



YOUR
BRAND
~

We can produce your bar,
let's start creating!



WHO ARE WE?

Van Vliet is a Dutch family business founded in 1974.

Van Vliet is an expert in creating Private Labels. Thanks to our years of experience with our own Brands Meenk; De Bron; Kindly's and The Marshmallow Company; we know exactly what is going on in the market. We are happy to share this experience with our customers to develop a complete concept.

Because we are directly responsible for four consumer brands, we know all the factors that play a role in bringing a successful candy brand to the market. Purchasing, production, packaging, marketing, sales and distribution have our full attention each and every day. This allows us, like no other, to advise our customers with setting up a Private Label. We do this with as much as dedication and enthusiasm as with our 'own' brands.

Naturally, we meet the strictest Dutch and European requirements in terms of labor and food safety and we are BRC, HACCP and IFS certified.

With this we make high-quality Dutch products. And that is why we proudly say " Van Vliet Made in Holland!"



OUR CONCEPT



Let's create!



Choose your basic and filling. There are several recipes available for Private Label.



Choose the size

Round or square? We can make multiple bar sizes. We also deliver snack sizes and sticks.



Packaging

Individually wrapped in a printed foil or clear foil? Delivered as bulk? Both options are possible.



WHAT CAN WE OFFER?

We offer a wide range of sizes and high quality products to create your own, unique, bar.

We can provide:

- Bars, sticks, slices and balls produced to your very own recipe
- Dried fruit, nuts, chocolate nibs, superfoods, oats and several other ingredients
- Several bar sizes & shapes available
- New Product Development to your brief



We make:

- (Dried)Fruit, nut & seed bars
- Cereal bars
- High Protein recipes
- Snack bites, squares & sticks



Packaging formats:

- Wrapped individually
- Printed foil or clear foil
- Bulk in carton





**REDUCED
SUGARS**



PROTEIN



**LOW
FAT**



FIBER



**REAL
FRUIT**



**DELICIOUS
TASTE**