

# PATACLETTE®



PATACLETTE, REIMAGINED



# PATACLETTE®

Created in 2018, Pataclette® has been a success story for almost 7 years now.

Having sold over 7 million units in Switzerland and abroad, Pataclette® can be found in Manor, Migros, and Coop, as well as in Swiss embassies, with the largest Swiss distributors in the HORECA market, and in many other places.

And the story continues with the new Pataclette® generation: tastier than ever, the new version still boasts the product's same DNA.





# PATACLETTE®

## PRODUCT PRESENTATION

Pataclette® is a bold and delicious new take on the cheese and potato combination, giving a fresh spin on traditional Swiss cuisine.

This culinary innovation is sure to turn these classic ingredients into a unique, tasty, and memorable dining experience.

Let's discover together how Pataclette® brings a touch of innovation and creativity to your iconic dishes.



# PATACLETTE®

## THE PRODUCT

Pataclette® is the shape of a half potato, made of compressed rösti and filled with a blend of Swiss cheeses.

This amuse-bouche is easy to prepare, convivial, and carefully crafted from products sourced from quality Swiss farmers. Each Pataclette® contains 10 grams of potato, and 10 grams of cheese.

To enjoy it, simply bake it—from frozen—in the oven at 220°C for 10 minutes. This way, it will be crispy on the outside, and meltingly soft on the inside. *Bon appétit!*



# PATACLETTE®

## PRODUCT CHARACTERISTICS

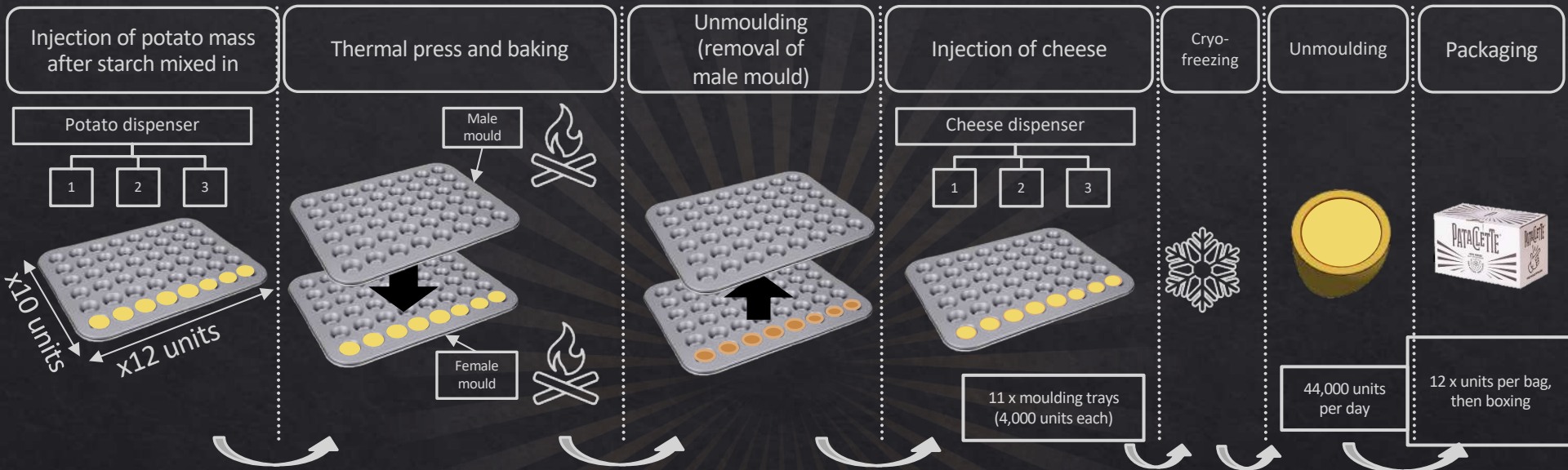
Pataclette® stands out with its innovative manufacturing process combining technology with culinary expertise. Thanks to advanced compression and filling techniques, each “rösti” basket is carefully prepared to guarantee a crispy and optimal texture.

What’s more, the secret recipe of Swiss cheeses, developed in collaboration with agri-food experts, gives Pataclette® its meltingly soft and unique character.

By combining technical innovation and gastronomic excellence, Pataclette® offers an exceptional culinary experience that boldly and creatively reimagines tradition.



# NEW PROCESS



# PATACLETTE®

## PRODUCT ADVANTAGES

1. Ideal as an appetiser portion: 10gr of cheese and 10gr of rösti.
2. Tastier and more refined: crispy on the outside, and meltingly soft on the inside, with golden rösti and creamy cheese.
3. Skin-free and standardised product, for year-round consistency.
4. Unique shape for ease of serving.
5. Better potato/cheese balance.
6. Simpler to sell: 1 single mix of quality 100% Swiss cheese.
7. 100% natural product, made from Swiss potatoes, and locally manufactured.
8. Vegetarian-friendly bite-sized portion.
9. Practical: simple and easy to prepare — straight from the freezer into the oven: 10 minutes at 220°C (previously 15 minutes). They can also be deep-fried for 3 minutes at 170°C or cooked in an air fryer for 8 minutes at 200°C.
10. Very easy to eat, suitable for children and the elderly.
11. Unique product with an inimitable manufacturing process (compared to the original Pataclette).

# PATACLETTE®

## THE ADVANTAGES

1. More attractive in terms of purchase price for the distributor and the end consumer.
2. Faster cooking: 10 minutes (instead of 15) at 220°C.
3. Packaging format better suited to current consumption trends: 12-unit, resealable Doypack to maintain maximum freshness.
4. Thanks to the rösti, adapted to the Swiss (and particularly, the Swiss-German) market and abroad.
5. Product positioned with in-depth market research.
6. Tailored for the RETAIL and HORECA markets, thanks to a smaller product size, serving as a true appetiser bite.
7. Long shelf life (Best Before date) thanks to low-temperature freezing at -30°C.



# PATACLETTE®

## IN BRIEF

No potato  
skin

Always  
100% SWISS

+ Tastier  
+ Refined

Perfect balance of  
potato and cheese



+ Quickly  
baked and  
crispy

With the  
perfect blend  
of cheeses

+ Practical  
+ Adapted

# PATACLETTE®

## THE TARGET MARKET

Pataclette® addresses a specific need in the target market by offering an authentic and innovative culinary experience that allows customers to rediscover the flavours of Swiss gastronomy. Blending the tradition of raclette and rösti with a modern and convenient approach, Pataclette® embodies the taste and essence of Swiss cuisine in an accessible and user-friendly way.

Our goal is to become the new, signature Swiss bite-sized treat both at home and abroad within 5 years. Our motivation stems from the desire to meet the growing demand from national and international customers seeking authenticity and originality. By aiming to be the **benchmark Swiss gourmet bite**, Pataclette® aspires to become the symbol of Swiss culinary excellence, captivating the palates of even the most discerning food lovers.



# PATACLETTE®

## MARKETING STRATEGY / PRODUCT LAUNCH



### **Objective:**

Position Pataclette® in everyone's mind, making the product *the* quintessential Swiss bite.

### **Strategy:**

Make the naming—and hence the product—the star in all communications.

### **Campaign slogan:**

The instant classic bite // The already-iconic bite // The already-classic bite

### **Communication channels:**

In-shop tastings, digital campaign (ads and displays), social networks, influencer marketing, media relations.

# PATACLETTE®



**PATACLETTE®**  
LA BOUCHÉE DÉJÀ CULTE



LA BOUCHÉE SUISSE AU FROMAGE  
[pataclette.ch](http://pataclette.ch)

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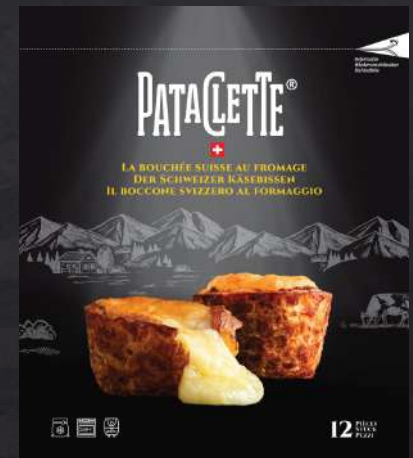
## PACKAGING AND PRESENTATION

### RETAIL:

- 12 units of Pataclette® per bag
- Resealable Doypack for maximum freshness
- Dimensions: 21cm x 18cm

### HORECA:

- Box of 100 units of Pataclette®
- Box dimensions: 14.3cm X 26.3cm X 15.8cm

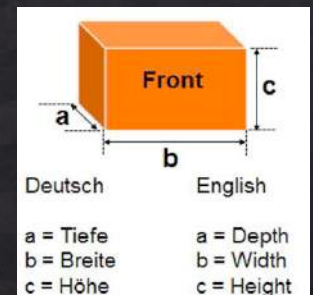


# PATACLETTE®

## HORECA & RETAIL PALLETISATION FOR THE SWISS MARKET

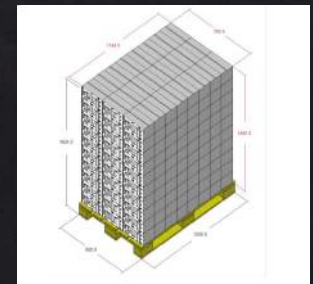
### RETAIL:

- 18 bags per box
- Box dimensions: 300mm (a) x 300mm (b) x 200mm (c)
- Number of boxes per palette: 80 boxes/palette
- Number of units per palette: 17,280 units/palette
- Number of bags per palette: 1,440 bags/palette



### HORECA:

- Box of 100 units of Pataclette®
- Box dimensions: 143mm (a) x 263mm (b) x 158mm (c)
- Number of boxes per palette: 240 boxes/palette
- Number of units per palette: 24,000 units/palette

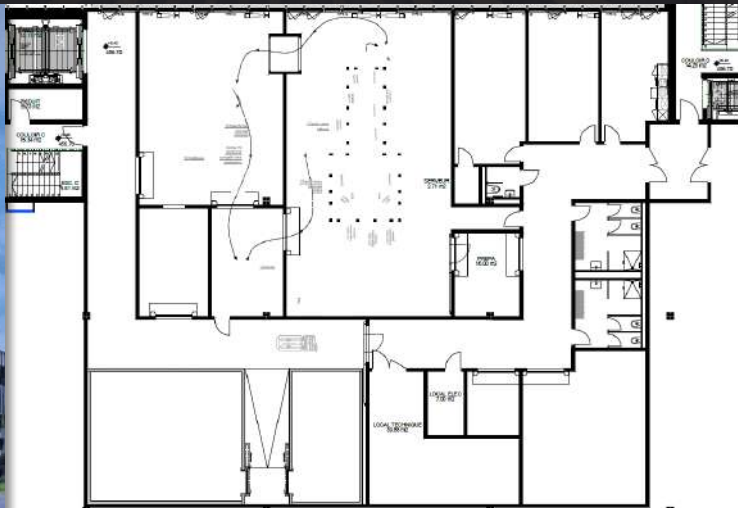


*Europalette format: 800 x 1200 x 144 mm*

# PATACLETTE®

## NEW FACTORY

Our brand new 900m<sup>2</sup> factory in Eclépens, in the canton of Vaud, meets the highest standards and requirements in terms of certifications and production techniques.





PATALETTE®