



Generous Gifts

A better world, one
small gift at a time



Organic & Gluten-free
Cookies baked in Belgium



GENEROUS AT A GLANCE

When you are Generous, life smiles at you.

- ° Mission: make the world a little more Generous - one cookie at a time.
- ° Founded: 2013, family-owned Belgian bakery.
- ° Our promise: high-quality, organic, gluten-free cookies & waffles, baked with care (and solar power).
- ° Generous partners with sheltered workshops to handle the packaging of its cookies.



- ° Awards: Laureate Caring Entrepreneurship Fund (King Baudouin Foundation), CCB Awards, La Vitrine de l'Artisan, Best Belgian New brand, Epicure d'Or, Great Taste Awards.



GENEROUS PEOPLE

Rewarding the Generous people of Belgium

Over the years, we've chosen to share our generosity with people and organizations who make the world a little brighter...". When biscuits break during the production process, or they chip or simply look weird, we can't sell them. So what do you do when your company name is Generous? You create a special gift pack for it and you give them away. Good business sense? Definitely not, but it feels great. We avoid wasting food and we can make some new friends by offering them to all sorts of generous people.



Mme Vanderbiest 101st birthday.



Congrégation de Manneken Pis.



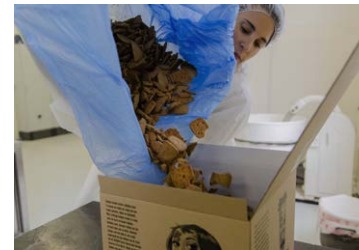
Restos du coeur.



Eatmosphere: anti-waste restaurant



Eenzame Uitvaart: poets write a poem for individuals who have died alone and recite it at their funeral.



Preparation of box for Bras dessus, bras dessous.



Les Petites Soeurs des Pauvres.

STANDARD RANGE

Soft colors, strong characters...

3,45€



SNACKING RANGE



Vegan
13€



MARTIN MATIN: 13€

Oat & Chocolate Cookies.
Gluten-free & vegan. 20 x 30g.



Vegan
13€



MARTINE MATIN: 13€

Oat & Raisin Cookies.
Gluten-free & vegan. 20 x 30g.



Vegan
13€



CAMILLE COOKIE: 13€

Chocolate Chip cookies.
Gluten-free & vegan. 20 x 30g.



Lactose free



WENDY WAFFLE: PLAIN

Gluten-free, lactose-free waffles.
14 units x 60g (2 x 30g).



Lactose free



WENDY WAFFLE: SPECULOOS

Gluten-free, lactose-free speculoos waffles.
14 units x 60g (2 x 30g).



Lactose free



WENDY WAFFLE: CHOC CHIP

Gluten-free, lactose-free choc chip waffles.
14 units x 60g (2 x 30g).

WAFFLE RANGE: GLUTEN & LACTOSE-FREE

PLAIN WAFFLES



BBD:

5 months

250G PACKAGING

Contains 8 waffles.

Sold in shipping cartons of 6 units of 250g

60G PACKAGING

Contains 2 waffles.

Sold in:

- displays of 14 units x 60g or
- in shipping cartons of 20 units x 60g.



SPECULOOS WAFFLES

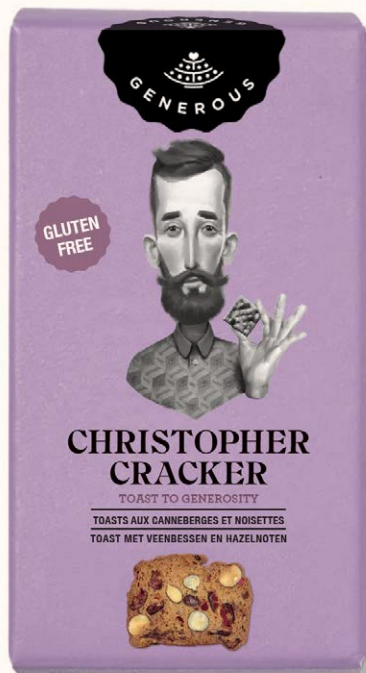


CHOCOLATE CHIP WAFFLES

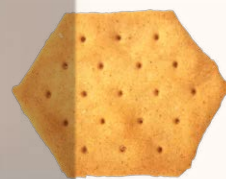
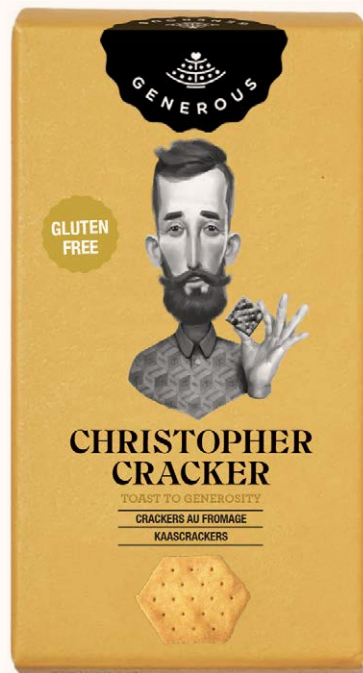


APERO RANGE

3,70€



Toasts with cranberry & hazelnut - not organic.
Shelf life: 12 months - 100g



Cheese crackers - not organic.
Shelf life: 12 months - 100g

SAINT-NICHOLAS RANGE

May you never be too grown up...



SAINT-NICHOLAS SPECULOOS- 140g

- Speculoos
- Speculoos coated with dark fairtrade chocolate
- BBD: 12 months



SAINT-NICHOLAS SPECULOOS - 2 PIECES

- Flowpack of 2 speculoos
- BBD: 12 months



LARGE SAINT-NICHOLAS SPECULOOS - 125g

Our traditional hand-baked speculoos sealed in a transparent bag and presented in a craft envelope. Dimensions: 23,5cm x 13,5cm. BBD:12 months

All of our cookies are organic & gluten-free

CHRISTMAS



4,95€



SANTA CLAUS - 120g

Speculoos coated with fairtrade dark chocolate; BBD: 12 months.
Winner Great Taste Award 2022.



7,45€



SANTA CLAUS - 120g

Speculoos coated with fairtrade dark chocolate. BBD: 12 months.
Winner Great Taste Award 2022.



ADVENT CALENDAR

24 days of Generous treats



17,45€



Biscuits and chocolates individually wrapped.
Dimensions: 26 x 25 x 6,5cm.

PERSONALISE YOUR GIFTS

Customise the cookie box of your choice



- Include your logo. Min 300.
- Include the names of your clients or colleagues.

UNITS	Min 50	100	250	500	1.000	2.000	5.000	10.000
CARDBOARD BOX	8,70€	6,80€	5,20€	4,60€	4,20€	3,90€	3,65€	3,45€
METAL TIN	-	8,70€	7€	6,50€	6€	5,50€	5€	4,50€

Prices are indicative and are subject to change according to raw materials.

PERSONALISE YOUR GIFTS

Customise the gift box of your choice



- Pick your box of 2, 4 or 8 cookies flavors
- Or pick the tin of your choice
- Design your sleeve with your logo and/or text
- And/or add a postcard
- And/or a sticker

UNITS	Sleeve 	Stickers 	Postcards 
2.000	0,49€	0,07€	0,07€
1.000	0,52€	0,08€	0,08€
500	0,74€	0,10€	0,12€
250	1,19€	0,15€	0,23€
100	1,3€	0,25€	0,52€
Min 50	1,5€	0,3€	0,90€

*Prices are indicative and are subject to change according to raw materials.

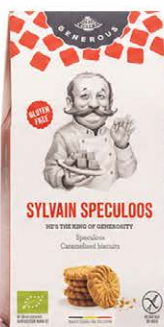
DISCOVERY BOXES

Pick your own assortment of sweet / savory cookies.

SEASON'S GREETINGS BOX

Choice of 4 packs: 17€.

17€



DISCOVERY BOXES

Pick your own assortment of chocolate and sweet / savory cookies.



FAMILY BOX

Choice of 8 packs: 30€.



DISCOVERY BOX

Choice of 4 packs: 17€.



TWIN BOX

Choice of 2 packs: 9€.

GENEROUS

Good to eat. Good to work with.



● ***Taste first. Always.***

We create organic, gluten-free (and lactose-free) biscuits, waffles and snacks that never compromise on pleasure.

● ***Responsibility, built in.***

Production in Belgium, in our own workshop.

Solar-powered production.

Carefully selected ingredients & long-term partners.

● ***Social impact, made concrete.***

Continuous efforts to reduce waste

Partnership with sheltered workshops for part of our packaging

Broken biscuits are reused in new recipes and collaborations.

● ***A brand with personality.***

Every product has a name, a character, a story and a tone.

Generous is not just what we do — it's how we speak, design, collaborate and grow.

GENEROSITY AS A PHILOSOPHY

An inclusive bakery excluding gluten

Generous partners with sheltered workshops to handle the packaging of its cookies. This actively contributes to the integration of individuals with disabilities by providing them with meaningful employment opportunities.



Over the past decade more than a million euros have been invested in sheltered workshops.



EASTER RANGE

Available from February to April



CHOCOLATE COATED LEMON COOKIES - 140g

Zesty dark chocolate coated biscuits

Shelf life: 12 months.

TECHNICAL SPECIFICATIONS

STANDARD COOKIE PACKAGING

	UNITS	WIDTH	DEPTH	HEIGHT
RETAIL UNITS	1	90 mm	60 mm	165 mm
CARTON	8	245 mm	185 mm	175 mm
EUROPALET*	19/layer*	120 cm	80 cm	180 cm

* 19 Boxes per layer, 9 layers per europallet, for a total of 171 boxes.

MINI-COOKIE PACKAGING

	UNITS	WIDTH	DEPTH	HEIGHT
RETAIL UNITS	1	60 mm	60 mm	105 mm
CARTON	16	250 mm	240 mm	110 mm
EUROPALET*	12/layer*	120 cm	80 cm	180 cm

*12 shipping boxes per layer, max 16 layers per pallet (max 192 boxes per pallet).



THE IMPORTANCE OF BEING GENEROUS

It's easy to call yourself Generous, but it's much more difficult – and exciting – to live up to it. Generous is the name of our product, the philosophy of our company, our sustainability driver, and our human resources mission.

CONTACT

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GLUTEN-FREE



BE-BIO-01 CERTISYS
AGRICULTURE UE/NON E

