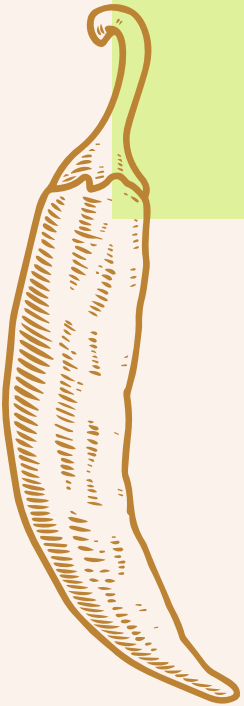
Chocolate granola, oats, two different chocolate pieces, white chocolate.



# 5 MINUTE MEALS



At work, school or in nature? Take a quick, easy and healthy option with you. Pour hot water and enjoy your meal after 5 minutes.



# 5 MINUTE MEALS



READY IN  
5 MINUTES



100% NATURAL



## BUCKWHEAT MEAL, 75G

Buckwheat flakes, flaxseeds,  
carrot, onion, garlic, dill,  
parsley, pepper



VEGAN FRIENDLY



## COUSCOUS MEAL, 75G

Couscous, carrot, flaxseeds,  
tomato, pepper, dill, leek.



VEGAN FRIENDLY



## RASPBERRIES & CHIA SEEDS MEAL, 50G

Oats, fruit and berry  
mixture, chia seeds



NO ADDED SUGAR



## PEANUT BUTTER & SEA SALT, MEAL 50G

Oats, fruit and nut mixture,  
milk powder, cacao nibs.



NO ADDED SUGAR

RECYCLABLE  
PACKAGING 

