



PRODUCT CATALOGUE
2021

ABOUT ESTONIAN FOOD INDUSTRY

Estonian food industry is based on Scandinavian norms which emphasizes high standards thus bringing out the high quality of Estonian products. Pure nature and clean air provide us with very good ecological environment giving us confidence in the pure raw materials used in the products. Products from Estonia are also highly valued because of the “Scandinavian quality”.

ESTONIA

has the 2nd cleanest
food in Europe

holds 4th place in
Urban Air quality

18% of our farmland
is organic

Forest covers 51% of
Estonia



ABOUT OUR COMPANY

Balsnack International Holding AS is a family business founded in 1992 and the biggest potato chips manufacturer in Estonia. What started out as a company that wanted to offer something special and unique for the Baltic markets has grown to be a known player worldwide. We are mainly focused on manufacturing all different kind of snacks with over 100 SKU's in the portfolio.

Salty SNACKS



SALTY SNACKS

We currently use potato-, corn- and wheat-based pellets, cornballs, etc. We offer variety of different pellets, which we are happy to make private label products as well.



PIRAAT onion and cheese flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9



PIRAAT smoky bacon and chili flavoured wheat snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9

PIRAAT cheese flavoured corn balls



Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9

PIRAAT smoky bacon and chili flavoured wheat snacks



Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
40g	40	28	9



PIRAAT cheese flavoured corn balls

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	40	28	9



PIRAAT sour cream and garlic flavoured snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
220g	12	28	9

PIRAAT sour cream and garlic flavoured snacks



Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	12	28	9

PIRAAT sour cream and garlic flavoured snacks



Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	40	28	9

VIGUR barbeque flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	24	28	9



VIGUR cheese & onion flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
90g	24	28	9



VIGUR sweet chilli flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	24	28	9



VIGUR bbq & honey flavoured potato snacks

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
90g	24	28	9

Bread BITS



BREAD BITS

Fried bread is the No 1 product on the Estonian market, also very popular in the Baltic states. We are able to make different kind of bread bits and crutons also with regular white bread. (private label e.g.)

FRIED BREAD cheese and onion flavoured

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
80g	50	70	7



FRIED BREAD bacon and chilli flavoured*

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
80g	50	70	7



FRIED BREAD with garlic

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
80g	50	70	7



FRIED BREAD parmesan and garlic flavoured*

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
80g	50	70	7



FRIED BREAD cheese and onion flavoured 300g* FRIED BREAD with garlic 300g*

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
300g	14	80	7



*packages are available in Estonian language

Crispy pork RIND



OSSI CRISPY PORK RIND SNACKS

This is degreased pork rind. What makes this product special is its high protein content. While conventional potato or other vegetable or cereal chips contain on average 5-10% protein, pork chips contain more than 70% protein and only 2% carbohydrates. That's why it's really popular among fitness people. In addition crispy pork rind is also extremely tasty and crunchy.

OSSI crispy pork rind snacks with mustard flavour

Net weight

40g

Bags in the box

18

Boxes on the pallet

64

Product shelf life (months)

9



70%
PROTEIN

OSSI crispy pork rind snacks with sea salt

Net weight

40g

Bags in the box

18

Boxes on the pallet

64

Product shelf life (months)

9



72%
PROTEIN

OSSI crispy pork rind snacks with salt and pepper

Net weight

40g

Bags in the box

18

Boxes on the pallet

64

Product shelf life (months)

9



70%
PROTEIN

OSSI crispy pork rind snacks with wasabi & beef flavour

Net weight

40g

Bags in the box

18

Boxes on the pallet

64

Product shelf life (months)

9



70%
PROTEIN

OSSI crispy pork rind snacks with sea salt ENG

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	14	64	9



70%
PROTEIN

72%
PROTEIN



OSSI crispy pork rind snacks with mustard flavour ENG

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	14	64	9



72%
PROTEIN

OSSI crispy pork rind snacks with pepper ENG

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
70g	14	64	9

EXTRUDED products



BREAKFAST CEREALS

Our breakfast cereals are made with different kind of grains which are extruded. The ingredients are 100% natural. We don't add to our cereals additives neither sugar. In some cereals salt is added only for technological purpose. Most of the cereals are enriched with inulin or folic acid.

Our cereals are very popular among people who care about their health, doing sports etc. These are also really popular among parents who use it as a little children's finger food – since all ingredients are 100% safe and healthy.



POPSIPOP organic rye cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	20	28	12



POPSIPOP organic pea cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	20	28	9



POPSIPOP buckwheat cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
140g	20	28	9



POPSIPOP four grain cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
200g	20	28	9



POPSIPOP kama puff cereals

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
150g	20	28	9



POPSIPOP organic rye cereals in carton

Net weight

150g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

12



POPSIPOP organic pea cereals in carton

Net weight

150g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

12



POPSIPOP buckwheat cereals in carton

Net weight

150g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

12



POPSIPOP four grain cereals in carton

Net weight

200g

Bags in the box

20

Boxes on the pallet

28

Product shelf life (months)

12



POPSIPOP kama puff cereals in carton

Net weight

140g

Bags in the box

20

Boxes on the pallet

28

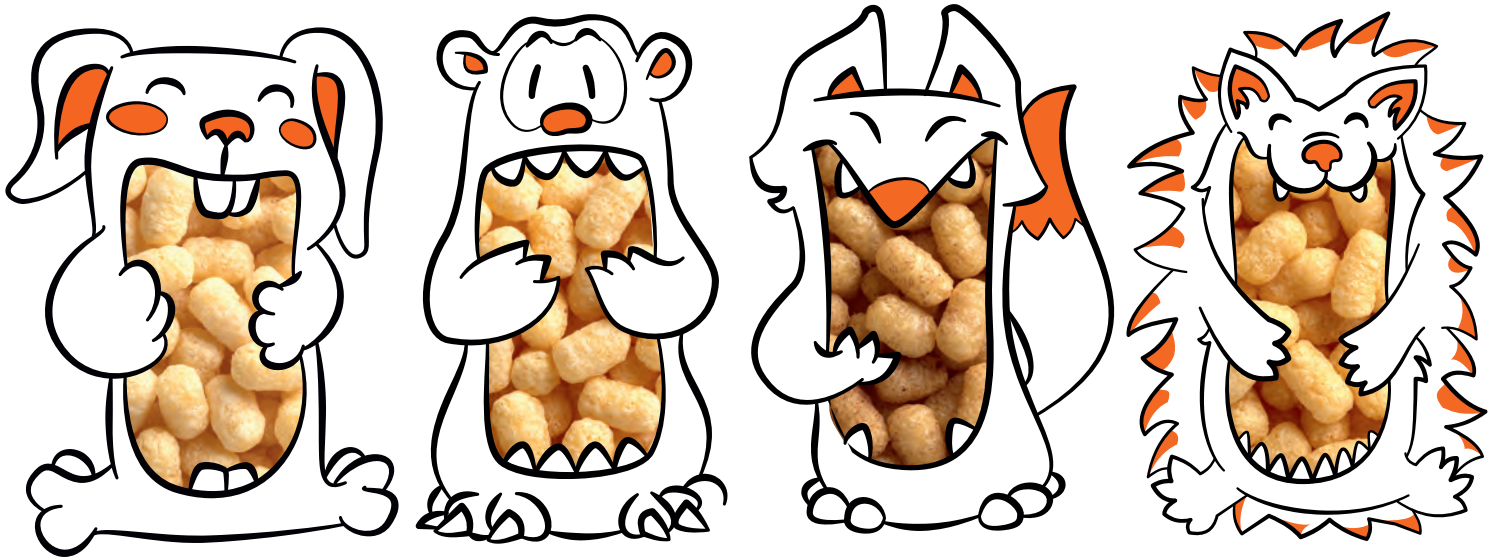
Product shelf life (months)

12



SWEET PUFFED CORN PRODUCTS

Our brand new product - four incredible flavours: vanilla, pineapple, sugar and cinnamon. We are really excited about these FLUFFIES!



FLUFFIES puffed corn with sugar

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9



FLUFFIES vanilla flavoured puffed corn

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9



FLUFFIES puffed corn with cinnamon

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9



FLUFFIES pineapple flavoured puffed corn

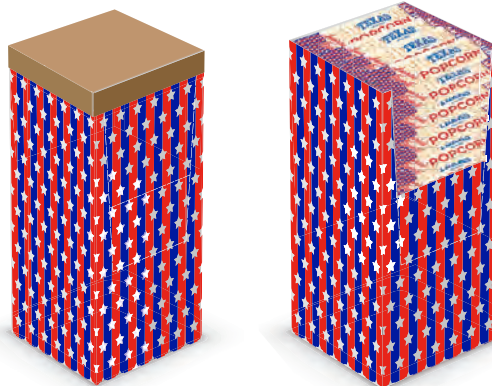
Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	20	28	9

POPCORN products



POPCORN PRODUCTS

Texas Popcorn is gaining popularity very fast and more than 80% of total production is going for export. We are using A-grade popcorn kernels (mushroom shaped). Using unique packaging has helped out a lot to gain visibility on the shelves and it is greatly reflecting in sales. We are open to all request to make popcorn with different flavours, package sizes etc.



TEXAS POPCORN salted

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
200g	47	8	12



TEXAS POPCORN Sour cream & onion flavoured

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	72	8	9



TEXAS POPCORN chilli & bacon flavoured

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	72	8	9

TEXAS POPCORN salted

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	21	30	12



TEXAS POPCORN cheese flavoured

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
60g	21	30	9



TEXAS POPCORN salted

Net weight

160g

Bags in
the box

12

Boxes on
the pallet

8

Product shelf
life (months)

9



TEXAS corn cernels

Net weight

500g

Bags in
the box

16

Boxes on
the pallet

50

Product shelf
life (months)

9

TEXAS microwave popcorn

Net weight

160g

Bags in
the box

50

Boxes on
the pallet

156

Product shelf
life (months)

24



BISCUITS

Masha and The Bear



We are packaging different kind of Biscuits under Masha and The Bear brand. In our assortment you will find various crackers and barankas





Masha and The Bear Crackers Zoo

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9



Masha and The Bear Barankas with poppy seeds

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9

Masha and The Bear Crackers MINI

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9



Masha and The Bear Barankas vanilla flavoured

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9



Masha and The Bear Crackers MIX

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9



Masha and The Bear Barankas with whole grain

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9

Masha and The Bear Crackers FISHES

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9



Masha and The Bear Barankas classic

Net weight	Bags in the box	Boxes on the pallet	Product shelf life (months)
100g	36	80	9





Grand POTATO chips

GRAND POTATO CHIPS

Our No. 1 export article

The first production line of the company was our own local invention designed and built by our engineers - Potao Wafer line. This was the beginning of Grand potato chips. The recipe is still well-kept family secret and has earned us a lot of fans from all over the world.

No one in the world has such product: unique shape, crispness, lightness and perfect flavors.

Grand POTATO chips all flavours

Net weight	Packages in the box	Boxes on the pallet	Product shelf life (months)
90g	16	155	12



Net weight	Packages in the box	Boxes on the pallet	Product shelf life (months)
60g	20	155	12





16 or 20
units
in the box



12
boxes
in one display



PRIVATE label



PRIVAT LABEL

We have made variety of private label brands to Grand Potato chips and popcorn, but also with all different kind of snacks based on wheat, corn, potato etc.
Choose the chips, choose package, choose the size, design the package...



Anna & Clara's/ private label in Denmark



ISO SIPSI/ private label in Finland



Bobby's/ private label in United Kingdom



MARKO UTSAR

Export Manager

+372 502 9695

marko@balsnack.ee

FRDDY VALLISTE

+372 51975336

freddy@balsnack.ee

INGE SUVISTE

+372 55541202

inge@balsnack.ee

Balsnack International Holding AS

76402, Ääsmäe, Estonia

www.balsnack.ee / www.facebook.com/balsnack / #balsnack

