

Good | BRANDS.
THE QUALITY YOU CAN TRUST





About Good Brands

At Good Brands, we believe in creating purposeful food experiences, the ones that blend **craftsmanship, convenience, nutrition, and innovation**. Every brand under our umbrella is built on a clear mission to make lives easier and tastier, whether at home or in a professional kitchen. From ready-to-bake dough to clean-label breads and premium patisserie, we are committed to making food better, smarter, and more meaningful.

This portfolio is designed to deliver value across the entire bakery value chain, from dough to finished goods, from concept to commercialization. Each brand stands alone with a unique identity but thrives together under a shared vision: **To bring excellence, ease, and excitement to the food world.**

“THE QUALITY YOU CAN TRUST”

Our Brands

Good KRUST

Ready-to-use doughs for home and professional, including puff pastry, shortcrust, sweet dough, cookie dough, and pizza dough.

Good BAKE SOLUTION

High Nutritional breads made with long fermentation (24h minimum) and natural sourdough.

Good WAFFLE

Waffle dough and ready to eat for retail, foodservice, and kiosks. Combines tradition, indulgence, and easy preparation.

Good BREAD

The innovation hub and R&D Specializes in Bakery Solutions, for industrial & artisan partners.

Good BAKE

Premium-ready and semi-finished bakery products for cafés, hotels, restaurants, and catering professionals.





The Master Chef

Hello there, I'm Chef Michel.

I've spent years in bakeries experimenting with dough, flavors, and ideas from classic recipes to creations that really shouldn't work (but somehow do). I bake with instinct, curiosity, and zero fear of breaking the rules. Food should be fun, expressive, and a little unexpected.

Every product in this catalogue is something I would genuinely make and share: simple to use, bold in flavor, and designed for real life. No overthinking. No boring bites.

If you're looking for more inspiration, you'll find my favorite recipes and ideas at www.goodkrust.com

Bake it your way. Share it your way. Enjoy it your way.

Let's eat outside the lines.

Michel

Good KRUST

"Ready to use Dough designed to boost
your creativity"

Ready Rolled Dough – ClassicRange

Our ready rolled doughs are designed to offer
convenience without compromising on quality.



412101 Fresh Puff Pastry Sheet

280 g 31 × 31 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



432101 Fresh Sweetcrust Pastry Sheet

280 g 31 × 31 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



422101 Fresh Shortcrust Pastry Sheet

280 g 31 × 31 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



422102 Fresh Whole wheat Shortcrust Pastry Sheet

280 g 31 × 31 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



441101 Fresh Classic Crust Pizza dough

400 g Ø 30 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



441102 Fresh Tine Crust Pizza dough

250 g Ø 30 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



451101 Fresh Filo Pastry Sheet

280 g 31 × 31 cm
1x14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life

Discovers LEO BAKERY – A Premium ready-to-use dough

Discover our premium puff pastry, just like at the bakery. With the rich taste of fresh butter, in a thicker 280 g format, ready to use for our Good Bakers!



413101 Fresh All Butter Puff Pastry Sheet

280 g 31 × 31 cm
1×14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



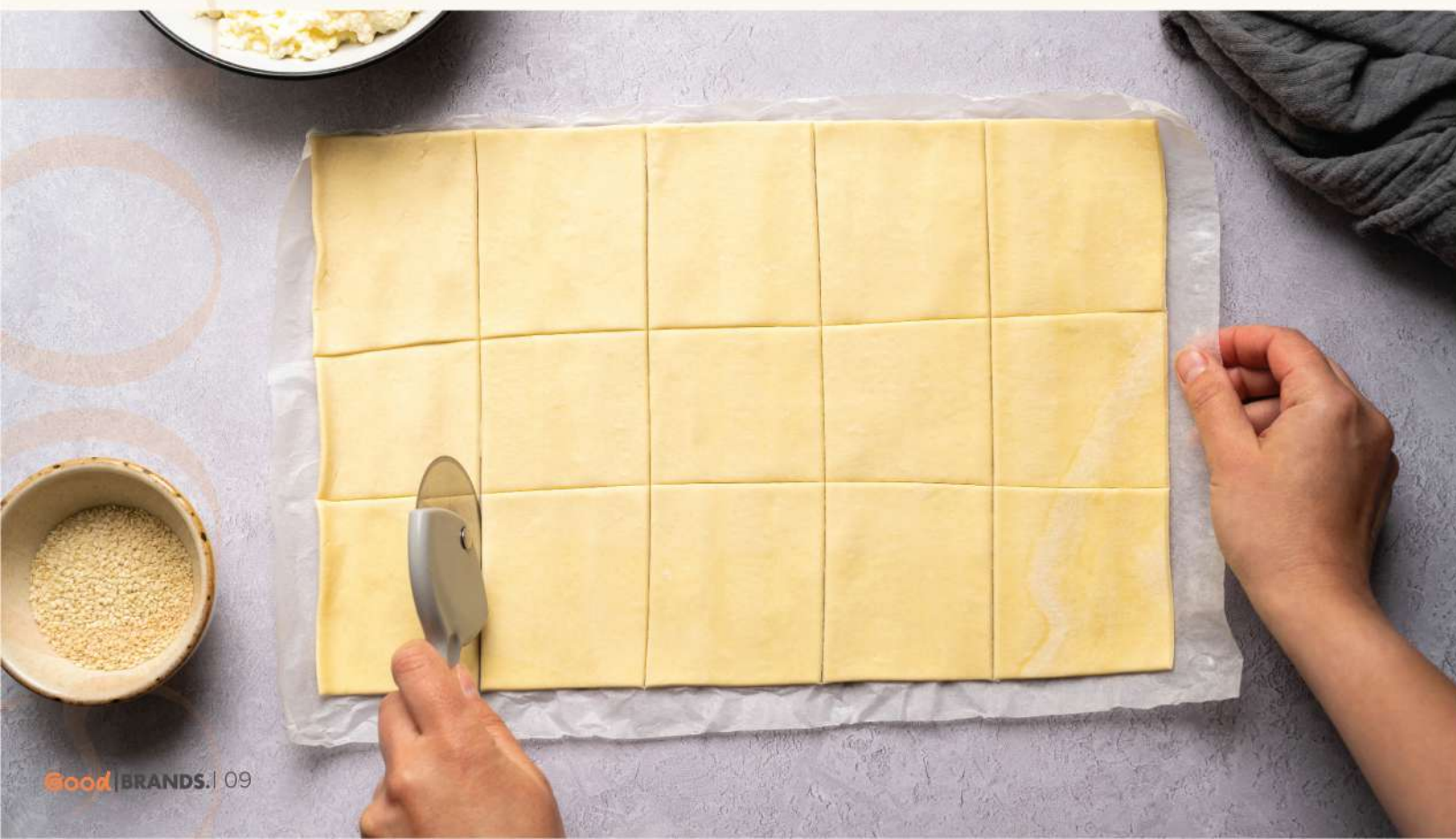
433101 Fresh All Butter Shortbread Sheet

280 g 31 × 31 cm
1×14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



423101 Fresh All Butter Shortcrust

280 g 31 × 31 cm
1×14 Pcs 80 Boxes
+4°C Storage 60 Days Shelf Life



Crafted for professional to achieve consistency & performance



Our puff pastries - adds crunch to your range of pastries with iconic specialties that will delight your consumers.



112201 Frozen Puff Pastry Sheet

500 g 40 × 30 cm
1×14 Pcs 80 Boxes
-18°C Storage 180 Days Shelf Life



113201 Frozen All Butter Puff Pastry Sheet

500 g 40 × 30 cm
1×14 Pcs 80 Boxes
-18°C Storage 180 Days Shelf Life



122201 Frozen Shortcrust Pastry Sheet

500 g 40 × 30 cm
1×14 Pcs 80 Boxes
-18°C Storage 180 Days Shelf Life



123201 Frozen All Butter Shortcrust Pastry Sheet

500 g 40 × 30 cm
1×14 Pcs 80 Boxes
-18°C Storage 180 Days Shelf Life



112202 Frozen Puff Pastry Snail

20 g 80 Boxes
1×300 Pcs 180 Days Shelf Life
-18°C Storage



112203 Frozen Puff Pastry Twist

50 g 80 Boxes
1×80 Pcs 180 Days Shelf Life
-18°C Storage



112204 Frozen Puff Pastry Palmier

80 g 80 Boxes
1×80 Pcs 180 Days Shelf Life
-18°C Storage



112205 Frozen Puff Pastry Mini Palmier

20 g 80 Boxes
1×300 Pcs 180 Days Shelf Life
-18°C Storage



112206 Frozen Puff Pastry Square Snack

75 g 80 Boxes
1×84 Pcs 180 Days Shelf Life
-18°C Storage

Martina - The Premium

Authentic Italian light Pinza base from highly hydrated dough, made from a blend of wheat flour and sour-dough starter, long & gentle maturation time up to 48 hours, result in a thin, crispy and moist Pinza base.



441101
Fresh Pinza Romana - Large

230 g	19 × 30 cm
1×14 Pcs	80 Boxes
+4°C Storage	60 Days Shelf Life



441102
Fresh Pinza Romana - Small

260 g	19 × 21 cm
1×14 Pcs	80 Boxes
+4°C Storage	60 Days Shelf Life

Martina - The Italian Bakery

Authentic Italian light pizza base from highly hydrated dough, made from a blend of wheat, rice and soy flour and a sourdough starter, enriched with virgin olive oil. The long & gentle kneading process together with a maturation time up to 48 hours result in a thin, crispy and moist pizza base. Hand-stretched.



141201
Frozen Pinza Romana - Large

230 g	19 × 30 cm
1×10 Pcs	80 Boxes
-18°C Storage	180 Days Shelf Life



441102
Fresh Pinza Romana - Small

130 g	19 × 21 cm
1×14 Pcs	80 Boxes
-18°C Storage	180 Days Shelf Life



Good
BAKE

"I love you too"

Portugaise World Famous Custard Tart

The pastel de nata is a traditional Portuguese custard tart: a crisp, flaky pastry filled with smooth, creamy egg custard, baked at high temperatures until caramelised on top. It's a beloved icon of Portuguese cuisine – served warm, often with a sprinkle of cinnamon, and enjoyed as a snack, dessert, or with coffee.



172101
Pastel de Nata Original

 (4 x 60g) 240g  80 Boxes
 1x14 Pcs  180 Days Shelf Life
 -18°C Storage



172102
Pastel de Nata Mix Fruits

 (4 x 60g) 240g  80 Boxes
 1x14 Pcs  180 Days Shelf Life
 -18°C Storage



172103
Pastel de Nata Choco Hazelnut

 (4 x 60g) 240g  80 Boxes
 1x10 Pcs  180 Days Shelf Life
 -18°C Storage



172104
Pastel de Nata Salted Caramel

 (4 x 60g) 240g  80 Boxes
 1x10 Pcs  180 Days Shelf Life
 -18°C Storage

The Good Cookies Dough

The cookie with a crispy bite and the richest, melted heart.



462101
Frozen Cookies Dough Chocolate Chip Log

500g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage



462102
Frozen Cookies Dough Double Chocolate Log

500g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage



462103
Frozen Cookies Dough Oat & Raisin Log

500g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage

Fully Baked French Toast

Brioche Based French Toast with rich batter, fried in a pan.



182115
Classic French Toast

(4 x 120g) 480g 80 Boxes
1x10 Pcs 180 Days Shelf Life
-18°C Storage



182116
Cinnamon French Toast

(4 x 120g) 480g 80 Boxes
1x10 Pcs 180 Days Shelf Life
-18°C Storage

Fully Baked Pancakes

Hand made pancake, moist open honeycomb structure, with high egg content and rich taste.



482111
Pancakes

(4 x 40g) 160g 80 Boxes
1x14 Pcs 60 Days Shelf Life
+4°C Storage



482112
Chocolate Pancakes

(4 x 40g) 160g 80 Boxes
1x14 Pcs 60 Days Shelf Life
+4°C Storage



482114
Butter Milk Pancakes

(4 x 40g) 160g 80 Boxes
1x14 Pcs 60 Days Shelf Life
+4°C Storage



482113
Banana Pancakes

(4 x 40g) 160g 80 Boxes
1x14 Pcs 60 Days Shelf Life
+4°C Storage



Traditional Porto Recipe with Fresh Egg

PROFESSIONAL
RANGE



Our tarts are frozen and pre-baked, making preparation simple, fast and waste-free. Just heat directly from frozen in your oven or air fryer (check the instructions at the baking zone). Serve warm for the authentic bakery experience. Delicious, versatile, and always ready when you are.



172105
Pastel de Nata Original

60g 80 Boxes
1x90 Pcs 180 Days Shelf Life
-18°C Storage



172106
Pastel de Nata Mix Fruits

60g 80 Boxes
1x90 Pcs 180 Days Shelf Life
-18°C Storage



172107
Pastel de Nata Choco Hazelnut

60g 80 Boxes
1x90 Pcs 180 Days Shelf Life
-18°C Storage



172108
Pastel de Nata Salted Caramel

60g 80 Boxes
1x90 Pcs 180 Days Shelf Life
-18°C Storage

Frozen Cookies Dought

PROFESSIONAL
RANGE



Convenience that coexists with the highest quality keep their unique texture.



162101
Frozen Cookies Dought Chocolate Chip Log

500g 80 Boxes
1x14 Pcs 180 Days Shelf Life
-18°C Storage



162102
Frozen Cookies Dought Double Chocolate Log

500g 80 Boxes
1x14 Pcs 180 Days Shelf Life
-18°C Storage



162103
Frozen Cookies Dought Oat & Proteine Log

500g 80 Boxes
1x14 Pcs 180 Days Shelf Life
-18°C Storage

Fully Baked Frozen Pancakes

Hand made pancake, moist open honeycomb structure, with high egg content and rich taste.



182111
Pancakes

40g 80 Boxes
1x200 Pcs 180 Days Shelf Life
-18°C Storage



182112
Chocolate Pancakes

40g 80 Boxes
1x200 Pcs 180 Days Shelf Life
-18°C Storage



182113
Banana Pancakes

40g 80 Boxes
1x200 Pcs 180 Days Shelf Life
-18°C Storage



182114
Butter Milk Pancakes

40g 80 Boxes
1x200 Pcs 180 Days Shelf Life
-18°C Storage

Fully Baked Frozen French Toast

PROFESSIONAL
RANGE

Brioche Based French Toast with rich batter, fried in a pan.



182115
French Toast

📦 120g

📦 80 Boxes

📦 1x80 Pcs

📅 180 Days
Shelf Life

🌡️ -18°C Storage



182116
Cinnamon French Toast

📦 120g

📦 80 Boxes

📦 1x80 Pcs

📅 180 Days
Shelf Life

🌡️ -18°C Storage

Good WAFFLE

"We reinvent the waffle moment into an everyday indulgence – crispy, funky, and an unforgettable Emotion"

Original Liege Waffle Recipe Ready to eat

So called Liège waffle; a sweet caramelised dense waffle with sugar pearls.



492111
Original Waffle

90g 80 Boxes
1x64 Pcs 180 Days Shelf Life
+4°C Storage



492112
Red Fruits Waffle

90g 80 Boxes
1x64 Pcs 180 Days Shelf Life
+4°C Storage



492113
Choco Waffle

90g 80 Boxes
1x64 Pcs 180 Days Shelf Life
+4°C Storage



492114
Crema Waffle

90g 80 Boxes
1x64 Pcs 180 Days Shelf Life
+4°C Storage



492115
Original Waffle

(4 x 50g) 200g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage



492116
Red Fruits Waffle

(4 x 50g) 200g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage



492117
Choco Waffle

(4 x 50g) 200g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage



492118
Crema Waffle

(4 x 50g) 200g 80 Boxes
1x14 Pcs 180 Days Shelf Life
+4°C Storage

Frozen Belgian Waffle - By Expert for Professional

PROFESSIONAL RANGE



Liège waffles are a rich, yeasted, brioche-like dough, rather than a batter, that features pearl sugar that caramelizes during cooking.



192111
Original Waffle

90g 80 Boxes
1x64 Pcs 365 Days Shelf Life
-18°C Storage



192112
Red fruits Waffle

90g 80 Boxes
1x64 Pcs 365 Days Shelf Life
-18°C Storage



192113
Banana Pancakes

90g 80 Boxes
1x64 Pcs 365 Days Shelf Life
-18°C Storage



192114
Crema Waffle

90g 80 Boxes
1x64 Pcs 365 Days Shelf Life
-18°C Storage



192115
Original Waffle

50g 80 Boxes
1x90 Pcs 365 Days Shelf Life
-18°C Storage



192116
Red fruits Waffle

50g 80 Boxes
1x90 Pcs 365 Days Shelf Life
-18°C Storage



192117
Choco Waffle

50g 80 Boxes
1x90 Pcs 365 Days Shelf Life
-18°C Storage



192118
Crema Waffle

50g 80 Boxes
1x90 Pcs 365 Days Shelf Life
-18°C Storage

Frozen Waffle Dough ready to bake

Always Fresh ! Our waffle dough is made using traditional methods to ensure a product of the highest quality Request your free Waffle maker.

Request your free Waffle Maker



192119
Raw Waffle Dough

95g 80 Boxes
1x70 Pcs 365 Days Shelf Life
-18°C Storage



192120
Raw Waffle Dough

55g 80 Boxes
1x100 Pcs 365 Days Shelf Life
-18°C Storage



Good BREAD

"We make Nutritious bread accessible without compromising taste - Our bread is made with 100% sourdough and fermented for 24h - Meet MOMO our Sourdough mother born In UAE follow her story on our socail"

Premuim Fresh Sourdough Loaf

Our Bread is made with :

- 100% liquide Sourdought
- No yeast
- 24 hours Fermentation



691101
Original 100% Sourdough Loaf

350g 80 Boxes

1x12 Pcs 10 Days

Fresh



691102
Whole Meal 100% Sourdough Loaf

350g 80 Boxes

1x12 Pcs 10 Days

Fresh



691103
Country 100% Sourdough Loaf

350g 80 Boxes

1x12 Pcs 10 Days

Fresh



691104
Multi Cereale 100% Sourdough Loaf

350g 80 Boxes

1x12 Pcs 10 Days

Fresh



691105
Rye 100% Sourdough Loaf

350g 80 Boxes

1x12 Pcs 10 Days

Fresh

Fresh Sourdough Sandwich Bread

Our Bread is made with:

- 100% liquide Sourdought
- No yeast
- 24 hours Fermentation



691106
White 100% Sourdough Bread

250g 80 Boxes

1x12 Pcs 10 Days

Fresh



691107
Complet 100% Sourdough Bread

250g 80 Boxes

1x12 Pcs 10 Days

Fresh



691108
Good Grain 100% Sourdough Bread

250g 80 Boxes

1x12 Pcs 10 Days

Fresh



691109
Protein 100% Sourdough Bread

250g 80 Boxes

1x12 Pcs 10 Days

Fresh



691110
Nordic 100% Sourdough Bread

250g 80 Boxes

1x12 Pcs 10 Days

Fresh



691111
Ciabatta 100% Sourdough Bread

(2 x 150g) 300g 80 Boxes

1x12 Pcs 10 Days

Fresh



691112
Crystal Rolls 100% Sourdough Bread

(4 x 80g) 320g 80 Boxes

1x12 Pcs 10 Days

Fresh





Good

BAKE SOLUTION

"To fuel food innovation with smart,
scalable solutions for bakery professionals."



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