



NL Netherlands

Exhibitors Netherlands Pavilion

FHA – Food & Beverage 2022

5 – 8 September

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Introduction

The wait is finally over! Having been rescheduled for no less than three times due to the global pandemic, Food&Hotel Asia 2022 is finally about to start its food and beverage edition. Traditionally, the Netherlands will participate with a pavilion exhibiting some of our renowned food services and a range of our finest products, including dairy, potatoes and confectionery.

The Netherlands Agriculture Network will be present with a 27m2 lounge to host meetings for our exhibitors and interested visitors. This edition, our lounge will be centered around 'Farming the Future'; a global campaign showcasing the innovative power of the Dutch agri-food, horticulture and fisheries sectors. Working together with governments, businesses and knowledge institutions, we create custom-tailored solutions and build strong, sustainable supply chains worldwide. You are invited to join the conversation at the Netherlands lounge to discuss how we can join efforts to build a food system that is resilient, safe and fair.

We are delighted to share with you this brochure with our 17 exhibitors and our exhibition partner to learn more about their products and/or services prior to visiting the FHA exhibition. Our team is kindly available to introduce you to our companies and to tell you more about our regional work of The Netherlands Agriculture Network, find our details on the next page.



I look forward to meeting you in the lounge of the Netherlands pavilion!

Joost van Uum

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[Farming the Future](#)



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Hi, this is Hans and Pieter Bas. Take a minute to read about our story and you won't forget us anymore. We've been making organic sauces since 2011 and have lots of fun doing so! We believe in our way and believe that food should be authentic. That is why we started developing our products in order to shake up the organic sector with our bold flavors and daring brand. But it is not just the two of us anymore. In this past decade, we have gathered a gang of passionate Bandits. Together, we aim to make every day a better Bandits day.



With these Bandits we still develop, produce and distribute our organic and often vegan products ourselves. We now have a full certified factory (IFS, Organic, Kosher) so we meet all criteria to supply every store in the world. Our products are enjoyed now in more than 20 countries worldwide, from Canada to Italy and from the UK to Dubai. And sure, all of them are delicious and good looking, but what we really do is bring a little more fun and humor on the shelf. By having our eyes wide open and being in full control of our factory, we are improving our process and recipes constantly. Most of our products are now vegan and we are using less and less sugar and salt without compromising the in-your-face BioBandits flavors.



Bredabest

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Bredabest
SINCE 1996



Bredabest is a Dutch full-service processing company specializing in high quality peanut- and nut-based products. We have over 20 years of experience in trading, processing and producing products for customers around the world.

We believe in the healthy power of nuts and peanuts and the place they have in any diet. In addition to roasting and processing peanuts into split, diced and sliced semi-finished products, we have developed a wide variety of peanut butter and nut butters. From the basic peanut butter that everyone loves to functional versions with added fibers, protein and good fats. Even tailor-made options are available. We will gladly match your requirements.

We have full control of our supply-chain and can guarantee the best quality from farm to table. We look forward to meet new partners in Singapore and show you our variety of products and discuss the needs in the market!

Cheeseland Holland

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Cheeseland Inc. is an importer and exporter of fine quality Dutch Cheeses. Cheeseland proudly offers the widest selection of the Dutch specialty cheeses in the USA, while continuing to expand our distribution to include Canada, Brazil, Europe, Japan and Southeast Asia.

Just as the art of traditional Dutch cheese making has remained constant over the centuries, Cheeseland's mission has remained steadfast and is based on three important things: Firstly, we offer the wide variety of high quality all-natural, hormone-free, traditionally-made Dutch cheese. Secondly, we strive to provide friendly, helpful support and personalized customer service. Thirdly, the staff of Cheeseland is truly passionate about working with you to offer the best possible products at the most competitive prices.



Confiserie Napoleon

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We are a decisive and flexible international confectionery company. Our origins goes back over 150 years. We have a head office nearby Rotterdam and a factory in Breskens, the Netherlands. We specialize in the development, production, marketing, sales and distribution of high-quality hard boiled confectionery. We make also various other products like traditional candy and butterscotch.

To fulfill the requests of our customers and the wishes of consumers is the main goal of our day-to-day work. Our brands Napoleon, Dr. Toms, ANTA flu and Lemco are the foundation of our company.

It is our vision to look into the world around us and adapt our business to the changes in our environment. We are aware of the importance of healthy and sustainable eating habits. We use technology to improve our products and to find alternatives for (too much) sugar and more sustainable packaging's. We think that both achieving a healthy life style and a sugar treat can be compatible. Beside a healthy lifestyle, consumers are looking for small treats. As a reward or comfort in their busy lives. When eating candy consumers find a moment of happiness and a qualitative taste experience.

It is our mission to provide consumers with a unique and qualitative treat for themselves and their loved ones. Without a feeling of guilt. By producing our candy with high quality ingredients, purely natural colorings and flavorings we help consumers to make a responsible choice and have an unique experience.



Export Partner/ Netherlands Export Combination (NEC)

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YOUR EXPORT GOAL, OUR MISSION

As the Netherlands' largest export consultancy, Export Partner/ Netherlands Export Combination (NEC) has been serving companies that want to expand internationally since the 1950's. We offer everything from Netherlands pavilions (partner of Informa Markets) to trade missions (partner of the Netherlands Enterprise Agency), and market research to business development. With all the expertise in-house, Export Partner is your partner in international business with offices in the USA, Germany, China and Japan.

We are known for our hands-on mentality. After all, export success is all about strategy, building long-term relationships, but more importantly, it's also about doing. The world is our playground and our approach is universal. Nonetheless, we look at each new project with a fresh view and always work in a customized approach. Because no two businesses or markets are the same. And every product has its own unique potential.

Our F&B tradeshow portfolio includes: BIOFACH Nurnberg (Germany), FOODEX Tokyo (Japan), Boston Seafood (United States), FHA Singapore (Singapore), Seoul Food (South-Korea), Free From Barcelona (Spain), FHC Shanghai (China), FHV Hanoi (Vietnam), Abu Dhabi International Food Exhibition (UAE) and all other Informa Markets food & hospitality shows in addition to FHA Singapore 2022.

Farm Frites International

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Since 1971, we have grown the tastiest potatoes and process these into delicious potato products. We are committed to nature, proud of our farmers' heritage and ambitious in contributing to our customers' growth. Farm Frites is pure, authentic and passionate. Together with our growers we are working around the clock to make a difference. Straight from the fields, our potatoes are carefully taken care of and processed into fries. That farmland is our foundation; it is invaluable to Farm Frites! And so are the more than 2,000 employees all over the world that work for Farm Frites to deliver the tastiest potato products all year round. That's why we do everything we do in the most sustainable way and respect people and planet. Where quality comes first...and taste! You can see it and you can taste it.

FFT International

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“FFT International BV is the “Matchmaker in food”; Understanding the food industry is the basis for everything we do. We do not act as broker or traditional trader. We add value and work with you in a fair, honest and transparent way, well beyond a traditional buyer-seller relationship. Years of experience in the retail- and foodservice industry and unrestricted access to objective data means that our multilingual and highly skilled team will find a pragmatic and market conform solution for (almost) all your requirements.

FFT International is the “one stop shop” for most of your international food specialty needs. From sourcing to stocking and consolidating to branding and packaging, to managing the logistics. Our European private brand concepts:

- Masters from Europe (European dairy/agricultural products)
- Del Giorno (for products with an Italian “touch”)
- Mise en Place (concepts for foodservice)
- Euro select (dairy/agricultural commodities)

All our suppliers comply with international standards and are thoroughly checked on all aspects for food safety packaging safety and regulatory compliance. We create long term partnerships with our business partners ensuring consistent quality and priority in planning & production.

Get in touch with our expert team to find out how we can help you to improve and grow your business.

Flevotrade

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FlevoTrade is a worldwide food trader, active in more than 70 countries. The broad product range consist of fresh agricultural and branded food products. The main products are: onions, potatoes, garlic, carrots, French fries, vegetable oils, margarine, mayonnaise, canned fruit, canned vegetables, canned fish, chicken, eggs and milk powder.

Friesian Farm

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In the Dutch meadows of Netherlands, Friesian Farm was established in 2015 and has grown over the years into one of the well-known companies that specialize in dairy products.

The company mainly specifies in selling a variety of high quality brands of dairy products for clients and consumers to provide a fine taste around the world.

Friesian Farm B.V Products:

- Friesian Farm Butter Ghee and Milk Powder
- Dutch Meadows Butter Ghee and Butter
- Blenda Blended Butter Ghee
- Friesland Campina Butter Ghee



Fruitlife (van Es Foods International B.V.)

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Fruit Life is the brand of Van Es Foods International (since 1971). Fruit Life is the brand in frozen fruit and fruit purees for pastry chefs, bakeries, ice cream parlors, foodservice and wholesalers. We export to various countries in and outside Europe. Thanks to our long-standing relationships with our growers, we can supply you with fruit of a distinctive quality. Our distinctive character results in Fruit Life being offered in the market as an A-brand.

We package and produce all IQF (Individual Quick Frozen) fruit and purees at our own production location in Babberich, Gelderland province, The Netherlands. We have all the necessary controls and certificates in house to guarantee the required quality. In our own cold storage we have more than 36 types of fruit and 65 varieties of fruit purees in stock.

For a no-obligation quote or questions, please don't hesitate to contact us.

J.P. Beemsterboer

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JPB – based in the Dutch agricultural heartland - delivers top grade food and food products in our exclusive signature brands to our global customer base. Since 1943, JPB has grown into a global food distribution leader specialized in fresh, frozen, commodity and retail food categories in our A-List brands to over 90 countries in Africa, Asia, the Middle East, Latin America, and the Caribbean. We distribute our product range in exclusive access brands at competitive prices so our customers can raise turnover and have boundless long-term options in their markets. Drawn from ongoing experience, our products have become household names in kitchens all across the world. In 2021 we completed a rebranding, so we are excited to show you the available options!

We can offer you these products for your market:

- Fresh produce: yellow, red & crimson onions, potatoes, carrots, and garlic;
- Frozen products: French fries, potato specialties, vegetables, chicken, fish, and onion rings;
- Commodities: rice, sugar, vegetable cooking oils, pulses, beans, salt, pepper and flour;
- Consumer foods: condensed milk, evaporated milk, UHT milk, pasta, mayonnaise, mustard, cheese, and canned foods.

Contact us for distributing our brands exclusively in your country.

Let's grow together!



Meeder Fresh

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Meeder Fresh is a subsidiary of the Meeder Group. Unlike the other companies in the Meeder Group, Meeder Fresh does not focus on a specific market. We deliver fresh produce both nearby and far away to a wide variety of customers: hotel- and restaurant busines, wholesale- and retail and care organizations.

Located in The Netherlands in the center of the European fresh produce market we are ready to serve you. From the most delicate fresh produce products to the bigger volume items, we can make it happen.

Being a wholesaler, retailer or catering company we know the perfect product for you. With our team of logistical professionals there is no destination out of reach.

Please reach out to us to get more information. We are ready to serve you!

Your Meeder Fresh Team

Scelta Mushrooms

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At Scelta Mushrooms everything revolves around mushrooms. We process these into a wide range of products, from freshly frozen and preserved mushrooms with extended shelf life to healthier appetizers. These find their way to pizzas, soups, sauces, ready meals and other products and are available in various international supermarkets. Today we are producing a wide range of mushroom-products and added value vegie-products, in 7 different factories in The Netherlands

In over 80 countries worldwide, billions of our mushrooms are used for their exceptional quality whilst we are a supplier to all the leading brands in the food industry, food service and retail. In addition, we are constantly working on potential new developments with partners, on new taste sensations, sustainable solutions and healthy products, because “winnovation” is the foundation of our business.



Trigon Food

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Trigon Food BV started business at the beginning of 1999. Over the years we have expanded our range of products. We now carry a large range of foods and drinks, both famous brands and more competitively priced brands. We sell products produced in Holland, as well as from other European countries like Germany, Belgium, France, Italy and the United Kingdom.

Key in our 20 years of business, is the relationship with our customers and suppliers. We strongly believe that clear and regular communication is crucial to our mutual business. Travelling to our customers in their respective countries, to learn to know them and to learn to understand the needs of the market, is very important to us. At Trigon Food, we believe in long term business, and not just one deal.

Find our full product list [here](#).

We look forward to a fruitful business relationship with you!

Trigona Dairy

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Trigona Dairy Trade is a company which specializes in the supply of commodity dairy products for industrial use and dairy products for foodservice and retail.

In the foodservice and retail segment, Trigona offers a wide range of cheeses like mozzarella blocks, mozzarella shredded, pizza cheese in blocks and shredded and many more cheese types like Gouda, cheddar, processed cheeses (slices, blocks) and many varieties of cream cheeses. Furthermore, we offer a wide range of butter both with 100% milkfat and with vegetable fat blends.

We have exclusive partnerships with high end manufactures from all main dairy producing regions (Europe, US, India, South America, Oceania and Turkey) which makes us always able to offer on the most competitive levels. Our goal is to develop the business with good quality products and to build strong local partnerships.

Unilac Holland

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Enjoying European cheese and dairy products worldwide

For centuries cheese and dairy have been part of our diet and we are still amazed at the unlimited tasteful possibilities. Our love for cheese and dairy has been passed on to us at a young age and, for decades now, we have been making sure that the world has access to excellent cheese and dairy products. We're proud of that, every day.



Due to the passion for cheese and dairy products and broad experience in international sales and distribution, Unilac Holland began as an exporter of Dutch quality-cheeses in 1997, mainly to South America and the Netherlands Antilles. Many other countries quickly found an appreciation for our choice of quality products and our surprisingly flexible logistics. Countries in the Middle East soon followed, as did several countries in Asia, Oceania, Africa, North and Central America.

Today, Unilac Holland has become an internationally valued exporter of European cheese and dairy. We are now active in more than 70 countries.

That might sound like a huge undertaking, but our organization is as fast and flexible as it was when we first started. Every day, we make sure to do everything we can to satisfy the wishes of our customers. At Unilac Holland, 'service' still means actual service.

This makes a family business like Unilac Holland a passionate and sustainable partner for all of its international customers and suppliers.

We are happy to share our passion with you!

VRC MeatMed LTD

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VRC enjoys world-renown for top quality meat. The company buys and sells fresh and frozen pork for manufacturers, retails and catering.

Founded in 1998, VRC is a member of the international Van Rooi Group. Our slaughterhouse is officially the second-largest slaughterhouse in Holland, processing 60-70 thousand pigs per week. It is characterized by its no-nonsense mentality and effective action. We speak the language of the farmer and the consumer, catch signals from the market and translate them into our products and production processes.

Our factory, located in Helmond, is strong due to complete production under one roof. The expansion of the Helmond production facility optimizes this ambition.

Boasting a dynamic, knowledgeable and highly professional multilingual team, VRC is always prepared to respond to all requests for prices, specifications and any other customer inquiries. With a reputation for its expert logistical services, professionally organized documentation systems, flexibility and full transparency, VRC is fully equipped to meet the demands of even the most discerning customer in any market around the world.

Zwanenberg Foodgroup

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Zwanenberg is one of the leading European producers and exporters of preserved meat, snacks, soups, sauces, vegetarian and vegan products. We export our products to retailers and wholesalers over more than 100 countries, using a number of successful international brands. In addition to our own successful brands, we have also developed a lot of private labels.