



Brochure 2025

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.

- ° Mission: make the world a little more Generous - one cookie at a time.
- ° Founded: 2013, family-owned Belgian bakery.
- ° Our promise: high-quality, organic, gluten-free cookies, baked with care (and solar power).



- ° 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

Over the years, we've chosen to share our generosity with people and organizations who make the world a little brighter...". 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



Eenzame 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



CHARLOTTE CHOCOLAT - 100g

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



CÉLINE CITRON - 100g

Biscuits with lemon juice.
Shelf life: 10 months.



SYLVAIN SPECULOOS - 100g

Caramelized biscuits
Shelf life: 12 months.



VICTOR VANILLE - 100g

Vanilla butter shortbread.
Shelf life: 10 months.



COLETTE COCO - 100g

Coconut biscuits.
Shelf life: 12 months.



NICOLE NOISETTE - 100g

Hazelnut croquant.
Shelf life: 12 months.



PIERRE P'TIT BEURRE - 100g
Butter biscuits. Shelf life: 10 months.



MARTIN MATIN - 150g
Oat cookies with chocolate.
Shelf life: 15 months.



MARTINE MATIN - 150g
Oat cookies with raisins.
Shelf life: 15 months.



CHOCOLATE KID - 100g
Chocolate & almond cookies.
Shelf life: 12 months.

WENDY WAFFLE: GLUTEN- AND LACTOSE FREE

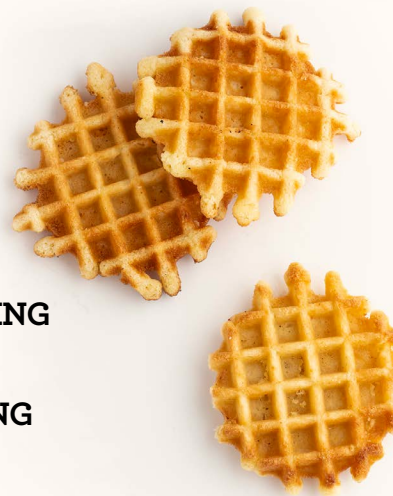
NATURAL WAFFLES



SPECULOOS WAFFLES



COCOA WAFFLES



BBD:

3 months

250G PACKAGING

Contains 8 waffles

60G PACKAGING

Contains 2 waffles.

Sold in:

- displays of 14 units x 60g or
- in shipping cartons of 20 units.



SNACKING RANGE



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.



WENDY WAFFLE

Gluten-free, lactose-free natural waffles.
14 units of (30g x 2) per display.



MINI RANGE

Charlotte Chocolat (40g);
Sylvain Speculoos (28g).



FLOWPACK RANGE

Case of 100 cookies per flavor.

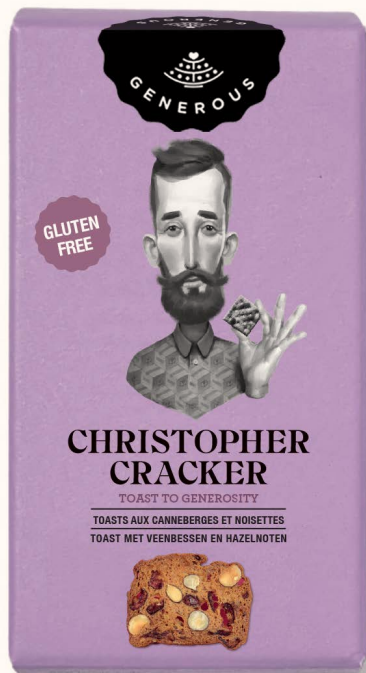


WENDY WAFFLE

Gluten-free, lactose-free speculoos waffles.
14 units of (30g x 2) per display.

APERERO RANGE

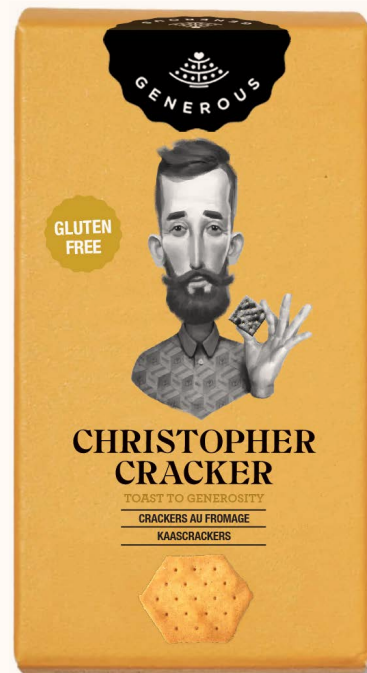
For a crunchy aperitif



CHRISTOPHER CRACKER - 100g

Toasts with cranberry & hazelnut.

Shelf life: 12 months.



CHRISTOPHER CRACKER - 100g

Cheese crackers.

Shelf life: 12 months.

SAINT-NICHOLAS RANGE

May you never be too grown up...



SAINT-NICHOLAS SPECULOOS- 140g

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



LARGE SAINT-NICHOLAS SPECULOOS - 125g

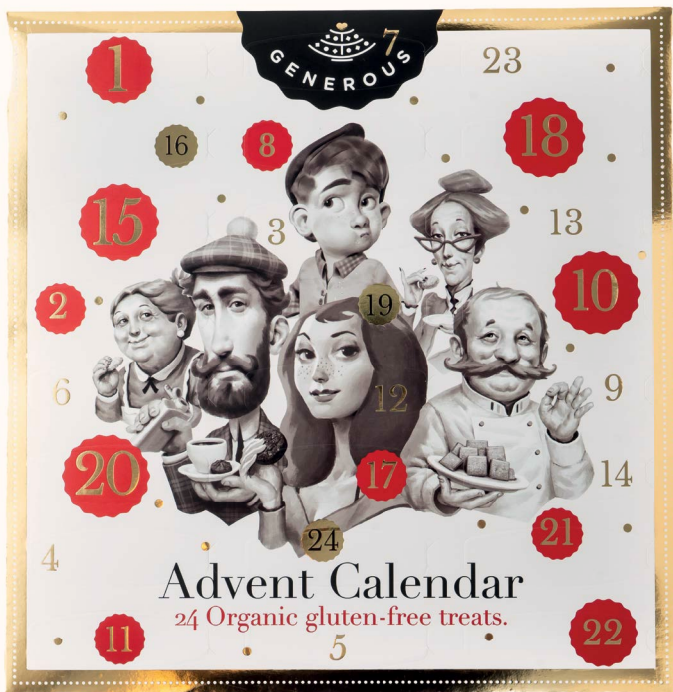
Our traditional hand-baked speculoos sealed in a transparent bag and presented in a craft envelope.
Dimensions: 23,5cm x 13,5cm.
Shelf life: 12 months

All of our
cookies are
organic &
gluten-free



CHRISTMAS RANGE

24 days of Generous treats



ADVENT CALENDAR

Content: individually wrapped cookies and chocolate.

Dimensions: 26 x 25 x 6,5cm.

Cardboard box with sustainable tray made from renewable material inside.



CHRISTMAS RANGE



ASSORTMENT OF SPECULOOS 280g

Speculoos & Chocolate coated speculoos.



SANTA CLAUS - 120g

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



SANTA CLAUS - 120g

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



CHOCOLATE TABLETS - 70G

Dark chocolate with crushed lemon biscuits.
Milk chocolate with crushed speculoos.
Shelf life: 12 months.

DISCOVERY BOXES

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



LARGE BOX: 8 PACKS

OPTION 1

8 packs

OPTION 2

8 packs + 2 chocolate bars

OPTION 3

Pick & Mix your own box !

MEDIUM BOX: 4 PACKS

OPTION 1

4 packs

OPTION 2

3 packs + 2 chocolate bars

OPTION 3

4 packs + 1 chocolate bar

SMALL BOX: 2 PACKS

OPTION 1

2 packs

OPTION 2

2 packs + 1 chocolate bar

DISCOVERY BOXES

From sweet to savory, create the perfect gift with our customizable boxes.



MEDIUM BOX

OPTION 1

4 packs

OPTION 2

3 packs + 2 chocolate bars

OPTION 3

4 packs + 1 chocolate bar



Looking for tailor-made corporate gifts? Let's talk!

EASTER RANGE

Available from February to April



CHOCOLATE COATED LEMON COOKIES - 140g

Zesty dark chocolate coated biscuits

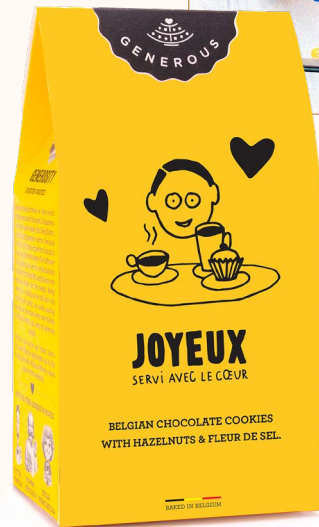
Shelf life: 12 months.

GENEROUS AS A FILOSOPHY

You'll never crunch alone !



Proud partner of Paralympic Team Belgium.



Partner of Café Joyeux Belgium, a family of café-restaurants that trains and employs individuals with mental and cognitive disabilities.

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).



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GLUTEN-FREE



BE-BIO-01 CERTISYS
AGRICULTURE UE/NON UE



BAKED
IN BELGIUM

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