

purella

SUPERFOODS



SUPERFOODS EVERYDAY

PRODUCT CATALOGUE

WHO WE ARE?

For over 33 years, we have been committed to providing consumers with healthy, functional products that offer nutritional value derived from **NATURAL INGREDIENTS**. Our expertise, high-quality standards, and unique recipes ensure that we provide consumers with **TASTEFUL PLEASURE EVERY DAY**.

We proudly manage five successful brands in Poland, offering several categories: Breakfast Foods, DFN, Snacking, Healthy Functional Foods, Baking Mixes and Instant Desserts.

33 YEARS

OF EXPERIENCE

2 PRODUCTION PLANTS

INNOVATIVE R&D TEAM

150 MLN EUR

TURNOVER

650

EMPLOYEES

55 MARKETS WORLDWIDE

ACROSS EUROPE, ASIA, AFRICA
AND NORTH AMERICA

SUPPLIER TO KEY EU RETAILERS

CARREFOUR, AUCHAN,
ROSSMANN, AND KAUFLAND

800

BRANDED PRODUCTS

200

PRIVATE LABEL PRODUCTS

foodWell

VISION

ENHANCE OUR STRENGTH ON
THE POLISH MARKET TO ENABLE
GLOBAL EXPANSION THROUGH

EXCEPTIONAL
PEOPLE AND
PRODUCTS WE ARE
PROUD OF

foodWell

purella

SUPERFOODS

WE ARE OBSESSED WITH SUPERFOODS

At Purella, we aim to democratize healthy eating by empowering people to take care of themselves with high-quality, nutritious products. Our passion for **SUPERFOODS** became the foundation of our brand as we believe in the transformative power of incorporating nutrient-rich ingredients into our daily diets.

By offering a wide range of products that embody the essence of **SUPERFOODS**, we aim to inspire and motivate everyone to embrace a balanced and mindful lifestyle. Our carefully curated selection meets all your needs throughout the day, whether you are enhancing your meals with single **SUPERFOODS** or **SUPERFOODS MIXES**, brewing a comforting cup of herbal goodness with **SUPERHERBS**, reboosting with **SUPERSHOTS**, or indulging in a healthy **BAR**, wholesome breakfast **MUESLIS**, or **GRANOLA**.

purella
SUPERFOODS



SUPERFOODS

Purella's **SUPERFOODS** offer the highest nutritional value, providing a rich source of essential vitamins and minerals. Our range includes functional products such as dried and powdered fruits, seeds, and spices, carefully selected to enhance your daily meals with both convenience and health benefits.

Committed to the highest standards, we search for ECO-certified raw materials and rigorously testing them for gluten content. Sustainability is at the core of our process - from responsible sourcing and ethical farming to manufacturing and final delivery. At every step, we ensure premium quality and environmental responsibility.



NIGELLA SEED 40 G

SHELF LIFE: 540 days
SAP NUMBER: 29035
EAN: 5903246561500

HS CODE: 120799
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



MACA ORGANIC 28 G

SHELF LIFE: 540 days
SAP NUMBER: 29037
EAN: 5903246561524

HS CODE: 71490
PSC / CASE: 10
CASES / PALLET: 504
PCS / PALLET: 5040



ACAI BERRY ORGANIC 21 G

SHELF LIFE: 540 days
SAP NUMBER: 29039
EAN: 5903246561654

HS CODE: 81340
PSC / CASE: 10
CASES / PALLET: 504
PCS / PALLET: 5040



TURMERIC ORGANIC 60 G

SHELF LIFE: 540 days
SAP NUMBER: 28808
EAN: 5903246562798

HS CODE: 91030
PSC / CASE: 10
CASES / PALLET: 504
PCS / PALLET: 5040



WHITE MULBERRY ORGANIC 45 G

SHELF LIFE: 540 days
SAP NUMBER: 28807
EAN: 5903246561586

HS CODE: 81340
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



GROUND FLAX SEED 60 G

SHELF LIFE: 540 days
SAP NUMBER: 29045
EAN: 5905186301963

HS CODE: 120890
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360





GOJI BERRIES 45 G

SHELF LIFE: 540 days
SAP NUMBER: 28805
EAN: 5903246561647

HS CODE: 81340
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



GOLDEN BERRY ORGANIC 45 G

SHELF LIFE: 540 days
SAP NUMBER: 29036
EAN: 5903246561975

HS CODE: 81340
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



HEMP PROTEIN ORGANIC 45 G

SHELF LIFE: 540 days
SAP NUMBER: 29044
EAN: 5903246561593

HS CODE: 120799
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



RAW CACAO POWDER ORGANIC 40 G

SHELF LIFE: 540 days
SAP NUMBER: 29040
EAN: 5903246561562

HS CODE: 180500
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



CHIA SEED ORGANIC 50 G

SHELF LIFE: 540 days
SAP NUMBER: 29038
EAN: 5903246561548

HS CODE: 120799
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



CHLORELLA POWDER 21 G

SHELF LIFE: 540 days
SAP NUMBER: 28806
EAN: 5903246561913

HS CODE: 210220
PSC / CASE: 10
CASES / PALLET: 504
PCS / PALLET: 5040



SUPERFOOD MIXES

Blends of natural and functional superfoods, designed to support your body's specific needs. Simply add them to juice, smoothies, yogurt, or oatmeal to enhance your daily diet with essential nutrients.

Rich in vitamins, minerals, and bioactive compounds, these mixes help boost energy, reduce fatigue, support metabolism, strengthen immunity, and promote overall well-being.

With their carefully selected ingredients, Purella's **SUPERFOOD MIXES** offer a comprehensive solution for those seeking a natural, effective approach to health and vitality.



SUPERFOODS MIX GREEN 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28804
EAN: 5905186300737

HS CODE: 110630
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



SUPERFOODS MIX ENERGY 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28801
EAN: 5905186300706

HS CODE: 110630
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



SUPERFOODS MIX BEAUTY 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28800
EAN: 5905186300720

HS CODE: 110630
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



SUPERFOODS MIX IMMUNITY 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28802
EAN: 5905186300713

HS CODE: 110630
PSC / CASE: 10
CASES / PALLET: 336
PCS / PALLET: 3360



GRANOLA

Start your day with a burst of flavor and lasting energy! **Purella's GRANOLA** is the perfect breakfast choice for those seeking a delicious and nutritious start to the morning.

Made with whole grain oats for fiber and sweetened with honey for a naturally wholesome taste, it is crafted with care and attention to every detail. Free from preservatives, artificial colorings, and high-fructose corn syrup, it offers a pure, wholesome experience.

Available in four exciting flavors: Coconut, Nuts & Chocolate, Tropical Fruits, and Chocolate. Customize your breakfast by adding your favorite **Purella SUPERFOODS** for an extra boost of nutrition.



NO PALM OIL



OVER 50% WHOLE GRAIN



SOURCE OF FIBER



**GRANOLA
CHOCO POWER
300 G**

SHELF LIFE: 360 days
SAP NUMBER: 28924
EAN: 5905186301451

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 48
PCS / PALLET: 768



**GRANOLA
NUTTY BOOSTER
300 G**

SHELF LIFE: 360 days
SAP NUMBER: 28888
EAN: 5905186301475

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 48
PCS / PALLET: 768



**GRANOLA
SWEET TROPIC
300 G**

SHELF LIFE: 360 days
SAP NUMBER: 28887
EAN: 5905186301499

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 48
PCS / PALLET: 768



**GRANOLA
LAZY PARADISE
300 G**

SHELF LIFE: 360 days
SAP NUMBER: 28981
EAN: 5905186301673

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 48
PCS / PALLET: 768

**CLICK TO DISCOVER
OUR RANGE
OF GRANOLA**

purella
SUPERFOODS

SUPER MUESLI

Breakfast is the most important meal of the day, so it should be both nutritious and delicious. Purella's **SUPER MUESLIS** are designed for those who value both. Our carefully crafted mueslis offer a perfect balance of taste and health benefits, catering to different dietary needs.

As with all Purella products, we use only high-quality ingredients. Our formulas are free from glucose syrup and hydrogenated fats. Elevate your breakfast experience with our deliciously healthy **SUPER MUESLIS**!



HIGH
FIBRE



NO
PALM OIL



WHOLE GRAIN
CEREAL FLAKES



WITH
SUPERFOODS



SUPER MUESLI ENERGY 200 G

SHELF LIFE: 360 days
SAP NUMBER: 29263
EAN: 5903246562965

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 54
PCS / PALLET: 864



SUPER MUESLI IMMUNITY 200 G

SHELF LIFE: 360 days
SAP NUMBER: 29268
EAN: 5903246562958

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 54
PCS / PALLET: 864



SUPER MUESLI PROTEIN 200 G

SHELF LIFE: 360 days
SAP NUMBER: 29265
EAN: 5903246568684

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 54
PCS / PALLET: 864



SUPER MUESLI KETO 200 G

SHELF LIFE: 360 days
SAP NUMBER: 29264
EAN: 5903246568301

HS CODE: 190420
PSC / CASE: 16
CASES / PALLET: 54
PCS / PALLET: 864

PROTEIN BARS

MULTI-LAYERED LINE

Experience pure indulgence with our **LAYERED PROTEIN BARS**, featuring a soft protein base, a rich **CARAMEL LAYER**, and a smooth coating. High-quality protein and superfoods deliver both exceptional taste and nutrition, making each bite a multi-layered indulgence.



**PROTEIN LAYERED
BAR CARAMEL
BROWNIE
45 G**

SHELF LIFE: 360 days
SAP NUMBER: 29827
EAN: 5905186303080

HS CODE: 180632
PSC / CASE: 15
CASES / PALLET: 640
PCS / PALLET: 9600



**PROTEIN LAYERED
BAR VANILLA
STRACCIATELLA
45 G**

SHELF LIFE: 360 days
SAP NUMBER: 29828
EAN: 5905186303042

HS CODE: 180632
PSC / CASE: 15
CASES / PALLET: 640
PCS / PALLET: 9600



**PROTEIN LAYERED
BAR PEANUTS &
CARAMEL
45 G**

SHELF LIFE: 360 days
SAP NUMBER: 29826
EAN: 5905186303066

HS CODE: 180632
PSC / CASE: 15
CASES / PALLET: 640
PCS / PALLET: 9600

**1 BAR = 11
GRAMS (25%)
OF PROTEIN
+ SUPERFOODS**



**CARAMEL
BROWNIE**



**PEANUTS
& CARAMEL**



**VANILLA
STRACCIATELLA**

STRAWBERRY
MERINGUE

MATCHA
& YUZU

CRISPY
COOKIE

MANGO
CRISPY RICE

purella
SUPERFOODS

PROTEIN BARS

CRUNCHY LINE



Discover our line of **CRUNCHY PROTEIN BARS**, designed for those looking for a light, crunchy texture in every bite. These bars combine high-quality protein, superfoods, and a colorful, flavored protein coating to deliver both great taste and balanced nutrition with **NO ADDED SUGAR**. Enjoy a satisfying crunch as you fuel your body and delight your senses.



CRUNCHY PROTEIN BAR CRISPY COOKIE 45 G

SHELF LIFE: 360 days
SAP NUMBER: 29413
EAN: 5905186303028

HS CODE: 210610
PSC / CASE: 15
CASES / PALLET: 416
PCS / PALLET: 6240



CRUNCHY PROTEIN BAR MATCHA & YUZU 45 G

SHELF LIFE: 360 days
SAP NUMBER: 29582
EAN: 5905186303554

HS CODE: 210610
PSC / CASE: 15
CASES / PALLET: 416
PCS / PALLET: 6240



CRUNCHY PROTEIN BAR STRAWBERRY MERINGUE 45 G

SHELF LIFE: 360 days
SAP NUMBER: 29584
EAN: 5905186303516

HS CODE: 210610
PSC / CASE: 15
CASES / PALLET: 416
PCS / PALLET: 6240



CRUNCHY PROTEIN BAR MANGO CRISPY RICE 45 G

SHELF LIFE: 360 days
SAP NUMBER: 29585
EAN: 5905186303530

HS CODE: 210610
PSC / CASE: 15
CASES / PALLET: 416
PCS / PALLET: 6240

FUNCTIONAL BARS

Natural, fruit-based bars enriched with **FUNCTIONAL INGREDIENTS** combined with superfoods to support specific health needs. Formulated with no added sugar, they provide clean, functional nutrition in a satisfying snack.



**SUPERFOOD -
CRANBERRY**



**100 MG OF POLYPHENOLS
OXYNEA®**



**0% ADDED
SUGARS**



**SUPERFOOD -
BAOBAB**



**8G OF
COLLAGEN**



**0% ADDED
SUGARS**



**FUNCTIONAL BAR
ANTIOXIDANT
40 G**

SHELF LIFE: 360 days
SAP NUMBER: 29583
EAN: 5905186303592

HS CODE: 200899
PSC / CASE: 15
CASES / PALLET: 952
PCS / PALLET: 14280



**FUNCTIONAL BAR
COLLAGEN
40 G**

SHELF LIFE: 360 days
SAP NUMBER: 29581
EAN: 5905186303578

HS CODE: 200899
PSC / CASE: 15
CASES / PALLET: 952
PCS / PALLET: 14280





MUESLI BARS

Nutritious bars made with cereal ingredients, complemented with nuts, seeds, and dried fruits, all topped with a delicious glaze. A tasty and wholesome alternative to traditional bars, packed with nutritional value.



MUESLI BAR 5 NUTS 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28891
EAN: 5905186301352

HS CODE: 190420
PSC / CASE: 15
CASES / PALLET: 360
PCS / PALLET: 5400



MUESLI BAR BANANA 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28892
EAN: 5905186301390

HS CODE: 190420
PSC / CASE: 15
CASES / PALLET: 360
PCS / PALLET: 5400



MUESLI BAR CRANBERRY & ORANGE 40 G

SHELF LIFE: 360 days
SAP NUMBER: 28890
EAN: 5905186301376

HS CODE: 190420
PSC / CASE: 15
CASES / PALLET: 360
PCS / PALLET: 5400

SUPER SHOTS

The perfect blend of fruit juices, functional superfoods, vitamins and minerals - all in a convenient 100 ml glass bottle.

SUPER SHOTS Energy & Immunity, rich in NFC* ginger juice, helps support the immune system. **SUPER SHOT Hydro** supports electrolyte balance and hydration with sodium and glucose. Meanwhile, **SUPER SHOT Beauty** delivers 5 mg of collagen, vitamin C and essential minerals to nourish your skin and enhance your natural glow.

*NFC – Not From Concentrate



**SUPER SHOT
IMMUNITY
100 ML**

SHELF LIFE: 360 days
SAP NUMBER: 29871
EAN: 5905186304193

HS CODE: 220299
PSC / CASE: 12
CASES / PALLET: 300
PCS / PALLET: 3600



**SUPER SHOT
ENERGY
100 ML**

SHELF LIFE: 360 days
SAP NUMBER: 29869
EAN: 55905186304216

HS CODE: 220299
PSC / CASE: 12
CASES / PALLET: 300
PCS / PALLET: 3600



**SUPER SHOT
HYDRO
100 ML**

SHELF LIFE: 360 days
SAP NUMBER: 29852
EAN: 5905186304087

HS CODE: 220299
PSC / CASE: 12
CASES / PALLET: 300
PCS / PALLET: 3600



**SUPER SHOT
BEAUTY
100 ML**

SHELF LIFE: 360 days
SAP NUMBER: 29853
EAN: 5905186304100

HS CODE: 220299
PSC / CASE: 12
CASES / PALLET: 300
PCS / PALLET: 3600



SUPER HERBS

Purella's **SUPER HERBS** line offers unique blends that combine the power of herbs with the benefits of superfoods to create functional products unlike any other on the market.

Our line includes six different blends with specific properties: Digestion, Immunity, Energy, Slimming, Detox and Relaxation. Each herbal blend offers a rich combination of herbs that provide depth of flavor and targeted support for your body.

To ensure variety and potency, each formula contains 7-10 different botanical ingredients plus **SUPERFOODS**, carefully selected to work together for optimal benefits.



SUPER HERBS CALM
20 X 1,75 G (35 G)

SHELF LIFE: 720 days
SAP NUMBER: 29868
EAN: 5905186304278

HS CODE: 210690
PSC / CASE: 10
CASES / PALLET: 112
PCS / PALLET: 1120



SUPER HERBS DIGESTION
20 X 1,75 G (35 G)

SHELF LIFE: 720 days
SAP NUMBER: 29864
EAN: 5905186304339

HS CODE: 210690
PSC / CASE: 10
CASES / PALLET: 112
PCS / PALLET: 1120



SUPER HERBS ENERGY
20 X 1,75 G (35 G)

SHELF LIFE: 720 days
SAP NUMBER: 29866
EAN: 5905186304315

HS CODE: 210690
PSC / CASE: 10
CASES / PALLET: 112
PCS / PALLET: 1120



SUPER HERBS GREEN
20 X 1,75 G (35 G)

SHELF LIFE: 720 days
SAP NUMBER: 29870
EAN: 5905186304254

HS CODE: 210690
PSC / CASE: 10
CASES / PALLET: 112
PCS / PALLET: 1120



SUPER HERBS IMMUNITY
20 X 1,75 G (35 G)

SHELF LIFE: 720 days
SAP NUMBER: 29867
EAN: 5905186304292

HS CODE: 210690
PSC / CASE: 10
CASES / PALLET: 112
PCS / PALLET: 1120



SUPER HERBS SLIM
20 X 1,75 G (35 G)

SHELF LIFE: 720 days
SAP NUMBER: 29865
EAN: 5905186304230

HS CODE: 210690
PSC / CASE: 10
CASES / PALLET: 112
PCS / PALLET: 1120



POINT OF SALE

MATERIAL EXAMPLES



END CAP



WOBLER



COUNTER DISPENSER



DISPLAY STAND 1/6



DISPLAY STAND 1/4

BRAND

COMMUNICATION

3 KEY VISUALS

MAIN KEY VISUAL



OUR SOCIAL CHANNELS



DETOX / ENERGY



IMMUNITY



5 VIDEOS

SUPERFOODS



SUPER SHOTS



SUPER MUESLI



WHITE MULBERRY



FULL RANGE





CONTACT US

international@foodwell.global

FoodWell Sp. z o.o.
 Fabryczna 5
 00-446 Warsaw
 Poland

www.purella.pl
www.foodwell.pl/en

foodWell