



purella
SUPERFOODS

SUPERFOODS EVERYDAY

At Purella, we are on a mission to make healthy eating available to everyone by encouraging individuals to care for themselves through valuable and nutritious products. By offering a wide selection of products, we aim to inspire and motivate everyone to start a balanced and mindful lifestyle.

WE

HAVE OVER **30** YEARS OF EXPERIENCE

RUN **3** PRODUCTION PLANTS HAVE AGILE AND INNOVATIVE R&D

ARE HEALTHY PRODUCTS SUPPLIER TO THE BIGGEST EU RETAILERS **CARREFOUR, AUCHAN, ROSSMANN, AND KAUFLAND**

DISTRIBUTE PRODUCTS TO **50** MARKETS WORLDWIDE ACROSS EUROPE, ASIA, AFRICA AND NORTH AMERICA

WE CREATE CUSTOMERS INSIGHTS DRIVEN INNOVATIONS, FOLLOWING MAIN MARKET TRENDS.

The changing lifestyles and busy schedules forced consumers to seek convenient options that can satisfy their hunger and nutritional needs. After covid rising health concerns globally, and shifting dietary patterns, created demand for a variety of "Better for You" options. Consumers are becoming more conscious of their eating habits,

looking for healthier options to help them maintain a balanced diet. Functional snacks are becoming more popular and the expectations and needs of young customers are evolving fast. Snacking has expanded beyond its conventional role to a meal replacements, energy, protein, gut health and immunity boosters.



HIGH-PROTEIN PRODUCTS
The popularity of a high-protein diet is growing double digit every year.

CLEAN LABEL
A short label with a clean, simple composition is a factor that becomes a key factor in making a purchasing decision.



61%
of consumers globally say "healthier living" means following a healthy, nutritious diet.



52%
of consumers globally agree that nutrition fortified foods and supplements are important aspects of a healthy diet.

Source: Innova

**DISCOVER OUR PURELLA SUPERFOODS PRODUCTS LINE
JOIN FAST GROWING AND HIGH PROFIT CATEGORY**

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BREAKFAST

Muesli & Granola. Perfect solution for those, who seeking a delightful and wholesome morning meal. Our products are a natural source of fibre and contain no additional preservatives, colorants or glucose-fructose syrup.



SUPERFOOD

Functional products such as dried and powdered fruits, grains and super spices full of nutritive values. We can offer mono products and special functional blends of superfoods.



SNACKING

Healthy and functional bars with delicious taste. Several types of bars: Protein, Energy, Nuts & Muesli.



DRY FRUITS & NUTS

Pure nature in handy packaging – dried fruits, nuts and seeds from the best plantations worldwide. Holistic portfolio covers different type of grammage (50 – 300 g).



HERBAL INFUSION

The unique, functional mixes combine the power of herbs with nutritive values of SUPERFOODS. Each composition includes 6-9 kinds of herbs which support our body.



PRODUCT CATALOGUE



SCAN • CLICK
TO DOWNLOAD

Feel free to contact us: export@foodwell.pl

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