



## Signature is future

At Royal Buisman, we believe every customer is special. Every product deserves its own approach. Every problem warrants a tailor-made solution. Every opportunity requires a unique insight.

At Royal Buisman, we believe premiumisation is key. First: by establishing a special quality that comes from the heart of the product and defines its behaviour. And then: by staying true to heritage, while adding a distinctive touch.

## Adding value

According to some, adding value means: improving returns. And they are right. That is why Royal Buisman is dedicated to improving your food products in such a way that they can command a higher price, or are better equipped to deal with competition.

Others say that adding value means: reducing costs. And they, too, are right. That is why Royal Buisman helps reduce the need for expensive ingredients in your products by intensifying colours and flavours. And they do so more cost-effectively than most alternatives.

That is why we say: signature is future. Your signature, and ours.

Because like you, we are committed to sustainability and transparency in achieving the best possible product quality.

Like you, we believe in teamwork, in co-makship, in trust.

Like you, we are dedicated to responsible innovation in the food chain and to integrity in business practices.

Like you, we enjoy adding our signature to the world of tomorrow.

*Signature  
is future*

## Signature is future

In a world of plenty, uniformity has become the de facto standard. That is bad news for consumers, because how do you choose between almost identical options? And it is bad news for producers, because brands unable to generate preference simply are not profitable enough.

A prerequisite for successful brands and products is: making the difference. Dare we say: being different is just as important as being good. And we are not talking about being different just for the sake of it, but about meaningful identity, signature, character: about an attractive edginess in the brand DNA that harmonises and interlocks with the desires of its supporters. Special brands have special characteristics: it is as simple as that.

Ever since 1867, millions of coffee lovers have been applying their own distinctive signature to their coffee by adding a spoonful of Buisman to the brew: a small amount of caramelised sugar produced to Mr. Buisman's unique recipe. We call it co-makship



avant la lettre, practised for more than a century before the phrase was even coined.

Today, it is food producers in domestic and foreign markets -including, still, a large number of coffee companies- who select Royal Buisman to complete their products. Bread, fine bakery (with or without gluten) and chocolate dairy beverages are all cases in point. Together with Royal Buisman's experts, these manufacturers develop characteristic tastes, flavours and aroma's -or combinations thereof- that help define their products. Call it their brand or product signature.

Just as Michelangelo's magnificent fresco's help define the Sixtine chapel, and just as the searing saxophone of John Helliwell is an unmistakable part of Supertramp's signature sound.

Those who develop their signature, develop their future.



For nearly a century and a half, Royal Buisman has been producing the natural caramelised sugar products that can strengthen the signature of your food products: from coffee to bread, from special bakery to cocoa applications and chocolate. Royal Buisman enhances taste, texture and visual appeal. And they do so without adding gluten, acrylamide or e-numbers.

Back in 1867, Herman Buisman laid the foundations for what was to become a unique business, when he discovered how caramelised sugar could be used to enhance the taste of coffee. And ever since, a mixture of authentic craftsmanship and dedication to fine food has inspired his successors. Inspired them to seek out new ways of strengthening the signature of an ever-increasing variety of food products.

Buisman  
since 1867



## Signature taste, signature colour, signature quality

Caramelised sugar is an amazingly versatile and subtle basis for a huge variety of food products in search of a unique identity.

Are you looking for a more auburn colour for your bread? A more powerful aftertaste for your coffee blend? An enriched flavour for your bakery products? An extra roasted tang for your cocoa based products? A surprisingly yummy signature for your ice cream? An appetising colour for your soups and sauces? A more attractive appearance for your meat or fish products? And do you want all this at an attractively low cost? The answer is: Royal Buisman.

Because for all these applications, we can provide exactly the right kind of caramelised sugar, in powder, liquid or emulsion form. And we do so with a natural, clean label solution, and at an attractively low cost in use.

## Where art meets science

Our history of innovation, that helped us achieve the official 'royal' predicate, testifies to our scientific leanings. We understand the importance of sustainable production, of consistent quality, of intensive testing and solid certification of our own processes, as well as yours. And we are sensitive to the needs of those who seek organic, halal, kosher or any other quality predicate. But our genes contain an artistic side as well. We know that a slightly different hue, a cleverly altered texture or a subtly distinctive taste can make the difference between a signature product and a mainstream offering. And we all know which of those is preferable...



## Responsibly royal

Achieving the 'royal' tag is an acknowledgement of an outstanding history. Maintaining it requires considerably more. Only after stringent evaluation of social commitment, working conditions, environmental policies, financial practices and many other parameters is the predicate extended by the Dutch House of Orange. For us, this is a source of pride. And for you, it is evidence that Royal Buisman is a competent, reliable, trustworthy and transparent business partner, fully aware of contemporary consumer needs, business requirements and societal responsibilities.