

MADE IN
BELGIUM



LA CONFIANCE

- SINCE 1924 -

THE TASTE YOU CAN TRUST

LA CONFIANCE IS A UNIQUE BELGIAN SPECULOOS WITH A MIGHTY FINE TASTE, BASED ON A FAMILY RECIPE FROM 1924. IT'S MADE FROM THE BEST ORGANIC INGREDIENTS BOUGHT DIRECTLY FROM OUR FARMERS: BELGIAN WHEAT GROWN BY FARMER THIBAUT, REAL BUTTER AND CAREFULLY SELECTED SPICES. IT WAS OFFICIALLY RECOGNIZED BY OUR GOVERNMENT AS A LOCAL TRADITIONAL PRODUCT AND HONOURED WITH THE HIGHEST SCORE OF THE ITQI SUPERIOR TASTE AWARD: 3 GOLDEN STARS.



TASTE

OUR CLASSIC SPECULOOS SUCCESSFULLY PASSED ITQI'S RENOWNED TASTE TEST: A JURY OF 135 LEADING CHEFS AND SOMMELIERS RATED OUR PRODUCT OVER 90% AND GRANTED US A 3 GOLDEN STARS SUPERIOR TASTE AWARD. A LABEL WE'LL PROUDLY WEAR OVER THE NEXT FEW YEARS!

AND THERE IS MORE: WE'VE ALSO DEVELOPED A SPECULOOS WITH PREMIUM ORGANIC HAZELNUTS FROM FARMER FEDERICO IN PIEDMONT. IN ADDITION, WE'VE CREATED A SPECULOOS WITH NIBS, LITTLE PIECES OF ROASTED PURE COCOA BEANS, DIRECTLY FROM FARMER JOSÉ IN PERU.

TRANSPARENCY

WE SOURCE OUR INGREDIENTS AS MUCH AS POSSIBLE DIRECTLY FROM FARMERS AROUND US - ALL UNITED BY HONEST AGRICULTURE, RESPECT FOR NATURE AND FOR GREAT TASTE. FINDING ORGANIC BELGIAN WHEAT OF TOP QUALITY WAS NOT EASY:



THIBAUT, THE FARMER OF OUR WHEAT

80% OF THE WHEAT THAT IS BEING MILLED IN BELGIUM IS IMPORTED. BUT EVENTUALLY WE FOUND FARMER THIBAUT IN BEAUMONT. WE SHARE HIS PICTURE AND STORY ON OUR PACKAGING.

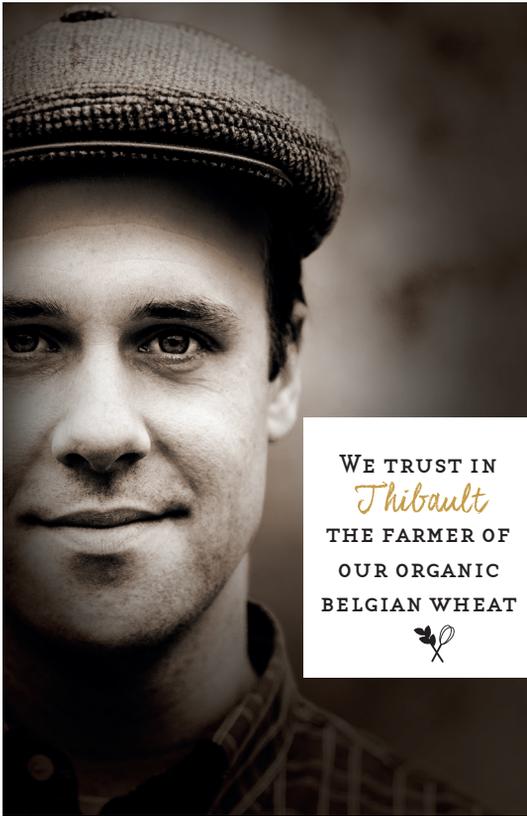


OUR WHEAT: ORGANIC AND BELGIAN

TRUST

BAKER JOZEF BORMS, GREAT-GRANDFATHER OF OUR FOUNDER LEO BORMS, FOUNDED LA CONFIANCE IN THE 1920'S. HE DIDN'T JUST PICK THIS NAME BY COINCIDENCE. 'CONFIANCE' MEANS TRUST IN FRENCH. A FEW YEARS AGO WE FOUND HIS RECIPES AND NOTES. SO WE DECIDED TO BRING THIS FAMILY RECIPE FROM 1924 BACK TO LIFE WITH THE BEST INGREDIENTS OF TODAY'S AGRICULTURE.





WE TRUST IN
Thibault
THE FARMER OF
OUR ORGANIC
BELGIAN WHEAT



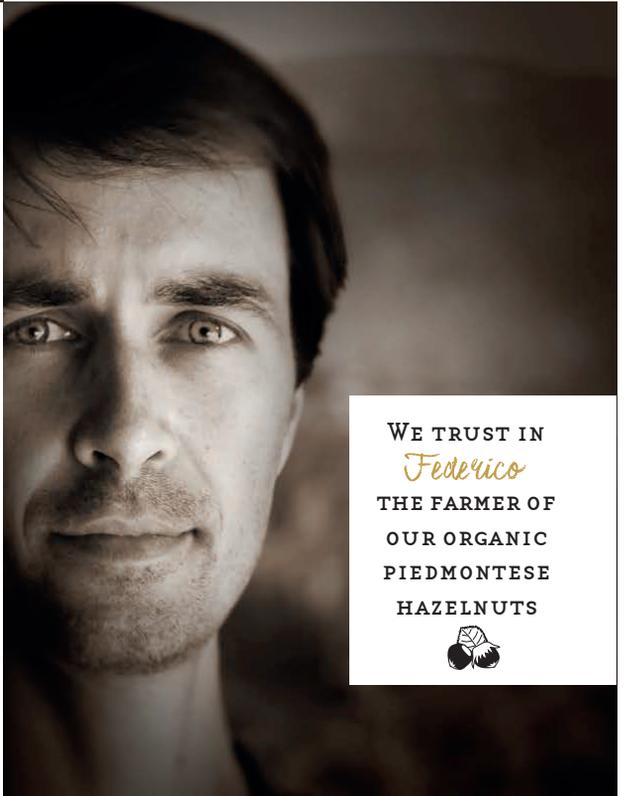
MADE WITH INGREDIENTS FROM FARMERS WE CAN TRUST

FOR OUR SPECULOOS WE ONLY SELECT THE BEST ORGANIC INGREDIENTS FROM FARMERS WE KNOW AND FROM WHOM WE CAN BUY DIRECTLY. WE'RE PROUD OF OUR FARMERS AND GROWERS. AND WE MAKE NO SECRET OF WHO THEY ARE AND WHERE THEY FARM. WE'RE HAPPY TO SHARE THEIR STORY WITH YOU ON OUR PACKAGING.

THIBAUT GROWS THE BEST WHEAT FOUND IN BELGIUM. HE SUPPLIES US WITH NUTRITIOUS FLOUR FROM HIS SUN-RIPENED, ORGANICALLY GROWN WHEAT. IT IS CAREFULLY MILLED BY A LOCAL MILLER'S FAMILY TO PRESERVE ALL ITS GOODNESS. AND THIS YOU TASTE IN OUR SPECULOOS.



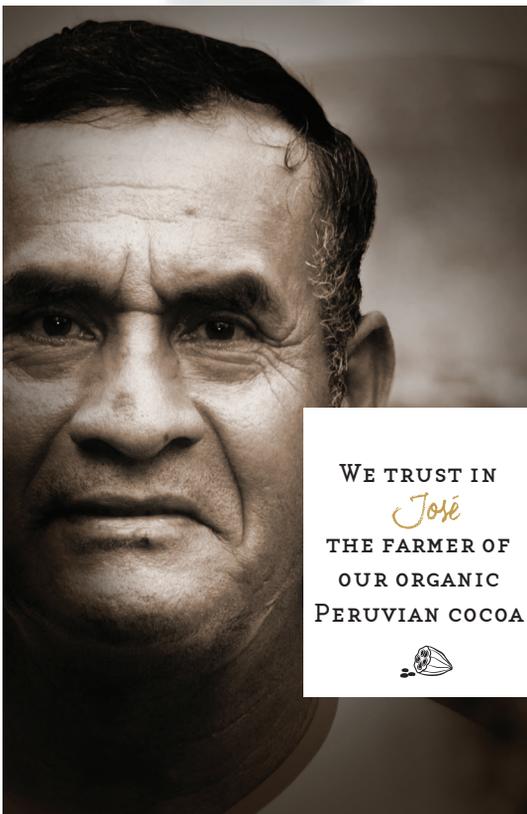
NOBODY GROWS SUCH DELICIOUS HAZELNUTS AS FEDERICO DOES IN PIEDMONT, ITALY – ORGANIC, SUN-RIPENED AND FULL OF FLAVOUR. ONLY 1400 HAZEL TREES ON A SMALL HILL... DAY AND NIGHT FEDERICO TAKES CARE OF HIS ORCHARD. AND YOU CAN TASTE THE DIFFERENCE: BIG, MOIST AND SWEET HAZELNUTS. THEY ADD AN EXTRA CRISP TO OUR BELGIAN SPECULOOS.



WE TRUST IN
Federico
THE FARMER OF
OUR ORGANIC
PIEDMONTESE
HAZELNUTS



ON HIS FAIR TRADE PLANTATION IN PERU, JOSÉ TAKES GREAT CARE OF HIS DELICATE CRIOLLO COCOA BEANS. HARVESTED AND DRIED UNDER THE PERUVIAN SUN, THESE ORGANIC BEANS DEVELOP THEIR INTENSE AROMA. THESE PIECES OF PURE COCOA GIVE EVEN MORE PUNCH TO OUR BELGIAN SPECULOOS!



WE TRUST IN
José
THE FARMER OF
OUR ORGANIC
PERUVIAN COCOA

