

Belgian dessert factory has definitely chosen for plant-based patisserie

For 50 years is NANUK NV producing in its 3 different departments not only desserts but also chicken wings and fresh ready-to-go salads for the retail and the food service. Nanuk was at the beginning a small family-owned business which became progressively a key producer in the food industry.

The actual CEO Paul Sulmon who is also one of the shareholders managed to convince the other investors to concentrate on a brand-new plant-based dessert range. In 2020, the company decided to focus on its dessert division and started to create plant-based desserts. The first products were launched in 2022 and since then a wide range of delicious plant-based mousses under the brand Vecuisine were developed.

This transition initiated in 2020 aims to be a complete full plant-based production line within 2030. This gradual change on the production line will be done with extra attention to quality and taste. « Our target is either Burgundian flexitarians or vegan consumers », said Paul. “We only want to launch products on the market for which consumers can hardly make the difference with the dairy versions”. Our products should not be expensive and must stay affordable for everyone.

15 yummy plant-based mousses

Nanuk’s R&D department has already developed 15 delicious plant-based mousses till now. The first plant-based mousse was indeed the mousse based on the famous Belgian chocolate. Afterwards this experience was used to develop the other flavors. Our range of plant-based mousses can be split into two categories: nostalgic flavors such as mocha, speculoos, almond and pistachio mousses and exotic flavors such as mango, passionfruit and lime mousses.

Our plant-based mousses are vegan and allergen-free which means no lactose, no egg, no cholesterol and no gluten. We only use top-quality ingredients in our recipes to be able to deliver the consumer a unique alternative with good taste, great consistency and natural color.

Our lovely mousses are also the basis for the future development of our plant-based cakes. In 2024 we would like to progress on our plant-based cheesecakes and meringue pies. In the long run Vecuisine will have a full range of plant-based desserts to suggest to its flexitarian and vegan audience.

Innovative private label business solutions

Nanuk is already known as a key partner for retailers in Benelux and Europe. For each retailer, Nanuk managed to offer tailor-made products and packaging solutions. We have the opportunity to work on a daily basis on the Belgian market with the biggest retailers such as Lidl and Aldi. Our aim is to become a trusted business partner for vegan and plant-based patisserie in the whole of Europe.

As we are flexible and customer driven, we can in a short term offer high-quality food services to the retail and food service. You name it, we can make it for you! We continuously develop new products following our customers’ wishes and this is why we can be proud we managed to promote an exclusive private label concept.

Pioneer in plant-based patisserie

Paul Sulmon decided to adapt the traditional dairy patisserie production into a creative plant-based one. This seems rather extreme but every step forward follows a strict logical pattern. The world is in constant evolution and consumers are getting more and more conscious about consuming animal-based products on a daily basis. This is for sure no longer the right option. Breeding animals to eat is no longer trendy and seems to be under pressure. Consumption of animal-based food has moreover a deep impact on climate change.

Who's best to think of innovative plant-based patisserie products than a talented chef pâtissier who has the full knowledge to develop delicious mousses and pies ? Our R&D department is since a few years working on our plant-based transition and uses the traditional know-how to develop new plant-based products.

As a conclusion, Nanuk is continuously focused on reducing its impact on the climate by smoothly adapting its production line into a fully plant-based one. The creation of a new brand name Vecuisine is only the first step because in the future our dessert department won't be just a small section of the company but will concern the full company itself.

Nanuk NV

Rue des Garennnes 10

7700 MOUSCRON

BELGIUM

Brand: Vecuisine

Website: <https://vecuisine.be/>

Press contact: Theuninck Amandine amandine@nanuk.be +3256481800