

# purella

SUPERFOODS



SUPERFOODS + MUESLI = SUPERMUESLI



## SUPERFOODS EVERYDAY

### PRODUCT CATALOGUE

# WHO WE ARE?

For over 34 years, we have been committed to providing consumers with healthy, functional products that offer nutritional value derived from **NATURAL INGREDIENTS**. Our expertise, high-quality standards, and unique recipes ensure that we provide consumers with **TASTEFUL PLEASURE EVERY DAY**.

We proudly manage five successful brands in Poland, offering several categories: Breakfast Foods, DFN, Snacking, Healthy Functional Foods, Baking Mixes and Instant Desserts.

**36 YEARS**

OF EXPERIENCE

**150 MLN EUR**

TURNOVER

**55 MARKETS WORLDWIDE**

ACROSS EUROPE, ASIA, AFRICA  
AND NORTH AMERICA

**800**

BRANDED PRODUCTS

**MODERN  
PRODUCTION PLANT**

INNOVATIVE R&D TEAM

**650**

EMPLOYEES

**SUPPLIER TO KEY EU RETAILERS**

CARREFOUR, AUCHAN,  
ROSSMANN, AND KAUFLAND

**200**

PRIVATE LABEL PRODUCTS

**foodWell**



# VISION

ENHANCE OUR STRENGTH ON  
THE POLISH MARKET TO ENABLE  
GLOBAL EXPANSION THROUGH

EXCEPTIONAL  
PEOPLE AND

PRODUCTS WE ARE  
PROUD OF

foodWell



## WE ARE OBSESSED WITH SUPERFOODS

At Purella, we aim to democratize healthy eating by empowering people to take care of themselves with high-quality, nutritious products. Our passion for **SUPERFOODS** became the foundation of our brand as we believe in the transformative power of incorporating nutrient-rich ingredients into our daily diets.

By offering a wide range of products that embody the essence of **SUPERFOODS**, we aim to inspire and motivate everyone to embrace a balanced and mindful lifestyle. Our carefully curated selection meets all your needs throughout the day, whether you are enhancing your meals with single **SUPERFOODS** or **SUPERFOODS MIXES**, brewing a comforting cup of herbal goodness with **SUPERHERBS**, reboosting with **SUPERSHOTS**, or indulging in a healthy **BAR**, wholesome breakfast **MUESLIS**, or **GRANOLA**.





# SUPERFOODS

Purella's **SUPERFOODS** offer the highest nutritional value, providing a rich source of essential vitamins and minerals. Our range includes functional products such as dried and powdered fruits, seeds, and spices, carefully selected to enhance your daily meals with both convenience and health benefits.

Committed to the highest standards, we search for ECO-certified raw materials and rigorously testing them for gluten content. Sustainability is at the core of our process - from responsible sourcing and ethical farming to manufacturing and final delivery. At every step, we ensure premium quality and environmental responsibility.





## NIGELLA SEED 40 G

SHELF LIFE: 540 days  
SAP NUMBER: 28556  
EAN: 5903246561500

HS CODE: 120799  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



## MACA ORGANIC 28 G

SHELF LIFE: 540 days  
SAP NUMBER: 28553  
EAN: 5903246561524

HS CODE: 71490  
PSC / CASE: 10  
CASES / PALLET: 504  
PCS / PALLET: 5040



## ACAI BERRY ORGANIC 21 G

SHELF LIFE: 540 days  
SAP NUMBER: 28560  
EAN: 5903246561654

HS CODE: 81340  
PSC / CASE: 10  
CASES / PALLET: 504  
PCS / PALLET: 5040



## TURMERIC ORGANIC 60 G

SHELF LIFE: 540 days  
SAP NUMBER: 28566  
EAN: 5903246562798

HS CODE: 91030  
PSC / CASE: 10  
CASES / PALLET: 504  
PCS / PALLET: 5040



## WHITE MULBERRY ORGANIC 45 G

SHELF LIFE: 540 days  
SAP NUMBER: 29682  
EAN: 5905186303820

HS CODE: 81340  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



## GROUND FLAX SEED 60 G

SHELF LIFE: 540 days  
SAP NUMBER: 29045  
EAN: 5905186301963

HS CODE: 120890  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



## GOJI BERRIES 45 G

SHELF LIFE: 540 days  
SAP NUMBER: 28550  
EAN: 5903246561647

HS CODE: 81340  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



## GOLDEN BERRY ORGANIC 45 G

SHELF LIFE: 540 days  
SAP NUMBER: 29878  
EAN: 5905186304124

HS CODE: 81340  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



## HEMP PROTEIN ORGANIC 45 G

SHELF LIFE: 540 days  
SAP NUMBER: 28554  
EAN: 5903246561593

HS CODE: 120799  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



## CHLORELLA POWDER 21 G

SHELF LIFE: 540 days  
SAP NUMBER: 28559  
EAN: 5903246561913

HS CODE: 210220  
PSC / CASE: 10  
CASES / PALLET: 504  
PCS / PALLET: 5040



## CHIA SEED ORGANIC 50 G

SHELF LIFE: 540 days  
SAP NUMBER: 29038  
EAN: 5903246561548

HS CODE: 120799  
PSC / CASE: 10  
CASES / PALLET: 336  
PCS / PALLET: 3360



# GRANOLA

Start your day with a burst of flavor and lasting energy! **Purella's GRANOLA** is the perfect breakfast choice for those seeking a delicious and nutritious start to the morning.

Made with whole grain oats for fiber and sweetened with honey for a naturally wholesome taste, it is crafted with care and attention to every detail. Free from preservatives, artificial colorings, and high-fructose corn syrup, it offers a pure, wholesome experience.

Available in four exciting flavors: Coconut, Nuts & Chocolate, Tropical Fruits, and Chocolate. Customize your breakfast by adding your favorite **Purella SUPERFOODS** for an extra boost of nutrition.





**NO PALM OIL**



**OVER 50% WHOLE GRAIN**



**SOURCE OF FIBER**



### **GRANOLA CHOCO POWER 300 G**

SHELF LIFE: 360 days  
SAP NUMBER: 28924  
EAN: 5905186301451

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 48  
PCS / PALLET: 768



### **GRANOLA NUTTY BOOSTER 300 G**

SHELF LIFE: 360 days  
SAP NUMBER: 28888  
EAN: 5905186301475

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 48  
PCS / PALLET: 768



### **GRANOLA SWEET TROPIC 300 G**

SHELF LIFE: 360 days  
SAP NUMBER: 28887  
EAN: 5905186301499

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 48  
PCS / PALLET: 768



### **GRANOLA LAZY PARADISE 300 G**

SHELF LIFE: 360 days  
SAP NUMBER: 28981  
EAN: 5905186301673

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 48  
PCS / PALLET: 768



PROT

HAZELNUTS, GROUND FLAX



- Enriched with magnesium and potassium
- No Sugar added
- High in fibre
- With superfoods: goji berries, maca and cranberries



## GRANOLA BRAIN BOOSTER 300 G

SHELF LIFE: 360 days  
SAP NUMBER: 29889  
EAN: 5905186304049

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 48  
PCS / PALLET: 768



- Glycaemic index <35
- Plant protein from rice and soy
- High in fibre
- With superfoods: flaxseed, psyllium and hazelnuts



## GRANOLA PROTEIN 300 G

SHELF LIFE: 360 days  
SAP NUMBER: 29887  
EAN: 5905186304001

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 48  
PCS / PALLET: 768

# SUPER MUESLI

Breakfast is the most important meal of the day, so it should be both nutritious and delicious. Purella's **SUPER MUESLIS** are designed for those who value both. Our carefully crafted mueslis offer a perfect balance of taste and health benefits, catering to different dietary needs.

As with all Purella products, we use only high-quality ingredients. Our formulas are free from glucose syrup and hydrogenated fats. Elevate your breakfast experience with our deliciously healthy **SUPER MUESLIS**!





## SUPER MUESLI ENERGY 200 G

SHELF LIFE: 360 days  
SAP NUMBER: 30222  
EAN: 5903246562965

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 54  
PCS / PALLET: 864



## SUPER MUESLI IMMUNITY 200 G

SHELF LIFE: 360 days  
SAP NUMBER: 28694  
EAN: 5903246562958

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 54  
PCS / PALLET: 864



## SUPER MUESLI PROTEIN 200 G

SHELF LIFE: 360 days  
SAP NUMBER: 30221  
EAN: 5903246568684

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 54  
PCS / PALLET: 864



## SUPER MUESLI KETO 200 G

SHELF LIFE: 360 days  
SAP NUMBER: 29264  
EAN: 5903246568301

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 54  
PCS / PALLET: 864



## SUPER MUESLI FOCUS 200 G

SHELF LIFE: 360 days  
SAP NUMBER: 28535  
EAN: 5903246562972

HS CODE: 190420  
PSC / CASE: 16  
CASES / PALLET: 54  
PCS / PALLET: 864



# CRUNCHY



STRAWBERRY  
MERINGUE

MATCHA  
& YUZU

CRISPY  
COOKIE

MANGO  
CRISPY RICE

# PROTEIN BARS

## CRUNCHY LINE



Discover our line of **CRUNCHY PROTEIN BARS**, designed for those looking for a light, crunchy texture in every bite. These bars combine high-quality protein, superfoods, and a colorful, flavored protein coating to deliver both great taste and balanced nutrition and **LOW GLYCEAMIC INDEX**, independently tested. Enjoy a satisfying crunch as you fuel your body and delight your senses.

All our protein bars were tested on finished products by an independent institute and achieved a low glycaemic index (GI < 55). A low GI is associated with slower carbohydrate release, helping maintain steadier blood-glucose levels and may support longer-lasting satiety. Suitable for consumers who monitor blood glucose and follow a low-glycaemic diet.



### CRUNCHY PROTEIN BAR CRISPY COOKIE 45 G

SHELF LIFE: 360 days  
SAP NUMBER: 29343  
EAN: 5905186302410

HS CODE: 210610  
PSC / CASE: 15  
CASES / PALLET: 416  
PCS / PALLET: 6240



### CRUNCHY PROTEIN BAR MATCHA & YUZU 45 G

SHELF LIFE: 360 days  
SAP NUMBER: 29519  
EAN: 2905186303479

HS CODE: 210610  
PSC / CASE: 15  
CASES / PALLET: 416  
PCS / PALLET: 6240



### CRUNCHY PROTEIN BAR STRAWBERRY MERINGUE 45 G

SHELF LIFE: 360 days  
SAP NUMBER: 29520  
EAN: 5905186303165

HS CODE: 210610  
PSC / CASE: 15  
CASES / PALLET: 416  
PCS / PALLET: 6240



### CRUNCHY PROTEIN BAR MANGO CRISPY RICE 45 G

SHELF LIFE: 360 days  
SAP NUMBER: 29518  
EAN: 5905186303189

HS CODE: 210610  
PSC / CASE: 15  
CASES / PALLET: 416  
PCS / PALLET: 6240

# SUPER SHOTS

The perfect blend of fruit juices, functional superfoods, vitamins and minerals - all in a convenient 100 ml glass bottle.

**SUPER SHOTS Energy & Immunity**, rich in NFC\* ginger juice, helps support the immune system. **SUPER SHOT Hydro** supports electrolyte balance and hydration with sodium and glucose. Meanwhile, **SUPER SHOT Beauty** delivers 5 mg of collagen, vitamin C and essential minerals to nourish your skin and enhance your natural glow.

\*NFC – Not From Concentrate



## SUPER SHOT IMMUNITY 100 ML

SHELF LIFE: 360 days  
SAP NUMBER: 29871  
EAN: 5905186304193

HS CODE: 220299  
PSC / CASE: 12  
CASES / PALLET: 300  
PCS / PALLET: 3600



## SUPER SHOT ENERGY 100 ML

SHELF LIFE: 360 days  
SAP NUMBER: 29869  
EAN: 55905186304216

HS CODE: 220299  
PSC / CASE: 12  
CASES / PALLET: 300  
PCS / PALLET: 3600



## SUPER SHOT HYDRO 100 ML

SHELF LIFE: 360 days  
SAP NUMBER: 29852  
EAN: 5905186304087

HS CODE: 220299  
PSC / CASE: 12  
CASES / PALLET: 300  
PCS / PALLET: 3600



## SUPER SHOT BEAUTY 100 ML

SHELF LIFE: 360 days  
SAP NUMBER: 29853  
EAN: 5905186304100

HS CODE: 220299  
PSC / CASE: 12  
CASES / PALLET: 300  
PCS / PALLET: 3600



# SUPER HERBS

Purella's **SUPER HERBS** line offers unique blends that combine the power of herbs with the benefits of superfoods to create functional products unlike any other on the market.

Our line includes six different blends with specific properties: Digestion, Immunity, Energy, Slimming, Detox and Relaxation. Each herbal blend offers a rich combination of herbs that provide depth of flavor and targeted support for your body.

To ensure variety and potency, each formula contains 7-10 different botanical ingredients plus **SUPERFOODS**, carefully selected to work together for optimal benefits.





## SUPER HERBS CALM 20 X 1,75 G (35 G)

SHELF LIFE: 720 days  
SAP NUMBER: 29868  
EAN: 5905186304278

HS CODE: 210690  
PSC / CASE: 10  
CASES / PALLET: 112  
PCS / PALLET: 1120



## SUPER HERBS DIGESTION 20 X 1,75 G (35 G)

SHELF LIFE: 720 days  
SAP NUMBER: 29864  
EAN: 5905186304339

HS CODE: 210690  
PSC / CASE: 10  
CASES / PALLET: 112  
PCS / PALLET: 1120



## SUPER HERBS ENERGY 20 X 1,75 G (35 G)

SHELF LIFE: 720 days  
SAP NUMBER: 29866  
EAN: 5905186304315

HS CODE: 210690  
PSC / CASE: 10  
CASES / PALLET: 112  
PCS / PALLET: 1120



## SUPER HERBS GREEN 20 X 1,75 G (35 G)

SHELF LIFE: 720 days  
SAP NUMBER: 29870  
EAN: 5905186304254

HS CODE: 210690  
PSC / CASE: 10  
CASES / PALLET: 112  
PCS / PALLET: 1120



## SUPER HERBS SLIM 20 X 1,75 G (35 G)

SHELF LIFE: 720 days  
SAP NUMBER: 29865  
EAN: 5905186304230

HS CODE: 210690  
PSC / CASE: 10  
CASES / PALLET: 112  
PCS / PALLET: 1120



# POINT OF SALE

## MATERIAL EXAMPLES



END CAP



WOBLER



COUNTER DISPENSER



DISPLAY STAND 1/6



DISPLAY STAND 1/4

# BRAND COMMUNICATION

## 3 KEY VISUALS

### MAIN KEY VISUAL



### DETOX / ENERGY



### IMMUNITY



### OUR SOCIAL CHANNELS



# 5 VIDEOS

## SUPERFOODS



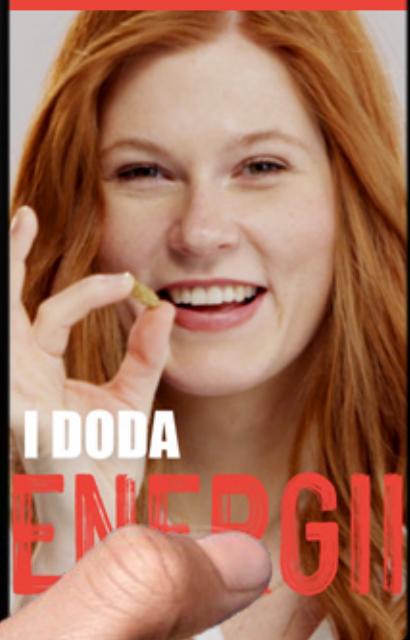
## SUPER SHOTS



## SUPER MUESLI



## WHITE MULBERRY



## FULL RANGE



SUPERFOODS • MUESLI = SUPERMUESLI



## CONTACT US

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