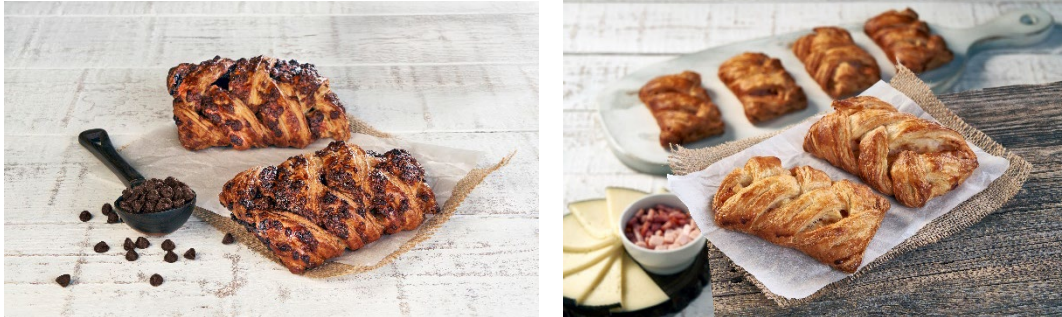


Panamar Bakery Group elevates the pastry category with its new Braids: pure indulgence and versatility in every bite.



Panamar Bakery Group, a European leader in frozen dough and premium pastries, is expanding its pastry range with two exquisite braided pastries that reaffirm its commitment to artisan tradition and authentic flavour. Inspired by Central European patisserie and the art of French brunch, these pieces are crafted with care, patience, and the expertise that has defined the company since its beginnings.

Each pastry features delicately laminated **Danish dough**, producing a light, crispy puff pastry that wraps around generous, creamy fillings—clearly visible in every slice—that captivate both visually and in when you taste them.

The range includes:

- **Chocolate Braid 110g:** Inspired by Central European pastries, this braid combines a golden, glossy dough with milk chocolate chunks on top and an indulgent hazelnut chocolate cream filling that's visible in every cut. A ready-to-bake item, it's ideal for breakfast, as an afternoon snack or as a premium dessert.
- **Bacon, York Ham & Cheese Braid 114g:** A savoury braid made with light and crispy Danish dough, filled generously with cheese cream, crispy bacon, diced York ham, and shredded Gouda cheese. Each bite delivers a rich and balanced flavour, while its golden, artisanal appearance offers a gourmet presentation suitable for any time of day.

With these new braids, Panamar Bakery Group meets the needs of the professional channel by offering practical, profitable solutions that are ready to bake and serve—without compromising on its essence: carefully developed recipes, balanced flavours, and an irresistible presentation that boosts impulse purchases on shelves and in display cases.

A versatile, premium offering designed to stand out and build customer loyalty with high-quality products and an artisan finish.