



PAULIG
PRO

NOW LAUNCHING

The smartest snacks ever.

SNACK BASES BY SANTA MARIA



Paulig PRO helps professionals to create flavourful, sustainable and profitable businesses.





This is happening

The future looks bright for snacks sales in restaurants, bars and pubs. For those who manage to offer something unique and exciting there'll be many guests to serve and a lot of money to make.

Snacking is on the rise

The sales volume of processed snacks in restaurants, bars and pubs has increased during the past years and this growth is expected to continue in 2023. Meanwhile guests are clearly trading up for added value and premium items within the snacking category.

GlobalData Foodservices processed snacks forecast 2022 average growth of BeNe, Denmark, Finland, Norway, Sweden and UK combined.

Guests crave for affordable wow

The cost-of-living soar across Europe, which impacts the dining out habits. Guests want to pay less, but still get true experiences. It means restaurants, bars and pubs need to be creative and find new ways to be exciting yet affordable.

<https://blog.resy.com/wp-content/uploads/2022/09/Food-Forward-The-Future-of-Dining-Out-Resy-UK-2023-Trend-Report.pdf>

DIY snacks are booming

A unique experience always key to attract guests. And right now, making your own snacks from scratch is a huge trend in ambitious restaurant kitchens. Instagram and foodie apps are packed with chefs that share their snack creations. However, you need to have the time, skills and price point to support the extra effort.

NOW LAUNCHING

The smartest snacks ever.

The snack bases by Santa Maria are shortcuts to your signature snacks. Simply cook, flavour and serve in less than a minute to unlock new opportunities and boost the excitement you bring to the table.

Snack Bases
by Santa Maria

UNCOOKED COOKED

By using a handful of snack bases you get a generous serving at a low cost. Cook them for less than a minute. Then serve with your unique choice of seasoning to make them extra exciting. You can charge up to 10 times the cost and still, it will be far from expensive.

Cooked and flavoured by you.

CORN CONES + BEEF BRISKET RUB

The Snack Bases are convenient shortcuts to your signature snacks. Flavour them however you like – in line with your restaurant, bar or pub concept. Serve them as bar snacks, pair them with specific drinks to create amazing combos or use them in your dishes to add crunch and quirkiness.



SNACK BASE LENTIL WAVES

The Lentil Waves are perfect for dipping and a great source of protein (13,5%)

Ingredients:

Lentil flour, Potato starch, Rice flour, Salt, Stabilizer: E-471

Cooking time:

12–15 seconds

Both products are vegan and gluten-free!



SNACK BASE CORN CONES

The Corn Cones are suitable for both savoury and sweet seasoning.

Ingredients:

Corn flour, Sugar, Salt

Cooking time:

25–60 seconds

What makes them smart

Enjoy the combination of small cost and effort, but big impact and margin.

HOW TO USE THE SNACK BASES



1. STORE

Keep the Snack Bases in a cool and dry place to preserve freshness and maximise shelf life.



2. DEEP-FRY

Deep-fry at 180–200°C until the snacks are fully expanded and crunchy all the way through.



3. FLAVOUR

Season right after cooking by using your choice of fine ground spices or spice blends.



4. SERVE

Serve warm or cold, as stand-alone snacks or part of a meal.



Replace before print



Get full instructions and inspiration online

ONE SERVING IN NUMBERS

1/2 dl Snack Bases -> 2–3 dl snacks

12–60 seconds of deep-frying

Earn up to 10 times the cost

Smart storing

Store in a cool and dry environment. Since the Snack Bases expand up to 5 times the size when cooked, you save a lot of space – during storage and transport. Also 2 years shelf life!

Smart cooking

Simply deep-fry for 12–60 seconds and you're done.

Smart flavouring

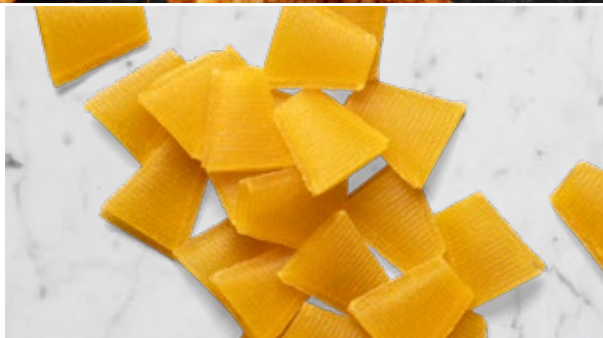
Season your way by using 3–5 g spices for 100 g of cooked snacks. Find your go-to spices and blends in the wide Santa Maria range.

Smart serving

Serve as signature snacks only available at your place.

Smart pairing

Bundle with specific drinks and dips to create deals and great flavour combos.



Make them match your concept

The Snack Bases make it easy to create signature snacks in line with your restaurant, bar or pub concept. Use the Santa Maria spices and spice blends already available.

PRO tip

Use fine ground spices to make them stick.



MEDITERRANEAN



Herb Shavings

Lentil Waves
+ Ranch Style Seasoning Mix



Churro Cornitos

Corn Cones
+ Cinnamon ground
& Icing sugar

SWEET!

AMERICAN



BBQ Spikes

Corn Cones
+ Barbeque Seasoning



Smoky Horns

Corn Cones
+ BBQ Steakhouse Rub + salt

MEXICAN



Vanilla Peaks

Corn Cones
+ Vanilla sugar

SWEET!



Cacao & Chili Cones

Corn Cones
+ Chilli Pepper Ancho Style
+ Cacao powder + Salt

EAST ASIAN



Umami Bites

Lentil Waves
+ Umami Spice Mix



Kimchi Crunchies

Corn Cones
+ Kimchi Spice Mix

NORDIC



Hot Lingonberry Flakes

Lentil Waves + Lingonberry powder
+ Chilli Pepper Chipotle + Salt



Blueberry Thorns

Corn Cones
+ Blueberry powder
+ Icing sugar

SWEET!

INDIAN



Curry Carpets

Lentil Waves
+ Kerala Curry Spice Mix



Golden Chips

Lentil Waves
+ Turmeric + salt

THAI



Paneng Cuts

Lentil Waves
+ Paneng Red Curry Spice Mix



Tom Kha Waves

Lentil Waves
+ Tom Kha Soup Spice Mix

Serve amazing combos

Pair your flavoured snacks with the right drinks and/or dipping sauces to create amazing flavour combos. A great way to improve the customer experience, boost drink sales and grow the average bill!



BEER COMBOS

A cold beer is easy to pair with a bunch of savoury and crunchy snacks. Simply go crazy.

PAIRINGS & NAMING SUGGESTIONS

Average Joe

BBQ Spikes + Lager

Indian Overload

Curry Carpets + IPA

Hello Darkness

Cacao & Chili Cones + Stout



WINE COMBOS

Pairing wine is nothing new. But serving it with your warm signature snacks probably is!

PAIRINGS & NAMING SUGGESTIONS

Fancy Pants

Golden Chips + Champagne (or other bubbles)

Deep Talk

Umami Bites + Glass of red



LONG & SHORT DRINK COMBOS

Pick up the flavour notes from classic cocktails and spirits. Also rethink the standard tequila kit.

PAIRINGS & NAMING SUGGESTIONS

Pure Botanics

Herb Shavings + Gin & Tonic

Up in Smoke

Smoky Horns + Islay Whisky

Firestarter

Hot Lingonberry Flakes + Tequila shot



COFFEE SHOP SNACKS

Use the Corn Cones and your choice of sweet flavouring to replace the expected cookie with exciting snacks. Perhaps as a dessert!

PAIRINGS & NAMING SUGGESTIONS

Sweet & Smooth

Churro Cornitos + Cappuccino (or any other coffee drink)

Safe Bet

Vanilla Peaks + Hot chocolate



Sauce on the side

Boost the experience even more by adding a signature dipping sauce to your combo. Just mix sour cream, mayo, crème fraîche or some of Santa Maria's sauces as a base together with your choice of spices and you're good to go.

Visit pauligpro.com to get more inspiration.

Snackify your food

Put the snacks in your dishes to add crunch and flavour. Think of them as quirky replacements for chips that can be served as sides or loaded with cheese and a bit of salsa. Also try them as topping on soups and salads. Swap the croutons!



CAESAR SALAD

A classic Caesar with crunchy Corn Cones on top. Swap the croutons!



CAULIFLOWER GRATIN MADE CRISPY

Crown your cauliflower gratin with Corn Cones and grated cheese.



SMASHBURGER

A smashed burger deserves some crunchy Corn Cones next to it – perhaps even in it.



LENTIL SOUP WITH CRISP

Match the smooth lentil soup with some crunchy Lentil Wave topping.



POKÉ BOWL WITH CRUNCH

Complete the spectrum of flavours and textures by adding crunchy Lentil Waves.



LOADED CORNITOS

Let's introduce the dirty fries' and the loaded nachos' quirky cousin. The cornitos made with Corn Cones.

Flavours for professionals.

**WANT
MORE INFO?
PLEASE LET
US KNOW**

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