



Your 2021 Christmas Range

Our range is your one-stop-shop for all your seasonal inspiration





Christmas with Empire Bespoke Foods Ltd

- We have long-term partnerships with top quality Christmas producers from around the world, enabling us to bring you the very best products for your festive range.
- Bringing you a variety of products for all your key occasions, such as: DIY Gingerbread kits, edible Christmas Tree ornaments, cheeky edible gingerbread characters, fun chocolate games, to luxurious premium Panettone and Amaretti biscuits.
- Most of our Seasonal lines are made especially for you, and therefore need to be pre-ordered.
 - This year's Pre-order date is the 31st May 2021



Made with authenticity...

We take great pride in the relationships we have with our Christmas suppliers, building friendships and trust over multiple years. This means we are able to source from market leaders from around the world, bringing you products made in their traditional geographical homeland, often to original secret family recipes and processes.

So you can have authentic premium Italian Amaretti and Panettone from Genoa and Milan, and German soft-baked, delicately spiced Gingerbread and Lebkuchen direct from Cologne and Nuremberg.



Curated

with the UK consumer in mind.

Create special moments in-store knowing your range has been hand-selected from the very best.

Our Christmas range has been made with a focus on speciality. We take great care in selecting the right packaging and flavours to create products that have a point of difference and keep customers coming back year after year.



Our key trends for 2021

We have created 6 product categories to help with product selection and in-store merchandising.

If you would like to view all the products, head to www.empirebespokefoods.com

Our Key Themes for Christmas 2021





German Christmas Market

Throughout Germany & Austria, from Berlin to Vienna, Christmas markets are full of delightful handmade gifts and freshly made specially handcrafted foodie treats. Our favourite part has always been the gingerbread! Entice your customers with the smells and flavours of traditional Lebkuchen, Pfeffernisse, Allerlei and Zimsterne!

Pertzborn

THE IDEA BAKER

- Founded at the Pertzborn bakery in Leubsdorf, Germany, in 1884. This family company is now run by its fourth generation and still bake their iconic soft baked gingerbread to a secret family recipe.
 - This traditional German "Soft-Baked" Gingerbread has a soft texture with a delicate Spice, which is a delightful difference to the US's Gingerbread biscuit or ginger snaps.
- Pertzborn offer a full range of premium handcrafted pastry specialities: biscuits, kits, pre-made and fully decorated houses and for 2021 we have added many new shapes and decorations to bring excitement to our range alongside our much-loved lines, that always sell out every year!
- Based on a minimum order levels, the Pertzborn range can be tailored to create a personalised offer and point of difference.



Markus **P**ertzborn
Der Ideenbäcker



Wicklein

TOP QUALITY AND TRADITION SINCE 1615

- For more than 400 years, Wicklein have been making the finest Lebkuchen in Nuremberg, Germany.
- Made to traditional recipes & methods, with quality spices, nuts, kernels and chocolate from around the world, Wicklein Lebkuchen is accredited with a certified seal of Protected Geographical Indication (PGI), much like Champagne in France. This PGI status ensures the authenticity of these much loved German cookies.
- For 2021 Wicklein bring us brand new resealable packaging to maintain the freshness and quality of their Lebkuchen at home.



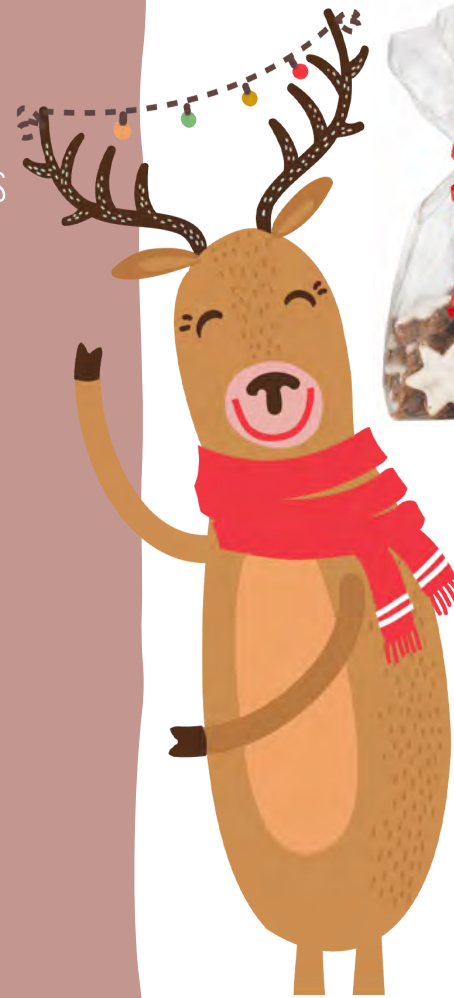


Making Christmas Special



BY EMPIRE BESPOKE FOODS LTD

- Available in bright, seasonal packaging adorned with our adorable Christmas characters, the range includes the best selling decorate-your-own kits, a pre-decorated house and a selection of German bagged biscuits.
- This delightful range of Christmas treats is made with the highest quality ingredients and produced by leading European producers.
- The range includes 4 DIY kits, 1 pre-made gingerbread house and an assortment of German biscuits: Zimsterne, Pfeffernusse, mini gingerbread men, Allerlei & a large gingerbread selection.





Extravaganza Italiano

Create your own Extravaganza!

Our range of luxurious Italian Delicacies provides consumers traditional, high-quality & great-tasting products with the at-home theatre & celebration they are looking for.

Chiostro Di Saronno

PAOLO LAZZARONI & SONS

- Artisanal Panettone made to traditional recipes, the baking process requires the dough to have a minimum of 72 hours of natural leavening to ensure the rich delicate flavour & texture that is loved throughout Italy.
- Only the highest quality ingredients are sourced, from the free-range eggs, butter, candied fruit, yeast & flour, which are all of natural origin, and chosen specifically for the quality benefits they each bring to the final product.
- Available in a variety of eye-catching packaging options, with hand-wrapped, gift box or tins available for 2021. There is enough choice for any discerning panettone aficionado!



Amaretti Del Chiostro

PAOLO LAZZARONI & SONS

- Individually wrapped Amaretti biscuits from Amaretti Del Chiostro are loved around the world.
- Produced in Saronno, Italy to a traditional family recipe since 1719, each amaretti biscuit is made with the highest quality ingredients, to ensure the authentic Amaretti texture and distinctive flavour is in every bite.
- Both the Soft and the Crunchy Amaretti varieties are available to order in a variety of Amaretti Del Chiostro's iconic branded packaging formats.



PAOLO LAZZARONI & FIGLI SPA - SARONNO - ITALY



Virginia

SWEET CREATIONS SINCE 1860

- Founded in 1860, the Virginia brand has become a synonym for premium quality and flavour refinement in the art of making Italian pastries, Panettone and Pandoro, all made using traditional artisan methods.
- For 2021, we have extended our Virginia range with new products which we have selected for its stand out packaging, which is sure to catch every consumers attention this Christmas.
- It also includes a pre-filled display stand holding 6 mini-panettone and 6 mini-pandoro for an amazing gifting solution in store.



Vergani

COME AND DISCOVER THE PRODUCTS

- Vergani was founded as a Italian confectioner in 1881, originally producing Italian nougat.
- The Marron Glaces (Candied Chestnuts), are produced from Tuscan chestnuts, coated in a sugar glaze to create a unique delicious candy treat.
- Available in gift-box or individually wrapped in gold share box.

Vergani
Confectionery





Togetherness

Home baking and do-it-yourself products are of special importance to us all as we look for entertaining ways to spend time together with our families & friends. Products that have a shared-experience in making or as an activity are must have in your range this year!

DIY Gingerbread Kits

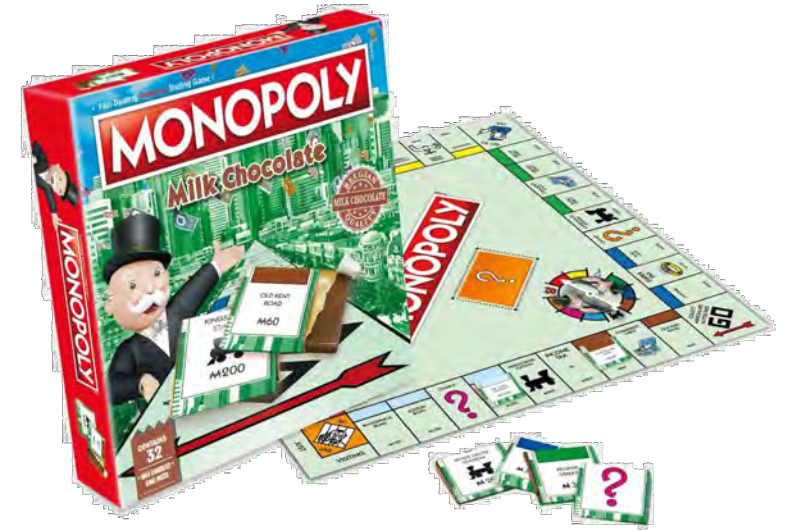
Our selection of DIY Gingerbread kits includes: Gingerbread Houses, Gingerbread People and even a Gingerbread Train! Each kit comes with pre-cut gingerbread pieces and a mix of colourful candies and sugar figurines!



Games For Motion

PUTTING A FUN TWIST INTO BOARD GAMES

- Perfect for gifting to family and friends. These worldwide iconic board games now allow you to play these traditional board games with your family & friends, but the winner is allowed to eat playing pieces!
- Each game comes with its own rules and Finest Belgium chocolate playing pieces to replicate the board game experience.
- The Games for Motion edible board games are unique and highly sought-after gifts which are fully licensed by Mattel & Hasbro.



Winter sharing at home

Green Cuisine:

Based in Norfolk, England, Green Cuisine has been producing high quality Herbs and Spices for over 30 years. Their range of Christmas products make amazing gifts and stocking fillers.

Selsley Gourmet:

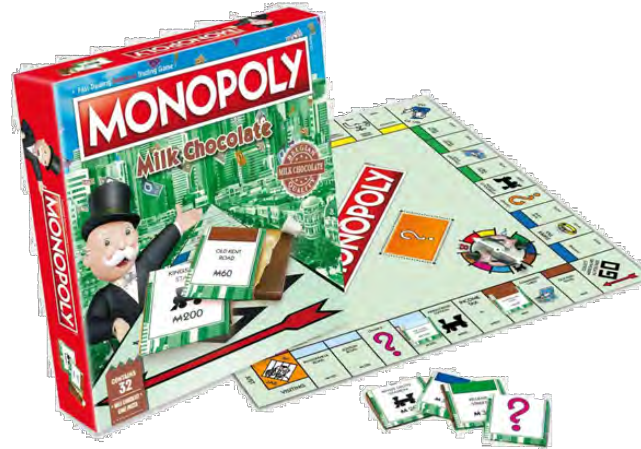
From the beautiful Cotswold countryside, Selsley Gourmet's non-alcoholic mulling syrup contains a creative blend of spices that produce a simple and convenient way to create the most delicious mulled wine!



Togetherness



Build, Decorate & Eat



Bring board games to life with a Chocolate twist



Enough for two bottles of wine!

Share a glass or two!



Start Christmas off with our Pancake Mixes



Bake Bread together for seasonal baking



Make your big-night-in even bigger!

A smiling woman with long brown hair, wearing a beige knit beanie and a patterned scarf, is holding a small, decorated Christmas tree and a wrapped gift. The background is the interior of a large, ornate cathedral with high vaulted ceilings and arched windows. The scene is dimly lit, with warm light from the windows.

Gifts

Make this Christmas the year of the gourmet gift to share with friends and family. Our range includes many price-points products, which make great-tasting gifts for even the most discerning food lover!



Making Christmas Special – New Gift tins

BY EMPIRE BESPOKE FOODS LTD

- Introducing for 2021 our keepsake gift tin selection in our Making Christmas Special range. Filled with the most gorgeous selection of All-Butter Scottish shortbread.
- The range includes
 - A star shaped tin filled with star shaped shortbread,
 - Hanging Christmas tree bauble filled with chocolate chip shortbread
 - A rotating musical tin filled with classic shortbread.



Gifting



For the spice lover



Biscuit gift tins



Italian gift tin panettone



For the mustard lover!



Swedish sharing gifts tins



At home making kits



Stocking Fillers & Hampers

Finding the right products that make it easy to add to Christmas Stockings and Hampers is a great way to increase basket size with small items that add to the magic of Christmas every year.

Stocking fillers & Hampers

- Our Selected range of products for your Christmas stocking or Christmas hampers!
- With a RRP under £5 for that perfect little present.
- Great for maximising your shopper basket value in store and easy to merchandise on a Christmas display or an impulse till point.



Stocking Fillers and Hampers



New Gingerbread characters!



Traditional German Gingerbread



Perfect mini
Thank-you gifts!

Mini-Panettones



Imbibe & Revive



Beautiful Packaging



Hanging Gift tins

Stocking Fillers and Hampers for the food lover!



Iconic American Jellybeans



For the Hot Sauce lover!



Mini-French Mustards



Artisanal Italian Pastas



Specialist cooking

Spice up your
Spanish themed
hampers!



Retro Gift Tins



In-Store Theatre

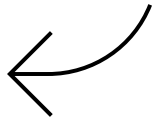
Christmas 2021 will be the year of the impactful Christmas display.
We have selected from our range, products with the strongest impact to maximise the Christmas Magic!

Engaging Customers

We love to talk about Christmas & Christmas In-store Theatre!
Contact us for any help in creating amazing displays!



Window Displays:
Making Christmas Special Gingerbread
Nyäkers Swedish Gingersnaps
Pertzborn Gingerbread



Crate Wall Display for Drinks:
La Mortuacienne Lemonades



Table Display:
Chisotro Di Saronno Panettone
Amaretti Del Chioistro Amaretti Biscuits

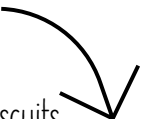
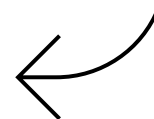


Table Displays:
Selsley Gourmet Mulling Syrup
Green Cuisine Christmas Spices



In-store Theatre



Utilise the vibrant packaging of Panettones!



Hang mini-panettones for easy displays



Easily create a colour theme!



Family Engagement

Nyåkers tins & sharing tubs are stackable.



Easy to grab sharing biscuits!



Keepsake tins add value and impressions.



Master the art of *The Christmas Pantry*

A well stocked pantry, filled with delicious products will make any consumers Christmas indulgent.

Maximising profits by up-selling premium items at Christmas.

Bespoke Foods

MAKING FOOD SPECIAL

- Bespoke Goose & Duck fat are essential at Christmas to make the ultimate roast potatoes!
- Bespoke Cassoulet is made from duck confit and sausages from Toulouse.
- Bespoke Duck Confit is the French classic and winter store cupboard essential.



Mrs Elswood

MERRY PICKLE-MAS!

- Seasonal versatility from the #1 pickled cucumber brand in the UK!
- Winter is a key selling period for pickles with the market growing by 66%* compared to the average monthly sales so it is essential to stock up on our Mrs Elswood brand now!
- The wide range of flavours and formats, from Whole Sweet to Sandwich Slices, will perfectly complement hot and cold dishes, Charcuterie & cheese-boards and festive nibbles throughout the entire holiday season.

*Source: IRI Total Market, 52 w/e 20th June 2020



Schwartz

BRINGING THE JOY OF FLAVOUR TO LIFE!

- Since 1889, Schwartz has been sourcing the highest quality herbs and spices from over 40 countries.
- Everything your customers need to cook up a delicious meal any time of year!
- The range includes herbs, spices, seasoning blends, recipes and sauce mixes.



The Christmas Pantry – On the Christmas Table



Pass the Maple
roasted parsnips!



Convenient
store-cupboard
meals

Nibbles & Snacks

Explore our Sweet and Savoury Snacking ranges for must stock items. For Seasonal Flavours why not try Nyåkers, Swedish Ginger snap biscuits, or a UK favourite Burts, hand-cooked thick-cut Potato Chips!



Nyåkers

GIVES YOU THE TASTE OF TRADITION

- Nyåkers has been producing traditional Swedish gingersnaps since 1952. The gingersnaps are still made to the original recipe.
- Nyåkers prides themselves on keeping the much-loved original recipes even with so much change in the world since launching. The commitment to this delicious recipe is a hallmark of the region and the continued commitment of the Nyåkers' team.



Burts

BRITISH HAND COOKED POTATO CHIPS

- Offering award-winning snacking range.
- Made with thick-cut British Potatoes, these chips are hand-cooked in Devon, with real taste, proper crunch, and made by real people!
- Using locally sourced Red Tractor Assured potatoes and made in small batches and seasoned with the best flavours around, and are often sourced from local South-West suppliers.



The Christmas Pantry – Nibbles & Snacks



← Merchandise spicy snacks with your beer category for increased cross selling!



→ The UK's original flatbread



The Drinks Cabinet

Whether you are looking for the perfect mulling spices or looking to diversify your soft drink options, our range brings premiumisation and excitement to your drink ranges!



La Mortuacienne

DELIGHTFULLY SPARKLING

- Refreshing – naturally! La Mortuacienne is a range of traditional French lemonades first created over 100 Years ago in Morteau, France.
- Made with local spring water, natural flavourings and cane sugar to a recipe that has been passed down for 4 generations.
- The perfect Christmas tipple for the growing number of consumers reducing their alcohol intake or to make a quick and easy cocktail!
 - Mix 50/50 Champagne & La Mortuacienne Pink Lemonade for an easy Champagne Cocktail!



The Christmas Pantry – The Drinks Cabinet

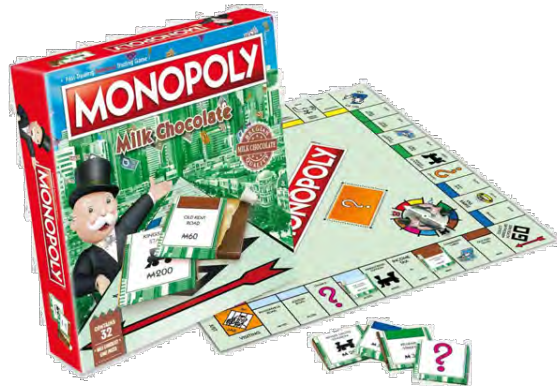


Chocolate & Confectionery

This truly is the season for consumers to treat themselves! Fill up on sweet treats from our chocolate games or our iconic American candy! Perfect little stocking fillers!



The Christmas Pantry – Chocolate & Confectionery





Your 2021 Christmas Range

Our range is your one-stop-shop for all your seasonal inspiration

