

de Smaakspecialist

FAIR DEALS

As a certified B Corp we believe in the power and urge of good food for a sustainable world. We make good food accessible and create awareness by developing, producing and selling organic products, made with love and attention for humans, animals and nature.

Our assortment consists of 500+ products under our brands Smaakt, BioToday, RAW Organic Food and Goodbugs.



Perfect mix between high quality essentials & innovations

450 vegan products



100% organic



100% free from refined sugar





Bio

Smaakt[®]

EVERY BITE MATTERS.

Smaakt has over 300 organic products: the perfect base for your pantry. High quality essentials, like flours and cereals or meat substitutes and complete dinnerkits, we have it all!

LOVE is the
best ingredient.



Cereals

Smaakt has a wide range of cereals: there are more than 40 variants. The product range consists of basic whole grain cereals like oatmeal and spelt muesli and special flavours like crunchy muesli apple-cinnamon and coconut-hazelnut. But also porridge and great toppings like puffed grains, wheat bran and flaxseed. New in our range is the 'less carb' muesli and oatmeal.



Nuts, seeds and dried fruits

Mixed through yoghurt, used as a topping on porridge or mixed through a home made apple pie. Nuts, seeds and dried fruit are very tasteful, but also very nutritive. They contain a lot of vitamins and minerals. We have more than 30 different nuts and nut mixes in our product range.



Flour and baking mixes

Our Smaakt product range contains over 20 different types of flour. Basic flours, like wheat flour and wholegrain spelt flour. But also more specific flour types like KAMUT® khorasan or coconut flour.



Legumes and preserves

Legumes are very nutritious and a healthy substitute for meat. But you can also use them in hummus, falafel or pea or lentil soup. Our product range contains over 20 different legumes and preserves as sauerkraut and corn.



(Rice) crackers and rye bread

Smaakt has a wide range of (rice) crackers and rye bread: there are more than 20 variants. The product range consists of basic crackers like buckwheat crackers and spelt cakes. But there are also special flavours like cheese & pumpkin. New in our range are the 'less carb' products, like protein bread and less carb (flaxseed) crackers.



Vegan range

Every product in our Smaakt product range is 100% organic. Good for your personal health, but also in the benefit of the world we leave behind to future generations. We keep improving our products step by step. Over 90% of our products are plant-based, or 'vegan'. Some products are plant-based by nature, like our cereals, flours and legumes. But we also offer plant-based substitutes for meat, cheese and other dairy product.



Pasta, rice noodles and grains

A fresh salad with creamy pearl couscous, an Asian dish with soba noodles or a traditional Italian pasta. We have a wide range of pasta, rice, noodles and grains, made with the best ingredients. Therefore they contain high fiber and protein. New in our range is the 'less carb' pasta.



Global cuisine

Next to the wide range of pasta, rice, noodles and grains, there are more product to get the global cuisine in your own kitchen! We offer meat substitutes as tofu, tempeh and seitan, but also complete dinner kits and bumbo for a spicy Asian dish.



Sauces, soup stock and oil

'Basic' tomato ketchup and mayonnaise or a complete pumpkin range. We offer organic sauces for every dish! Consumers who are looking for an easy meal can rely on our wide range of soup and stock.



Cookies and snacks



Looking for a healthy and responsible snack?
Our spelt muesli cookies, cranberry cookies and banana chips are one of our best sold products on the Dutch market. Sweet are salty: we have a wide range of organic snacks.



Drinks

A glass of carrot or tomato juice to easily get some extra vitamins, a hot cup of ginger lemon tea or organic wine and beer: we have over 30 different organic drinks in our Smaakt product range. Cheers!



BIO TODAY

**100% ORGANIC
ALL NATURAL**

GOOD MOOD FOOD

Organic food for a happy & healthy lifestyle, fair food that makes you smile, and always with a keen eye for the latest trends. All our products are 100% organic, natural and made without any nasty additives.



NUT BUTTERS

IN A NUTSHELL...

BioToday nut butters are made from organic nuts and/or seeds. They are free from artificial flavours, aromas and colours. All these features make these organic nut butters a delicious and nutritious treat to spread on cracker or sandwich, used in sweet bakes, swirled through smoothies and even for making homemade dressings.



NO PALM OIL



SAVOURY SPREADS

PLANTS ARE OUR FUTURE!

Vegetables, legumes and seaweed; they form the perfect foundation for a tasty spread. BioToday has a wide variety of savoury spreads, each with a unique flavour. These vegan spreads are excellent both spread on bread, crackers or rice-cakes but also fantastic as tasty dip.

VEGAN



SWEET SPREADS

MEET THESE SWEETIES

They are super tasty, completely free from artificial additives and 100% plantbased. Have it spread on a slice of bread or a cracker for a real sweet treat. Which one is your favourite? A coconut, chocolate or fruit variant?



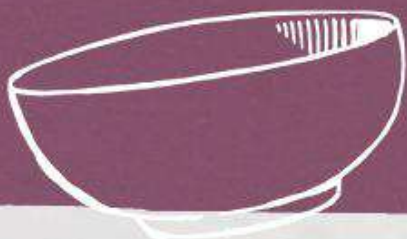
NO REFINED SUGARS



CEREALS

BOOST YOUR DAY!

Our BioToday muesli's, granola's and porridges are a great start to your day. In combination with (almond)milk or yoghurt our varied assortment provides the perfect cereal to any lifestyle.



SOURCE OF FIBRE



BREAKFAST & LUNCH

ALL DAY FAVOURITES

The breakfast and lunch range of BioToday offers different kind of crackers, which combine perfectly with our toppings like nut butters or fruit spreads.



VEGAN



BAKING

BAKE AWAY EVERY DAY

Who doesn't love a good baking session? Colourful pancakes in the morning or a comforting sweet banana bread on a lazy Sunday. With these BioToday easy baking mixes everyone can be a kitchen princess.



EASY TO MAKE



SWEET SNACKS

AN ENERGYBOOST FOR YOUR DAY!

Do you need a quick energy boost? These bars, snacks and cookies contain only natural ingredients and no unnecessary or artificial additives. The different mixes and combinations of organic nuts, grains, chocolate and dried fruits give each snack a unique flavour and bite. The perfect snack for those busy days on the go!



ON THE GO



SAVOURY SNACKS

SNACK TIME AT ANY TIME

Puffed Triangles and legume chips in the weekend or mini snackers and mini rice rolls on your snack platter. The snack range of BioToday offers a responsible and tasty bite for every snack-moment!



COOKIES

NOT JUST YOU EVERY DAY COOKIE

BioToday is the brand for delicious organic cookies, free from refined sugars and completely plantbased. Made from only natural ingredients! Some are made from whole grain spelt and wheat, some are packed with fibre. They come in many divine flavour combinations, so there's a cookie for everyone.



NO REFINED SUGARS



SWEETENERS & SYRUPS

RESPONSIBLE SWEETNESS

These organic sugars and sweeteners are natural products that have less effect on your blood sugar levels and digestive systems than standard, highly refined sugars. They have a very rich taste which means you only need to use a small amount to achieve the desired sweetness in any recipe. All these different qualities makes them responsible substitutes for regular sugar in desserts and pastries.

SUBSTITUTE
FOR HONEY



OILS & FATS

COOKING , BAKING AND ROASTING
BioToday has a wide variety of oils for cooking, baking and roasting. The coconut oils and ghee are perfect for cooking, as they have a high burning temperature. The avocado oil is delicious as a salad dressing!



NO PALM
OIL



KITCHEN ESSENTIALS

WHAT YOU GOT COOKING?

BioToday has some beautiful kitchen essentials for a healthy (vegan) meal. The stock powders flavour all kinds of dishes, the coconut basics and nori are perfect for an Oriental plate, and for real veganists the 'No cheese' fondue and yeast flakes are a must-try!



EASY TO MAKE



DRINKS

QUENCH YOUR THIRST

Whether you want a sparkling soda, refreshing coconut water or a drinking vinegar, BioToday has it all. Our drinking vinegars are available in 2 unique flavours and make for great thirstquenchers.



NO REFINED SUGARS



TEA

FOR THE PERFECT TEA PARTY

Your morning cup of tea, a 4o'clock tea break, or a steamy tea just before going to bed, BioToday has a different tea for any time of the day. Give yourself a boost with the Sparkling Soul tea or take a break with a cup of Pure & Peaceful tea. Every tea has a unique flavour combination of organic herbs and spices. Did you know that our teas combine perfectly with BioToday cookies?

PICK ME!





**RAW
ORGANIC
FOOD**

BE PURE EAT RAW

THE ASSORTMENT OF RAW ORGANIC FOOD CONSISTS OF HIGH QUALITY, PURE AND ORGANIC PRODUCTS WITH POWERFUL BENEFITS. ALL THESE PRODUCTS ARE FULL OF ESSENTIAL VITAMINS, MINERALS AND ANTIOXIDANTS; THEY CONTRIBUTE TO A LONG AND HEALTHY LIFE. NATURE PROVIDES US WITH ESSENTIAL AND EASILY ABSORBABLE NUTRIENTS, SO WHY SHOULDN'T WE USE THESE?



POWDERS



BAOBAB • CACAO • BARLEY GRASS • HEMP • WHEAT GRASS • LUCUMA • MACA • SPIRULINA

LESS CARB CRACKERS • CEREALS • CACAO NIBS & BEANS • SALAD MIXES • CEREAL TOPPINGS

BREAKFAST & LUNCH



CACAO BITES • CHOCO BARS • FRUIT & NUT BARS

SNACKS



NUTS

ALMONDS • HAZELNUTS • BRAZIL NUTS • WALNUTS • NUT-RAISIN MIX • NUT-FRUIT MIX



SEEDS & KERNELS



GOLDEN FLAX SEEDS • BROKEN FLAX SEEDS • WHOLE FLAX SEEDS • BROWN SESAME SEEDS • SESAME SEEDS • PINE KERNELS • PUMPKIN SEEDS • SUNFLOWER SEEDS • CHIA SEEDS • HEMP SEEDS

BERRIES

MULBERRY (MIX) • GOJI BERRIES • INCA BERRIES



DRIED TROPICAL FRUITS



APRICOTS • DATES • SULTANA RAISINS • THOMPSON RAISINS • FIGS



OILS

EXTRA VIRGIN COCONUT • HEMP SEED • FLAX SEED • PUMPKIN SEED • RAPE SEED • SUNFLOWER SEED



Consenza
gluten free

- 100% gluten free with an ongoing transition to 100% organic, reduction of sugars, allergens and E-numbers
- With more than 120 products it focuses on convenience, health, taste and sustainability
- Range for products for breakfast, lunch, dinner and in between.
- In short ... a total provider for the gluten free consumer



Takeover

- Purefood Consenza has been taken over by De Smaakspecialist since 1 April 2020. It offers an extension of the range in the Health Food category, specifically aimed at gluten-free. For the Smaakspecialist it is therefore complementary to the brands Smaakt, BioToday and RAW Organic Food.

Strategy

- Transition to 100% organic
- Reduction of sugars, allergens and E numbers
- Focus on responsible product developments
- Distinctive and high-quality products
- Focus on national marketing activities to increase awareness & reach

Re-design

- A shift to a more "healthy" appearance,
- Making it more attractive to a new target group.

Assumptions:

- More friendly logo
 - Unambiguous background
- > The result is more peace of mind on the packaging



Consenza
gluten free

Logo

- The "red flower" is brighter
- The "a" has been changed to the regular font
- The color of Consenza has changed from black to brown
- Gluten free is written less frivolously
- "Free" is now highlighted in green i.c.m. the balloon"

Design

- 1 font
- Calmer color palette
- Fewer and clearer claims



Consenza
gluten free

Consenza
gluten free



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