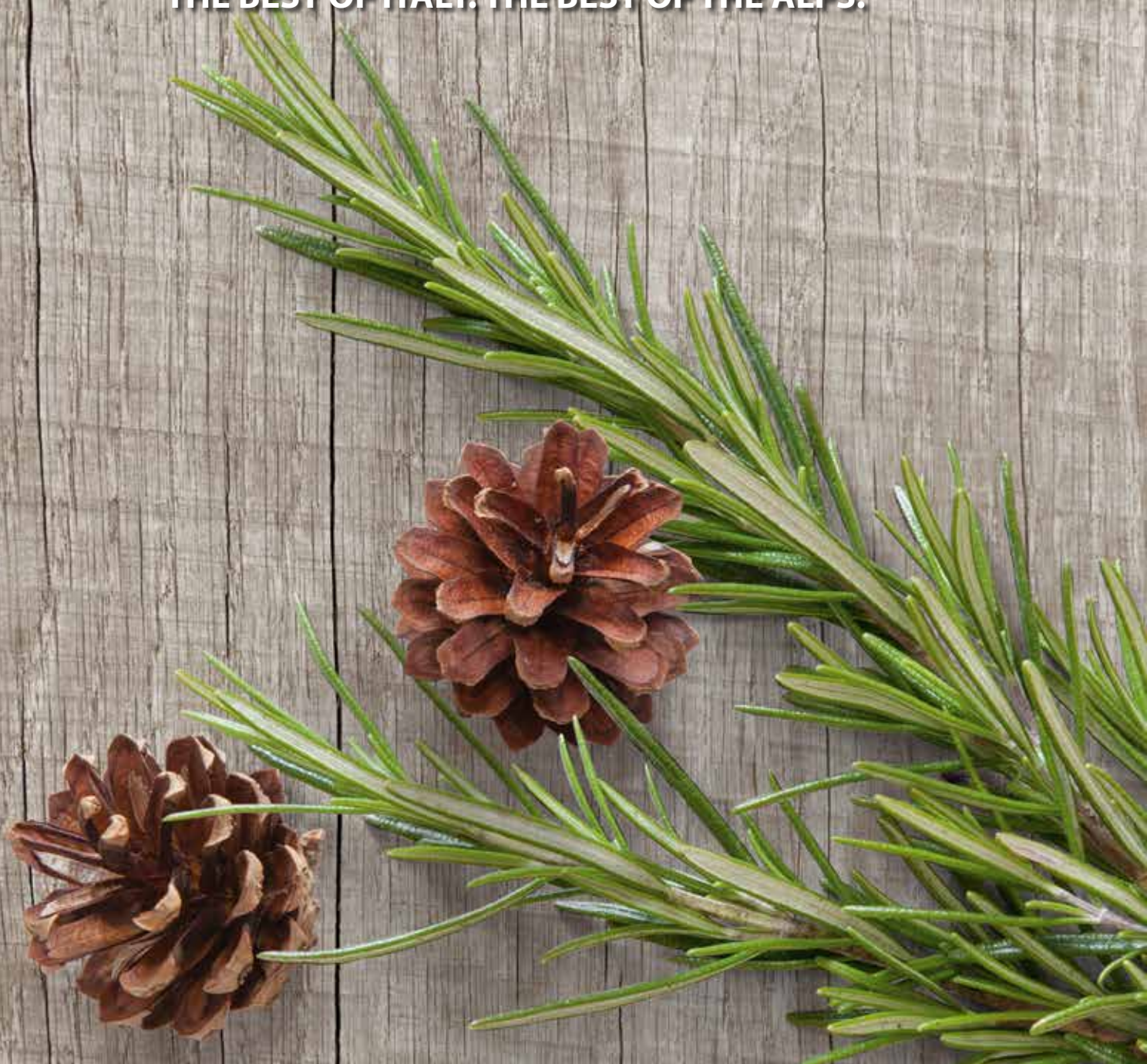




Quality Since 1888

alpine. mediterranean. 

THE BEST OF ITALY. THE BEST OF THE ALPS.





# THE FUSION OF FLAVORS

## THE BEST OF ITALY. THE BEST OF THE ALPS.



South Tyrol is located in Northern Italy at the border to Switzerland and Austria. This beautiful region is the sunny terrace of the Alps, where alpine traditions meet the Mediterranean joy of life. Life and culture here are characterized by alpine features, however a Mediterranean spirit of warmth permeates the region. South Tyrol is an open land: important middle European trade routes have run through these valleys and mountains for more than two millennia, emperors and kings have travelled the imperial road to Rome. The busy exchange with its neighbors to the South and North of Europe still determines the essence of the South Tyrolean spirit. The intersection of these two great cultures brought forth a unique blend of lifestyle and flavors.

Pleasure and enjoyment characterize the South Tyrolean lifestyle. Where glorious mountain landscapes, blooming meadows and fanciful rock formations alternate with Mediterranean vineyards and gardens of rosemary, delicious culinary combinations are served.



# DELICIOUS HOME

*South Tyrol: paradise of Fine Cuisine*



## Homeland

*Over the centuries, here in South Tyrol lifestyles and traditions created a new and exciting awareness of life, with focus on overall pleasure and enjoyment. Elegant wines and delicious apple juices, Tyrolean Kaiserschmarren and Italian Pasta, Apple Strudel and Cappuccino have come together in South Tyrol to form a unique culinary world of enjoyment.*



## Pan - all begun with the apple

*The Pan Company was established in 1888 by Giovanni Pan as a family business. He exported South Tyrolean Apples over the continents, from Russia to India. In 1967, when the deep-freezing technology was in its early stages, Georg Pan added value to the apple starting the production of Frozen Apple Strudel. Since then we use the best natural ingredients for the production of our high-quality products and innovate traditional recipes. Respect for people and the environment are crucial elements of our mission of offering top-quality products.*



# STRUDEL

*The tradition in our heart*



Ever since, strudels - especially our delicious apple strudels – constitute the centerpiece of our product range of exquisite bakery products. Natural ingredients, juicy fruit and traditional recipes are combined to insure top quality and maximum enjoyment.

When Georg Pan began to produce the first deep-frozen apple strudel at the dawn of the deep-freezing technology, he never could have imagined that years later nearly 20 miles of Strudel were produced daily in the plant of the family business. Through technological developments and refinements to the production process, we continue to adhere to the most essential elements: high quality of the ingredients as well as the awareness for environment and sustainability.



## Quality characteristics

» **Certified Apple Production – Certified Apple Production - Apples represent the heart of our strudels. Thus we adhere to the guidelines of the Global G.A.P. for the apple production, a practical handbook for good agricultural practices (G.A.P.), which is applied in the world's finest cultivation regions. The basis is an equal partnership of agricultural producers and traders, who seek to establish efficient standards and procedures of certification. These guidelines help us to act responsibly and sustainably to the best of our knowledge and conscience, but also guarantee the utilization of the best apples for the production of our strudels. And you can taste it!**

» **The extra fruit:**

Up to 65% of fruit is wrapped in our strudels with pulled dough and therefore they include an extra-large portion of fresh and juicy apples from sustainable production.

100% natural

freshly peeled apples

no preservatives

## Product range

### STRUDEL WITH PULLED DOUGH

- » Apple Strudel
- » Apple Cream Strudel
- » Fruits of the Forest Strudel
- » Apricot Strudel
- » Sweet Cheese Strudel
- » Sweet Cheese Strudel with raspberries

### STRUDEL WITH PUFF PASTRY

- » Apple strudel
- » Fruits of the Forest Strudel
- » Sweet Cheese Strudel

### STRUDEL WITH SHORT CRUST

- » Strudel of the Alps with apples

### SAVOURY STRUDELS

- » Spinach Strudel
- » Vegetable Strudel with Mozzarella



# REGIONAL SPECIALITIES

*Delicious and traditional*



top quality ingredients



easy preparation

## Product range

- » Apple Fritters
- » Apple Cobbler
- » Kraut Crullers
- » Rolled Soufflés

*Delicious, authentic and especially developed for our demanding customers: Our assortment of products from the Alpine region impresses with its ingenious, traditional recipes and meets various tastes and different customers' requirements.*

*With our soufflés, apple fritters and apple cobbler we offer tasty, classical dishes from the South Tyrolean and Alpine cuisine. Due to the easy preparation and the high-quality ingredients they are ideal for both, private and professional kitchens. Our delicious soufflés are available in various flavors and can be served as meal or a side dish. The apple cobbler with fresh apples and raisins goes perfect with cream or ice cream. The juicy apple fritters in delicate batter are a special delicacy for an "anytime" treat.*

## Quality characteristics

### » Innovation n° 1:

In collaboration with professional chefs, Pan develops products with heart and mind. With our top quality ingredients and high level of convenience, our specialties are indispensable components in any kitchen.

### » Reinterpretation of the alpine tradition:

Our specialties represent the best of both worlds. In the alpine region, where Mediterranean sophistication and alpine groundedness meet, our specialties represent the reinterpretation of the alpine tradition combined with a Mediterranean touch. We bring the Best from the Alps and the Best from Italy to our customers' kitchen.

traditional recipes from the Alpine region







The smallest version of our strudel



Multiple flavors and shapes

### Product range

- » Apple-strudelini
- » Fruits of the forest strudelini
- » Sweet snack bites – 3 flavors
- » Savory snack bites – 3 flavors
- » Alpine.mediterranean snack bites – 6 flavors
- » Puff-pastry pizzas

# MINIS

High quality snacks all over the day

Whether for breakfast, as a snack or as finger food for buffets: the PAN Minis are suitable for every taste and every occasion. Our sweet and savory minis represent the perfect “between meal snack” and are available in different flavors and shapes.

Our puff-pastry appetizers and pizzas as well as our strudelini are ideal to satisfy the small hunger. The products are made with premium quality ingredients and are easy and quick to prepare and thus perfectly aligned to the modern way of life.

### Quality characteristics

- » **Crispy and tasty:**  
Our strudelini are made with the excellent Pan-puff pastry and do not contain hydrogenated fats. They are ideal for the small appetite, as snack or for breakfast.
- » Our wide range of minis offers just the right thing for each occasion: sweet or savory, puff-pastry bites and pizzas
- » **Easy and quick preparation.**

Our puff-pastry pizzas melt on the tongue





# ITALIAN DESSERTS

La Dolce Vita



Sweet seduction in his smallest size



The creamiest variant offers enjoyment for everyone



A sweet heart covered with light and fluffy chocolate cream

Served lukewarm with a liquid chocolate heart



## Product range

- » Mini Tiramisú
- » Tiramisú Wave
- » Profiteroles
- » Chocolate soufflé

*"La Dolce Vita" expresses the pure Italian joy of life; our sweet temptations can really sweeten your life. Our Italian desserts are sensually delicate; you can dip the spoon into the excellent creams almost weightlessly. The finest, delicate chocolate offers a feast for the senses.*

*Our Tiramisus, Profiteroles and the Chocolate Soufflé are the best of what the Italian dessert kitchen can offer: tempting, creamy and yummy chocolaty, these products literally melt in your mouth and are always worth a little sin.*

## Quality characteristics

**» Sweet temptation:**  
The mascarpone cream is light and airy. The products are composed of selected traditional Italian ingredients, so that the lightness reaches a dimension, which is only possible in the Dolce Vita.



# BASICS

Dough's in top form



## Product range

- » Puff pastry blocks
- » Puff pastry sheets
- » Short crust pastry
- » Filo dough

Fantastically simple – simply fantastic:  
thaw and get started!

*The foundation for our success and of the outstanding quality of our pastries is based on the excellent dough's, which we have developed and refined over decades. Whether refined puff-pastry or delicate short crust pastry: our doughs form the basis for a variety of cooking recipes.*

*Our frozen dough's are usable in many ways and of impressive quality, especially our puff pastry, for which extraordinary quality we are known for. During the decades of development we developed doughs, which are easy to thaw and highly versatile. The Pan puff pastry in sheets or blocks and the blocks of short crust pastry represent the basis for different recipes and enable creativity in the kitchen.*

## Quality characteristics

» **Simple and versatile in use:**  
As basis for different recipes – whether sweet or savory – the Pan basics are a real plus for each kitchen. The high quality doughs impress with a fine taste and an easy use. Simply let thaw and get started!!

Developed and refined over decades

Versatile in use: the possibilities are endless  
there are no limits to your imagination!



# FOR YOUR RESTAURANT AT HOME

*Innovative dishes for everyone*

*In our test kitchens we rely on people, which know the ins and outs of recipe development.*

*Together with professional chefs we develop products that touch heart and mind. Based on the Alpine-Mediterranean tradition we use the best ingredients and the expertise of the professionals to give our products the final touch.*

*That is how we develop our specialties, which taste wonderful and fascinate through a simple, rapid and convenient preparation.*

*Innovation occurs with a constant dialog with professionals. Therefore, we work together with top culinary experts and integrate all inputs and feedbacks we receive from our customers into our development and innovation processes.*

*This enables us to insure that our specialties meet the criteria and expectations of our clients:*

- » *Impeccable quality of the recipes and ingredients*
- » *Versatile products*
- » *Fast and uncomplicated handling*
- » *Unbeatable ease of preparation*




*The Best of Italy.  
The Best of the Alps.*



# PAN by the numbers

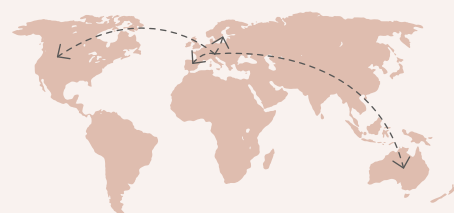
 **Since 1888**  
family tradition for more than 125 years

 **20 miles**  
of strudel produced daily

**403 miles**  
of strudel produced monthly

**4784 miles**  
of strudel produced yearly  
Beeline Milan - Chicago

 **6.000 tons**  
Fresh apples are used each year for the production of our delicious strudels



**75%**  
of products are exported worldwide

## Quality

Since decades Pan stands for high quality pastries and specialties with a high pleasure value. The principles which determine our actions have prompted us to make flawless quality and immaculate naturalness the top priority: the continuous innovation process, regular investments in new technologies, development and research, as well as steady product and process improvements characterize our corporate culture. In this way, we have been able to gain the trust of millions of customers.

### GLOBAL G.A.P. - Certified Apple Production:

For the apple production we adhere to the guidelines of the GLOBAL G.A.P., a practical handbook for good agricultural practices (G.A.P.), which is applied in the world's finest cultivation regions. The basis is an equal partnership between agricultural producers and traders, who seek to establish efficient standards and procedures of certification. These guidelines help us to act responsibly and sustainably to the best of our knowledge and conscience, but also guarantee the utilization of the best apples for the production of our strudels. In line with the GLOBAL G.A.P. we comply with the following guidelines:

- Reduction of negative environmental impacts by the agriculture
- Reductions of the use of chemical pesticides
- Implementation of measures for the health and safety of humans and animals on the fields.

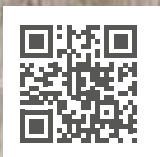


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