



ORIGINAL
**DANISH
PASTRY**



BY PANESCO

**PANESCO
FOOD.COM**





STRAIGHT FROM THE BAKERY TO YOUR OVEN: THE ORIGINAL DANISH PASTRIES

Hygge. A Danish word that says everything about the Danes, but has no good direct translation. Probably 'cosy' or 'feel good' would come closest. And the taste, the crisp and lightness of the Original Danish Pastries are as hygge as it gets. But what makes them unique? And why do they make a difference for your customers?

PANESCO

It is in PANESCO's DNA to bring the great baking flavours and traditions from the world to your kitchens: for you to spoil your customers with a unique taste adventure.

Our Original Danish Pastries are made by bakers that take true pride in keeping Danish baking traditions and craftsmanship alive. Everything in order to bring the true authentic experience to your customers.

ORIGINAL DANISH PASTRY



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ORIGINAL DANISH: A MARK OF QUALITY

Danish pastries are the real thing. They're often copied, but no pastry beats the original. The secret is in more than 150 years of tradition and craftsmanship perfected and mastered by the Danes, beyond any competition.

WHAT MAKES ORIGINAL DANISH UNIQUE?





The lamination technique

The rolling of dough and margarine into ultra fine layers has almost become Danish Culinary Heritage. The Danes even created an exclusive margarine for this process.



The ingredients

Eggs and sugar are added to the dough. Eggs for better volume and crispiness. Sugar nourishes the rise of the dough resulting in an unseen lightness.



Temperature control

The dough and margarine have precisely the same temperature when layered to prevent merging. Only in this case, the perfect flaky crust can be achieved.



Long resting times

Time is an invisible ingredient but you can definitely taste that the flavours get fuller.



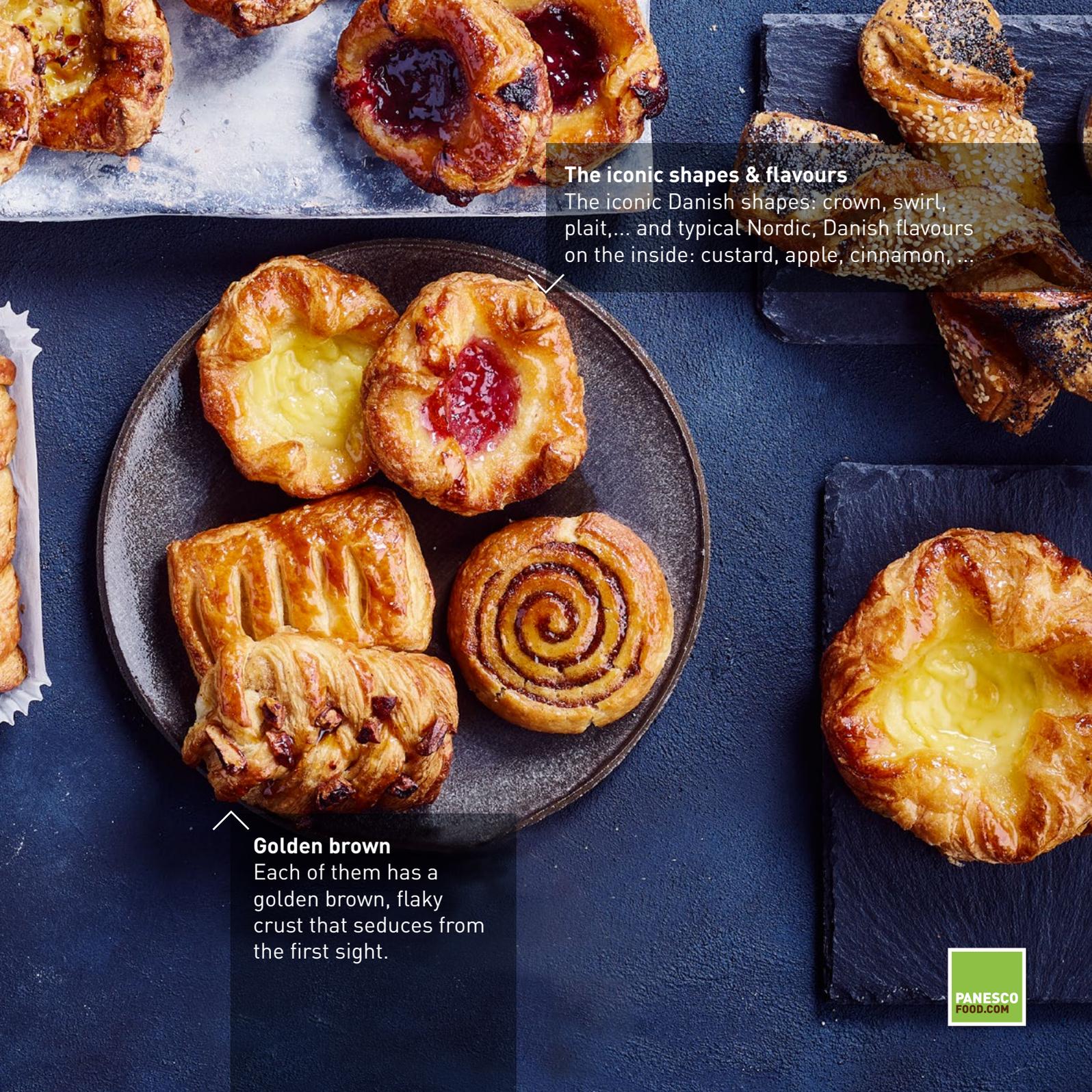
ORIGINAL DANISH PASTRY

HOW TO RECOGNIZE AN ORIGINAL DANISH?

The sound of crispy perfection

Only Danish sound like Danish. When you cut them: you'll hear that delicate sound of layers of crisp crackling and flaking.

Up to 27 clearly separate, ultra-fine layers in the dough. Danish pastry dough is folded, and folded, and folded, to achieve up to 27 layers of crackling pleasure.



The iconic shapes & flavours

The iconic Danish shapes: crown, swirl, plait,... and typical Nordic, Danish flavours on the inside: custard, apple, cinnamon, ...



Golden brown

Each of them has a golden brown, flaky crust that seduces from the first sight.



6

2

3

5

4

1

7



1

5000731

MAPLE PECAN PLAIT

2

5001473

CINNAMON SWIRL

3

5000732

DANISH CUSTARD CROWN

4

5001472

DANISH MIX

5

5001458

MINI DANISH MARZIPAN TWISTER

6

5000971

MINI MAPLE PECAN PLAIT

7

5000929

MINI DANISH MIX

ORIGINAL DANISH PASTRY

VEGAN

WWW.PANESCO.COM





**THE FIRST 100% VEGAN
DANISH PASTRIES TO SWEETEN
UP BREAKFAST, BRUNCH OR
COFFEE BREAKS**

Vegan foods are on the rise!

And the best news is: your customers can now wildly indulge in the genuinely tasty Danish Pastry sensation – yet fully vegan, with 100% plant based ingredients.

VEGAN CLAIMS YOU CAN MAKE!

- ◇ 100% plant based
- ◇ From agriculture without growth regulators
- ◇ Egg free / dairy free
- ◇ Free from palm oil



↑
vegan alternatives **grew** by **20%**.
This year alone,



7 OUT OF **10** millennials want to have more **vegan alternatives** while enjoying something **tasty**.



The choice to **do good** for the **PLANET** is what drives the growth of vegan.



Consumers are asking vegan products that **Taste Great** and are as enjoyable as their traditional French pastry.



Sources: Google Trends,
European Data Journalism

VEGAN





5001915

VEGAN DANISH CROWN CUSTARD

A classic widely preferred Danish turned vegan! Made with San Francisco inspired pastry sourdough, smooth vanilla custard, caramelized soft filling from brown sugar and a subtle touch of sourdough. A fabulously creamy treat, sprinkled with chopped hazelnuts to enhance the crispy sensation.

ORIGINAL DANISH PASTRY

VEGAN

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5001916

VEGAN DANISH CROWN APPLE BUCKTHORN

The sweetness of apples and the tangy, slightly sour flavour of buckthorn create a genuine feel like a heart warming breeze of Danish autumn. Made with sourdough, and finished with orange-flavoured icing which makes the truly Nordic picture perfect.

VEGAN





5001919

VEGAN MINI DANISH CROWN MIX

VEGAN MINI CROWN CUSTARD

VEGAN MINI CROWN APPLE BUCKTHORN

VEGAN MINI CHUNKY CHERRY

Small in size but packed with taste. Deep red cherry filling with chunky pieces of cherry spoil with sweet & sour, fruity flavours.

VEGAN DANISH PASTRIES



5001915 VEGAN DANISH CROWN CUSTARD

Danish pastry crown, filled with creamy plantbased vanilla custard and caramelized soft brown sugar, sprinkled with chopped hazelnuts.

90 g
4 x 12 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 19-21'
READY TO BAKE



5001916 VEGAN DANISH CROWN APPLE BUCKTHORN

Danish pastry crown, filled with apple and buckthorn. 1 Bag of orange icing included.

88 g
4 x 12 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 19-21'
READY TO BAKE



5001919 VEGAN MINI DANISH CROWN MIX

Assortment of 3 mini Danish pastries: 2x20 mini crowns filled with plantbased vanilla custard and caramelized brown sugar, sprinkled with chopped hazelnuts, 2x20 mini crowns filled with apple and buckthorn, 2x20 mini crowns filled with cherry. 1 Bag of orange icing included for the mini apple buckthorn crowns.

40 g
6 x 20 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 13-15'
READY TO BAKE



ORIGINAL DANISH PASTRIES - MONO



5000732

DANISH CUSTARD CROWN

Creamy custard with a hint of almonds in a crispy crown of Danish pastry. 1 Bag of icing sugar included.

90 g
4 x 12 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 19-21'
READY TO BAKE



5000731

MAPLE PECAN PLAIT

Typical crispy Danish pastry with a smooth sweet filling of maple & crushed pecan nuts, scattered with pecan nuts. 1 Bag of maple syrup and paper cases enclosed.

95 g
4 x 12 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 19-21'
READY TO BAKE



5001473

CINNAMON SWIRL

Very crispy Danish pastry swirl, filled with cinnamon and brown sugar paste. 1 Bag of icing sugar enclosed.

85 g
4 x 12 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 19-21'
READY TO BAKE



5001472

DANISH MIX

Assorted box with 48 Danish pastries: 12 maple pecan plaits, 12 cinnamon swirls, 12 apple crowns, 12 custard crowns with hazelnuts. 1 Bag of icing sugar included.

90 g
4 x 12 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 19-21'
READY TO BAKE



ORIGINAL DANISH PASTRIES - MINI



5001458 MINI DANISH MARZIPAN TWISTER

Crispy twister with marzipan-almond filling, decorated with sesame seeds and poppy seeds.

45 g
75 PCS C/S - 120 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 13-15'
READY TO BAKE



5000929 MINI DANISH MIX

Assortment of 5 mini Danish pastries: 20 maple pecan plaits, 20 apple lattices, 30 mini cinnamon swirls, 20 mini custard crowns, 20 mini raspberry crowns.

40 g
110 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 13-15'
READY TO BAKE



5000971 MINI MAPLE PECAN PLAIT

Mini crispy Danish pastry lattice with a smooth sweet filling of maple & crushed pecan nuts, scattered with pecan nuts. 1 Bag of maple syrup enclosed.

40 g
5 x 20 PCS C/S - 104 C/S PAL
DEFROST 22°C • 15'
BAKING 180°C • 13-15'
READY TO BAKE









HUNGRY
FOR MORE?

**CONTACT
YOUR SALES
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