



Vision

Mr. Mallo shares its marshmallow expertise, packaging capabilities and market intelligence with its retail customers worldwide, to unlock the full potential of their private label marshmallow category. In our marshmallow development facilities, we develop bespoke products for our customers to meet their needs for any specific application... including hot drinks, cereals, (chocolate) bars, baking and decoration... Our projects are handled with professionalism and confidentiality by our experience team with 100% customer satisfaction our goal.

Mission

We strive to be the European market leader in marshmallow production, servicing both B2C and B2B customers with our best in class price, quality, service & innovation.

Strategy

Sales:

- Continue building long term relationships with our customers by continually meeting or exceeding their expectations
- Develop the B2B market opportunity and acquire new customer relationships

Innovation:

- Establish research and development capability for continuous product innovation that will help differentiate Van Damme in the market place

Organization:

- Develop the company culture to collectively deliver the shared vision of Van Damme while incorporating high ethical standards and personnel responsibility
- Establish strong HR processes to bring out the best from our employees and achieve high employee satisfaction
- Ensure that work conditions meet high health and safety standards

Operations:

- Streamline internal processes and make better use of our systems to enhance efficiency, reduce mistakes and create the foundation for further growth
- Develop and invest into a proactive maintenance program to reduce unscheduled production stoppage
- Continue to invest in plant & equipment to ensure capacity grows with demand and quality objectives are met
- Continuously strive for higher product quality while maintaining productivity and efficiency
- Ensure that our suppliers embrace the same commitment to product safety and quality
- Develop long term relationship with suppliers
- Produce in a sustainable and environmentally responsible way; minimize waste where possible

Quality system:

- Manage a BRC/IFS/AC certified quality system with an obligation on continuous improvement based on GMP/HACCP quality management
- Produce products that are food safe and comply with legal requirements in each destination and with customer specification
- Set up a food defense and food fraud plan to avoid intentional adulteration of our products

By successfully delivering our mission and by continuously improving our performances we will enhance customer and employee satisfaction and create value for our stakeholders. This will form the basis for sustainable future growth of the business.

Date: 16/11/2017

Signed: