



Chocolate & Bruges
FIRST QUALITY BELGIAN CHOCOLATS

Kathy
BELGIUM



Kathy Chocolaterie

Chocolate is emotion

Chocolate is emotion. Chocolate unleashes feelings. Different flavours and smells stimulate the senses. Chocolate by Kathy Chocolaterie caresses your mouth, eyes and tongue. It's not simply eating but an experience!

For us, Kathy Chocolaterie, chocolate is not only emotion but our way of life. People enjoy our chocolate all over the world! With a completely new corporate identity and a refreshing commercial strategy, we are presenting ourselves as a top-quality brand of Belgian chocolate. With our roots in the Flemish chocolate city of Bruges and our rich traditions, we cherish our core values: high-quality, delicious chocolate.

For the first time we are throwing off our cloak of modesty to shout it from the rooftops with complete conviction: for quality go to Kathy Chocolaterie, an innovative and dynamic company. Delivering quality products is our priority. We will be pleased to take you on a voyage of discovery through the world of chocolate..

To create this colourful magazine, we have been able to count on contributions from our suppliers and partners. For which our heartfelt thanks. In addition, we would like to thank our customers and employees for their faith in Kathy Chocolaterie.

Get to know our chocolate and give in to the temptation!

Management of Kathy Chocolaterie nv



Kathy
BELGIUM



From confectioners to

chocolate shop at global level

Kathy Chocolaterie has over 75 years of experience in the world of chocolate. The foundations for Kathy Chocolaterie were laid back in 1919, when the first generation of Verheeckes founded a confectioners on the outskirts of Bruges. In the company's history it has been necessary to move several times due to a lack of space. Now the company has developed into a global player.

After the death of the founder, his son took over the reins of the company. Not long after he opened a factory on Pathoekeweg (Sint-Pieters, Bruges). The demand for traditionally made chocolates kept increasing, which made his children decide to split up the existing company. Kathy Chocolaterie nv was founded in 1979. In 1989 the company was expanded with the purchase of a second factory on Kolvestraat.

Family traditions

In addition to these two production units, Kathy Chocolaterie now has a third factory in France, where there is also a large market for Kathy chocolates. But despite its expansion and professionalisation, Kathy Chocolaterie remains a family business with strong traditions. Both the third and fourth generations of the Verheeckes work for the company. In this way Kathy provides rejuvenation and continuity, without losing sight of its strong family tradition!



Chocolate with

a hint of pertness

With the necessary renewals of the team, a shiny corporate identity and new commercial strategy, the company wants to be even more competitive in the chocolate sector. Kathy is open to innovations and continues to aspire to its position as a trendsetter. With the newly designed product lines, Kathy Chocolaterie offers the right, delicious chocolate products for any market.

Kathy Chocolaterie has defined six unique product lines. Each product line has its own shade (ranging from orange to gold) to distinguish it from the other lines. The reference to Bruges and the excellent reputation of Belgian chocolate make Kathy recognisable all over the world as quality chocolate.

Emotion

In addition to these six wonderful product lines, Kathy Chocolaterie also specialises in bulk sales and in seasonal items. In other words, Kathy colours each season. For a complete overview of the product lines and accompanying products, please consult the specific product brochures or the Kathy website: www.kathy.be.

Private label

Apart from product lines with the own Kathy brand, you can also have your own text, design or logo placed on the products of Kathy Chocolaterie. Thanks to its enormous flexibility, Kathy will be pleased to be your partner for private-label products, which are already sold in various countries. In this way you guarantee that your own brand is of top quality.

www.kathy.be

Kathy
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Kathy Chocolaterie

Innovative in chocolate

Kathy Chocolaterie sells its products in over fifty countries all over the world. This makes it a major player on the market and no less than seventy percent of its turnover is achieved through export.

Kathy Chocolaterie above all focuses on the retail markets in various countries. Kathy's tasty products are available in every corner of the world, on every continent. In many cases as a private label. Kathy makes contact with various (potential) customers via leading food fairs in amongst others Cologne and Paris. And the domestic market of Belgium and the Netherlands also remains an important market for chocolate products. For each region there is an account manager at your disposal to assist you. He or she will think along with you about the right range of products for you and the amounts required. Kathy aims for satisfied and loyal customers!

Flexible

Kathy is an innovative company. This is above all noticeable because Kathy can produce and deliver geared to the customer's needs. This flexibility gives the company the space it needs to innovate. And you profit from this! Kathy also likes to react to demands from the market quickly. Because it's a global company, flexibility continues to be an important spearhead.

Brand

Looking towards the future, Kathy Chocolaterie has the ambition of remaining a healthy company and further expanding its horizons. But above all, quality comes first. The production process is constantly being improved and adapted, amongst other by obtaining quality certificates. The company also has the BRC certificate. Thanks to this strong foundation, Kathy Chocolaterie is facing the future full of confidence!



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UW BETROUWBARE PARTNER IN ALUMINIUM VOOR DE ZOETWARENINDUSTRIE

Carcano Antonio S.p.a., lid van de European Aluminum Foil Association (EAFA), staat wereldwijd aan de top als producent van dun aluminium folie, integraal van gieterij tot eindproduct.

Van de diverse toepassingsmogelijkheden is de zoetwarenindustrie een van de belangrijkste. Omdat verpakking een erg belangrijke rol speelt, is er speciale aandacht voor ontwerp en vormgeving van de producten.

Een team ontwerpers is beschikbaar om de klant een complete service te bieden. De beste grafische oplossingen worden bestudeerd en uitgevoerd en worden vervolgens gereproduceerd op aluminium folie met behulp van de rotogravure drukmachines (tot wel 8 kleuren), waarover de firma beschikt.

Carcano produceert ook gekleurde folie (kleuren kunnen worden gekozen uit een uitgebreid stalenboek of worden uitgevoerd overeenkomstig door de klant aangeleverde stalen), glad of met reliëf, niet ondersteund of gelamineerd op andere materialen (papier, plastic film, etc.)

Belangrijk is nog te vermelden dat begin 2005 de uitbreiding van de ISO 9001-2000 certificering wordt bereikt door de toepassing van een intern zelfcontrolerend reinigingssysteem.

Een dergelijk systeem is ontwikkeld om alle mogelijke risico's van productverontreiniging te voorkomen en te monitoren en is gebaseerd op de HACCP-methode.

Dit is een duidelijk bewijs van Carcano's succesvolle inzet om aan de eisen en verwachtingen van de voedings- en zoetwarenindustrie te voldoen, in navolging van het klanttevredenheids-programma dat al gebruikt wordt voor de farmaceutische sector.

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Nijverheidsstraat 11 info.be@bdmo.com T +32 (0)51 48 08 11
8760 Meulebeke www.bdmo.com F +32 (0)51 48 65 40

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Technisch bureau voor
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web www.wdcflexibles.be
tel. +32 497 55 83 05
fax +32 9 377 83 06
e-mail info@wdcflexibles.be

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Prins Albertlaan 12 • 8870 Izegem • Tel. 051-33 22 11

ATELIER MAITRE ANDRE
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ERKEND VERDELER VOOR BINNEN EN BUITENLAND



DORPWEG 3
8377 MEETKERKE
TEL 0032-50/32.09.91
FAX 0032-50/32.01.26

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Kathy Chocolaterie NV
KOLVERSTRAAT 70
B-8000 Brugge (BELGIUM)

Website: www.kathy.be
Tel.: +32(0)50 45 00 33
Fax: +32(0)50 32 21 25



Kathy
B E L G I U M



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Tel.: 0032 (0)11 - 85 92 00
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