

Biscuit International Launches PRIME LABELS: 25 Ready-to-Order Cookie Brands for Fast, Flexible Export

Biscuit International announced the launch of **PRIME LABELS**, a curated portfolio of **25 ready-to-order, market-ready cookie labels** designed to accelerate international growth for distributors, importers, and retailers. PRIME LABELS brings together some of Europe's best-loved cookies—including **POULT, MAX & ALEX, and BRINKY**—alongside sharp-value **Best Buy** options under the **BRINK** label, all **available from stock** for immediate pickup in **Roosendaal, The Netherlands**.

Built for speed and flexibility, PRIME LABELS offers:

- **25 market-tested labels** across top-selling cookie formats and flavors
- **From-stock availability** with **one-week lead time** (while supplies last)
- **LOW MOQ: just 2 pallets** per order
- **Full mix-and-match** capability—**combine labels freely within a container**
- **Local pickup in Roosendaal (NL)** to streamline logistics and reduce lead times

“PRIME LABELS is our answer to a market that needs quality, speed, and flexibility—without the complexity,” said **Sam Zegelaar, Export Manager, Biscuit International**. “With a low minimum of two pallets and a one-week lead time from stock, customers can react to demand quickly, optimize container loads with mixed labels, and bring proven favorites and value winners to shelves fast.”

A Portfolio That Sells Itself

PRIME LABELS spans consumer-trusted brands such as **POULT, MAX & ALEX, and BRINKY**, complemented by **BRINK Best Buy** products that deliver compelling value without compromising taste. Each label is **ready to launch**—with compliant packaging, clear positioning, and formats suited to mainstream retail, discount, convenience, and e-commerce channels.

Operational Simplicity, Commercial Agility

- **Rapid restocking:** one-week lead time from stock (subject to availability)
- **Inventory efficiency:** start small, scale fast with LOW MOQ
- **Assortment flexibility:** mix any PRIME LABELS per container to fit local tastes and price points
- **Reduced risk:** proven, shelf-ready labels minimize time-to-market and development costs

“Whether you’re building a national assortment or targeting a seasonal window, PRIME LABELS makes it simple: choose your mix, pick up in Roosendaal, and be on shelf in days,”

Availability

PRIME LABELS orders are **available immediately from stock** with **pickup in Roosendaal, The Netherlands**. Lead time is **one week, while supplies last**.

About Biscuit International

Biscuit International is a leading European biscuit producer and exporter, offering a broad portfolio of beloved cookie brands and private label solutions. The company combines product expertise, reliable supply, and commercial agility to help partners win in markets worldwide.

Media & Trade Inquiries

Biscuit International – PRIME LABELS

Email: **Primelabels-export@biscuitinternational.com**

Phone: **+31 (0) 621301763**