



At Wilthagen, we've been creating traditional meat products, innovative tasty snacks and semi-finished and convenient meal components for over 45 years. As both private-label products and goods produced under our own Wilthagen brand. We're a family business, from the Dutch province of Zeeland.

Crispy bacon, crackling, krupuk and slow-cooked liverwurst: our Wilthagen products are delicious and made with care. Preferably made from local ingredients. With reduced salt and sugar. Sustainably produced.

Wilthagen B.V.  
Energieweg 1, 4691 SE Tholen

☎ 0031-166-603871

www.wilthagen.com



## A tasty story, spanning three generations

The Wilthagen factory started out as a traditional butcher's shop. One day, a customer gave a great tip, which changed everything: "Those left-over bacon rinds? You should fry them! They curl up into something quite delicious." The pork crackling would turn the world of founders Adrie and Paulien Wilthagen upside down. It was the start of a flourishing family business that has now been thriving for almost five decades.

Adrie Wilthagen was a traditional butcher in the tiny village of Krabbendijke. His wife Paulien delivered fresh goods to both shops and domestic customers in their Ford Taunus – quite a novel concept in the 1970s. Other butchers began to sell the Wilthagen products: the many varieties of pork crackling and the smooth, unctuous liverwurst. Grocers followed in the 1980s, together with supermarkets of all sizes. In 1984, the family made the choice to sell the butcher's shop and continue as a meat and snack food manufacturer.

Sons Marcel and Frank Wilthagen also joined the company, inventing new manufacturing techniques and opening a brand new factory in Tholen, Zeeland. New processes were developed and new snacks conceived, such as krupuk – a popular snack in Asia – made from local ingredients like North Sea shrimp, sweet onions and seaweed. And with the arrival of (grand)sons Arthur and Koen Wilthagen, there's now a third generation on board.

At Wilthagen, we still create our delicious meat products in an artisan fashion. We also offer a new line of snack food suitable for vegetarians and vegans. Sustainably produced, according to the principles of the sustainable economy. We're happy to share our knowledge and expertise to give your brand a tasty upgrade, with organic or vegan additions. Or we can develop new snacks together from by-products, to combat food waste.

At Wilthagen, we're dedicated to excellent business-to-business (B2B) service. Our customers are national and international retailers and entrepreneurs, in food service, the catering industry and the wholesale trade. We believe in personal contact and great customer service. We can offer a range of packaging in all sizes and would love to team up with your company, to create new products and recipes. Value for money, a vegetarian or organic range, a budget alternative? We can produce both in bulk and on a small scale. To try out new opportunities in a safe and affordable way.

*Authentic family recipes. Bold experiments in flavour and texture.  
Loved by carnivores. Applauded by vegetarians and vegans.*

Our expertise lies in:

- Convenience: ready-to-eat products, topping packages, single-person portions.
- Fresh food: unprocessed, local produce, short supply chains.
- Better health: reduced salt and sugar, food allergy aware, smarter and healthier cooking processes.
- Sustainability: organic, waste reduction, circularity, recycling, water conservation.
- Transparency: personal contact, traceability of all sources, clean label.

### Certificates and Automation

Our factory is audited to the highest standards. Wilthagen is certified in BRC (7), SKAL, BLK (animal welfare) and EDI. Our automation system was completely renewed in 2018. To aspire to the highest levels of traceability and efficiency. Through a smart process of coding, tags, sensors and scanning.

# WILTHAGEN

A Remarkable Dutch Family Business

Dutch Krupuk

Liverwurst

Pork Cracklings



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# Our Products

Bestsellers – made using our family recipes

## Liverwurst

A classic. We offer two varieties: the traditional farmer's liverwurst from Zeeland and an organic chicken liver sausage approved by the Dutch Animal Welfare Association. Both sausages free from flavourings and colourings we use only natural ingredients and a secret blend of herbs.

## Pork Crunch or Crackling

Our most beloved product. Crispy, airy and savoury. A true keeper, for over 45 years. Because it's ingeniously simple and delicious. Cut up bacon rinds. Salt and deep fry them. All done! In exactly the same way as the Wilthagen family did in their butcher's shop. All our bacon products get the time they need to marinate, mature and dry, so that flavours can unfold to perfection. We love bacon for every occasion, so we make lots of different varieties: thick and thin slices, lean and fatter. Flavoured with smoky bell pepper or sea salt and black pepper.

Innovative snacks for discerning consumers

## Dutch Krupuk

Without additives. Made with reduced sugar and salt. Flavoured with local produce: North Sea shrimp, sweet onions and seaweed. These last two flavours are suitable for vegetarians and vegans. In award-winning packaging (Pentawards NY).

## Vegetable Crisps

Different ranges of crispy vegetable snacks, made from peppers and beets that would have been rejected because of slight differences in size and colour. Vegetables still packed with flavour – such as a special kind of oyster mushroom that grows on coffee grounds saved from companies and restaurants. Succulent mushrooms, a surprising ingredient for a light snack.



*Our Pork  
Cracklings*

*Our  
Dutch Krupuk*

*Our  
Liverwurst*

## All Sizes, Great and Small

We can combine manual service with smart industrial production processes. Our Wilthagen team strives for excellence and flexibility. We can bundle, label, package and print. And we can offer you a heads-up with a new product, because we can produce affordably in small volumes. From big bags to tiny packets: our packaging lines can solve your problems.

## Inventions

People in Zeeland are a bit wayward, they say. We like to invent our own ways of doing things. So we've developed a lot of our factory processes ourselves. And devised our own methods for salting, spice mixing and frying. Smart combinations of freezing and cooling, precision timing. Safe ways to handle both meats and organic, vegan snacks. With our dedicated, close-knit team, at Wilthagen we can realize many different products at the same time.

## Dietary Requirements and Allergens

We fry our products in both animal and vegetable fats, to create snacks for both meat lovers and vegetarians. Our processes are strictly separated, to deliver on our promises about safety, sustainability and animal welfare. Certified and audited. Gluten-free, peanut-free, lactose-free.

We know how to create tasty snacks with the least amounts of sugar and salt. No flavourings or colourings. Our snacks are safe and suitable for people with strict dietary requirements. And a great match for people who opt for a keto, paleo or low-carb lifestyle.

## Personal Contact

At Wilthagen, we're very proud of our team: a close-knit group from 18+ to over 60. We've been a family business for more than 45 years and we aim to incorporate this sense of 'family' into everything we do. We like to share our expertise and knowledge, to help our partners. Wilthagen helps to increase margins with great-tasting products and smart ways of doing business. We love to create novelty products and invent new ways to make food healthier, tastier and more profitable.