



PAULIG
PRO

SNACK BASES BY SANTA MARIA



The smartest snacks ever.

Just cook, flavour and serve.

Paulig PRO helps professionals to create flavourful, sustainable and profitable businesses.





The future is bright for exciting snacks

Snacking is on the rise

Globally, the sales volume of snacks in OOH continue to increase and go beyond pre-Covid levels.

*Spend on OOH snacks and drinks recovers fully to pre-COVID levels, Kantar (2023)
Outlook 2024–2027, Euromonitor*

Consumers are in for exciting flavours

Consumers and especially younger generations love “snack adventures”. They want new things and exciting flavours to try.

4 snack trends that will impact c-stores in 2023, C-Store Dive

DIY snacks are booming

Making snacks from scratch is a huge trend. To justify the extra effort, you need time, skills and margins.

Instagram + Gronda

Guests crave for affordable wow

Higher cost-of-living impacts dining out habits. Bars, pubs and restaurants need to offer exciting yet affordable menu items.

*Food Forward – The Future of Dining Out, 2023 trend report
Snack trends that will impact c-stores in 2023, C-Store Dive*

The smartest snacks ever.

The Snack Bases by Santa Maria are shortcuts to your signature snacks. Simply cook, flavour and serve in less than a minute to unlock new opportunities and boost the excitement you bring to the table.

Snack Bases by Santa Maria



THE LENTIL WAVES
RAW VS COOKED

By using a handful of Snack Bases you get a generous serving at a low cost. Cook them for less than a minute. Then serve with your unique choice of seasoning to make them extra exciting. You can charge up to 10 times the cost and still, it will be far from expensive.

**Small cost
and effort.
Big impact
and margin.**

THE CRISPY RINGS

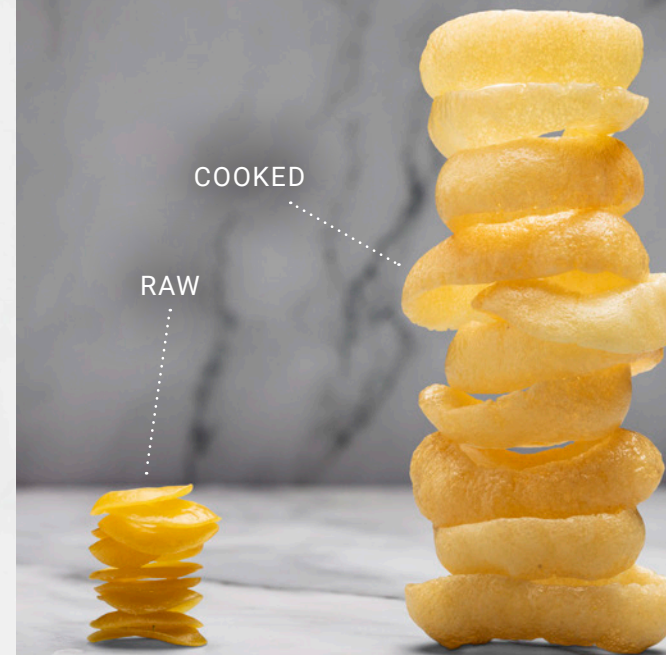
will give you roughly **30 grams** of ready-to-eat snacks with only **20 grams** of Snack Bases.

Cooked and flavoured by you.

THE CORN CONES + BBQ SEASONING



The Snack Bases are convenient shortcuts to your signature snacks. Flavour them however you like – in line with your restaurant, bar or pub concept. Serve them as bar snacks, pair them with specific drinks to create amazing combos or use them in your dishes to add crunch and quirkiness.



COOKED
RAW

Here's the whole Snack Base family



SNACK BASE CORN CONES

The Corn Cones are suitable for both savoury and sweet seasoning.

COOKING TIME: 25–60 s

EXPANSION RATE: 1:3

INGREDIENTS: Corn flour, Sugar, Salt

- VEGAN
- GLUTEN-FREE
- FOR SAVOURY FLAVOURINGS
- FOR SWEET FLAVOURINGS
- GOOD FOR USE IN BAKED DISHES



SNACK BASE LENTIL WAVES

The Lentil Waves are perfect for dipping and a great source of protein (13,5%)

COOKING TIME: 12–15 s

EXPANSION RATE: 1:5

INGREDIENTS: Lentil flour, Potato starch, Rice flour, Salt, Stabilizer: E-471

- VEGAN
- GLUTEN-FREE
- FOR SAVOURY FLAVOURINGS
- PERFECT FOR DIPPING
- SOURCE OF PROTEIN (13%)



SNACK BASE CRISPY RINGS

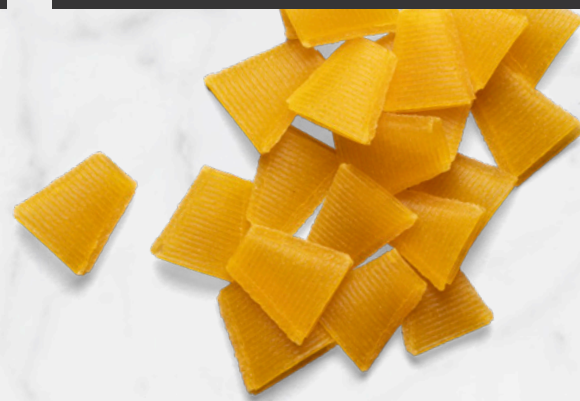
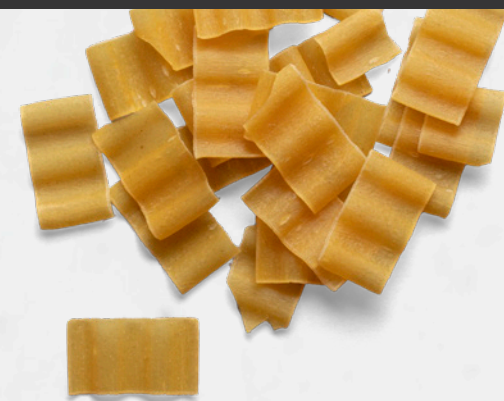
The Crispy Rings are gently pre-flavoured and ready to go creative with.

COOKING TIME: 14–20 s

EXPANSION RATE: 1:9

INGREDIENTS: Wheat flour, Dehydrated potato, Potato starch, Salt, Onion powder, Colouring: E-100

- VEGAN
- SUBTLE ONION TASTE (UMAMI)
- FOR SAVOURY FLAVOURINGS
- PERFECT AS A SIDE, E.G SUBSTITUTE FOR FRENCH FRIES



What makes them smart

The Snack Bases are brand new products for food-service professionals only. They are quickly cooked and easily seasoned to suit any concept, season or happening.

HOW TO USE THE SNACK BASES



1. STORE

Keep the Snack Bases in a cool and dry place to preserve freshness and maximise shelf life.

2. DEEP-FRY

Deep-fry at 180–200°C until the snacks are fully expanded and crunchy all the way through.

3. FLAVOUR

Season right after cooking by using your choice of fine ground spices or spice blends.

4. SERVE

Serve warm or cold, as stand-alone snacks or part of a meal.



Get full instructions and inspiration online.

FROM RAW TO COOKED IN NUMBERS*

1/2 dl Snack Bases -> 2–4,5 dl snacks

12–60 seconds of deep-frying

Earn up to **10 times** the cost

*Exact value depending on Snack Base used.

Smart storing

Store in a cool and dry environment. Since the Snack Bases expand up to 9 times the size when cooked, you save a lot of space – during storage and transport. Also 2 years shelf life!



Smart cooking

Simply deep-fry for 12–60 seconds and you're done.



Smart flavouring

Season your way by using 3–5 g spices for 100 g of cooked snacks. Find your go-to spices and blends in the wide Santa Maria range.



Smart serving

Serve as signature snacks only available at your place.



Smart pairing

Bundle with specific drinks and dips to create deals and great flavour combos.



All recipes available at pauligpro.com

Make them match your concept

The Snack Bases make it easy to create signature snacks in line with your restaurant, bar or pub concept. Simply use the Santa Maria spices and spice blends already available.



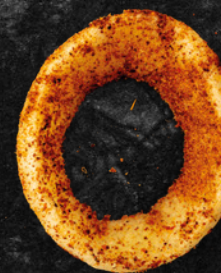
AMERICAN



BBQ Spikes
Corn Cones
+ Barbeque Seasoning



Smoky Horns
Corn Cones
+ BBQ Steakhouse Rub + salt



Texas Wheels
Crispy Rings
+ Grill Seasoning

MEXICAN



Vanilla Peaks
Corn Cones
+ Vanilla sugar

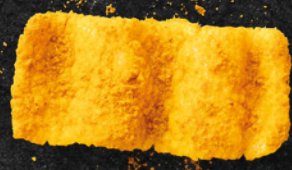


Cacao & Chili Cones
Corn Cones
+ Chilli Pepper Ancho Style
+ Cacao powder + Salt



Hot Hoops
Crispy Rings
+ Taco Spice Mix
+ Chipotle Chilli + Salt

INDIAN



Curry Carpets
Lentil Waves
+ Kerala Curry Spice Mix



Golden Chips
Lentil Waves
+ Turmeric + salt



Yellow Halos
Crispy Rings
+ Curry Madras

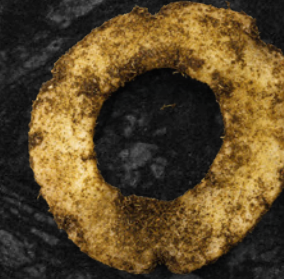
MEDITERRANEAN



Herb Shavings
Lentil Waves
+ Ranch Style Seasoning Mix



Churro Cornitos
Corn Cones
+ Cinnamon
+ Vanilla sugar



Grassy Circles
Crispy Rings
+ Garlic & Herbs
Seasoning Mix
+ Salt

EAST ASIAN



Gingery Bites
Lentil Waves
+ Ginger, ground
+ Garlic, granulated
+ Brown sugar + Salt



Kimchi Crunchies
Corn Cones
+ Kimchi Spice Mix



Punchy Rounds
Crispy Rings
+ BBQ Sauce & Rub Mix
Red Chilli & Ginger
+ Salt

NORDIC



Hot Lingonberry Flakes
Lentil Waves
+ Lingonberry powder
+ Chilli Pepper Chipotle
+ Salt



Blueberry Thorns
Corn Cones
+ Blueberry powder
+ Icing sugar



Dillicious Loops
Crispy Rings
+ Dill
+ Salt

THAI



Paneng Cuts
Lentil Waves
+ Paneng Red Curry
Spice Mix



Tom Kha Waves
Lentil Waves
+ Tom Kha Soup Spice Mix



Oriental O's
Crispy Rings
+ Thai Wok Spice Mix
+ Salt



Sauce on the side

Boost the experience even more by adding a signature dipping sauce to your combo. Just mix sour cream, mayo, crème fraiche or some of Santa Maria's sauces as a base together with your choice of spices and you're good to go.

Visit pauligpro.com to get more inspiration.

Serve amazing combos

Pair your flavoured snacks with the right drinks and/or dipping sauces to create amazing flavour combos. A great way to improve the customer experience, boost drink sales and grow the average bill! Find suggested snack flavourings such as “BBQ Spikes” on the previous page.



Create occasional specials (LTOs)

Make special snacks for specific holidays, seasons, pop cultural happenings and such. Limited time offerings help you gain buzz and pull effect to boost your sales.



BEER COMBOS

A cold beer is easy to pair with a bunch of savoury and crunchy snacks. Simply go crazy.

PAIRINGS & NAMING SUGGESTIONS

Average Joe

BBQ Spikes + Lager

Indian Overload

Curry Carpets + IPA

Hello Darkness

Cacao & Chili Cones + Stout

BBQ Party

Texas Wheels + Pale lager



WINE COMBOS

Pairing wine is nothing new. But serving it with your warm signature snacks probably is!

PAIRINGS & NAMING SUGGESTIONS

Fancy Pants

Golden Chips + Champagne (or other bubbles)

Deep Talk

Gingery Bites + Glass of red

Bright Light

Yellow Halos + Riesling



LIQUOR COMBOS

Pick up the flavour notes from classic cocktails and spirits. Also rethink the standard tequila kit.

PAIRINGS & NAMING SUGGESTIONS

Pure Botanics

Herb Shavings + Gin & Tonic

Up in Smoke

Smoky Horns + Islay Whisky

Firestarter

Hot Lingonberry Flakes + Tequila shot

Scandi Summer

Dillicious Loops + Mojito



SODA COMBOS

Let your imagination flow to pair the sweetness of soft drinks with savoury snacks.

PAIRINGS & NAMING SUGGESTIONS

Ko-Mex Sunrise

Kimchi Cruchies + Pineapple soda

Ginger Blast

Punchy Rounds + Ginger Ale

Fire Fighter

Hot Hoops + Lemonade



CAFÉ COMBOS

Use the Corn Cones and your choice of sweet flavouring to replace the expected cookie with exciting snacks.

PAIRINGS & NAMING SUGGESTIONS

Sweet & Smooth

Churro Cornitos + Cappuccino (or any other coffee drink)

Safe Bet

Vanilla Peaks + Hot chocolate



DESSERT COMBOS

Make a little extra effort to the Corn Cones and you can turn any “afters” to incredible desserts that are hard to resist.

PAIRINGS & NAMING SUGGESTIONS

Chocolaty Crunch

Corn Cones + Melted chocolate or Chilli Pepper Red Hot Flakes and Sea salt

Sweet Dream

Churro Cornitos + Vanilla ice cream + Dulce de leche



HALLOWEEN

Make the perfectly seasoned Halloween Snacks. The “Creepy Bats” provide delicious flavours and spiciness that will make your guests scream for more.

Creepy Bats

Lentil Waves + Grill Seasoning + Licorice powder

CHRISTMAS

Help your guests get into Christmas mood by creating these crunchy, sweet and gingery little treats. Recommended drink pairing? Mulled wine of course!

Spicy Jingle Bells

Corn Cones + Ginger, ground + Vanilla sugar



Snackify your food

Put the snacks in your dishes to add crunch and flavour. Think of them as quirky replacements for chips or fries that can be served as sides or loaded with cheese and a bit of salsa. Also try them as topping on soups or salads.



FISH AND RINGS

The classic battered fish paired with the new and curiosity-sparking Crispy Rings.



CAULIFLOWER GRATIN MADE CRISPY

Crown your cauliflower gratin with Corn Cones and grated cheese.



CAESAR SALAD

A classic Caesar with crunchy Corn Cones on top. Swap the croutons!



SLOW ROAST PORK BURRITO

Tender pork shoulder rolled-up in a burrito and served with crispy Corn Cones snacks.



SMASHBURGER

A smashed burger deserves some crunchy Corn Cones next to it – perhaps even in it.



CHEESY CHUNKY CHILI TACOS

Tacos with a lot of cheese, juice, flavour and crunchy chili Corn Cones on top.



JUICY VEGGIE BURGER

A lovely plant-based patty, two fluffy buns and Crispy Rings at the side.



LENTIL SOUP WITH CRISP

Match the smooth lentil soup with some crunchy Lentil Wave topping.



TERIYAKI SALMON SALAD

Noodle salad with teriyaki-glazed salmon and crunchy Lentil Wave topping.



LOADED CORNITOS

Let's introduce the dirty fries' and the loaded nachos' quirky cousin. The cornitos made with Corn Cones.



POKÉ BOWL WITH CRUNCH

Complete the spectrum of flavours and textures by adding crunchy Lentil Waves.



ALL-IN SNACK TRAY

Grand mix of various snacks, dipping sauces, flavours and textures.



SWAP FRENCH FRIES FOR CRISPY RINGS!

Tasty meals that are usually served with French fries can easily be upgraded by using Crispy Rings instead. This little change makes any classic more exciting.



Flavours for professionals.



**WANT
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PLEASE LET
US KNOW**

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