

Caprice, the best product in this category in the world!

Let us argue on that:

- 40 years of experience on this specific product range, since Caprice is the first introduced in this category.
- We use only the most premium ingredients in all parts which consist “the Caprice”.
 - Best tin from the top global suppliers of tins. Additionally, it’s special coated to protect even more the product itself and in parallel being able to support the “portion control trend” which means that if you don’t want to eat them all at once it keeps the freshness and its reusable. Additionally, that why its full support the statement that it’s a “on the go” snack.
 - We produce internally the special paper we use internally in the tin to protect even more the product, avoid transport shock and breaks. So if we promise a certain number of wafer rolls in every tin, the consumer will eat all properly and not broken or harmed or pasted as in some competitors
- The ingredients are top. Best suppliers of cocoa, sugar, oils & hazelnut paste.
- We are almost the only company that uses hazelnut paste vs competition. That means that rest are using “hazelnut flavor” or hazelnuts or even simple other flavors that don’t need premium ingredients (e.g. milk, plain cream etc). those are using other than hazelnut paste can’t guarantee “promise to deliver” all times. Simply the taste and aftertaste can’t be always the same. Additionally with the hazelnut paste use and rest of ingredients you just can’ t stop!
- Our filling is totally balanced and its 63%. This is probably the highest % since some other producers reduce cost through filling reduction. However, then it’s not a Caprice!
- Our wafer is 38% and not more than other which try just to be more competitive. That means (including the baking process from the same employees from more than 25-30 years) that we have created a “thin crispy wafer roll” which other don’t have.
- Finally the combination of wafer with filling (the right mix) creates the final product that gives you from the first bite “the whole pleasure”
- Everything controlled/audited annually under all European and international standards. No truck can bring something internally without prior quality approval tests. Based on that we are approved from FDA and other international organizations, approved from 500+ top retailers & we are in the market for 100 years already with almost zero claims.

Note: please treat them confidentially.