

# Blend in or stand out.

Discover the full tortilla range

**Beloved Originals**

Edible carriers for countless dishes

**New Soft Grilled Tortillas**

Tasty looking and timesaving tortillas with grill marks

**Super Soft Veggie Tortillas**

Eye-catching flatbreads made with carrots and beetroots

# This is happening

THE CONSUMER NEED FOR CONVENIENT AND PORTABLE FOOD KEEPS INCREASING. SO IS THE CRAVING FOR PLANT-BASED, HEALTHY AND EXCITING FOOD.



## TAKE-AWAY IS HERE TO STAY

Delivery and take-out orders have been increasing during the past years. And it's predicted to grow even more. 53 percent of adults in the US say getting take-out or delivery is essential to the way they live.\* Ghost kitchens are popping up everywhere, with delivery-only concepts.\*\* For take-away, sustainable packaging has been identified as a big trend for 2022. Zero waste is also gaining traction.\*\*\*

\*QSR Magazine, 2021

\*\*Food & Friends, 2021

\*\*\* National Restaurant Association, 2022



## THERE IS A NEED FOR KITCHEN EFFICIENCY

Streamlining the kitchen workflow is a big challenge for kitchens everywhere. It is also essential in meeting customer needs. A kitchen can run smoother with innovative tech and automatic processes, but also with time-saving, ready-to-use products and being creative with what you've got.\*

\* Simplot, 2022



## YOUR GUESTS CRAVE CREATIVE FOOD

Food is a very contemporary way for people to define themselves. There are currently about 476 million posts on Instagram with #food and many consumers choose what to eat based on the visual appeal of the food. Nowadays, Instagram-worthiness is expected from a restaurant\* and 1 out of 3 are willing to pay more for creative and exciting dishes.\*\*

\* Food & Friends Trendspotting 2022

\*\*Augur, 2022

# AN ANCIENT IDEA THAT HELPS YOU DEAL WITH TOMORROW'S CHALLENGES

Before humans started to count time, they wrapped food in flatbreads. Today, there are countless versions of this versatile piece of bread. It is spread all over the world and the idea of a portable and edible carrier fits the market better than ever. We have fallen in love with the tortilla – and we have learned how to make it pretty amazing.

## THESE ARE THE MAJOR ARGUMENTS FOR CHOOSING SANTA MARIA TORTILLAS:

- + Super versatile with large scope of use
- + Mild flavour and gentle texture that goes along with everything
- + A great way to create portable dishes
- + Doesn't require any forks or take-away boxes
- + No added sugar
- + A size for every dish and every occasion
- + Produced in carbon neutral factories

## USE TORTILLAS TO

create all kinds of tacos and wraps, but also as the base for quesadillas, pizzas, pinwheels or deep-fried bowls for any dish. Thanks to the versatility, they are great ways to **simplify your kitchen operations** by keeping a short list of ingredients and doing more with less in order to **reduce waste and increase profitability**.



# THE FULL TORTILLA RANGE

6"

Use the mini tortilla to make the lovely **little tacos** you find in Californian food trucks or Mexican street kitchens. It can also work as a thin base for **small pizzas** that are perfect bar snacks, starters or kids' dishes.

8"

The 8-incher is perfect for **chimichangas** or **taquitos**, which means "small tacos" in Spanish. They are baked or fried taco rolls that can be stuffed with anything you like. This tortilla is also a great option for **small quesadillas** served as sides with soups or stews. You can easily turn it into a **crispy shell** by hanging it on the oven rack and bake it for a couple of minutes. Or you can make an edible bowl out of it. In this case you need an oven safe bowl or the backside of a cupcake tray for example.

10"

This is the way to go when making **wraps**. The 10-inch tortilla also comes in handy when making snack and starter compatible **pinwheels**. Other ways of using it are straight up as a side for a genuine **birria** or as a base for a **pizza roll**.

12"

The grand 12-inch tortilla is a great shortcut to a Turkish **lahmachun** or a **folded pizza slice**. It is also the perfect choice for a classic **burrito** preferably cut it half to show what is inside of the amazing creation. Use any warm filling or serve it cold, packed shredded veggies, cheese and perhaps some deli meat.

6"

8"

10"



## ONE BREAD FOR HUNDREDS OF DISHES

Pretty much any food carrier, whether it is a bowl, a cone or another kind of bread, can be replaced with a tortilla. By doing so, you can reduce the number of products used in your kitchen, which makes the daily business run smoother and more profitable. Your creativity is the limit. Maybe make a 3-course menu, bake it to pizza cones or fold and fry as samosas?

12"

## MAKE YOUR OWN TORTILLA CHIPS!

Any size will do here. Just cut your tortillas in small triangle shapes. Add some oil, then bake, fry or deep-fry. Done.



## TACOS ARE FOR EVERYONE



With our new, gluten-free tortilla, you can make tacos for gluten-free diets and trends. It's made with naturally gluten-free ingredients, now with an improved recipe and better quality. It's available in 8" size. Just don't forget to put "available gluten-free" on your menu. So people who don't eat gluten, don't skip to order.

## FOLD, TURN, FOLD

For soft tortillas that don't crack or stick to each other, make sure to fold the tortillas while still in the package, turn the package 90 degrees, and then fold again.



1. STORE AT  
20-25°C



2. FOLD



3. TURN 90°



4. FOLD AGAIN



# WE'VE GOT NEWS FOR YOU!

Our new tortilla with the **pre-made grill marks** give your dish a newly cooked look and a feeling of fire. It means you can **level up** your dishes in no time and create portable, creative and exciting dishes. With this new tortilla, you **save time** and **add value**.



## SOFT GRILLED TORTILLA.

Let us introduce the Grilled Tortilla. **With stripes!** The feeling of fire offers plenty character to your dish. A tip is to enhance that feeling with charcoal grilled meat or BBQ-sauce. Just don't let the stripes give you tunnel vision. It can be used for countless cuisines, and in countless ways. From wraps and snack-sized bites to full meal solutions with warm or cold filling. Not to mention the flatbread is a perfect hideaway for leftovers.

**This is a blank – well, striped – canvas for you to get creative on.**

**12". A generous size** – the whole thing can be rolled into one wrap. Cut in half for two burritos. Cut into several bite size pinwheels. Or served in pieces to scoop up spreads with.



**Soft. Easy to fold and un-fold. Doesn't crack.**



## **SAVES TIME WITH LESS TO DO**

This tortilla has the flame grilled look already – that's one less thing on your to-do-list. And if you roll it up and cut it in half, you get two for the time of one. Timesaving and tasty looking!

## **CATCHES EYES TO-GO**

This tortilla has stripes that catch the eye and stands out as exciting. At the same time, it is not too far away from the comfort zone. The perfect balance for creating new dishes!



## **MANY USES, TOO**

When a product has many uses, food waste reduces. And this tortilla can be used for a lot of things. From rolls and wraps to scooping up spreads. If you get leftovers, they can easily be turned into tortilla chips or crumbles.

# COLOURFUL IS POWERFUL

The tortillas based on beetroot and carrot give you vibrant and natural colours, lovely flavours, improved nutritional values and of course versatile products to be enjoyed anywhere. These tortillas are great tools for you to go **portable, healthy** and **exciting**.

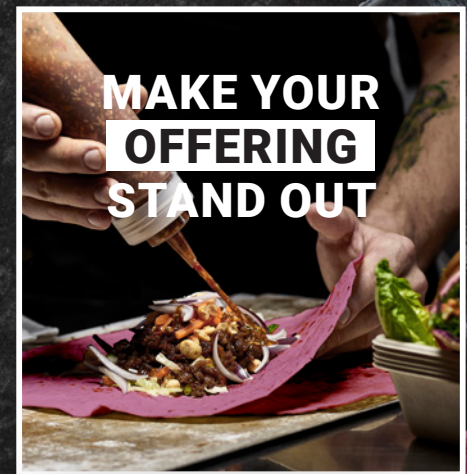
## TORTILLA **BEETROOT**

The super soft beetroot tortillas, made of wheat and (drumroll) beets! That is what gives the deep colour in a completely natural way. It also gives a mild and sweet flavour that makes pairings with horseradish, walnuts, Tikka Spice Mix and black pepper taste delicious. This tortilla is a perfect match for dishes from all over the world, like Indian streetfood for example. Try some spicy spreads, chunky beans, lentils and cool peppermint yoghurt wrapped in one of these violet-ish flatbreads. We believe it would kick up any menu.




## TORTILLA **CARROT**

These soft tortillas are made of wheat and carrots. Thanks to the high veggie content they have a mild and sweet flavour profile that pairs really well with orange, parsley and cumin. But also a little bit more unexpected flavours, like olives, coconut and licorice. The orange colour, that gives the tortilla an exciting appearance, is completely natural. And just like its beetroot cousin, the carrot tortilla is a great option for people who would like to eat more healthy food. It is a perfect carrier for wrapped salads, chicken and falafel, just to mention a few.



The veggie tortillas bring more excitement to your menu. Thanks to their crazy colours, they are naturally eye-catching, curiosity-sparking and value-adding. If you wish, they are also great ways to highlight your healthy options.



The recipe for this   
"Crispy Cauliflower Cocktail"  
is available at [pauligPRO.com](http://pauligPRO.com)





**MAKE YOUR  
GUESTS  
STAND OUT**

Since people are increasingly choosing what to eat based on the visual appeal of the food, these tortillas add a lot of value. They serve your guests with Insta-friendly dishes that make photos stand out in the social media feeds.



**30% BEETROOTS**

**31% CARROTS**

Much veggies, less wheat  
Lovely flavours

People pay more for better food



**EYE-CATCHING AND NATURAL COLOURS**

Highlighting your healthy options  
Extremely Instagram-able

Added value enables higher margins

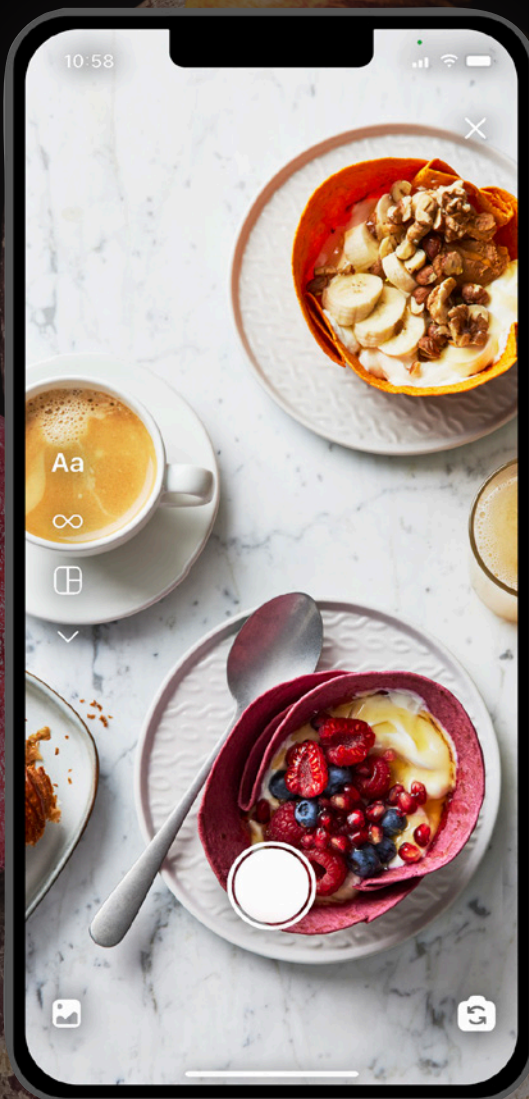


**SUPER SOFT**

No cracked tortillas

Less waste and increased profitability

# A GREAT WAY TO MAKE IT INSTA-FRIENDLY



Food never fails to create engagement. It is something everybody can relate to and have an opinion about. Food is the second most engaging topic on Instagram, right after fashion. In fact, European teens enjoy eating out more than going shopping and for many people taste is secondary to “Instagramworthiness”.

So, food has become a primary way for consumers to express themselves and this behaviour is something you can benefit a lot from. Anything beautiful or spectacular might be captured and published to give your place an organic marketing boost. This is where the crazy-coloured veggie and eye-catching grilled tortillas come in handy. When combined with just a little bit of devotion and creativity, they are very low-hanging fruits for Instagrammers.



# HOW TO GET ALONG WITH TORTILLAS

## **AVOID STICKY TORTILLAS**

Fold the tortillas while still in the package, turn it 90 degrees, and then fold again. This separates the tortillas from each other.

## **PREVENT THEM FROM DRYING OUT**

Keep your tortillas in a closed space to make them stay soft. When using many, put a kitchen towel in the bottom of a baking sheet or such. Put the tortillas on it and another towel on top. Splash a little bit of water on it and finish with a tight-fitting lid.

## **KEEPING TORTILLAS WARM**

The previous “towel hack” also works to keep tortillas warm. But in this case, you should skip the splash of water.

## **GRILL CAREFULLY**

If you grill tortillas, use low heat and grill them for a couple of seconds on each side. Too much time or too much heat turn them into crispbread.

## **FRY WITHOUT OIL**

When heating them, you will probably get the best result by using a dry pan or fry top. Simply, skip the oil flip the tortilla as soon as the edge starts rising.

## **STOCK IN THE DRY STORAGE**

You do not have to store tortillas in the fridge. They stay at least as fresh in the dry storage. Put unused tortillas in an air-free container and store it in the freezer.

## **LET THE GUESTS DO THE HEATING**

When serving take-away, it might be a good idea to let the guest do the heating to avoid a wet and soggy tortilla. Just put it in a sealed paper bag.

## **KEEP THEM DRY**

Use as dry ingredients as possible closest to the tortilla to avoid a soggy bread.

## **MAKE THE MOST OF UNUSED TORTILLAS**

If you get some tortilla leftovers, cook something extra like home-made tortilla chips or put them in a vacuum sealed plastic bag and store it in the freezer.

## **DRAW EYES WITH CONTRASTS**

Differences in colour or from the usual offer are great ways to get attention. Colourful or striped tortillas draws eyes and offer something else than a regular wheat tortilla.

# RECIPES FULL OF COLOUR, CONTRAST AND CREATIVITY.

Here are some good ways to revitalise your menu with exciting items. All these recipes are prepared in a few simple steps, by using a short list of ingredients that are available and affordable all year round. They are created to simplify the kitchen operations and amplify ratio between margin and food experience. With these recipes you set the aim for committed guests, energised co-workers and increased profitability.

SUSHI BITES IN TORTILLA WRAPPING

PEACOCKING FALAFEL WRAP

CHARCOAL GRILLED KEBAB

TORTILLA BOWL WITH YOGHURT AND NUTS

SWEET POTATO BURRITO

DOUBLE CARROT CAKE STUMP

PURPLE HAZY CREAM CHEESE SLICE





# SUSHI BITES

## IN TORTILLA WRAPPING

UNUSUALLY EYE-CATCHING, QUICKLY COOKED AND DELICIOUS CULTURE CLASH.

TIME: 10 MIN

SERVING: 10

### INGREDIENTS

10	<b>Vegetale Carrot or Beetroot 10" tortilla</b>
1 kg	Smoked salmon
300 g	cream cheese, natural
10	nori leaves
250 g	cucumber, cut in sticks
250 g	<b>Santa Maria Avocado, Frozen</b>
150 g	ginger gari
100 g	radish, sliced
40 g	<b>Santa Maria Wasabi Sesame</b>

### TIPS!

*Cure salmon to get your own flavour twist and make it more profitable.\**

### PREPARATION

1. Defrost the avocado.
2. Cut the salmon and cucumber in 2 cm thick sticks. Slice the radish thinly.
3. Put each tortilla on a piece of plastic film, spread cream cheese over the whole bread and season with Wasabi Sesame.
4. Add a nori leaf on top of the cream cheese, then a stick of salmon a little bit from the edge.
5. Put cucumber stick in the opposite direction and avocado wedges on top of the salmon.
6. Complete the filling by adding gari and radish.
7. Roll the stuffed tortillas and wrap them with plastic film. Twist the edges of the plastic tightly.
8. Store the sushi rolls in the refrigerator for approx. 30 min before cutting them into sushi bites. Serve immediately.

### NUTRITIONAL VALUE (100 G):

Energy: 191 kcal/800 kj, Carbohydrates: 15 g,  
Protein: 11,0 g, Fat: 9,4 g

\*Recipe available at [pauligpro.com](http://pauligpro.com)



# PEACOCKING FALAFEL WRAP

LOVELY FALAFEL WITH SMOOTH TACO HUMMUS AND A CRISPY CUCUMBER SALAD – ALL IN LOUD CLOTHES.

TIME: 50 MIN, of which 30 MIN can be completed the day before (falafel & hummus)  
SERVING: 10

## INGREDIENTS

10	Vegetale Carrot or 10" tortilla
50	Freshly Made Falafel*
	Taco Hummus*
	Cucumber Salad*
200 g	Santa Maria Taco Sauce
150 g	iceberg lettuce, finely chopped
20 g	fresh coriander, as garnish

## PREPARATION

1. Deep-fry or reheat the falafels.
2. Spread each tortilla with hummus.
3. Add salad and 5 falafels.
4. Finish with taco sauce and fresh coriander.
5. Wrap and serve with Cucumber Salad.

## TIPS!

Make your own falafels to boost margin and food experience. They can be prepared the day before.

## NUTRITIONAL VALUE (100 G):

Energy: 164 kcal/687 kJ, Carbohydrates: 16 g, Protein: 5,3 g, Fat: 8,2 g

\*Recipes available at [pauligpro.com](http://pauligpro.com)

# CHARCOAL GRILLED KEBAB

CHARRED CHICKEN, SMOOTH HUMMUS AND  
FRESH VEGGIES WRAPPED IN COMFORT.

TIME: 40 MIN

SERVING: 10

## INGREDIENTS

1200 g	chicken thighs
3 tbsp	<b>Santa Maria Kebab Seasoning</b>
10 g	salt
30 ml	rapeseed oil
	Hummus*
	Parsley salad*
500 g	yoghurt
2 tbsp	<b>Santa Maria Ranch Style Seasoning Mix</b>
500 g	beef tomato
500 g	red cabbage
10	<b>Santa Maria Soft Grilled Tortilla 12"</b>

## PREPARATION

1. Soak skewers. Set oven to 250 °C
2. Cut the chicken into 3x3 cm pieces. Mix with kebab seasoning, salt and oil. Skewer and bake for 15 minutes.
3. Stir yoghurt and ranch seasoning together. Refrigerate.
4. Cut the tomatoes and shred the red cabbage thinly.
5. Fill your tortilla with chicken, hummus, red cabbage, parsley salad, tomato and top with yoghurt sauce.

### TIPS!

*To make this vegetarian, swap chicken for portabello mushroom and halloumi. Cook like the chicken but omit salt – the halloumi is already salt enough.*

### NUTRITIONAL VALUE (100 G):

Energy: 177 kcal/744 kj, Carbohydrates: 25 g,  
Protein: 6,7 g, Fat: 4,6 g

\*Recipes available at [pauligpro.com](http://pauligpro.com)



**SWEET POTATO**

# BURRITO



ALL THOSE POWERFUL AND BEAUTIFUL THAI FLAVORS COMBINED IN A DELICIOUS WRAP.

TIME: 40 MIN

SERVING: 10

## INGREDIENTS

1,5 kg	sweet potato
0,5 tsp	<b>Santa Maria Black Pepper</b>
1 tsp	<b>Santa Maria Garlic Powder</b>
0,5 tsp	<b>Santa Maria Chilli Powder</b>
1 Tbsp	<b>Santa Maria Paprika Powder</b>
1 tsp	<b>Santa Maria Oregano</b>
10 g	salt
	Chunky Salsa Verde*
	Pico De Gallo*
200 g	white cheese
200 g	lettuce, little gem
250 g	<b>Santa Maria Avocado Slices, defrosted</b>
10	<b>Santa Maria Soft Grilled Tortilla 12"</b>

## PREPARATION

1. Set oven to 200°C
2. Peel and cut the sweet potato into wedges. Put on an ovenproof tray and add seasoning. Roast for 15 minutes.
3. Crumble the cheese and tear lettuce apart.
4. Serve the sweet potato in the tortilla with lettuce, pico de gallo, salsa verde, avocado and the cheese.

## NUTRITIONAL VALUE (100 G):

Energy: 168 kcal/708 kJ, Carbohydrates: 28 g,  
Protein: 4,6 g, Fat: 3,8 g

\*Recipes available at [pauligpro.com](http://pauligpro.com)





# TORTILLA BOWL

## WITH YOGHURT AND NUTS

*"DECONSTRUCTED" SMOOTHIE WITH YOGHURT, BERRIES, NUTS AND HONEY, SERVED IN AN EDIBLE BOWL.*

TIME: 30 MIN, of which 20 MIN can be completed the day before (tortilla bowl)  
SERVING: 10

### INGREDIENTS

10	<b>Vegetale Carrot or Beetroot 10" tortilla</b>
	Natural oil for baking bowl
1500 ml	Turkish, fat yoghurt
150g	almonds
150g	hazelnuts, roasted
150g	raspberries
300g	banana, sliced
150g	peanut butter
200g	pomegranate, seeds
100g	honey

### PREPARATION

1. Heat the oven to 100°C and grease the inside of 10 bowls with natural oil.
2. Fold a vegetale tortilla into each bowl and bake the bowls in the oven for about 30 minutes.
3. Remove the tortillas from the baking bowls and let them cool down. Place them on a serving plate.
4. Spread the tortilla bowls with peanut butter and fill them with yoghurt, fruit, berries, nuts, and a dash of honey.

### TIPS!

*Cinnamon and ginger are great for this dish. You can also swap the honey for some maple syrup.*

### NUTRITIONAL VALUE (100 G):

Energy: 219 kcal/913 kj, Carbohydrates: 20 g, Protein: 5,8 g, Fat: 12 g



# PURPLE HAZY CREAM CHEESE SLICE

AMAZING LITTLE TREAT WITH CREAMY  
LEMON AND MASCARPONE FILLING.



# DOUBLE CARROT CAKE STUMP

CHOCOLATE-DIPPED CARROT CAKE STUMPS  
WITH TOUCH OF ORANGE.



## PURPLE HAZY CREAM CHEESE SLICE

TIME: 30 MIN, of which 10 MIN can be completed the day before (filling)

SERVING: 10

### INGREDIENTS

- 4 **Vegetale Beetroot 10"** tortilla
- 200 g mascarpone
- 100 ml lemon curd
- 1 lemon, zest and juice
- 100 g blueberries

#### TIPS!

Vary by using seasonal fruits or berries.

### PREPARATION

- Mix the mascarpone with lemon curd, lemon juice and lemon zest. Put the filling in a piping bag with a nozzle.
- Put 4 beetroot tortillas on top of each other and cut them in the middle with a sharp knife. Cut the halves into 4 slices, which gives you 32 in total.
- Pipe the filling over half of the pieces and gently place the remaining slices on top.
- Also pipe some filling on top of each cake. Garnish with blueberries.
- Store the slices cold but not too long before you serve them.

#### NUTRITIONAL VALUE (100 G):

Energy: 316 kcal/1278 kJ, Carbohydrates: 32 g, Protein: 5,2 g, Fat: 17 g

## DOUBLE CARROT CAKE STUMP

TIME: 60 MIN, OF WHICH 30 MIN IS COOLING

SERVING: 25

### INGREDIENTS

- 4 **Vegetale Beetroot 10"** tortilla
- 250 g cream cheese
- 1 large carrot, grated
- 50 g icing sugar
- 1 tbsp gingerbread spice mix (a blend of cinnamon, ginger, cloves and cardamom)
- 1 orange zest and juice
- 200 g chocolate, white and dark to melt

#### TIPS!

Garnish with edible flowers and/or orange zest strips.

### PREPARATION

- Mix all ingredients except tortillas and chocolate.
- Put each tortilla on a piece of plastic film.
- Spread the tortillas with filling, roll them, wrap them with plastic and twist the plastic edges tightly.
- Put the rolls in the fridge for at least 30 min. to make them easy to cut.
- Cut each roll into 5–6 stumps and make them stand up.
- Melt chocolate in a bowl placed over boiling water.
- Dip the tops of the stumps in chocolate or drizzle the chocolate with a fork or a spoon.
- Store the carrot cake stumps cold until serving.

#### NUTRITIONAL VALUE (100 G):

Energy: 268 kcal/1125 kJ, Carbohydrates: 35 g, Protein: 7,9 g, Fat: 10 g

# THE PRODUCTS

BELOW YOU FIND ALL OF OUR PRODUCTS USED TO CREATE THE RECIPES IN THIS BROCHURE.

102278	VEGGIE TORTILLA BEETROOT 10"	620 G
102279	VEGGIE TORTILLA CARROT 10"	620 G
<b>NEW!</b> 102382	SOFT GRILLED TORTILLA 12"	1080 G
102521	SOFT TORTILLA 6"	330 G
4991	SOFT TORTILLA 8"	480 G
4992	SOFT TORTILLA 10"	750 G
4786	SOFT TORTILLA 12"	1080 G
101254	TACO ORIGINAL SPICE MIX	532 G
101250	CRISPY BITES SPICE MIX	625 G
4919	GUACAMOLE, FROZEN	1000 G
4752	SLICED AVOCADO, FROZEN	500G
4445	GREEN JALAPEÑOS	3065 G
4553	TACO SAUCE, MILD	3700 G
4548	TACO SAUCE, MEDIUM	3700 G
4552	TACO SAUCE, HOT	3700 G
101228	BAKING POWDER	700 G
101214	BLACK PEPPER GROUND	350 G
101311	RANCH STYLE SEASONING MIX	650 G
101207	CUMIN	430 G
101229	SODIUM BICARBONATE	1100 G
101180	GINGER, GROUND	380 G
4114	WASABI & SESAME	295 G
101181	CINNAMON, GROUND	470G
101201	CLOVES, GROUND	425G
101315	CARDAMOM, GROUND	370G

# Flavours for professionals.

**WANT  
MORE INFO?  
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US KNOW**

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