

Bauducco®

**EVERYDAY LINE
CATALOG**

2025



A global brand with Brazilian roots

70
years

making quality
products for the
whole family



450

thousand
tons of baked
products
made globally
each year

80M

Global leader in
Panettones with
80 million units

Over
7.000
employees

Exporting
to more than
50 countries



Leader in wafers and toast in the Americas

3rd

Bauducco® is
the 3rd fastest
growing cookie
brand in the US

New Zephyrhills
facility in 2025



50 states
Available in
all US states



Grocery Stores



Bauducco® Wafers



Crispy and delicate

They are carefully baked with 3 layers of cream.

3 layers
of cream



**Crispy and
Delicate**



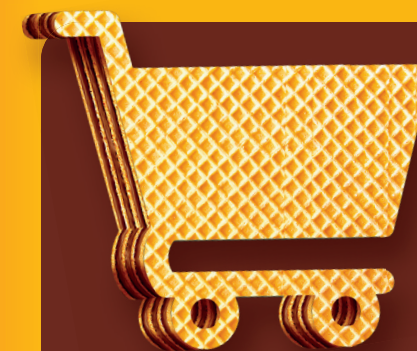
Different flavors

CHOCOLATE

STRAWBERRY

VANILLA

**BAKED IN
THE USA**



Food Channel

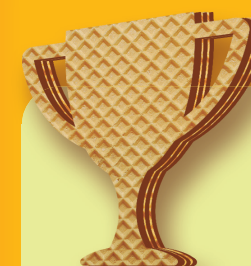
10 units
per store/week

**High
sales
rotation!**

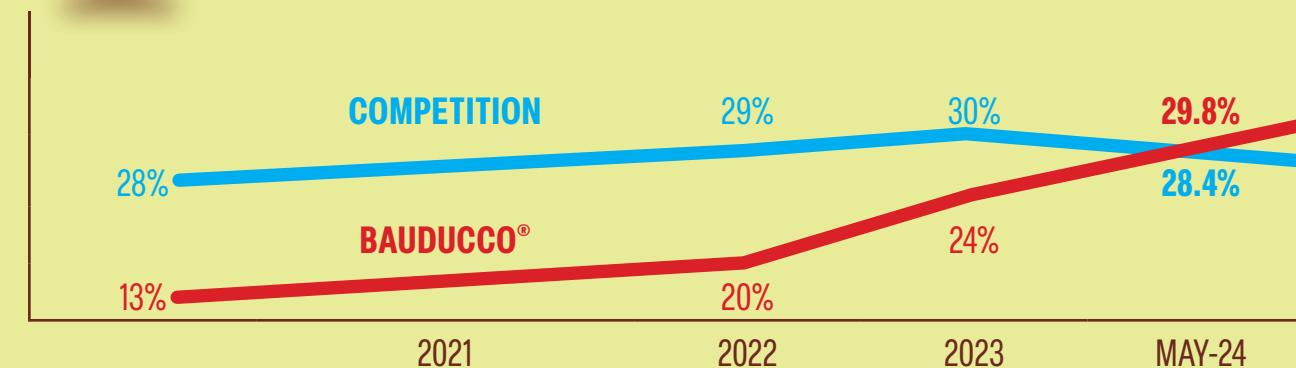
Main Mass Retailer US

16 units
per store/week

NO
artificial
colors and
flavors



**Bauducco®
Leader in Wafers**



Source: Nielsen

Bauducco®
Wafer
5.0 oz

Vanilla, Chocolate
and Strawberry
Flavors are:

- Vegan certified
- Kosher certified
- Lactose Free
- Peanut Free
- Baked in the USA



875754009100



875754009094



875754009117

New
recipe



875754008301



875754008295



875754008318

BF Code	UNIT UPC	Description	Pack	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40003497	875754008318	Wafer Chocolate 18x5.0oz USA	18	5.0oz	8.39	0.91	3.18
40003496	875754008301	Wafer Vanilla 18x5.0oz USA	18	5.0oz	8.39	0.91	3.18
40003495	875754008295	Wafer Strawberry 18x5.0oz USA	18	5.0oz	8.39	0.91	3.18
40003844	875754009094	Wafer Coconut 18x5.0oz	18	5.0oz	8.39	0.91	3.18
40003845	875754009100	Wafer Hazelnut 18x5.0oz	18	5.0oz	8.39	0.91	3.18
40003846	875754009117	Wafer Peanut Butter 18x5.0oz	18	5.0oz	8.39	0.91	3.18

Bauducco®
Wafer
9.0 oz

Family
Pack



WAFER
zero sugar® 5.0oz

The perfect combination of
taste and health. They are
sweetened with Stevia and
have 0% trans fat.



875754008400



875754008387



875754008394



875754009315

New
recipe



875754009322

BF Code	UNIT UPC	Description	Pack	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40003869	875754009322	Wafer Sugar Free Vanilla 18x5.0oz	18	5.0oz	8.39	0.91	3.18
40003868	875754009315	Wafer Sugar Free Chocolate 18x5.0oz	18	5.0oz	8.39	0.91	3.18
40003532	875754008387	Wafer Chocolate 14x9.0oz	14	9.0oz	8.39	1.42	3.78
40003533	875754008394	Wafer Vanilla 14x9.0oz	14	9.0oz	8.39	1.42	3.78
40003534	875754008400	Wafer Strawberry 14x9.0oz	14	9.0oz	8.39	1.42	3.78

Bauducco® Lunch Box Snacks

These best option for school lunchboxes and family snacks. Practical and convenient.



875754008653

875754001715

Bauducco® Wafer 20 Pack

This container comes with 20 single-serve packs of our famous chocolate and vanilla wafers. The tub is great for merchandising in-store and is also valued by customers due to its versatility.



Bauducco® Wafer 10 Pack

Your favorite flavor in a pack of 10! Ideal for lunchboxes.



875754000657

875754000664

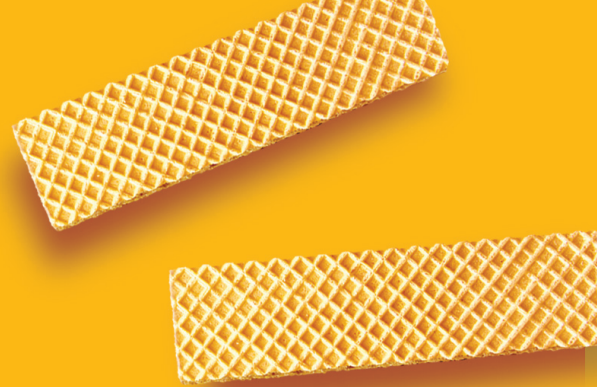
875754001616

875754003450

BF Code	UNIT UPC	Description	Pack per case	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40003604	875754008653	Wafer Tub 20 pack Chocolate+Vanilla 6x28.2oz	6	28.2oz	7.75	7.75	6.2
40004785	875754001715	Wafer Tub 20 pack Strawberry & Choco Hazelnut 6x28.2oz	6	28.2oz	7.75	7.75	6.2
40004418	875754000657	Wafer SS 10 pack Vanilla 12x14.1oz	12	14.1oz	3.15	5.51	7.48
40004469	875754000664	Wafer SS 10 pack Chocolate 12x14.1oz	12	14.1oz	3.15	5.51	7.48
40004756	875754001616	Wafer SS 10 pack Strawberry 12x14.1oz	12	14.1oz	3.15	5.51	7.48
40004797	875754003450	Wafer SS 10 pack Chocolate Hazelnut 12x14.1oz	12	14.1oz	3.15	5.51	7.48

Bauducco® Wafer “To Go”

Bauducco® Single-Serve Wafers are the ‘to go’ version of our traditional 3 layer wafers and make the perfect snack when on the go. They’re available in the 3 most popular flavors.



875754001265

875754001227

875754001241

Bauducco® Wafer Roll

The delicious combination of a crispy wafer filled with hazelnut or vanilla cream. The Wafer Rolls are a delicious snack to share with the family.

1/3
of Wafer
Market



875754000718

875754001708

BF Code	UNIT UPC	Description	Pack per case	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40004724	875754001227	Wafer Chocolate 12x10x2.8oz	12	2.8oz	10*	4.4*	3.87*
40004725	875754001241	Wafer Vanilla 12x10x2.8oz	12	2.8oz	10*	4.4*	3.87*
40004726	875754001265	Wafer Strawberry 12x10x2.8oz	12	2.8oz	10*	4.4*	3.87*
40004518	875754000718	Wafer Roll Chocolate Hazelnut 12X14.1oz	12	14.1oz	4.02	4.02	5.63
40004780	875754001708	Wafer Roll Vanilla 12X14.1oz	12	14.1oz	4.02	4.02	5.63

*caddy size

Display-Ready
Wafers

Exhibition options
ready to be placed
inside the store.



Shipper

Small Store
Format



Quarter pallet



Half pallet

Bauducco®
Choco Biscuit



Great indulgent
experience

A delicate well-balanced pairing with
the perfect amount of sweetness.

BF Code	Description	Pack	Size	DISPLAY UPC	GR WGHT (lb)	L (in)	W (in)	H (in)	CUBIC FT	TI	HI	SKID	TL
40003824	Shipper Wafer 5.0oz: Choc 30 u. / Van 30 u. / Straw 24 u.	84	5.0oz	8 7575400904 9	28	17	7	23.75	1.73	4	9	36	1.080
40003821	1/2 Pallet Display Wafer 5.0oz: Choc 432 u. / Van 432 u. / Straw 288 u.	1.152	5.0oz	8 7575400902 5	450	40	24	64	35.56	2	1	2	60

40003826	1/4 Pallet DP Wafer 5.0oz: Choc 216 u. / Van 216 u. / Straw 144.	576	5.0oz	8 75754 00906 3	215	20	20	64	14.81	4	1	4	120
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Delicious
& Crispy



Ideal for
S'mores



Perfect
combination

For every moment



875754007113

Sweet treat
on the go



875754000619



875754001319

Everyday S'Mores



875754000749

BF Code	UNIT UPC	Description	Pack	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40002957	875754007113	Choco Biscuit Tray 18x2.8oz	18	2.8oz	9.13	1.52	2.5
40004454	875754000619	Choco Biscuit 20pk 6x12.7oz	6	12.7oz	6.38	6	6
40004810	875754001272	Choco Biscuit Pouch 30 packs 19oz (full pallet)	200	19oz	4	11.75	19
40004732	875754001319	Choco Biscuit Pouch 10 packs 8x6.3oz	8	6.3oz	9.38	3	7.63
40004786	875754002347	Choco Biscuit 6x18x1.2oz	6	1.2oz	8.5*	4.75*	3.75*
40004850	875754000749	Choco Biscuit 20 pk - S'mores Kit 8x16.9oz	8	16.9oz	6.5	4.5	7.5

*caddy size

Bauducco® Choco Biscuit “To Go”

The Bauducco® Choco Biscuit To Go comes in individually wrapped packages containing 4 cookies each—perfect for lunchboxes, an indulgence on the go or any time of day.



875754002347 (unit)

Display-Ready Choco Biscuit

Exhibition options ready to be placed inside the store.



Shipper

BF Code	Description	Pack	Size	DISPLAY UPC	GR WGHT (lb)	L (in)	W (in)	H (in)	CUBIC FT	TI	HI	SKID	TL
40004804	Shipper Choco Biscuit: 90 x 2.8 oz	90	2.8 oz	875754007113	16.7	17	7	23	1.63	4	9	36	1080

Bauducco® Toasts



**Light and
crispy**
Perfect for different
consumption moments.

Bauducco® Toasts

Perfect bite-sized toasts for
breakfast and snacking.

NO
ARTIFICIAL COLORS,
FLAVORS
AND PRESERVATIVES

3 FLAVORS

ORIGINAL

WHOLE WHEAT

MULTIGRAIN



875754004433

28
calories
PER SLICE



875754004440



875754004464

30
calories
PER SLICE

BF Code	UNIT UPC	Description	Pack	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40001113	875754004433	Toast Original 15x5.0oz	15	5.0 oz	7.64	2.28	3.23
40001114	875754004440	Toast Whole Wheat 15x5.0oz	15	5.0 oz	7.64	2.28	3.23
40001116	875754004464	Toast Multi-Grain 15x5.0oz	15	5.0 oz	7.64	2.28	3.23

Bauducco® Toast “To Go”

Our toasts are deliciously crispy and perfect for a snack or for pairing with your favorite toppings.



875754000916

Display-Ready Toasts

Exhibition options ready to be placed inside the store.



Shippers



Quarter pallet



Half pallet

BF Code	Description	Pack	Size	DISPLAY UPC	GR WGHT (lb)	L (in)	W (in)	H (in)	CUBIC FT	TI	HI	SKID	TL
40002199	Shipper Toast: (Original 45 u. / Whole Wheat 45 u.)	90	5.0oz	8 7575400469 3	38	23.12	20.5	13.12	3.6	4	6	24	720
40002149	1/4 Pallet Display Toast: (Original 180 u. / Whole Wheat 135 u.)	315	5.0oz	8 7575400585 0	167	20	20	67	15.51	4	1	4	120
40002201	1/2 Pallet Display Toast: (Original 330 u. / Whole Wheat 330 u.)	660	5.0oz	8 7575400475 4	320	40	24	60	33.33	2	1	2	60
40004556	Toast 126x0.5oz	126	0.5oz	8 7575400091 6	5.16	3.4	0.59	2.08	0.71	12	8	96	2880

Bauducco® Other Cookies



Fudge Layers Cookies

A delicious crunchy cookie with a layer of chocolate fudge.

Bauducco® Maria Cookies

Crispy and with the right balance of sweetness. An essential snack for every home.

Vertical
exhibition
greater
visibility



875754000640



875754000879

Display-Ready Cookies

Exhibition options ready to be placed inside the store.



Shipper



Half Pallet

BF Code	UNIT UPC	Description	Pack	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40004457	875754000640	Maria Cookies 6.0oz	24	6.0oz	2.3	2.3	7.64
40004560	875754000879	Maria Cookies 3 packs	12	18.0 oz	7.52	2.48	7.87

BF Code	Description	Pack	Size	DISPLAY UPC	GR WGHT (lb)	L (in)	W (in)	H (in)	CUBIC FT	TI	HI	SKID	TL
40004539	Shipper Maria Cookies 84x6.0oz	84	6.0oz	875754000800	33	18	10.75	24	2.69	4	7	28	840
40004541	1/2 Pallet Maria Cookies 576x6.0oz	576	6.0oz	875754000824	262	20	40	56	25.93	2	1	2	60

Bauducco® Fudge Layers Cookies

A delicious crunchy cookie with a layer of chocolate fudge.



875754001104

Bauducco® Butter Cookies

Special selection of delicious butter cookies in a decorated tin available all year around.



875754003986

BF Code	UNIT UPC	Description	Pack	Size	LENGHT (in)	WIDTH (in)	HEIGHT (in)
40004712	875754001111	Fudge Layer Cookies Salted Caramel 18 x 3.4oz	18	3.4oz	8.58	2.2	0.87
40004711	875754001104	Fudge Layer Cookies Chocolate 18 x 3.4oz	18	3.4oz	8.58	2.2	0.87
40002289	875754003986	Butter Cookies Tin 12x12oz	12	12oz	7.5	7.5	2

Bauducco

C-Stores Products

63%
are small chains
(1-10 stores), and
22% are large
chains with
500+ stores.

150.000
convenience
stores in the
United States,
according to
NACS.

Revenue of
\$120
billion in 2023,
according to
industry data.

Snacks and
packaged foods
represent
45%.



875754001265

875754001227

875754001241



875754000916



875754002347



875754007113



875754001319



Delicious & Crispy

Bauducco

Clubs and Cash & Carry (exclusive products)



875754001357



875754000886



875754001715

875754008653



875754001272



In-store execution



- Prioritize mainstream aisle
- Follow planogram
- Look for a larger assortment with flavors and varieties of Bauducco® items and vertical display of products in the gondola



End Cap & Secondary Placement Floor Displays Half pallets



In-store execution



Explore promotional and activation campaigns (Wafer Promo and Back To School Program) to increase visibility and secure extra exhibition space.'





Connect with us

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