



THE SECRET INGREDIENT IS ALWAYS CHEESE. LOTS OF CHEESE.



NOT SURE WHERE TO BEGIN? WE CAN HELP.

See how our culinary solutions and marketing tools can benefit your business and help bring efficiencies back of house and unmatched flavor to your menu.

belbrandsfoodservice.com



Scan to visit our website for recipes & additional product information

312.462.1500

01230200028090-22

SPREADING HAPPINESS across menus

A STORY RICH WITH QUALITY AND INNOVATION.

Our history of fine cheese-making starts in France over 150 years ago. Since then, we've spent the last century innovating, refining and perfecting our family of extraordinary cheeses to ensure every ounce inspires chefs and delivers goodness to cheese lovers everywhere.



FOR THE LOVE OF CHEESE

We believe cheese should enhance every eating experience—and taste as incredible as it performs in the kitchen. That's why we work hard to complement the authenticity and creativity of your operation with craveable signature dish ingredients and premium-quality snacking options. From rich, creamy spreads to dairy-free offerings and snacking cheeses, we bring exceptional flexibility to your menu.

So, whether crafting dishes for on-site or off-site enjoyment, preparing delivery orders, making meal kits or putting out grab-and-go packs, Bel Foodservice ingredients and products are crafted to elevate all of your offerings.



FLAVORFUL PAST. **HEALTHY FUTURE.**

Five generations of Bel family adventures later, we're still pushing possibilities and championing healthier and more responsible food for all. Bel ranks third worldwide in branded cheeses, bringing smiles to over 400 million consumers. Which is why it's so important to us to create cheeses that are as nourishing for the body as they are kind to the earth.

COMMITTED TO CLEAN LABEL



We strive to follow guidelines in alignment with the World Health Organization:

- Always positive nutrients (calcium and proteins)
- Limit negative nutrients (fat and salt)
- Never any artificial colors or flavors



SCAN TO SEE OUR
“NO-NO”
INGREDIENTS

42% OF GLOBAL CONSUMERS SAY THAT SOCIAL RESPONSIBILITY AND ENVIRONMENTALLY FRIENDLY PRACTICES ARE KEY DRIVERS IN CHOOSING A PRODUCT OR SERVICE.¹

STEWARDS OF THE PLANET

Our promise of sustainability is rooted in everything we do. We've reduced water consumption, greenhouse gas emissions and oil and energy use. We're also proud partners of the World Wildlife Fund, working toward sustainable dairy practices around the world.



WHAT DRIVES US TO DO BETTER: THE CORE VALUES OF BEL FOODSERVICE



HEALTHIER FOOD



SUSTAINABLE AGRICULTURE



RESPONSIBLE PORTIONS



FIGHT AGAINST CLIMATE CHANGE



FOR ALL CONSUMERS

EXPLORE OUR BRANDS

PAGE 6 Boursin®



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PAGE 22 The Laughing Cow®



4

4



Bel Brands offers a portfolio of versatile cheese products and culinary solutions perfect for foodservice operators. Our brands have a commitment to quality ingredients, unsurpassed flavor and an undeniable recognition among cheese lovers.

12



14



18



22





BOURSIN®
FLATBREAD

Boursin
Professional

UNLEASH YOUR CULINARY CREATIVITY WITH THE #1 GOURMET CHEESE SPREAD³

Boursin® Garlic & Fine Herbs gives you a soft, fresh cheese with big, craveable flavor. Elegant yet approachable, rich yet airy, our cheese is packed with delicious potential. A savory, herbaceous and crumbly-yet-creamy profile works across the menu, delivering on-trend taste that lets you create a gourmet experience on every plate.

**DOT YOUR DISHES
WITH BURSTS OF FLAVOR**
Frozen or thawed—they
maintain their shape
when cooked!



BOURSIN® PROFESSIONAL GARLIC & FINE HERBS FROZEN CUBES

Real cream, garlic, parsley and chives blended into a convenient individually quick-frozen format perfect for making flavorful signature dishes as easy as they are delicious. The same craveable flavor as traditional Boursin in consistent 3g portions provides easy measuring, portioning and handling for controlled costs and limited waste.



rBST
FREE*



NO ARTIFICIAL
COLORS, FLAVORS
OR PRESERVATIVES



1 Year
EXTENDED
SHELF LIFE

**An easy way
TO ELEVATE
PIZZAS!**



EASY PREP FOR INCREDIBLE PIZZAS

- Add frozen cubes prior to baking pizza or add defrosted cubes immediately after removing pizza from the oven
- Defrost Time: 10 cubes take 1 hour in fridge or 30 minutes at ambient temp
- Portion into 2-3 ounce cups for easier handling
- Use moistened gloves or spoon as needed to eliminate stickiness
- Do not return to freezer after thawing



BOURSIN® PROFESSIONAL GARLIC & FINE HERBS 2.2-LB TUB

Beloved among chefs and consumers everywhere, our 5-ounce Garlic & Fine Herbs product is now available in a bulk offering. Less labor and less waste provide a profitable, flavorful way to top proteins, layer flavor into sides such as mac & cheese and mashed potatoes or create amazing sauces and spreads.

INSTANTLY ELEVATE ENTREES AND SIDE DISHES

- Layer flavor into sides such as mac & cheese and mashed potatoes
- Stuff or top steak, chicken and more entree proteins
- Blend into sauces and add to eggs



ORTHODOX
UNION
KOSHER



NO ARTIFICIAL
COLORS, FLAVORS
OR PRESERVATIVES



GLUTEN
FREE



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information &
product codes



BOURSIN® CULINARY GARLIC AND HERB

Give your customers a gourmet upgrade with this delicious blend of delicate garlic, fragrant parsley and mild chives artfully combined into a versatile ingredient that will transform burgers, appetizers and more elevated eats.

HEIGHTEN THE FLAVOR OF HANDHELDS

Put a rich, creamy spin on classic handhelds with the culinary cheese that enhances everything it touches.

- Balance hot-honey fried chicken sandwich
- Top grilled vegetables and fresh greens
- Pair with sliced apples and fig jam
- Spread on roast beef and roasted red peppers



GLUTEN
FREE



ORTHODOX
UNION
KOSHER



NO
TRANS FAT



rBST FREE



GMO
FREE



The Veg-Centric Movement

Chefs today are showing a lot of love to vegetables. Blistering, roasting, charring—elevating produce to signature status. They're also enhancing flavor-forward vegetable dishes with a touch of soft cheese, relying on its rich, creamy flavor and contrasting texture.



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product codes

BOURSIN®

DAIRY-FREE GARLIC & HERBS

Made with the highest-quality ingredients using small-batch, artisanal blending methods, Boursin Dairy-Free Garlic & Herbs Cheese Spread Alternative is the easy way to craft appetizing vegan sauces and dressings for salads and bowls, veggie wraps, mac & cheese and more. We begin with a creamy dairy-free base that's made from organic coconut oil and then cold blend it with the unique garlic and herbs recipe found in traditional Boursin.



43%

of consumers agree that the availability of plant-based food enhances the restaurant experience.⁴



PERFECT FOR:



PASTA



BURGER



SANDWICHES



SOUPS



SALADS

From the makers of Boursin cheese—our cheese spread alternative plant-based spread is a delicious way for foodies to make sure each and every one of their guests will find something tasty that meets their needs or preferences at their get-togethers.

- Made with quality organic ingredients
- Made with organic coconut oil
- Suitable for vegans
- Free of FDA 8 major allergens



GLUTEN
FREE



GMO
FREE



NO ARTIFICIAL
COLORS OR
FLAVORS



NUT
FREE



SOY
FREE



LACTOSE
FREE



CERTIFIED
PLANT-BASED

PRODUCT SKUS



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THE BOURSIN® SECRET

A cold molding process preserves all the flavors and strength of the fresh ingredients. This manufacturing process has not changed and remains Boursin® products' uniquely distinctive characteristic while the packaging has been modernized.



HIGH-IMPACT INGREDIENT

Versatile with good, developed flavors and a satisfying texture, Boursin Cheese offers all kinds of smart menu solutions.

TOP

- >Grilled steaks & burgers
- >Roasted or grilled salmon
- >Bruschetta
- >Grilled, roasted or braised vegetable dishes

STUFF

- >Hasselback potatoes
- >Portobello mushrooms
- >Chicken breasts
- >Omelets
- >Arancini

SPREAD

- >Artisan toasts
- >Sandwiches
- >Flatbreads

MIX IN

- >Scalloped potatoes
- >Mac & cheese
- >Pasta sauces
- >Scrambled eggs

BOURSIN®

5.3 OZ CHEESE ROUND

Add a little sophistication and a lot of flavor to your menu with the original Gournay cheese. All Boursin rounds deliver creamy, crumbly, fresh cheese with big flavor.

THE STAR OF SHOW-STOPPING CATERING CREATIONS

Offer options that are as much a feast for the eyes as they are for the taste buds.

- Serve up seasonal charcuterie boards
- Elevate breakfast boards featuring bagels, lox and capers
- Menu small bite delights like prosciutto and fresh figs
- Warm Boursin in a cast iron skillet topped with nuts and fruit jam



ORTHODOX
UNION
KOSHER



NO ARTIFICIAL
COLORS, FLAVORS
OR PRESERVATIVES



GLUTEN
FREE



ADDITIONAL FLAVORS AVAILABLE*



BOURSIN®

BASIL & CHIVE

BOURSIN®

SHALLOT & CHIVE

BOURSIN®

GARLIC & FINE HERBS

BOURSIN®

CARAMELIZED ONION & HERBS



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*Contact us to find out more about ordering our specialty flavors.



Price's
SINCE 1959

ADD A CRAVEABLE KICK

Pimiento cheese is a beloved Southern tradition that's trending on menus across the country. Instantly take chicken sandwiches, burgers, handhelds and more to the next level without added time or labor. Made with a blend of real peppers and cheese with flavorful seasonings and dressing, Price's® Pimiento Cheese Spreads offer consistent, premium pimiento that tastes like you made it from scratch. Use as-is or mix in jalapeños and more to create signature appeal.

Pimiento cheese has had
64%
growth on fast-casual
menus in the last 4 years.⁵



PRICE*
**ORIGINAL PIMENTO
CHEESE SPREAD**

The classic taste of Texas made with real cheddar cheese, diced pimiento peppers, sweet salad dressing and a unique seasoning blend.

SWEET **BESTSELLER**

MAXIMIZE THREE MENU TRENDS

Leverage the top name in pimiento spreads for memorable dishes

Modern Southern

The rest of the country has discovered and adopted Southern food onto its menus. Flavor innovation is key. Update dishes like fried chicken and hush puppies with modern touches.

New American

Global mashups and eclectic flavor combinations make New American menus stand out. This modern cuisine combines regional American dishes with global ingredients for a unique experience.

Next-Level Sandwiches

Today's sandwich shows off a layering of flavors and textures for memorable flavor experiences that consumers are craving. Price's Pimiento Cheese Spread acts as both a creamy spread and flavor booster for sandwich builds.



PRICE*
**MAYONNAISE-BASED PREMIUM RICH
AND SAVORY CHEESE SPREAD**

Real mayonnaise adds savory flavor for traditional homemade pimiento cheese quality.

SAVORY



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product codes

5. Datassential's Cheese Report; Datassential's FLAVOR database; Datassential's MenuTrends database



Merkts®

SPREADABLE & UNFORGETTABLE

Each serving of Merkts® cold packed cheese is filled with the pure goodness of Wisconsin cheddar. Bring bold flavor and graceful meltiness to delicious dips, sumptuous soups and scrumptious sandwiches with the OG of spreadable cheese.

HIGH-IMPACT INGREDIENT

Versatile with good cheddar flavors and a creamy texture, Merkts offers a broad range of smart menu strategies.



SPREAD
grilled cheese
sandwiches



TOP
baked potato



MIX IN
soups



MERKTS
SHARP CHEDDAR
CHEESE SPREAD

Made from 100% Grade A Wisconsin cheddar aged at least nine months, this cheese is never cooked. The resulting product is a hearty spread with bold cheddar flavor and creamy texture. Easily melt to achieve a smooth, creamy consistency for quick preparation. Use as a base for dips, sauces, soups and spreads, or top crowd-pleasing favorites like hot dogs, burgers and fries.



SOURCE OF
CALCIUM

MERKTS
ALMOND SWISS
CHEESE SPREAD

A uniquely satisfying blend of Wisconsin cheddar and Swiss cheeses combined with chopped roasted almonds. This traditional favorite adds creamy nostalgia to any menu.



SCAN FOR BEER
CHEESE DIP RECIPE



Scan the
QR Code
to discover
the recipe!

56%

of operators say that adding cheese to an item helps it sell better.⁶

6. Datassential Cheese & Dairy Keynote Report, 2023



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Cheese is on over **90%** of menus.⁷



A HISTORY OF SPREADING JOY

As one of the nation's most popular spreadable cheese brands, we bring decades of dedication to each of our cheese varieties. Over 100 years ago, the original "club cheese" in a crock was perfected using a cold pack method of cheese production and a ceramic crock as the distinctive container. In the beginning, this cheese was served in hotels and clubs in the area and therefore acquired the nickname "club cheese." Only the highest-quality aged cheddar goes into our products to create authentic eating experiences. The velvety texture and mild cheddar flavor can stand out or blend in—creating flavorful flexibility and endless versatility across your whole menu.



1ST PLACE

SHARP CHEDDAR COLD PACK
U.S. Championship Cheese Contest
sponsored by the Wisconsin
Cheese Makers Association

**GOVERNOR'S
SWEEPSTAKES AWARD**
Wisconsin State Fair



KAUKAUNA® SHARP CHEDDAR CHEESE SPREAD

We blend the best of our high-quality block and barrel aged cheddar to create this mild, velvety cheese spread. A rich, creamy flavor and versatile texture makes it the ideal choice as a spread, mix in, topping and more.

5 lbs

10 lbs

30 lbs



SOURCE OF
CALCIUM



10-LB

30-LB

Our bulk cheddar offering is perfect
for high-volume operations.



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73% OF CONSUMERS
SNACK AT LEAST once
a DAY WHILE⁸

14% SAY THEY SNACK
THREE OR MORE
TIMES A DAY.⁸



MAXIMIZE SNACK TIME WITH MINIATURE FUN FLAVORS

With 100% Real cheese, iconic red wax and perfect individual portions, Mini Babybel® offers a deliciously memorable experience. Playful, portable and simply lovable, it's the ideal high-quality, high-protein snack. Popular flavors like classic Original and White Cheddar give your guests a variety of options to peel and enjoy.

NEW!



49% OF
ADULTS EAT
MORE THAN
ONE BABYBEL
AT A TIME⁹

MINI BABYBEL®

2-COUNT SEMISOFT SNACK CHEESE

Health-conscious consumers need on-the-go snacks too, like creamy, 100% real cheese 2-counts from Mini Babybel—the #1 premium branded snack cheese in the signature red wax. Packing 8 grams of protein and no artificial growth hormones, flavors, colors or preservatives, they're a must-have for any operation that offers grab-and-go.



rBST
FREE*



NO ARTIFICIAL
COLORS, FLAVORS
OR PRESERVATIVES

Support Sales with Eye-Catching Point of Sale

Vertically Merchandised To Maximize on Shelf Visibility

Display Ready Case

Convenient Flowpack Wrapper



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information &
product codes

*No significant difference has been shown between milk derived from rBST-treated and non-rBST-treated cows.

BESTSELLER
★



MADE TO ORDER



MINI BABYBEL® ORIGINAL SNACK CHEESE SINGLES

Mild, creamy and delicious, Original Mini Babybel® makes snack time an adventure in deliciousness. This 100% real cheese is a good source of calcium and protein adults and kids will love. See nutrition information for saturated fat content.



MINI BABYBEL® WHITE CHEDDAR SNACK CHEESE SINGLES

A hint of sharp cheddar flavor and creamy deliciousness make this variety a crowd favorite for bistro boxes or self-serve stations (with individual UPC).



BABYBEL® PLANT-BASED SNACK CHEESE ALTERNATIVE SINGLES

Snackable plant-based cheese with a mild cheese flavor and consumer-preferred appearance and texture. These made-to-order bites are perfect for on-the-go snacking and impulse purchases.



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MINI BABYBEL® ORIGINAL SNACK CHEESE NETS

Delicious, nutritious and sized just right. Mini Babybel® 3- and 6-count Nets are a convenient choice for family snacking on the go from hotel snack shops to amusement park concessions.



- 100% real cheese snacks
- Individually wrapped for hygiene and convenience
- Broad appeal for both children and adults
- No artificial flavors, colors or preservatives
- No artificial growth hormones*



What is Mini Babybel® wax made of?

The wax we use to coat our products is a blend of paraffin and microcrystalline waxes and coloring that specifically contains no bisphenol A. It's food safe and meets very strict regulatory standards. It poses no health risk if accidentally ingested.



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77%
★★★

of consumers agree
“Eating cheese is a
good way to get
protein in my diet.”¹⁰



WHOLESOME GOODNESS CRAFTED FOR HAPPIER SNACKERS

Capture spontaneous snack purchases with the entire lineup of The Laughing Cow® Cheese. Perfectly portioned, every product is ideal for on-the-go, better-for-you snacking. Create a satisfying snack experience with our rich and creamy, spreadable and delicious offerings.



★★★
BESTSELLER

THE LAUGHING COW® SNACK CHEESE WEDGES

Create the perfect snacking moment with The Laughing Cow® spreadable cheese wedges. With a signature creamy texture, they're a hit both on their own and spread onto pretzels, crackers or vegetables.

THE LAUGHING COW® CREAMY ORIGINAL WEDGES

Rich, creamy and ready to top anything. Send ordinary snacking packing with every perfect bite.



★★★
**ONLY
45
CALORIES
PER WEDGE**

Opportunities for Incremental Sales

According to research conducted by CCD Innovation, consumers are looking for cheese-centric snacks, driven by a desire to consume more protein. Capitalize on the cheese craze in a few easy ways.



PREMADE SNACKS



KIDS' MEALS



BOXED LUNCHES

★★★
INDIVIDUALLY WRAPPED
PORTIONS FOR A SAFER AND
MORE SANITARY EXPERIENCE



★★★
**WEDGES ARE AVAILABLE IN A
VARIETY OF FLAVORS!**

*No significant difference has been shown between milk derived from rBST-treated and non-rBST-treated cows.



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EXTRAORDINARY CHEESES. EXCEPTIONAL OPPORTUNITY.



FOODSERVICE



Summer Vegetable Tart
with Boursin® Cheese



Merkts

