

# 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



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# VISION

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

EXCEPTIONAL

PEOPLE AND

PRODUCTS WE ARE

PROUD OF

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# 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**.



# 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**

# 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**

# 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.

STRAWBERRY  
MERINGUE

MATCHA  
& YUZU

CRISPY  
COOKIE

MANGO  
CRISPY RICE

purella  
SUPERFOODS



**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 OXXYNEA®**
-  **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



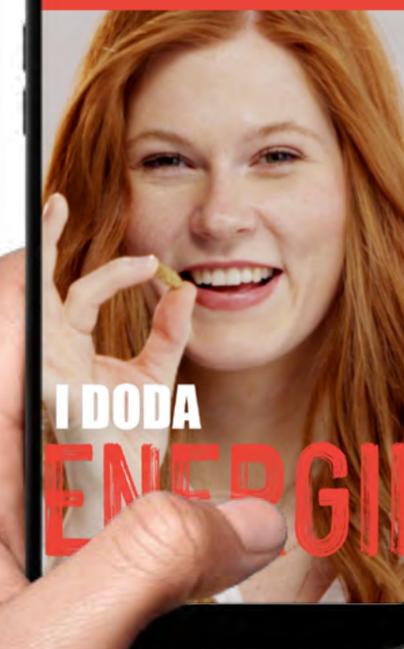
### SUPER SHOTS



### SUPER MUESLI



### WHITE MULBERRY



### FULL RANGE





## CONTACT US

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# foodWell