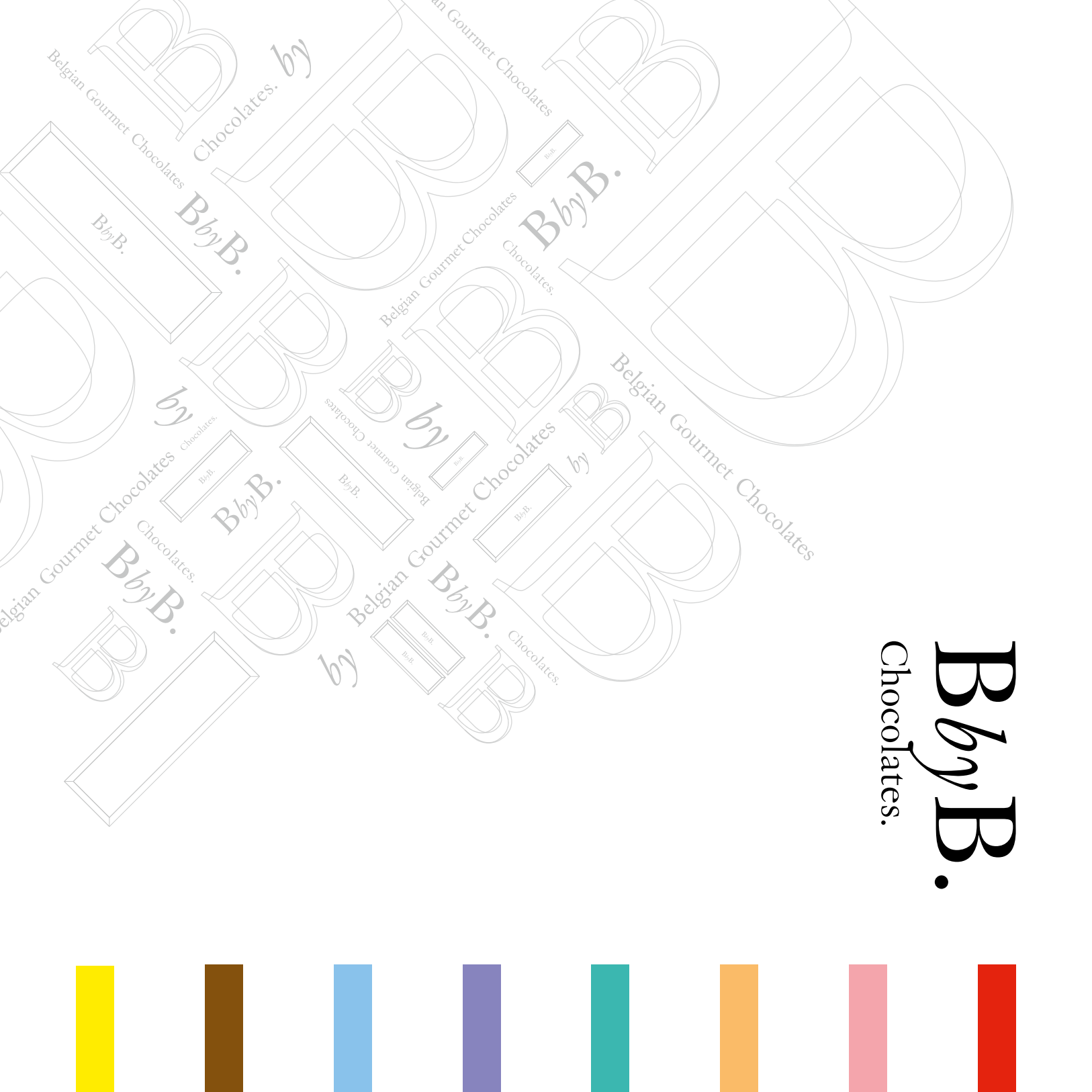


BbyB.
Chocolates.



“Pleasure arises from craftsmanship, taste from love”

Bart Desmidt.



Bart Desmidt is a child of the sea. Therefore he has been familiar with the food- and candy culture of the region from an early age. As is he also familiar with the artisan traditions that are linked to this culture. At the age of 23 newly-wed Bart opened his restaurant that from the beginning had one basic rule: to only serve the very best regional products.

His search for local quality was welcomed by customers and culinary connoisseurs. Bartholomeus in Knokke-Heist was awarded a Michelin star in 2000, followed by a second star in 2013, and the restaurant has deservedly hung onto it ever since.

In accordance with his obsession to raise regional products to a sensory explosion, the chef searched regional components to implement in his dessert menu. He became acquainted with Christophe Roelens, who exclusively holds the patent for the real Babelutte. Bart found inspiration in that delicacy with a rich past on the Belgian coast that dates well back into the 20th century. Fishers took this particular kind of artisan caramel, which is both nutritious and powerful, on their barren Iceland travels. Various new dessert combinations of Babelutte arose from the authentic recipe. Babelutte ice cream, Babelutte with fruit and mint, Babelutte pralines...

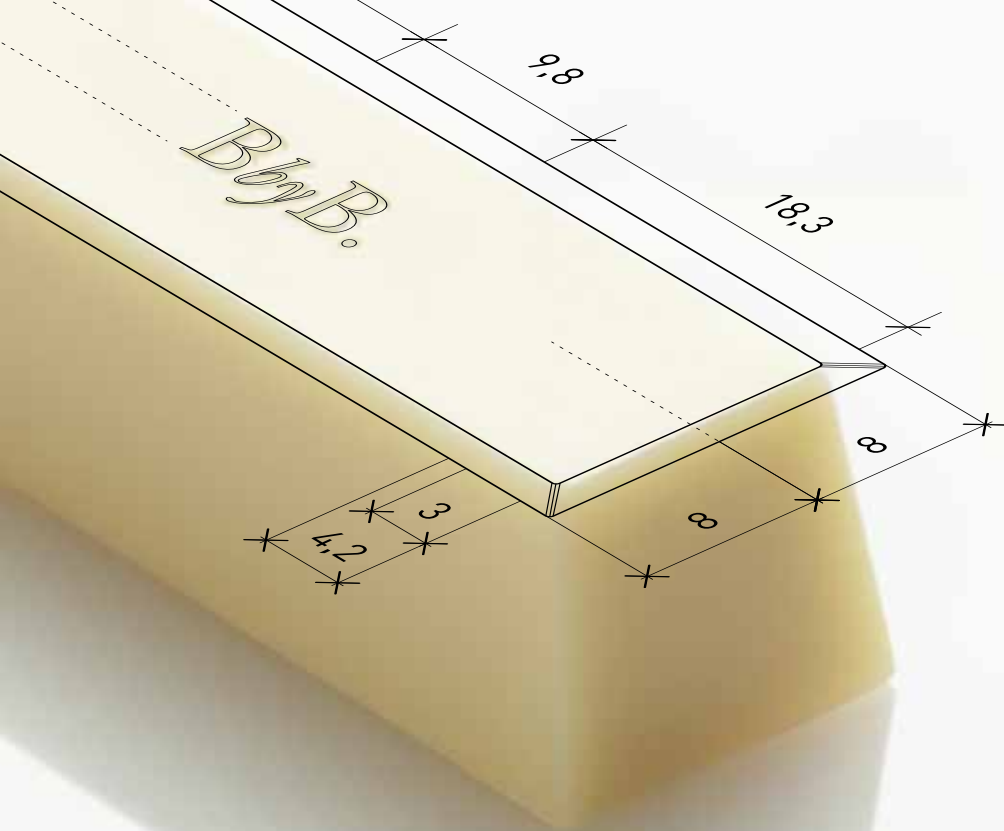
The exclusive dessert became a signature dish for restaurant Bartholomeus, which soon the gastronomes could no longer do without. It was an inspiration for more.





BbyB.
Chocolates.

was born out of Bart Desmidt's passion and Jan Verleye's craftsmanship. What began as one of Bartholomeus' most popular desserts developed into BbyB: pralines, boobies, babeluttes and other confectionary of the very highest quality that tantalise the taste buds with originality and sophistication.



BbyB means being surprised by the haute couture of Belgian chocolate. A broad range of taste experiences take you on a journey of discovery. From intense to playful and smooth, but always exceptional. Bart Desmidt was looking for “the” chocolate production company that had the same passion for quality and perfection as he did. He found that with Jan Verleye, one of Belgium’s most famous *maîtres chocolatiers*, and this unique brand saw the daylight.





PASSION FRUIT



NUTS




BABELUTTE



RASPBERRY



SPICES



SPECIALS of the CHEF



CHERRIES



STRAWBERRY

*A surprisingly
tasteful collection*

Conceptual art, is what the more than 20 different types of pralines could be described as. They are divided into eight families or categories, each with a distinct color, based on the pralines main ingredient. And every type of praline has its own number.

Consult our website to find out our current assortment.

Tasteful masterpieces

Taste and the consciously chosen shape are presented in an almost architectural arrangement, yet they convey underlying surprises. Star chefs are known for their attention to detail.

The culinary Champions League has perfectionist characteristics, which translates into the packaging that is designed with special care and is also found in the BbyB's flagship store in Brugge.











Being on the World Heritage List of UNESCO, Bruges is a “must” for tourists from all over the world visiting Belgium and a very popular day-destination for cruise ships. The perfect location to showcase the BbyB gourmet masterpieces to the world.

The designer character of our products is reflected in the aesthetic and unique form of the chocolates, the attractive color coding of the packaging and the attention to detail in design and marketing. Chocolates are sold in sleeves with 5 pralines of one specific taste and in collection boxes with multiple sleeves.

#58 Dark chocolate | Babelutte | Sea salt is the most popular taste across countries and cultures.



BbyB.
Chocolates.

precious
as gold,
sweet as
chocolate.





*Creativity
is at the heart
of our business*

BbyB is born out of love for chocolate and design. Bart Desmidt and Jan Verleye are continuously experimenting with new concepts and exploring new tastes and products to extend the BbyB offering. Their common search for quality is appreciated by customers and culinary connoisseurs.

As a result of this search for originality a number of side-products were added to the BbyB-offering such as Babelutte- sweets and spread. All the side products withstand the highest BbyB quality and taste requirements. One particular product deserves additional attention; The BbyB-Boobies are a taste bomb consisting out of a delicious crunchy biscuit covered with meringue topped off with different exquisite toppings in a jacket of dark, milk or white chocolate.





**BIG
BOOBIES**

Dark chocolate,
praline &
sesame

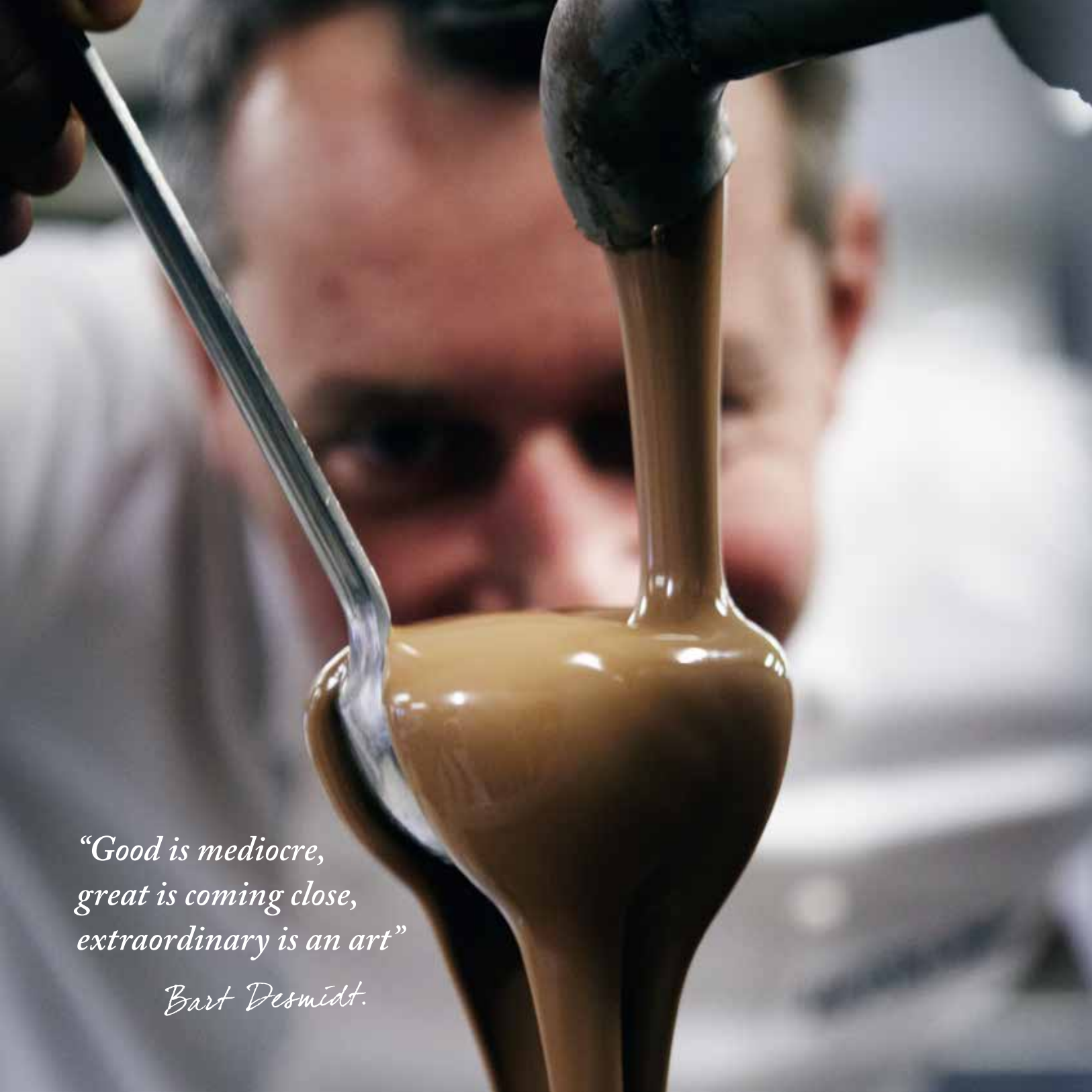
*Tasting carries you away
to a happier place,
each of our products
are gourmet masterpieces*

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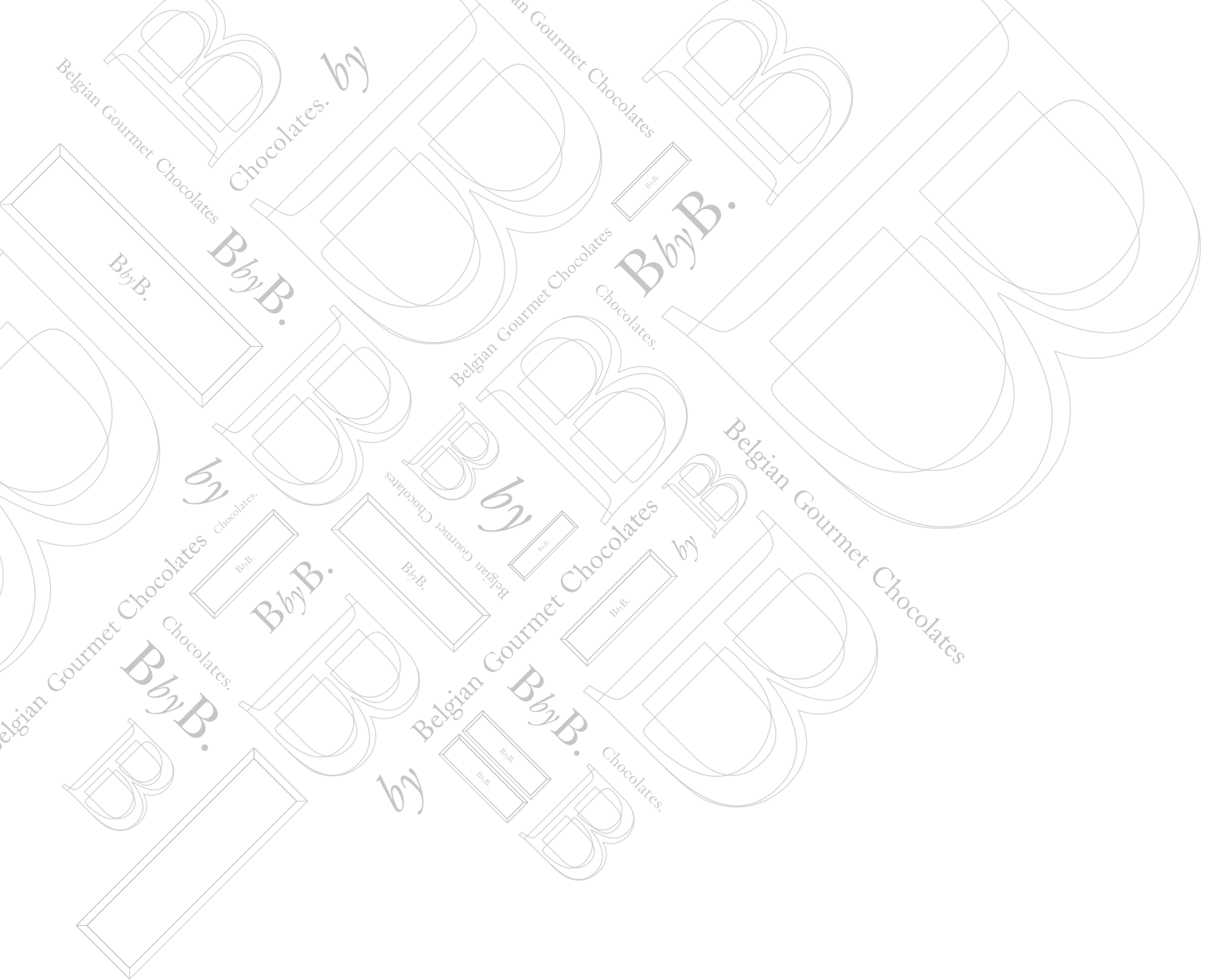
*BbyB cherishes the delicate balance
between pure ingredients, elegance and
the right combinations needed
to bring new sizzling experiences*





*“Good is mediocre,
great is coming close,
extraordinary is an art”*

Bart Desmidt.



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