

FROM GRILL PROFESSIONALS FOR GRILL PROFESSIONALS



ORIGINAL BAVARIAN
Est. 2011
BBQUE

WICKED GOOD TASTE



- 🔥 The answer to the increasing demand for professional barbecue products¹
- 🔥 Stylish premium product for lifestyle shoppers
- 🔥 BBQUE is one of the top 20 best-selling brands in Germany²
- 🔥 High repeat purchase rate: 86% consumers state they would buy BBQUE again³



+60%

DEVELOPMENT
POS BRAND²

ART.-NR.	EAN-NR.	LANGUAGE	PRODUCT DESCRIPTION	UNIT SIZE	PACKAGE	TRAY CONTENT	SAUCE PROFILE
9097 0983	4260334000978 4260334680019	EN, ES, IT DE	ORIGINAL	400 ml	Squeeze bottle	6	FOR THE COOL GUYS
0981	4260334680033	DE EN*	CHILI	400 ml	Squeeze bottle	6	TONGUE ROCKING SPICY
0980	4260334680040	DE EN*	HONEY-MUSTARD	400 ml	Squeeze bottle	6	SWEET & TANGY

* on request

¹ Fleischmarketing, Grillen: Trend zur Professionalisierung, Vol. 4, 2019; ² Nielsen, thick seasoning sauces, sales, food retail without Aldi, Lidl, Norma, YTD KW31 2020/2019; ³ utry.me, survey result of 670 tasting buyers, varieties ORIGINAL, BACON, GRILL & BUCHENHOLZ

ORIGINAL BAVARIAN
Est. 2011

BBQUE

Develey Senf & Feinkost GmbH | Ottobrunner Str. 45, 82001 Unterhaching
+49 89 61102-0 | export@develey.de | www.develey.com/en