



MINI PANCAKES[®]



COMPANY PROFILE

— SEPTEMBER 2016 —



We distribute freshly baked mini pancakes with a variety of toppings at world-class events attracting millions of visitors, food festivals, private occasions and markets. From our headquarters in the Netherlands we are active in United Arab Emirates, Kuwait, Italy, Romania, France, United Kingdom, Germany, Denmark and Sweden.





MINI PANCAKES[®]

25 AED



TOPPINGS

NUTELLA	25 AED	NATURAL	20 AED
MARS	25 AED	CARAMEL	20 AED
BOUNTY	25 AED	CHEESE	20 AED
WHITE CHOCOLATE	25 AED	PANCAKE SYRUP	20 AED
CHOCOLATE	20 AED	CINNAMON	20 AED
EXTRA NUTELLA	5 AED	HONEY	20 AED

MINIPANCAKES.COM

ACTIVE IN 10 COUNTRIES

Hard work, good entrepreneurship and excellent quality in product and service make it possible for us to expand fast. We've been part of Dubai's number 1 winter destination Global Village since 2013, earning us their Best Retail Award in 2014. In 2015 we opened our first all-year round kiosk at Al Bada'a and a temporary one at Sheikh Mohammed bin Rashid Boulevard in 2016, while also participating in events like Taste of Dubai and of Abu Dhabi, Modhesh World, Ramadan Night Market, Out of The Box Market at Burj Kalifa and Aloha Beach Festival in Abu Dhabi.



TASTE OF DUBAI



OTB MARKET



One of our two kiosks at Hyde Park Winter Wonderland, London's main winter event that attracts millions of visitors.

In 2015 we were one of the highlights of EXPO2015 in Milan, partly because of our custom-built food truck. In Italy we participate in several touring markets and food festivals. After our presence at Edinburgh's Christmas, we were able to expand to Hyde Park Winter Wonderland, London's premiere winter holiday destination, while at the same time participating in a Christmas Market in Dresden, Germany. In 2016 we expanded into Romania, with our first kiosk at the beach resort Mamaia, France (La Défense, Paris), Sweden and into Denmark (International Markets) for the first time, which brings the total number of countries in which we are active to 10.



In Esbjerg, Denmark, we bumped into football superstar Rafael van der Vaart, his girlfriend Estavana and his son Damián. We offered Damián mini pancakes, which he liked, according to the thumbs up he gave.



MAMAIA

EXCEPTIONAL SAFETY AND HYGIENE

Our state-of-the-art equipment is the result of our in-house innovation. Most of the equipment is handcrafted especially for us, but when our high standards require it, cutting edge laser techniques are used as well to make our electric and led ovens. Our commitment to eliminate the use of gas ovens, for safety and environmental reasons, is exceptional for the industry. We have a keen eye for safety and environment, reducing risks both for event organizers and visitors. Our trained staff work according to HACCP standards. In fact, The Royal Parks gave us one of the highest hygiene scores of all vendors at Hyde Park Winter Wonderland. And that is something we are genuinely proud of.



ENVIRONMENTAL AWARENESS

We find it crucial to work as environmentally aware as possible. This season, we will introduce serving and packaging materials that are 100% biodegradable. We build our chalets with FSC certified wood and use led lighting on them. We work with electric ovens instead of gas and we separate our waste.

CORPORATE SOCIAL RESPONSIBILITY

Outstanding service is one of the core values of our company; not only for our clients and partners, but also socially. That's why we also run the extra mile to bring the joy of mini pancakes to those who, due to life's circumstances, deal with difficult situations. To make a difference, we recently partnered up with Make A Wish Foundation Netherlands. This gives us the opportunity to lighten up the lives of terminally ill young people with the festiveness of mini pancakes. Later this year our partnership with Childhood Cancer International will be announced. Our donation will be used to fund a handbook for healthy eating for children with cancer specifically tailored to the situation in India. This prevents that while their cancer treatment is successful, they still die from malnutrition. We work from the conviction that change on a practical level is the most impactful.



MAKE A WISH
Nederland



DESIGN INNOVATION: POFMAN'S FAMILY

Last season we introduced our cheerful company character Pofman, named after the Dutch word for mini pancakes: poffertjes. Sicco Kingma, the creative force behind the successful animated series Bamboo Bears, which aired in 42 countries, developed this happy little fella exclusively for us. We have worked hard so we can introduce more characters from Pofman's family during this season. We see Pofman and his family as a prime example of our creativity as a company and as an incentive for the trade to raise standards.



PRODUCT INNOVATION: MARS AND BOUNTY SAUCES

Nutella has become a cherished classic everywhere, and recently we added, with exclusive contracts, Mars and Bounty sauces to our range.



Jan Peter Balkenende was Prime Minister of the Netherlands from 2002 to 2010. He was impressed with our innovation of the Dutch classic 'poffertjes' when he visited our food truck at EXPO2015.



COOL FOOD TRUCKS

With our custom-built food trucks we participate in many food festivals in different countries. Our food truck at EXPO2015 was so well received we were placed right at the entrance of the pavilion of the Netherlands, making it one of the most visible and popular attractions at the event.



LARGE EVENTS WE CATER...

GLOBAL VILLAGE - DUBAI

Since 2013 - Winner Best Retail Award

TASTE OF ...

DUBAI (2016)

KUWAIT (2015)

ABU DHABI (2014)

EXPO2015 - MILAN

OTB MARKET - DUBAI

2016 - The smallest pancakes, the tallest building

HYDE PARK WINTER WONDERLAND - LONDON

2015/16 - We received one of the highest hygiene scores

EDINBURGH'S CHRISTMAS

Since 2014

GUSTI DI FRONTIERA & EUROPEAN MARKETS

Italy - Since 2013



CONTACT INFORMATION



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