

purella

SUPERFOODS



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

**MODERN
PRODUCTION PLANT**

INNOVATIVE R&D TEAM

150 MLN EUR

TURNOVER

650

EMPLOYEES

55 MARKETS WORLDWIDE

ACROSS EUROPE, ASIA, AFRICA
AND NORTH AMERICA

SUPPLIER TO KEY EU RETAILERS

CARREFOUR, AUCHAN,
ROSSMANN, AND KAUFLAND

800

BRANDED PRODUCTS

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

purella

SUPERFOODS

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.



purella
SUPERFOODS



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



LOW SUGARS

protein

SUGAR

GRANOLA

SERVING SUGGESTION / PROPRIETARY BLEND

PROTEIN

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



- Glycemic 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 MEUSLI 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





CONTACT US

FoodWell Sp. z o.o.
Fabryczna 5
00-446 Warsaw
Poland

www.purella.pl
www.foodwell.pl/en

foodWell