



THERE'S SOMETHING
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ABOUT TRADITION.

THE SPECIALIST IN BELGIAN WAFFLES.





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Welcome to Vitalgaufre, an authentic Belgian establishment specialised in waffles. Since 1998, we have made it our mission to introduce the world to the delightful Liège waffle, the epitome of Belgium's culinary tradition.

The Liège waffle was created in the XVIIIth century in honour of the city's prince-bishop. Glazed to perfection, delicately caramelised, smelling ever so sweetly of vanilla and deliciously moist and crispy with every single bite.

Prepared exclusively with natural ingredients and still made by hand to this day, Vitalgaufre's recipe has never been altered, and for twenty years now we have been following it to the letter... Now that's what you call tradition.



« OUR RECIPE?

A PERFECTLY BALANCED
COMBINATION OF QUALITY

AND INNOVATION »

Sabri Kérai, founder of Vitalgaufre

Who says tradition and creativity can't go hand in hand? In addition to the original vanilla waffle, Vitalgaufre has now also developed a range of brand-new flavours: cinnamon, apple-cinnamon, raspberry and chocolate.

Spices, fruit and rich chocolate go wonderfully well together with the Liège waffle, and both young and old find it difficult to resist these tempting new flavours. Who knows which delicious flavour combinations our artisan bakers will come up with tomorrow?



« THE SCENT OF VANILLA
THAT RISES FROM THE
SIZZLING WAFFLE IRONS
PROVES IRRESISTIBLE
TO PASSERS-BY. »

Michel, franchise owner in Brussels



While the original recipe for the Liège waffle is quite simple, we rely on our experts when it comes to actual ingredient quantities and know-how.

Our dough is handmade and contains only natural ingredients, the quality and traceability of which are strictly regulated.

Easy to handle and simple to make, our dough will allow you to quickly whip up a batch of tasty Liège waffles, authentic and certified Belgian specialties.

« I'M NOT A HUGE WAFFLE FAN, BUT
THE HOT APPLE WAFFLE WAS
SLIGHTLY CARAMELIZED AND CRISPY
ON THE OUTSIDE, AND WARM AND
CHEWY ON THE INSIDE. SO GOOD ! »

Deb G., Washington USA



The Vitalgaufre brand also comprises **a network of franchise outlets** dotted all over Belgium as well as abroad. Our partners not only benefit from our high-quality dough, but also from our numerous services:

- Commercial support from our marketing team
- Communication tools
- Professional equipment: counters, waffle irons, grills, skewers, work attire

Vitalgaufre is always on the lookout for new brand ambassadors. If you are interested in selling authentic Belgian waffles (either as a main or as a secondary activity), we look forward to hearing from you.

« THE TAKEAWAY CONCEPT
IS HIGHLY PRACTICAL AND
WELL DEVELOPED »

Bernard, franchise owner in Paris



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