Délice Bello

Fruit Balls und Fruit Bars – date-based snacks

A date-based snack range for the German better-for-you shelf, made by a BRC-certified manufacturer with 22 years behind it, Atiye Laçin Family Factory.

Existing customers span the United States, Europe, Türkiye and the Middle East.

Prepared for Rewe · 2026

Few products carry all seven claims

Délice Bello — date-based Fruchtkugeln and Fruchtriegel, made by a BRC-certified manufacturer with 22 years behind it.

- No added sugar Naturally sweet from Fruits
- Vegan
- Gluten-free
- No additives No colorants
- Corn syrup free
- No added glucose No added fructose
- Low Carbs

All seven claims, two formats, proven supply.

No single claim is unique — the combination is what is scarce, and it is why a shopper choosing between four bars picks this one. Sweetness comes from the fruit itself, so the claim set holds without reformulation tricks.

1 Fruit Balls Original

30 g (3 x 10g unfilled fruit balls) sachet

Rolled balls — cacao, peanut, hazelnut, lemon–coconut.

2 Fruit Balls Delight

30 g (2 x 15g filled fruit balls) sachet

Filled balls including sweet hummus–tahini. A premium tier inside the same listing.

3 Fruit Bars

40 g single fruit bar sachet

Soft chewy bars, fully automated line. Consistent portion weight at volume.

Vegan · gluten-free · 18-month shelf life at 5–25 °C, ambient throughout — no cold chain. Contains naturally occurring sugars from fruit.

The business case

A 49 % margin at a €0.95 shelf price, from a supplier with capacity to spare — brand or Rewe private label.

22+	3,500 t	BRC	15+	25,000+
years making food	installed capacity	certified plant	countries supplied	stores served

Please take a look at your snack bar shelf and read the ingredients of your current bars.
Today, very few products bring all these benefits together in **one convenient snack**: **No Added Sugar • No Additives • Vegan • Gluten-Free • Palm Oil Free • No Added Glucose or Fructose, Low Carbs…** This is where **Délice Bello offers real differentiation** — a delicious, date-based, grab-and-go snack for **both adults and children**, created for the growing demand for **cleaner-label, better-for-you snacking**. **Naturally delicious. Convenient. A smarter choice for today's health-conscious consumer.**

→ Capacity runs to 8.75 m ball and 10.0 m bar sachets a year, leaving headroom for promotions. We would ask for a category review slot and permission to send samples. Daily production capacity : Bars 40.000 sachets, Balls 35.000 Saches, Jams & Sauces 20.000 Jars.

Margins on the VAT-exclusive selling price. Duty to be confirmed in TARIC.

Built for how Germany shops this category

Four reasons the range earns its facings rather than borrowing them from an incumbent.

1

Clean label is now a mainstream expectation

The better-for-you shopper is no longer a niche at a Vollsortimenter. A product that satisfies the whole claim set removes the trade-off a shopper currently has to make at the shelf.

2

One product for adults and for children

Dates, fruit and nuts read as a snack a parent will put in a Brotdose and an adult will eat at a desk. That doubles the occasions a single listing serves.

3

Grab-and-go formats, ambient logistics

Individually wrapped and shelf-stable for 18 months. Suited to checkout, to the health block and to seasonal secondary placement without any handling change.

4

Priced to sit below the premium specialists

The range is engineered to undercut the imported speciality bars while holding a full retail margin, which is where the volume in this category actually sits.

Two ways in — and we are open to either

The brand and the private-label route are not alternatives we are weighing internally. Whichever suits the category plan is the one we will build.

A Délice Bello branded

- Range arrives complete, with packaging, claims and flavour architecture already resolved
- A distinct brand presence in the health block rather than another own-label facing
- Marketing and sampling support funded from our side
- Faster to shelf: artwork and specifications exist today

B Retailer private label

- Recipes, flavours and formats developed to your brief rather than adapted from ours
- Packaging designed to your own-brand architecture
- Retailer-exclusive concepts, including flavours not offered elsewhere
- Stronger margin structure and full control of the shelf price

A regional listing with one Rewe company, or a group of Kaufleute, is a realistic first step that builds the rotation data a national conversation needs.

What each finding means for this listing

Four data points, four product decisions — and one thing the evidence does not say.

1	**Taste first, health second**	Lead the shelf communication with flavour and texture, not with the claim block. Cacao, peanut, hazelnut and lemon–coconut do the selling; the clean label closes the sale.
2	**A clean-label snack for modern lifestyles**	No additives, vegan and gluten-free credentials are increasing its popularity.
3	**Price attention is back at 2015 levels**	A €0.95 shelf price puts the range below the imported speciality bars while holding a full retail margin. That is the reason this works as a mainstream listing rather than a health-block niche.
4	**Plant-based is mainstream purchases**	Vegan and gluten-free are no longer a reason to restrict distribution. They widen the buyer base across the whole store.

! What the data does not show: none of it measures demand for date-based snacks specifically. It establishes the conditions, not the appetite. Only a trial listing settles that.

Next steps

Three things we would ask for

1

Samples on your desk

The full range, with specifications and nutritionals, sent within one week of this meeting.

2

A category review date

A slot in the next range review for the health and snacking block, regional or national.

3

The conversation desk

We would like to start the conversations online and face to face to discuss on the details and answer your questions

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