



Fascinating
the world
together

Join us on our sustainable journey!



Dear reader,

We have a common goal. We both strive for successful partnerships and – ultimately – to fascinate many enthusiastic candy lovers.


Our new slogan, ‘Fascinating the world together’, clearly shows our vision and mission. We aim to fascinate the world with high-quality products and smart innovations. Our aim is to achieve this with our partners.

Royal Fassin was founded in 1910 as a family business – and that is what it remains to this day. We are the third generation working in our independent Dutch company.

On our 100th anniversary the company received the Royal predicate. This recognition stands for long-term vision, confidence, reliability and a strong social responsibility and engagement.

Looking to the future, we believe that continuous development and innovation are necessary to maintain our leading position. Therefore, we continue to work hard on our ambition to become the most sustainable extruded candy producer in the world.





As a family business, we think in terms of generations. That's why we are always looking for long-term partnerships.

Let's fascinate the world together!

Patricia Fassin

Thomas Fassin

Patricia Fassin & Thomas Fassin
Royal Fassin B.V.





Did you know that...?

We introduced the sour-sugar coating for fruit gum products in 1985. **This new flavour experience** was a huge success around the world.

Fascinating the world together

Royal Fassin, fascinates the world with the development and production of extruded candy. Our independent, first-class manufacturing facilities enable us to make products at the highest quality level. Our extruded candy comes in many shapes and flavours, from sweet to sour, in both small snack packs and large family packs. The vast majority is exported worldwide and sold by long-term trading partners.



Sustainable solutions and responsible products

At Royal Fassin, we produce various distribution brands and make private label products for large international retailers. We are well known for our Sour Belts, Laces, Straws and Filled Sticks.

Our way of working is no-nonsense, combined with a customer-oriented attitude. We continuously challenge ourselves and our partners to choose for maximum sustainable solutions and responsible products for a better world.

**Psst,
we are the
inventors of the
“Zure Mat[®]”,
the Sour Belt**



Did you know that...?
We made the longest Sour Belt
ever. At **2004 metres**, there was
candy enough to cover up to
22 soccer fields.

The “Zure Mat®” was a brilliant failure that sparked a revolution. It all started when our strawberry belts stuck together during production. Looking for a solution, we sprinkled the belts with sugar. This made the product too sweet. Then we added sour and the rest is history! Not only did we invent the Sour Belt, but a completely new product category. Today, sour sweets are still loved all over the world.



**All you
need is love.
And a little
candy**





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1910

Joseph Langenberg and **Xavier Fassin** founded the company that started as a trading business.

Fascinating the world together



1950

The **second generation** entered the family company. **Helmut** and **Klaus Fassin** were eager to **expand** the business and **develop new markets**. Klaus Fassin started Katjes in Germany. Specialized in starch moulded products. Helmut Fassin continued in the Netherlands with **extruded candy**.



1985



We more or less accidentally **started a revolution**. Our strawberry belts stuck together, so we needed a solution. First, we sprinkled the belts with sugar, but it was too sweet. When we added sour, we didn't only **invent the Sour Belt**, but a whole new product category. **Sour sweets** are still **loved across the world** today.

2004

A remarkable and **record-breaking year**. We extruded a strawberry sour belt with a **length of 2004 metres**, resulting in an acknowledgement in the **Guinness Book of Records**.

1930

The **first production of black liquorice** started. This product became the national candy in the Netherlands. Initially, it was mainly consumed in the winter because liquorice was used medicinally as a **remedy for a sore throat**.

1975

A **major breakthrough**: we introduced cooking extrusion technology to make candy. This **unmatched specialty** still sets us apart today.



1993

Our **new production facility** opened its doors. Shaped liked a castle, neighbouring companies and people that live in our region referred to this new facility as: **Candy Castle**.

2010

Our **100th anniversary** became even more special when we received the **Royal title by the Queen of the Netherlands**. A great recognition for our company.

2016

We **expanded** our capacity with a **second state-of-the-art production location**. This enabled us to get more and more people around the globe **fascinated** by our candy and confectionery.

2022

Our production facility is **Climate Neutral**. Together with our long-term partners, we are making the world a little better every day.

2019

As a **production specialist** we began inviting market specialists to join forces. If we **co-manufacture, co-brand** and **co-develop**, we can **fascinate the world together**. This invitation came with a completely **new branding** and communication style for Royal Fassin.



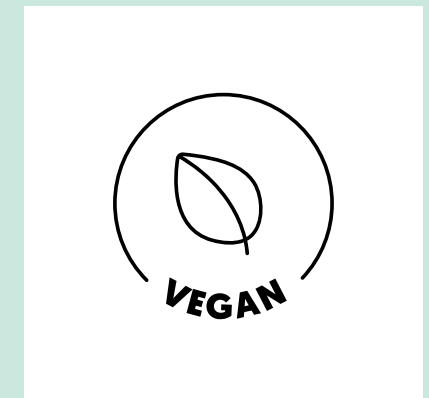
2020

We celebrated our **110th anniversary**! It has been quite a fascinating ride. We also attended the **ISM Trade Fair** for the **50th time**.



Our certificates

We guarantee the highest quality and safety standards. Our recipes are built on a century of expertise and we use the best ingredients from specific chosen suppliers. All products can be offered with fruit juices, natural colors and natural flavors. Besides that, our products are GMO free and gelatin free. It goes without saying that we produce under the higher levels of BRC and IFS.





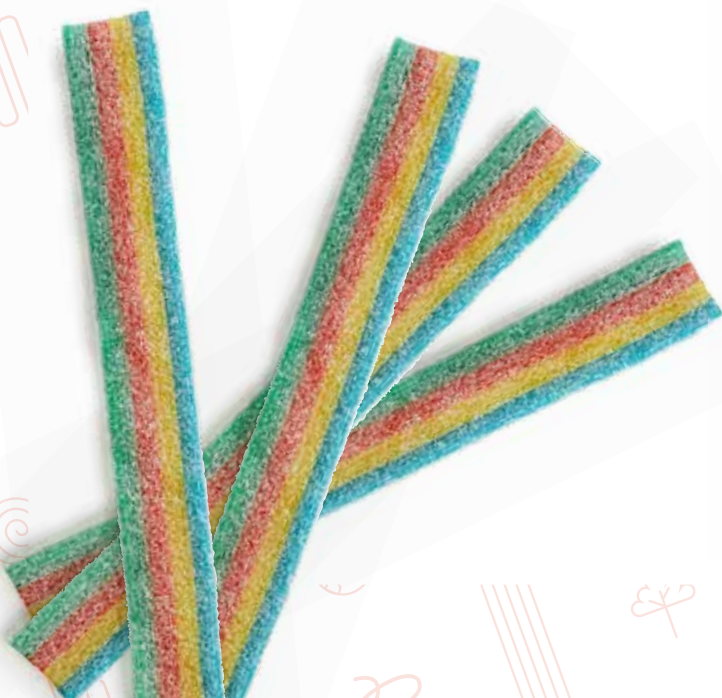
ROYAL
FASSIN



Zure Mat®

The original Sour Belt





Laces

A never-ending treat





ROYAL
FASSIN



Straws

Tasty from end to end



ROYAL
FASSIN

**SOUR
POWER**
The Original

Filled sticks

An extra dimension in flavour





The logo features a small yellow crown above the word "ROYAL" in a small, sans-serif font, with the word "FASSIN" in a larger, bold, sans-serif font below it.

ROYAL
FASSIN

Soft eating liquorice

**The original
Dutch Oeries®**









**The sweet
is never
as sweet
without
the sour**











**It's all
about our
candy**

Vegan

**Natural
colours
Natural
flavours**

**Ingredients
from sustainable
suppliers**

Climate neutral

**100%
recyclable
foil**

**GMO
Free**

**80% local sourced
ingredients**

**Foil based
on mono-material**











**Enjoy the
sweetness
of life**



www.royalfassin.com

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