

# Generous Gifts 2024

A better world, one  
small gift at a time



Organic & Gluten-free  
Cookies baked in Belgium



# GENEROUS AT A GLANCE

When you are Generous, life smiles at you.

- ° Our Mission: To make the world a little more Generous
- ° Belgian family-owned bakery founded in 2013
- ° Producer of high-quality organic gluten-free biscuits
- ° Uses energy from solar panels

° Awards: Laureate Caring Entrepreneurship Fund (King Baudouin Foundation), CCB Awards, La Vitrine de l'Artisan, Best Belgian New brand, Epicure d'Or, Great Taste Awards.



# GENEROSITY AS A PHILOSOPHY

## An inclusive bakery excluding gluten

Generous partners with sheltered workshops to handle the packaging of its cookies. This actively contributes to the integration of individuals with disabilities by providing them with meaningful employment opportunities.



Over the past decade more than a million euros have been invested in sheltered workshops.

# GENEROUS PEOPLE

## Rewarding the Generous people of Belgium

When biscuits break during the production process, or they chip or simply look weird, we can't sell them. So what do you do when your company name is Generous? You create a special gift pack for it and you give them away. Good business sense? Definitely not, but it feels great. We avoid wasting food and we can make some new friends by offering them to all sorts of generous people.



Mme Vanderbiest 101th birthday.



Congrégation de Manneken Pis.



Restos du coeur.



Eatmosphere: anti-waste restaurant



Enzame Uitvaart: poets write a poem for individuals who have died alone and recite it at their funeral.



Preparation of box for Bras dessus, bras dessous.



Les Petites Soeurs des Pauvres.

# STANDARD RANGE

Soft colors, strong characters...

3,45€



# SAINT-NICHOLAS ASSORTMENT

May you never be too grown up...



## SAINT-NICHOLAS SPECULOOS 140g

- Speculoos
- Speculoos coated with dark fairtrade chocolate
- Shelf life: 12 months



## SANTA SPECULOOS - 120g

Award winning dark chocolate coated speculoos



All of our  
cookies are  
organic &  
gluten-free



# METAL TINS

Smells like tin spirit



## SAINT-NICHOLAS SPECULOOS - 140g

7,45€

Saint-Nicholas speculoos.  
Shelf life: 12 months.



## SANTA SPECULOOS - 120g

8,45€

Speculoos coated with  
fairtrade dark chocolate  
Shelf life: 12 months.



## CHARLOTTE CHOCOLAT - 120g

7,45€

Chocolate cookies with  
hazelnuts & fleur de sel.  
Shelf life: 10 months.



## CÉLINE CITRON - 100g

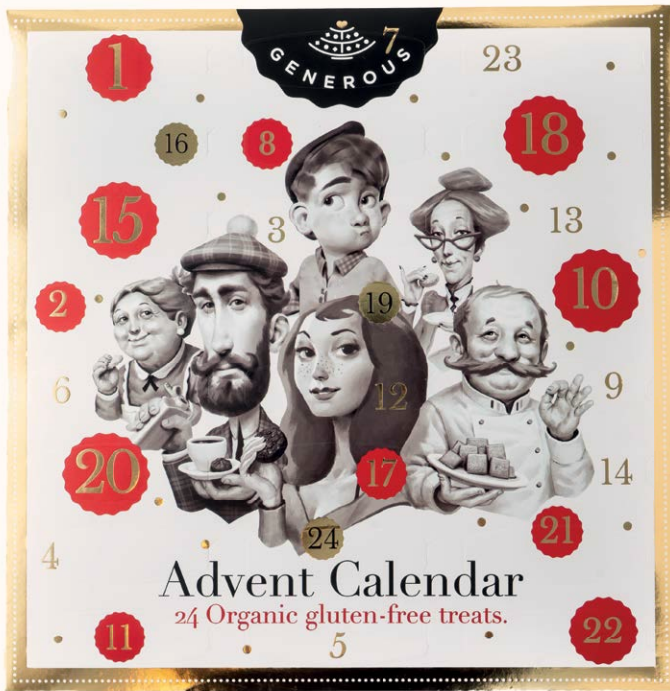
7,45€

Lemon butter shortbread.  
Shelf life: 10 months.



# ADVENT CALENDAR

24 days of Generous treats



17,45€

## CONTENT

Content: individually wrapped cookies, granola bites and chocolate.

Dimensions: 37 x 36,5 x 7cm.

Cardboard box with sustainable tray made from renewable material inside.

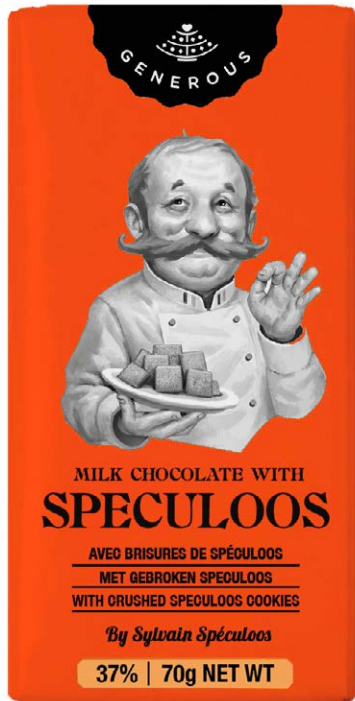




# CHOCOLATES WITH CRUSHED BISCUITS

Turning crumbs into chocolate delights.

2,70€



## CHOCOLATE TABLETS - 70G

Dark chocolate with crushed lemon biscuits.

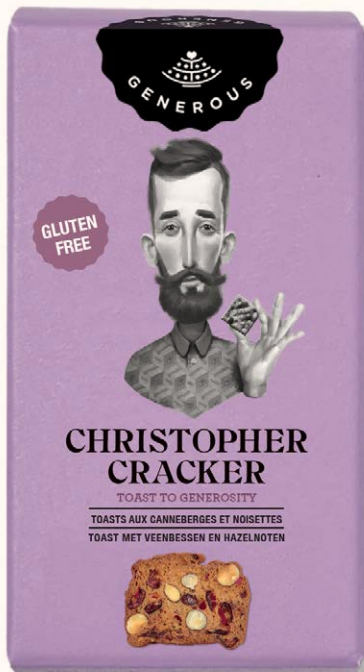
Milk chocolate with crushed speculoos.

Shelf life: 12 months.

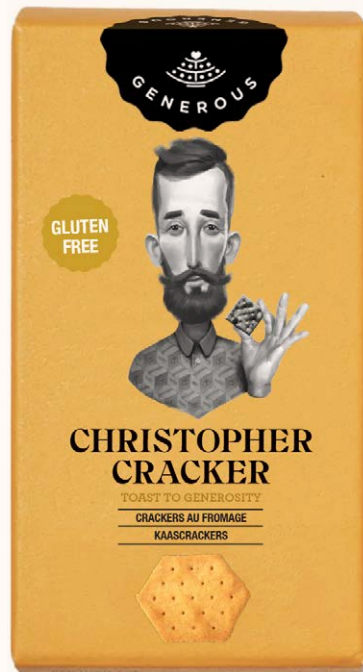


## APERO RANGE

3,70€



Toasts with cranberry & hazelnut.  
Shelf life: 12 months - 100g



Cheese crackers.  
Shelf life: 12 months - 100g



# DISCOVERY BOXES

Pick your own assortment of chocolate and sweet / savory cookies.



## LARGE BOX

### OPTION 1

8 packs: 30€

### OPTION 2

8 packs + 2 chocolate bars: 32 €

### OPTION 3

Pick & Mix your own box !

## MEDIUM BOX

### OPTION 1

4 packs: 17€

### OPTION 2

3 packs + 2 chocolate bars: 19€

### OPTION 3

4 packs + 1 chocolate bar: 20€

## SMALL BOX

### OPTION 1

2 packs: 9€

### OPTION 2

2 packs + 1 chocolate bar: 11€

## DISCOVERY BOXES

Pick your own assortment of chocolate and sweet / savory cookies.



## MEDIUM BOX

### OPTION 1

4 packs: 17€

### OPTION 2

3 packs + 2 chocolate bars: 19€

### OPTION 3

4 packs + 1 chocolate bar: 20€

# PERSONALISE YOUR GIFTS

Customise the cookie box of your choice



- Include your logo.
- Include the names of your clients or colleagues.

| UNITS         | Min 50 | 100   | 250   | 500   | 1.000 | 2.000 | 5.000 | 10.000 |
|---------------|--------|-------|-------|-------|-------|-------|-------|--------|
| CARDBOARD BOX | 8,70€  | 6,80€ | 5,20€ | 4,60€ | 4,20€ | 3,90€ | 3,65€ | 3,45€  |
| METAL TIN     | -      | 8,70€ | 7€    | 6,50€ | 6€    | 5,50€ | 5€    | 4,50€  |

Prices are indicative and are subject to change according to raw materials.

# PERSONALISE YOUR GIFTS

Customise the gift box of your choice



- Pick your box of 2, 4 or 8 cookies flavors
- Or pick the tin of your choice
- Design your sleeve with your logo and/or text
- And/or add a postcard
- And/or a sticker

| UNITS  | Sleeve | Stickers | Postcards |
|--------|--------|----------|-----------|
| 2.000  | 0,49€  | 0,07€    | 0,07€     |
| 1.000  | 0,52€  | 0,08€    | 0,08€     |
| 500    | 0,74€  | 0,10€    | 0,12€     |
| 250    | 1,19€  | 0,15€    | 0,23€     |
| 100    | 1,3€   | 0,25€    | 0,52€     |
| Min 50 | 1,5€   | 0,3€     | 0,90€     |

\*Prices are indicative and are subject to change according to raw materials.

# EASTER RANGE

Available from February to April



## CHOCOLATE COATED LEMON COOKIES - 140g

Zesty dark chocolate coated biscuits

Shelf life: 12 months.

# SNACKING RANGE



13€



13€



13€

Coming soon



## MARTIN MATIN DISPLAY

Oat & Chocolate Cookies.  
Gluten-free & vegan.  
20 units of 30g per display.

## MARTINE MATIN DISPLAY

Oat & Raisin Cookies.  
Gluten-free & vegan.  
20 units of 30g per display.

## CAMILLE COOKIE DISPLAY

Chocolate Chip Cookies.  
Gluten-free & vegan.  
20 units of 30g per display.



1,40€

## MINI RANGE

Céline Citron (40g); Pierre P'tit Beurre (40g);  
Sylvain Speculoos (28g); Charlotte Chocolat (40g)



18€

## FLOWPACK RANGE

Case of 100 cookies per flavor.



# GENEROUS TICKET

When you are generous, life smiles at you !

NOT FOR SALE



In some of our cookie boxes is a Generous Ticket for a nice surprise !



# TECHNICAL SPECIFICATIONS

## STANDARD COOKIE PACKAGING

|              | UNITS     | WIDTH  | DEPTH  | HEIGHT |
|--------------|-----------|--------|--------|--------|
| RETAIL UNITS | 1         | 90 mm  | 60 mm  | 165 mm |
| CARTON       | 8         | 245 mm | 185 mm | 175 mm |
| EUROPALET*   | 19/layer* | 120 cm | 80 cm  | 180 cm |

\* 19 Boxes per layer, 9 layers per europallet, for a total of 171 boxes.



## MINI-COOKIE PACKAGING

|              | UNITS     | WIDTH  | DEPTH  | HEIGHT |
|--------------|-----------|--------|--------|--------|
| RETAIL UNITS | 1         | 60 mm  | 60 mm  | 105 mm |
| CARTON       | 16        | 250 mm | 240 mm | 110 mm |
| EUROPALET*   | 12/layer* | 120 cm | 80 cm  | 180 cm |

\*12 shipping boxes per layer, max 16 layers per pallet (max 192 boxes per pallet).

## THE IMPORTANCE OF BEING GENEROUS

It's easy to call yourself Generous, but it's much more difficult - and exciting - to live up to it.

Generous is the name of our product, the philosophy of our company, our sustainability driver, and our human resources mission.

## CONTACT

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GLUTEN-FREE



BE-BIO-01 CERTISYS  
AGRICULTURE UE/NON UE

