



Celebrating a century of craftsmanship

MAÎTRE NOUGATIER SINCE 1926.

The tastiest nougat is made in Belgium.



VITAL AND ELSA



**We'll make your life just a little sweeter...
for the next 100 years!**

*For a century, our purpose has remained the same:
to connect people through moments of sweetness.*

We honour our grandparents' original recipes, **still crafted in copper kettles**
in our Belgian factory.

So that every bite brings people together — around a table, a gift, a memory.

Because life is meant to be enjoyed to the fullest.



Maître Nougatier since 1926



Nougat Vital at its best: soft nougat in a
range of standing bags.
What you see is what you get!



CRANBERRY
01001



LIMONCELLO
01005



VANILLA &
CHOCOLATE
01002



ALMOND &
PISTACHIO
01000

150g per bag
10 bags per case
195 cases per pallet

18 months shelf life



FLEUR DE SEL
01003



STRAWBERRY,
PISTACHIO &
VANILLA
01004



SPECULOOS
01006



HARD ALMOND
NOUGAT
01100

150g per bag
10 bags per case
195 cases per pallet

18 months shelf life

NEW



CUBERDON

21190



VANILLA/STRAWBERRY

21180

NEW



VANILLA & COCOA

21110



LIMONCELLO

21170



CRANBERRY

21120



ALMOND

21100



SPECULOOS SPICES

21160



ORANGE

21130



PISTACHIO

21140



FLEUR DE SEL

21150

100g per slice
10 slices per srp
510 srp per pallet

18 months shelf life

A slice of heaven, abundantly made with almonds, pistachios and fruit.
Who can resist?



FLEUR DE SEL

75040



ALMOND & PISTACHIO

75000



CRANBERRY

75030

75g per bar
12 bars per srp | 378 srp per pallet

18 months shelf life

Nougat is our on-the-go companion, for energy and indulgence.
A winning combination.

ALMOND / PISTACHIO

ALMOND / PISTACHIO

18040

250g wrapped nougats per tin
8 tins per case
84 cases per pallet



Top quality nougat is often presented as a gift.
Discover our brand new, sustainable tin boxes with 250g flowpacked soft
almond/pistachio nougat. To be collected!



Elsa and her three children: Lika, Maurice (the later 2nd generation Maître Nougatier) and Arlette. (Ostend, 1947)

This story begins in 1926, in a small kitchen in Ghent.

Vital Gormez and Elsa Soens melted sugar and honey in copper kettles, poured the nougat onto marble slabs, and sold it at local fairs. *Little did they know they were founding a company.* They were simply making nougat.

No business plan. No brand strategy. Just curiosity, courage and passion.



Demand grew faster than expected.

The kitchen became too small, Vital and Elsa moved production to Sint-Martens-Latem — still driven by the same belief:

If you make something with care, people taste the difference.

2ND GENERATION
MAURICE AND LYDIE GORMEZ-HAERINCK



3RD GENERATION
MATTHIAS AND VERONIQUE HAECK-GORMEZ

What exactly did we change
over the course of a century?

Nothing... and everything.



A lot can change in a hundred years... except our instinct for quality. Guided by the original recipes of Grandfather Vital, we have continuously adapted to evolving circumstances.

Our slogan '**Choose your moment of happiness**' now applies not only to moments of taste and pleasure, but also to refuelling during sports, to serving as a premium ingredient for the many customers who craft their own delights, and much more.

This broader interpretation of 'quality' drives sustainable growth. We are committed to the environment, a strong focus on NPD, and our eyes fixed on the next 100 years.



Nougat Vital.
Choose your moment of happiness.



ALMOND / PISTACHIO

250pcs. per case
168 cases per pallet

Individually flowpacked soft nougat.
Eight grams, just the right bite size.
Shelf ready box -portrait or landscape- with 250 pieces.



VANILLA

10010

PISTACHIO

10012

STRAWBERRY

10011

(4 x 1kg) per case
96 cases per pallet

18 months shelf life

96% plastic free: unwrapped pieces of soft nougat in a convenient
1kg-packaging, 4x1kg per outer, 96 outers per pallet



Ceci n'est
pas du nougat

MILK/NATURE

30001M
80g



MILK/MOCCA

30001MM
80g



DARK/PISTACHIO

30001FP
80g



MILK/NATURE

30002K
3 kg



DARK/RUM

30002R
3 kg

3kg per case
169 cases per pallet

DARK/NATURE

30001F

12 bars per srp
350 srp per pallet

18 months shelf life

« Ceci n'est pas du nougat! »
Delicious soft-centered coconut bites and bars,
enrobed in Belgian milk or dark chocolate.



Add value: add nougat. Vital's granulated nougat stands for crunchiness and flavour in chocolate bars, fillings and toppings. Available in conventional, fairtrade or plant based formulas.



extra fine fine medium coarse

18 months shelf life

5kg per case | 120 cases per pallet





5kg per pail
80 pails per pallet

25kg per pail
18 pails per pallet

18 months shelf life

Add value: add nougat. Vital's nougat cream allows you to create ice cream, chocolate centres, pastry fillings etc. with a delicious nougat flavour.



100% CRAFTSMANSHIP / SINCE THREE GENERATIONS

In our family business in Flanders, Belgium, we have been manufacturing the tastiest nougat and chocolate coconut bars in the country... for ~~almost~~ a century. Loyal to the traditional recipes, we strive to serve you the best sweets you might have ever tasted. Join Vital on this exciting journey!



When it comes to our manufacturing process, nothing has changed. For a century, we have been slow-cooking the sugars and honey in open top copper kettles. Only this ensures the unique taste and texture of a “Vital” nougat.

THE NEXT 100 YEARS START TODAY

When you lead a company with a century of history behind it, the biggest responsibility is not to protect the past, but to make sure the future deserves it.

At Vital, we don't believe in shortcuts. We believe in copper kettles and real ingredients.
In people who care about what they make.

The world around us will change faster than ever, in technology, sustainability, logistics, retail and consumer habits.
But one thing will stay exactly the same:

**What we make must bring joy.
Authentic, honest, human.**

Our ambition for the next hundred years is simple:

keep the craft,
keep the passion,
keep creating products that connect people.

If we succeed in that, Vital will not just reach the next century, it will deserve it.

Matthias and Veronique Haeck-Gormez
Third generation
Vital 1926 nv



Lucas Schaus
Business Developer



Eva Ghijselinck
Orders & Logistics



Laurian Dumon
Customer Relations



Jana Blomme
Quality Assurance



Frank Vangenechten
Purchase



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