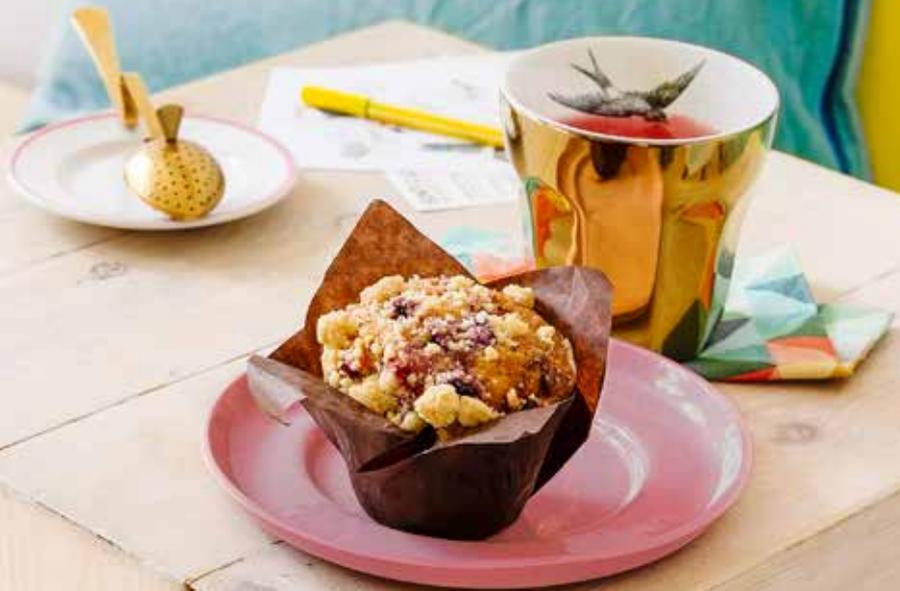


# SWEET O'CLOCK

MY FAVORITE  
SWEET TEMPTATION



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# SWEET O'CLOCK

MY FAVORITE  
SWEET TEMPTATION

THE TIME IS  
ALWAYS RIGHT  
FOR A  
**SWEET O'CLOCK**  
BITE!

This sweet range will make your mouth water. Sweet O'Clock means popular, irresistible treats with a twist, a homemade appearance and above all an incredible taste. Do you find yourself during the day in a bit of a dip? These little bites are ideal to get you going again. Spoil yourself on the spot, enjoy a delicious moment when you're on the go or end in sweet madness: you always have room for little temptations like these.

The best time of the day is Sweet O'Clock.

# GOOD MORNING SUNSHINE

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YOUR ULTIMATE  
BREAKFAST  
BUFFET?  
**SWEET O'CLOCK.**

Breakfast is the most important meal of the day. Even if your guests got out of the wrong side of the bed, your extensive breakfast will put a smile on the face of early birds and everyone else as well! A good start is half the job done.

The ideal morning meal includes something fresh, something filling and something sweet. Sweet O'Clock is the perfect choice for the last part, with an extremely wide range of delicious treats. How about light, airy ring cakes? Or velvety smooth muffins with an exquisite filling? They might be famous breakfast classics, but the Sweet O'Clock version has that special extra something.

At PANESCO we know when it's time to kickstart the day: Sweet O'Clock.



**MY FAVORITE  
SWEET TEMPTATION**

5001589  
**BELGIAN CHOCOLATE  
RING CAKE**

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GOOD MORNING  
SUNSHINE

MY FAVORITE  
SWEET TEMPTATION

I LOVE YOU IN  
THE MORNING!  
**SWEET O'CLOCK.**



5001607

**MUFFIN  
CHOC &  
SALTED  
CARAMEL**

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5001605

**MUFFIN  
MULTISEEDED  
WITH RED  
FRUITS**

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5001606

**MUFFIN  
APPLE &  
CINNAMON**

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# LUNCH BREAK

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ADDING VALUE  
TO A SANDWICH  
LUNCH:  
**SWEET O'CLOCK.**



A lunch break is so much more fun with a little extra something. Break out of the daily grind with a bit of irresistible pleasure. An apricot frangipane tartlet with real fruit, an apple turnover with raisins and a hint of cinnamon or a rice pudding tartlet with crunchy spiced biscuit crumble: these are just a few choices from the delicious Sweet O'Clock range.

A meal deal with a sandwich or a panini and a “guilty little pleasure” will be a guaranteed success. These top products are sure to sell like hot cakes.

Generating additional sales with a smile from your customer as the greatest added value: that is what Sweet O'Clock is all about.



**MY FAVORITE  
SWEET TEMPTATION**

5001613

**RICE PUDDING  
& SPECULOOS  
CRUMBLE  
TARTLET**

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# LUNCH BREAK

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**MY FAVORITE  
SWEET TEMPTATION**

5001596

**FRANGIPANE &  
APRICOT TARTLET**

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LUNCH WITH  
A CRUNCH?  
**SWEET O'CLOCK.**



5000574

**CHOC CHIP  
COOKIE**

# TEA TIME



JUST WHAT YOU  
NEED TO GET  
BACK ON TRACK:  
**SWEET O'CLOCK.**



Transform your coffee bar or tearoom into the perfect '(m)eating point'. Sweet O'Clock is the ideal accompaniment for an aromatic coffee or heartwarming cup of tea. When you are swept up in the hustle and bustle of the day, there is nothing like a delicious treat with a nice cup of coffee or Earl Grey to revive you.

The hip, contemporary Sweet O'Clock products are the perfect take on the trend for sweet American snacks. An easy-to-cut tray baked brownie drizzled with salty caramel sauce finds its perfect partner in real (American) cookies and muffins. Cheer up, it's Sweet O'Clock!

**MY FAVORITE  
SWEET TEMPTATION**

5001590

**TRAY BAKE BROWNIE  
CHOC & SALTED CARAMEL**

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# TEA TIME

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**MY FAVORITE  
SWEET TEMPTATION**

5001614

**POPCORN  
ROCKY ROAD  
BAR**

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**PANESCO**  
FOOD.COM



ONE FOR  
THE ROAD:  
POPCORN ROCKY  
ROAD BAR.

Or discover also the irresistible combination of chocolate, popcorn and marshmallows in the handily wrapped Popcorn Rocky Road Bar. Contemporary finger-licking treats to spoil yourself with. Perfect to eat in or out. Take away USA!



# PRODUCT OVERVIEW

5000574

## CHOC CHIP COOKIE

50 G  
90 PCS C/S  
108 C/S PAL  
Baking 160°C · 10-12'

### READY TO BAKE

Crisp & chewy ready to bake cookie with milk chocolate chunks.



5000575

## DOUBLE CHOC CHIP COOKIE

50 G  
90 PCS C/S  
108 C/S PAL  
Baking 160°C · 10-12'

### READY TO BAKE

Crisp & chewy ready to bake chocolate cookie with dark chocolate chunks.



5000113

## ALMOND COOKIE WITH BUTTER

105 G  
48 PCS C/S  
96 C/S PAL  
Baking 180°C · 10-12'

### READY TO BAKE

Dutch speciality cream butter cookie with almonds and a soft almond filling.



5001043

**FRUIT  
FLAPJACK**

80 G · 4800 G · 60 P  
60 PCS C/S  
150 C/S PAL  
Baking 160°C · 10-12'

**READY TO BAKE**

Luxury flapjack made with oats, butter, cranberries, sultana raisins and sunflower seeds, resulting in a dry medium soft square biscuit when baked.



5001288

**CHOCOLATE  
CHIP FLAPJACK**

80 G · 4800 G · 60 P  
60 PCS C/S  
150 C/S PAL  
Baking 160°C · 10-12'

**READY TO BAKE**

Luxury flapjack made with oats and Belgian milk chocolate chunks, butter and Demerara sugar, resulting in a dry medium soft square biscuit when baked.



5001614

**POPCORN ROCKY  
ROAD BAR,  
SINGLE WRAPPED**

70 G  
24 X 1 PCS C/S  
288 C/S PAL  
Defrost 4°C · 30'

**THAW & SERVE**

Crunchy biscuit, marshmallows, popcorn, caramel and Belgian chocolate all-in-one bar.



**NEW**

# PRODUCT OVERVIEW

5001606

## MUFFIN APPLE & CINNAMON

110 G  
20 PCS C/S  
160 C/S PAL  
Defrost 22°C · 60'

### THAW & SERVE

Muffin with apple filling and cinnamon, decorated with pieces of apple and crumble.

NEW



5001605

## MUFFIN MULTISEEDED WITH RED FRUITS

110 G  
20 PCS C/S  
160 C/S PAL  
Defrost 22°C · 60'

### THAW & SERVE

Multi-seeded muffin (with linseed, millet, sunflower seeds and sesame) filled with red fruits puree (strawberry, blackberry and raspberry) and decorated with a crumble of red fruits (mix of currants, blackberries and blueberries).

NEW



5001607

## MUFFIN CHOC & SALTED CARAMEL

110 G  
20 PCS C/S  
160 C/S PAL  
Defrost 22°C · 60'

### THAW & SERVE

Dark chocolate muffin with salted butter caramel filling and decorated with caramelised hazelnuts.

NEW



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5000677

**DOUBLE CHOC CHIP MUFFIN,  
SINGLE WRAPPED**

90 G  
40 X 1 PCS C/S  
60 C/S PAL  
Defrost 22°C · 45'

**THAW & SERVE**

Soft rich chocolate muffin with plenty of dark chocolate chunks. Individually wrapped for longer freshness and convenience.



5000662

**VANILLA MUFFIN,  
SINGLE WRAPPED**

90 G  
40 X 1 PCS C/S  
60 C/S PAL  
Defrost 22°C · 45'

**THAW & SERVE**

Moist, creamy muffin with vanilla. Individually wrapped to grab & go and for longer freshness.



5000678

**BLUEBERRY MUFFIN,  
SINGLE WRAPPED**

90 G  
40 X 1 PCS C/S  
60 C/S PAL  
Defrost 22°C · 45'

**THAW & SERVE**

Creamy muffin generously filled with juicy blueberries. Individually wrapped for longer freshness.



# PRODUCT OVERVIEW

5001590

## TRAY BAKE BROWNIE CHOC & SALTED CARAMEL

1800 G · 36 X 26 CM  
2 PCS C/S  
120 C/S PAL  
Defrost 4°C · 240'

### THAW & SERVE

Moist dark Belgian chocolate brownie sheet cake, sprinkled with pieces of chocolate brownie and saused with salted butter caramel (from Guérande sea salt, butter and crème fraîche).



5000330

## DOUBLE CHOC BROWNIES

60 G · 2880 G · 48 P  
2 X 24 PCS C/S  
162 C/S PAL  
Defrost 22°C · 45'

### THAW & SERVE

Square dense fudgy chocolate sheetcake enriched with chocolate nibs, pre-sliced.



5001522

## LEMON RING CAKE

800 G · Ø21 CM  
1 PCS C/S  
270 C/S PAL  
Defrost 22°C · 180'

### THAW & SERVE

Moist and tender sponge cake (with whole egg), flavoured with lemon jelly cubes and dusted with icing sugar. Splendid as a breakfast cake, fantastic at tea time.



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5001588

**BELGIAN APPLE  
RING CAKE**

825 G · Ø21 CM  
1 PCS C/S  
270 C/S PAL  
Defrost 22°C · 180'

**THAW & SERVE**

Moist and tender sponge cake (with whole egg) and richly filled with pieces of Jonagold apple, decorated with slivered almonds, apricot jelly and dusted with icing sugar. Splendid as a breakfast cake, fantastic at tea time.



**NEW**

5001589

**BELGIAN CHOCOLATE  
RING CAKE**

800 G · Ø21 CM  
1 PCS C/S  
270 C/S PAL  
Defrost 22°C · 180'

**THAW & SERVE**

Moist and tender chocolate sponge cake (with whole egg) enriched with dark Belgian chocolate drops, finished with apricot jelly and dusted with icing sugar. Splendid as a breakfast cake, fantastic at tea time.



**NEW**

5000709

**FLANDERS SWEET  
PANCAKES**

55 G · Ø18 CM  
12 X 9 PCS C/S  
84 C/S PAL  
Defrost 22°C · 150'  
Baking 200°C · 0-3'

**SERVE HOT**

A rich batter cake fried in a pan, containing milk, flour, eggs and sugar.



# PRODUCT OVERVIEW

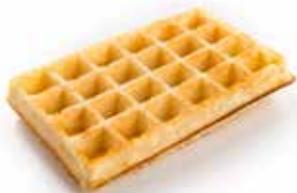
5000622

## BRUSSELS WAFFLE

80 G  
6 X 9 PCS C/S  
40 C/S PAL  
Defrost 22°C · 30'  
Baking 200°C · 3-4'

### SERVE HOT

Golden crispy waffle with light texture due to the beaten egg whites, vanilla flavour.



5000105

## BELGIAN SUGAR WAFFLE

90 G  
32 PCS C/S  
96 C/S PAL  
Baking 200°C · 0-3'

### FULLY BAKED

So called Liège waffle, sweet caramelised dense waffle with sugar pearls.



5001313

## BÂTON VANILLE

100 G  
60 PCS C/S  
96 C/S PAL  
Defrost 22°C · 30'  
Baking 170°C · 30-32'

### TO BAKE

Elegant looking puff pastry bar filled with vanilla cream (custard), egg-washed, sprinkled with caster sugar and finished with diagonal incisions.



5000901

**APPLE  
TURNOVER**

145 G  
35 PCS C/S  
80 C/S PAL  
Defrost 22°C · 30'  
Baking 170°C · 30-32'

**READY TO BAKE**

Triangular pastry with pieces of apple, raisins and a hint of cinnamon, finished with sugar pearls.



5001596

**FRANGIPANE &  
APRICOT TARTLET**

150 G  
25 PCS C/S  
96 C/S PAL  
Defrost 22°C · 30'  
Baking 170°C · 30-32'

**READY TO BAKE**

Frangipane (almond-sugar-egg batter) in a puff pastry case. A spoon of apricot jam at the bottom and topped with 3 halved apricots, decorated with caramelised almonds.

**NEW**



5001613

**RICE PUDDING & SPECULOOS  
CRUMBLE TARTLET**

175 G  
36 PCS C/S  
96 C/S PAL  
Defrost 22°C · 30'  
Baking 170°C · 37-39'

**READY TO BAKE**

Puff pastry tartlet filled with rice cooked in milk, eggs and sugar. Sprinkled with crunched "speculoos from Vermeiren" (kind of gingerbread: gingery & cinnamon spicy with a sweet caramel edge).

**NEW**



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Does your business share our  
passion for tasty craftsmanship?  
Contact PANESCO.  
Sweet O'Clock will never leave  
your tummy rumbling.

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