



THE JOURNEY OF HOLIDAY PASTRIES AND DESSERTS

CRAFTED IN EUROPE BY MASTERS OF PASTRY

Across France, Belgium, the Netherlands, Denmark and beyond, renowned bakeries and pastry companies collaborate with highly skilled pastry chefs and professionals. Their mission? To create exceptional desserts, tarts, and pastries that bring joy and special moments of sharing with friends and family during the holiday season.



KEEPING PASTRIES FRESH WITH COLD STORAGE

Once these festive treats are prepared, they are carefully stored in our state-of-the-art cold storage facilities at **-18°C** (approx. 0°F) in Rotterdam, Vejle and Harnes. This ensures that every ingredient retains its freshness, flavor and texture, so your holiday desserts taste just as fresh as the day they were baked.

PACKING AND PALLETIZING FOR HOLIDAY DELIVERY

When the right time comes, desserts, tarts and pastries are packed and palletized with precision by the experts in our cold stores. From here, they are ready to travel to retailers across Europe or to overseas destinations.



INTEGRATED TRANSPORTATION FOR SMOOTH CUSTOMS CLEARANCE

Our integrated transportation team determines and manages the most efficient transportation flows using road, sea freight or air freight. For international shipments, our team can also handle customs documentation and clearance efficiently, ensuring these delicate products arrive on time for the holiday season.



FINAL DESTINATION: SHOPS AND DISTRIBUTION CENTERS

Finally, the desserts reach their destination whether that's a distribution center, a supermarket or a local shop, allowing consumers to bring home global festive flavors and enjoy cherished holiday recipes with their loved ones.



Lineage®