



The Authentic Dutch  
**Stroopwafels**

The Perfect  
Ingredient For  
Food Service  
and Hospitality

Since 1904, the Daelmans® family has set the standard for baking excellence in Holland, and their famous stroopwafels are now available in the US! Soft, toasted waffles with mouthwatering caramel, cinnamon and real Bourbon vanilla, Daelmans Stroopwafels have earned a global reputation as the world's best, and among the most versatile treats.

Available in Coffee Topper, Snack Size and Mini sizes, Daelmans Stroopwafels offer the perfect ingredient to revitalize your menu. From fine restaurants to casual cafes to coffee bars, Daelmans Stroopwafels offer a delicious way to drive sales and increase guest satisfaction and loyalty.

### **Coffee Pairing**

Daelmans Stroopwafels can be enjoyed straight from the package or warmed on top of a freshly poured cup of coffee, tea or cocoa. A warmed Stroopwafel transforms this delightful cookie into a delectable, pastry-like treat.

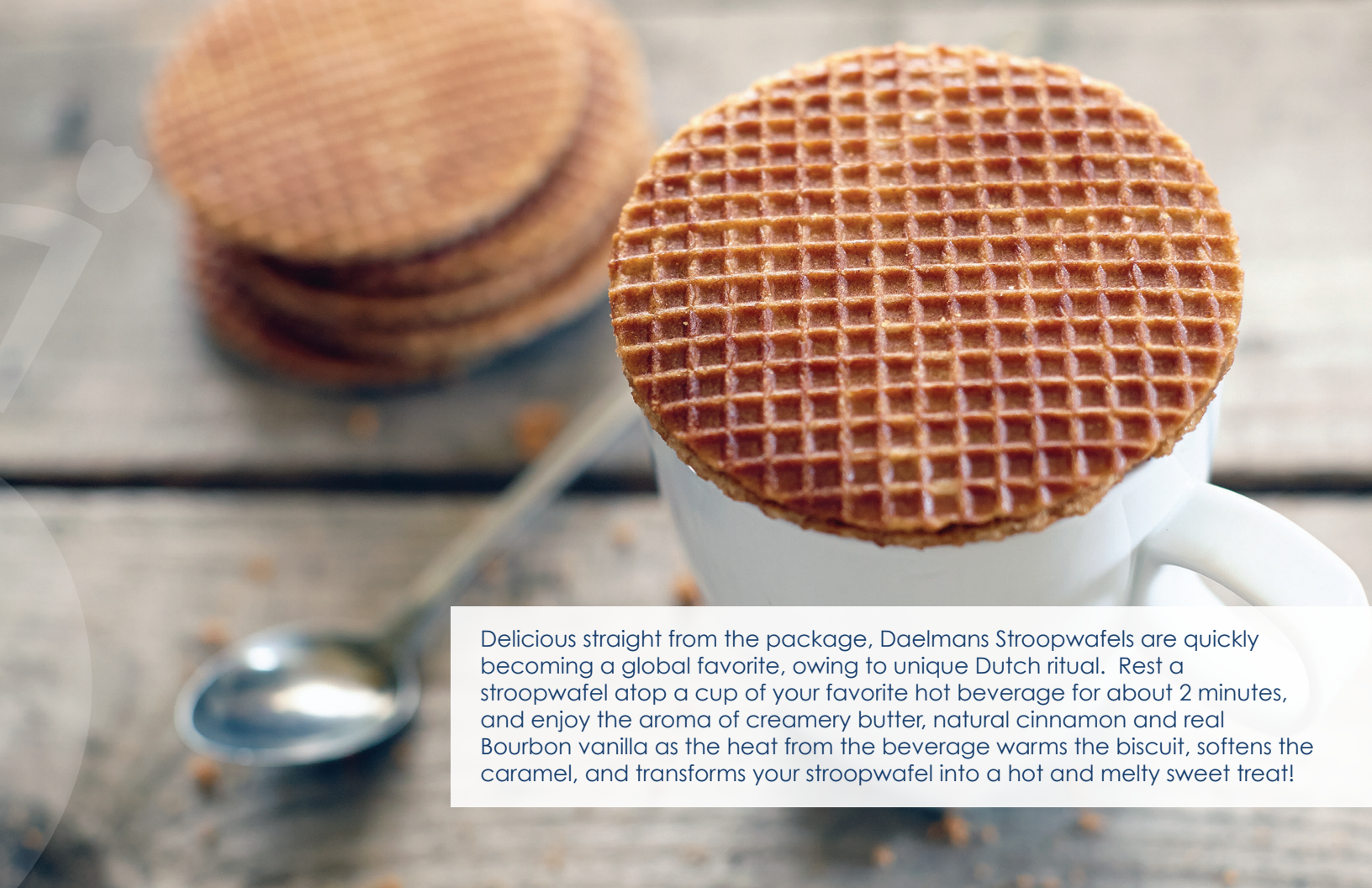
### **Dessert Ingredient**

Buying for a Restaurant, Bakery, Café Coffee Bar or Yogurt Shop? Daelmans Stroopwafels are the perfect garnish for fresh fruit, parfait or ice cream. They can also be chopped into pieces, delivering a sweet, chewy crunch to an ice cream sundae or creamy milkshake.

### **Hospitality**

Hotels, B&Bs and Caterers can feature Daelmans Stroopwafels in a multitude of ways. Our individually wrapped Stroopwafels are perfect for Reception Desks, In-Room Coffee or Turndown Service, Business Centers and Vending Machines to elevate any moment.

Daelmans Stroopwafels deliver an experience that will truly delight your guests. We hope that the photographs that follow will inspire your own creations!



Delicious straight from the package, Daelmans Stroopwafels are quickly becoming a global favorite, owing to unique Dutch ritual. Rest a stroopwafel atop a cup of your favorite hot beverage for about 2 minutes, and enjoy the aroma of creamery butter, natural cinnamon and real Bourbon vanilla as the heat from the beverage warms the biscuit, softens the caramel, and transforms your stroopwafel into a hot and melty sweet treat!

A close-up photograph of two chocolate brownies on a white square plate. Each brownie is topped with a semi-circular waffle cookie and a dollop of chocolate frosting. The brownies are dark brown and appear moist. The waffle cookies are golden-brown with a distinct grid pattern. The chocolate frosting is dark and glossy. The plate is set against a dark, textured background.

# The Daelmans Difference

## The Daelmans Difference



### **Daelmans Stroopwafels**

in Coffee Topper and Snack Sizes contain a full **50%** syrup-filling by weight, resulting in a richer, more flavorful experience, and waffles that are thinner, resulting in a crisper, 'toasted' texture only Daelmans delivers



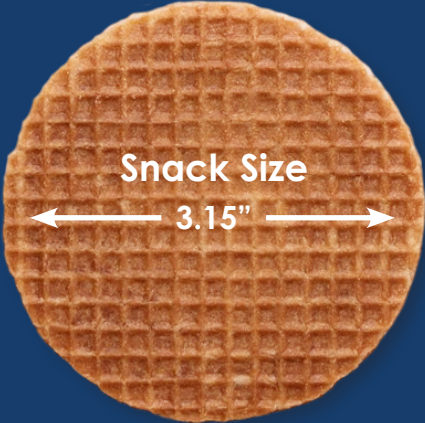
### **Other Stroopwafels**

often contain a lower % syrup-filling, resulting in a drier, denser, less flavorful experience

# Daelmans Stroopwafels offer a range of sizes for all applications



**The Coffee Topper:** The largest pre-packaged stroopwafel on the market.



**Snack Size:** Perfect for smaller cups, or as the base or garnish for a range of desserts, from ice cream to cakes and layered desserts.



**The Mini:** can be enjoyed as a dessert garnish, or individually wrapped as a sweet reward to your valued guests.

## The Coffee Topper



**The Daelmans Coffee Topper**  
is generously sized, and rests perfectly atop the larger 'to-go' cups of the world's most popular coffee and restaurant chains



**Other Stroopwafels**  
are often too small to fit on top of a coffee cup, depriving your guests of their favorite Stroopwafel warming ritual

A top-down view of a coffee beverage and accompaniment. A dark-colored mug is filled with a latte, topped with a thick layer of white foam and a dusting of brown powder. The mug sits on a piece of light-colored burlap fabric with dark, irregular patterns. Several whole coffee beans are scattered on the fabric around the mug. In the foreground, a dark grey plate holds three round, golden-brown waffles with a distinct grid pattern. To the right of the plate, a silver spoon with a white handle lies on the burlap fabric. The background is softly blurred, showing hints of orange and green. A semi-transparent white banner with dark blue text is overlaid across the center of the image.

# Coffee Topper and Beverage Accompaniment





Elevate your  
guests' after-  
dinner coffee  
experience  
with a  
Daelmans  
Stroopwafel



Daelmans  
Stroopwafels  
pair perfectly  
with a range  
of Café  
beverages



Mini  
Stroopwafels  
are light  
enough to  
sit on top  
of whipped  
cream,  
milkshakes  
and fruit  
smoothies

In London, Chinatown's  
Opium Cocktail and Dim  
Sum Parlour has crafted  
Yam, a signature, smoked  
and spicy cocktail infused  
with peach, curry and  
hay, and topped with a  
stroopwafel





Daelmans  
Stroopwafels  
are a delightful  
pairing with  
a fresh berry  
smoothie



Our stroopwafel minis are a delightful addition to a hot cup of coffee or tea



Chopped  
stroopwafels are  
a sweet finishing  
touch to a freshly  
brewed latté



# Stroopwafel Desserts





Daelmans  
Stroopwafels  
paired with  
warmed  
chocolate lava  
cake offer a  
truly indulgent  
masterpiece

Elevate these  
Authentic Dutch  
treats with a  
decorative  
dark or milk  
chocolate  
sauce





Whether your guests prefer chocolate, strawberry or vanilla ice cream, a Daelmans mini ice cream sandwich is sure to surprise and delight their taste buds



Mini cupcakes  
topped with  
Daelmans Mini  
Stroopwafels are  
perfection



Minis are also an ideal complement to an indulgent ice cream sundae

Or add Minis  
for a crunchy,  
sweet top on  
parfaits





Upgrade acai smoothie bowls with Daelmans Mini Stroopwafels for an unexpected sweet, chewy crunch



Daelmans  
Stroopwafels  
add a  
delightful  
crisp, chewy  
texture to  
a range of  
desserts, from  
parfaits to  
tiered cakes







Cookie cutters transform stroopwafels into festive shapes, creating seasonal desserts that will delight your customers

A modern outdoor lounge area with a swimming pool, lounge chairs, and contemporary furniture under a wooden slat ceiling. The scene is set in a bright, open-air environment with a view of the ocean and palm trees. The word "Hospitality" is overlaid in the center.

# Hospitality



Surprise your guests with a sweet authentic Dutch treat upon arrival



KEURIG

3 Minutes until fresh brewed coffee

POWER

Daelmans

The Authentic Dutch

Stroopwafels

CARMEL

Soft, roasted waffles filled with  
caramel, cinnamon and...

WARM IT UP  
IN YOUR CUP

Stroopwafels are the perfect addition to your in-room coffee and minibar offering



Daelmans  
Mini  
Stroopwafels  
are a  
welcome  
sweet treat in  
Restaurants  
and Cafes

Mini Stroopwafels  
are the  
perfect sweet  
complementary  
treat with  
turndown service





Our pre-packaged stroopwafels are a great addition to your check-out counter, increasing transaction size on to-go orders

A still life scene on a wooden table. In the foreground, a black tray holds several round waffles, some plain and some chocolate-glazed. To the right, a dark blue mug is filled with coffee. In the background, a glass of milk is being poured from a carton labeled 'Stroopwafels'. A person's arm in an orange shirt is visible, pouring the milk. The text 'Our Partners' is overlaid in the center.

# Our Partners





United Airlines® elevates their in-flight coffee service with Daelmans “Snack Size” stroopwafels, a perfect pairing with premium coffee

In 2019, McDonalds®  
launched the  
Stroopwafel McFlurry®  
throughout the USA as  
part of their summer  
international menu





Yogurt Mountain® features Daelmans Stroopwafels as a delightful topping on a variety of frozen yogurt flavors.

Yogurt shops that charge by weight appreciate the increase in transaction size of mini stroopwafels versus lighter toppings.

Georgetown  
Cupcake™  
makes use  
of our Mini  
Stroopwafel  
as a garnish  
on their  
Butterscotch  
Waffle  
Cone and  
Strawberry  
Sundae  
cupcakes





The Maple Waffle Donut at Underwest Donut™ has delighted store visitors and driven traffic to this NYC-based bakery

Our Vending partners have made Daelmans Jumbo Stroopwafel 2-packs a very popular selection in Hotels, Office Break Rooms and University Dormitories





### BULK STROOPWAFELS - SHIPPED FROZEN

BULK BAGS	ORDER CODE	STROOPWAFEL			COUNT		
		DIAMETER		NET OZ	PIECES PER BAG	BAGS PER CASE	PIECES PER CASE
		IN	CM				
Coffee Topper - Caramel	5343	3.62	9.2	1.41	10	12	120
Snack Size - Caramel	5341	3.15	8.0	1.01	10	15	120
The Mini - Caramel	5350	1.77	4.5	0.28	37*	10	370*

- Frozen products are shipped at or below 0°F (-18°C)
- Frozen products are packed in inners that are not labeled for Retail Sale
- \* Mini Stroopwafel piece count is an estimate. Product is sold by weight, not by volume or piece count.

### BULK FOIL PACKS - SHIPPED DRY

BULK FOIL PACKS	ORDER CODE	STROOPWAFEL DIAMETER		UNIT NET OZ	PIECES PER CASE
		IN	CM		
Jumbo Single Bulk - Caramel	73064	3.54	9.0	1.38	108
Jumbo 2-Pack Bulk - Caramel	73053	3.54	9.0	2.75	54
Snack Size Single Bulk - Caramel	73007	3.15	8.0	1.01	108
Mini Single Bulk - Caramel	73200	1.77	4.5	0.28	200
Mini Single Bulk - Honey	73034	1.77	4.5	0.28	200
Mini Single Bulk - Chocolate	73035	1.77	4.5	0.28	200

- Dry products are shipped temperature-controlled between 64°F - 72°F (18°C - 22°C)

### FOIL PACK DISPLAYS - SHIPPED DRY

FOIL PACK DISPLAYS	ORDER CODE	DIAMETER		UNIT NET OZ	COUNT		
		IN	CM		PIECES PER DISPLAY	DISPLAYS PER CASE	PIECES PER CASE
Jumbo Single Display - Caramel	70306	3.54	9.0	1.38	24	4	96
Jumbo Duo Display - Caramel	70305	3.54	9.0	1.38	12	4	48
Jumbo Duo Display - Chocolate	73004	3.54	9.0	1.28*	12	4	48

- Dry products are shipped temperature-controlled between 64°F - 72°F (18°C - 22°C)



# The Authentic Dutch Stroopwafels



Specialty Food Importing • Distribution • Brand Management

For more information or to become a  
wholesale customer, please contact us

The Brand Passport, Inc.  
Exclusive USA Importers  
[info@thebrandpassport.com](mailto:info@thebrandpassport.com)  
[www.thebrandpassport.com](http://www.thebrandpassport.com)



Cocoa



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