

BISCUITS DUPON & LIOBEL

MEMO

Ice cream cones and wafers

This is the story of two Belgian companies steeped in the history of ice cream wafer making.

Indeed, both companies go back a long way: Biscuits Dupon set up shop in the immediate postwar era as an artisan bakery of ice cream cones for the then budding ice cream market, whereas Liobel (formerly known as *Le Lion Belge*) traces back its earliest roots to 1924.

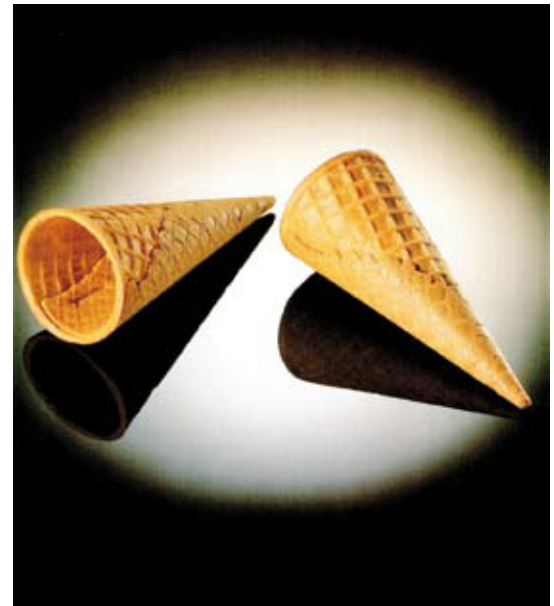
In an effort to keep up with an increasing demand for ice cream products and to tap into new outlet channels, the company has over the decades extensively broadened its product portfolio and invested heavily in state-of-the-art baking systems, processing equipment, manufacturing plant and warehousing facilities...

When both companies eventually joined forces in 2005, the Dupon product range targeted chiefly at industrial ice cream manufacturers and Liobel's complementary line of mainly retail-oriented and consumer-packaged wafers products strategically combined into an unparalleled product portfolio: cones, (free-standing) cup cones, twist cones, fan wafers, wafer curls, baskets or sundaes..., available in various moulded shapes, thicknesses, pack sizes...

Biscuits Dupon & Liobel's vast product array caters for any marketing channel in the ice cream market: industrial ice cream manufacturers, the catering and fast food industry, high-street retailers, ice cream parlour operators and ice cream vendors, all supplying either the family, impulse or out-of-home segments of the market.

The company has developed into a leading European player with a number of resounding references to its name from major European industrial ice cream manufacturers (Ysco, Unilever...), fast food retail outlets (Mc Donalds) and other international customers operating in the ice cream market.

Biscuits Dupon & Liobel sets great store by integrated quality monitoring: HACCP-approved, the company has a fully-automated traceability scheme in place and is well on its way to obtain BRC certification.



An affiliate company, Kadipack, manufactures alufoil sleeve packaging for ice cream cones, making it one of the few companies able to supply customers with both ice cream wafer products and packaging (e.g. the iconic *Cornetto* brand frozen ice cream cone comes with both sleeve and wafer cone by this single company).



BISCUITS DUPON & LIOBEL

Industriestraat 36 | B - 8480 ICHTEGEM
T +32 51 25 05 | F +32 51 89 12

info@biscuitsdupon.com | www.biscuitsdupon.com
info@liobel.com | www.liobel.com