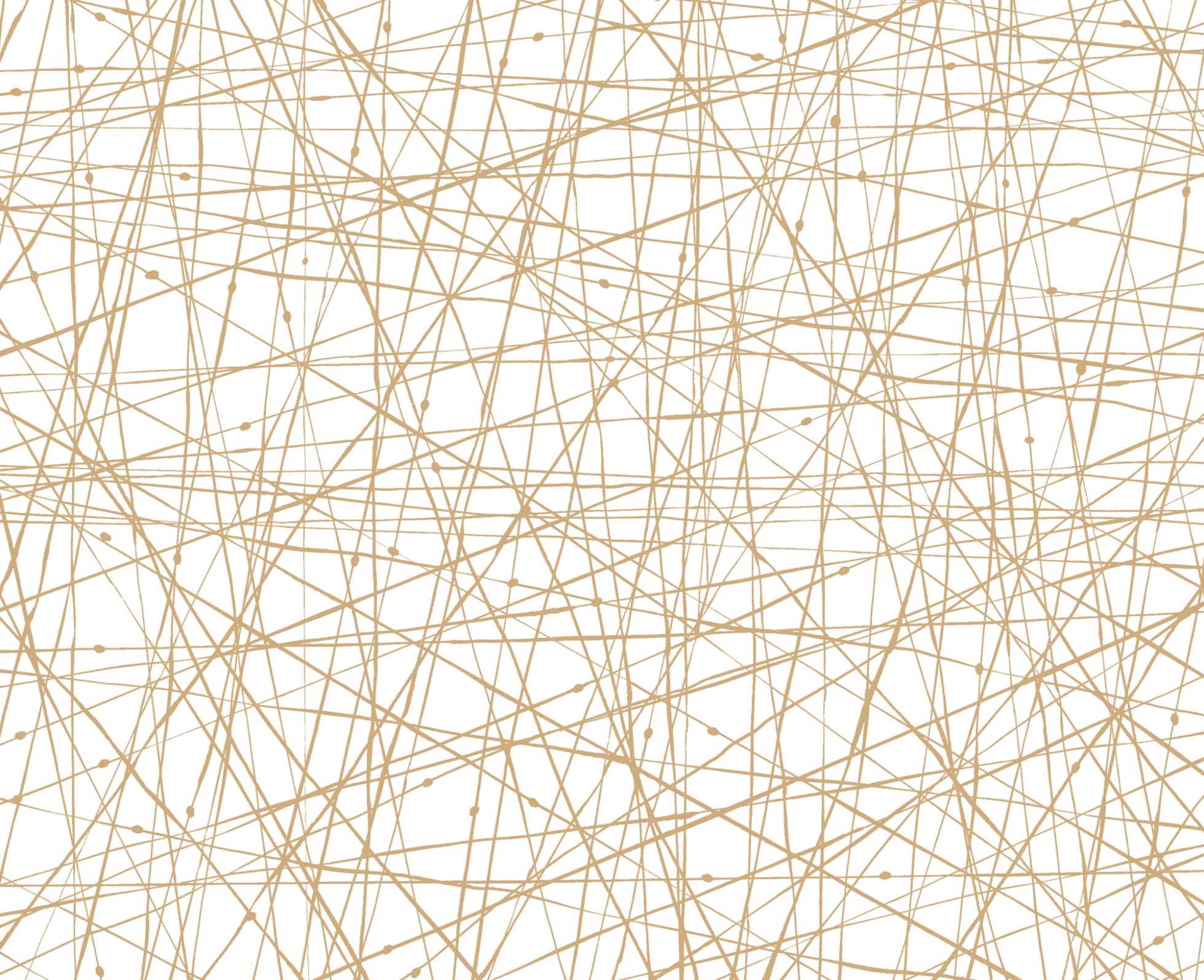


/masdeu/



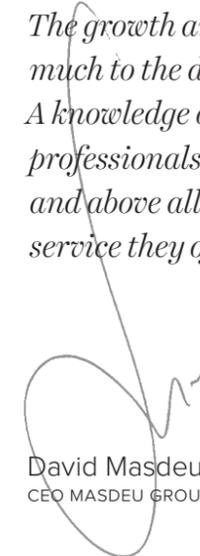


Masdeu

for professionals

Masdeu was born in 1945 as an artisan's bakery shop, who eventually specialized in manufacturing and commercializing ready to fill food bases. This catalogue brings together both traditional and innovative products, neutral, sweet and each in different types of doughs, manufactured in our plants in Puigdàlber, San Vicente del Raspeig and Les Lucs-sur-Boulogne.

The growth and internationalization of Masdeu owes much to the direct and continuous knowledge of its trade. A knowledge of professionals who, working for other professionals, know their demands, anticipate their needs and above all take care of the quality of the product and the service they offer.



David Masdeu
CEO MASDEU GROUP



Our commitment to the ecosystem

✓ *Efficiency*

In recent years, Masdeu has improved how it manages resources internally to make this process more sustainable, and it has made a commitment to transition to a more efficient energy model.

The actions taken include installing reverse osmosis fountains to do away with plastic jugs, renovating facilities with centralized air conditioning, humidity and temperature control, recycling leftovers through certified waste companies to produce animal feed, and installing LED lamps throughout the factory.

☀ *Energy*

Starting in 2023, Masdeu began monitoring its carbon footprint, its goal being to use electricity to produce 80% of its products by 2030.

In 2022, the surface area of photovoltaic modules on the roof was expanded to a total of 3000 m². This means that 50% of the electricity consumed comes from our own photovoltaic energy. Thanks to this installation, which relies on an emission-free technology, we are helping to reduce greenhouse gas emissions (already in 2021, with 1500 m² of solar panels, we avoided 43 tonnes of atmospheric CO₂ emissions).

🍷 *Raw Materials*

Since its inception, Masdeu has worked with high-quality, rigorously selected suppliers to ensure the use of premium ingredients – such as concentrated butter – and non-GMO raw materials, certified RSPO palm oil and eggs from free-range hens.

In addition, we incorporate BE BETTER Plant-based butter alternative, an innovative margarine that significantly reduces environmental impact, delivering an 81% reduction in CO₂ emissions and a 70% decrease in scarce-water use, while maintaining the performance and consistency required for professional applications.

📦 *Packaging*

As a result of our commitment to the environment, we have also made improvements to the packaging of our products:

- Use of PET and RPET plastic packaging.
- Use of packaging with no bisphenol A.
- 100% of our boxes are made from recycled cardboard.
- Use of trays with recycled plastic content above 80%.

Premium Mini Cones

Waffle



DIS560
Mini Cone Neutral Coating Non-Moisture

180 units



DIS561
Mini Cone Basil Coating Non-Moisture

180 units



DIS562
Mini Cone Tomato Coating Non-Moisture

180 units



DIS563
Mini Cone Black Coating Non-Moisture

180 units

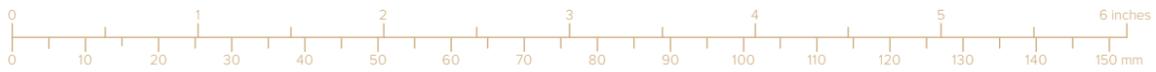


DIS575
Mini Cone Assortment Coating Non-Moisture
Basil, neutral, black, tomato

180 units



Golden sleeve and upright packaging



Moisture resistant

Premium Mini Cones

Waffle



DIS295
Cone "Tapa" Black Sesame

140 units



DIS551
Mini Cone Carrot Coating Non-Moisture

180 units



DIS552
Mini Cone Herbs de Provence Coating Non-Moisture

180 units



DIS553
Mini Cone Truffle Coating Non-Moisture

180 units



DIS554
Mini Cone Onion Coating Non-Moisture

180 units



DIS567
Mini Cone Black Sesame Coating Non-Moisture

180 units



Silver sleeve
and upright packaging



Mini Cones

Waffle



DIS501
Mini Cone Neutral
+ Cardboard Cornet Holder

286 units



DIS503
Mini Cone Basil
+ Cardboard Cornet Holder

260 units



DIS504
Mini Cone Tomato
+ Cardboard Cornet Holder

260 units



DIS505
Mini Cone Black
+ Cardboard Cornet Holder

260 units



DIS502
Mini Cone Assortment + Cardboard Cornet Holder
Basil, neutral, black, tomato

260 units



All products include a cardboard cornet holder



Fill and serve

Premium Mini Tartlets

Shortcrust



DIS401 **Straight-Edge Mini Tartlet, Neutral 38 mm**
192 units  

DIS405 **Straight-Edge Mini Tartlet, Black 38 mm**
192 units  

DIS406 **Straight-Edge Mini Tartlet, Onion 38 mm**
192 units  

DIS407 **Straight-Edge Mini Tartlet, Sesame 38 mm**
192 units  



DIS404 **Straight-Edge Mini Tartlet, Assortment (Neutral and Black) 38 mm**
192 units  

DIS252 **Mini Tartlet, Neutral 40 mm**
280 units  

DIS410 **Straight-Edge Mini Tartlet, Rectangle Neutral 55 mm**
144 units  



It can be baked 
Moisture resistant 

Tartlets

Shortcrust, Puff pastry and Snack



DIS246
Mini Tartlet Star

192 units



DIS255
Mini Tartlet Croc

640 units



DIS254
Sablée Tartlet

135 units



DIS243
Tartlet Snack 70 mm

180 units



DIS242
Tartlet Snack 85 mm

144 units



DIS305
Tartlet Snack 110 mm

42 units



New



DIS230
Mini Spoon

252 units



DIS292
Mini Crunchy Tartlet

288 units

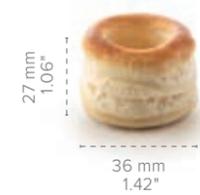


Sweet and savoury fillings 
Fill and serve 

It can be baked 
Moisture resistant 

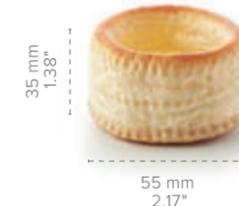
Vol-au-vents

Puff pastry



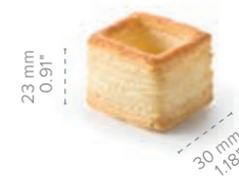
DIS202
Mini Vol-au-vent 36 mm

240 units



DIS204
Vol-au-vent 55 mm

100 units



DIS206
Mini Vol-au-vent Squared

240 units



DIS201
Vol-au-vent 70 mm

90 units



DIS200
Vol-au-vent 83 mm

72 units



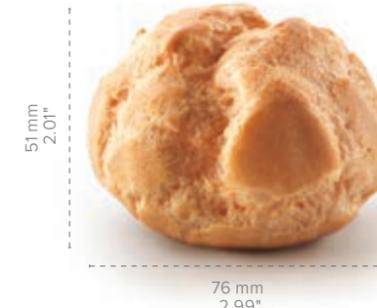
Our puff pastry bases are produced according to the French method, the tourage, which ensures the formation of crispy layers during baking.



We recommend 5 minutes in the oven

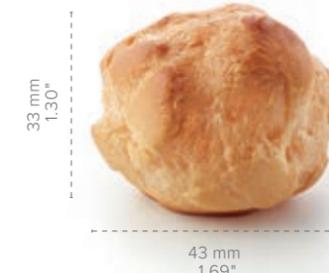
Profiterols and Éclairs

Choux



DIS272
Profiterol

120 units



DIS260
Mini Profiterol

200 units



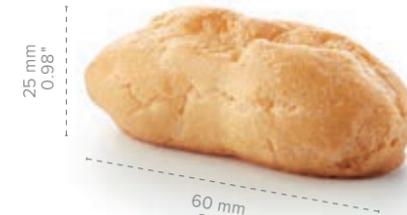
Butter

Tradition associates choux pastry with sweet pastries. However it also combines very well with savoury fillings.



DIS231
Éclair

140 units



DIS258
Mini Éclair

240 units



Butter



Fill 5h before serving 
Sweet and savoury fillings 

Macarons



DIS600
Cocoa Macaron

384 units



DIS601
Neutral Macaron

384 units



DIS602
Pink Macaron

384 units



DIS603
Orange Macaron

384 units



DIS604
Green Macaron

384 units



DIS605
Violet Macaron

384 units



DIS606
Yellow Macaron

384 units



DIS620
Garnet Macaron

384 units



DIS650
Black Macaron

384 units



DIS651
Turquoise Macaron

384 units



Sweet and savoury fillings

Fill at least 5 hours before serving

Macarons



DIS664
Cocoa Macaron 45 mm

240 units



DIS665
Neutral Macaron 45 mm

240 units



DIS666
Pink Macaron 45 mm

240 units



DIS667
Green Macaron 45 mm

240 units



DIS690
Big Macaron Cocoa

48 units



DIS691
Big Macaron Neutral

48 units



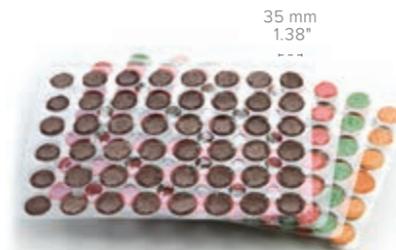
DIS692
Big Macaron Pink

48 units



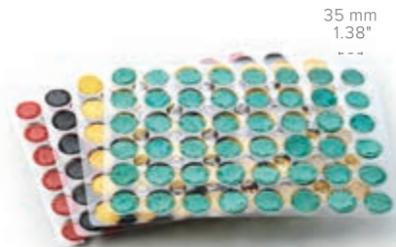
Sweet and savoury fillings 
Fill at least 5 hours before serving 

Macarons



DIS617
Macarons Assortment, Spring
Pink, cocoa, green and orange.

384 units



DIS618
Macarons Assortment, Summer
Yellow, garnet, turquoise and black.

384 units



DIS610
Macarons Assortment 6 Colours
Neutral, orange, pink, green,
cocoa and violet.

576 units



1. Fill



2. Cover



3. Let Stand

5 hours until the shell absorbs
the moist of the filling.



4. Ready to eat or freeze



Sweet and
savory fillings 
Fill at least 5 hours
before serving 

Premium Tartlets

Shortcrust



Butter



18 mm
0.71"

40 mm
1.57"

DIS251
**Mini Tartlet,
Sweet 40 mm**
280 units

☐ 🔪

Butter



18 mm
0.71"

40 mm
1.57"

DIS249
**Mini Tartlet,
Cocoa 40 mm**
280 units

☐ 🔪

Butter



20 mm
0.79"

38 mm
1.50"

DIS403
**Straight-Edge Mini Tartlet,
Assortment (Sweet & Cocoa) 38 mm**
192 units

☐ 🔪

Butter



20 mm
0.79"

38 mm
1.50"

DIS400
**Straight-Edge Mini Tartlet,
Sweet 38 mm**
192 units

☐ 🔪

Butter



20 mm
0.79"

38 mm
1.50"

DIS402
**Straight-Edge Mini Tartlet,
Cocoa 38 mm**
192 units

☐ 🔪

Butter



20 mm
0.79"

38 mm
1.50"

DIS408
**Straight-Edge Mini Tartlet,
Cocoa Nibs 38 mm**
192 units

☐ 🔪

Butter



20 mm
0.79"

27 mm
1.06"

55 mm
2.17"

DIS411
**Straight-Edge Mini Tartlet,
Rectangle Sweet 55 mm**
144 units

☐ 🔪

Butter



20 mm
0.79"

27 mm
1.06"

55 mm
2.17"

DIS412
**Straight-Edge Mini Tartlet,
Rectangle Cocoa 55 mm**
144 units

☐ 🔪

Butter



16 mm
0.63"

35 mm
1.38"

DIS283
**Straight-Edge Mini Tartlet,
Square Sweet 35 mm**
240 units

☐ 🔪



It can be baked ☐
Moisture resistant 🔪

Premium Tartlets

Shortcrust



Butter

SWEET BASES



DIS281
Straight-Edge Tartlet,
Sweet 50 mm

200 units



DIS294
Straight-Edge Tartlet,
Cocoa 50 mm

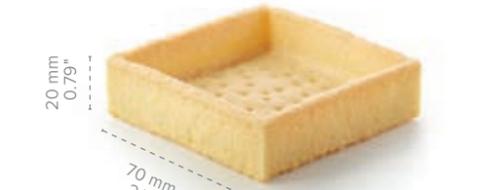
200 units



New recipe

DIS307
Straight-Edge Tartlet,
Sweet 70 mm

96 units



DIS284
Straight-Edge Tartlet,
Square Sweet 70 mm

96 units



New recipe

DIS308
Straight-Edge Tartlet,
Sweet 80 mm

96 units



New recipe

DIS309
Straight-Edge Tartlet,
Cocoa 80 mm

96 units



Premium Plant-Based Tartlets

Shortcrust



New
Plant Based

SWEET BASES



DIS311
Straight-Edge Plant-Based Mini Tartlet, Sweet 38 mm
192 units



DIS312
Straight-Edge Plant-Based Mini Tartlet, Cocoa 38 mm
192 units



DIS313
Straight-Edge Plant-Based Tartlet, Sweet 50 mm
200 units



DIS314
Straight-Edge Plant-Based Tartlet, Cocoa 50 mm
200 units



DIS315
Straight-Edge Plant-Based Tartlet, Sweet 80 mm
96 units

BE BETTER MY FRIEND.

Tartshells, which are crafted with Plant-based butter alternative from Be Better, offer the same crisp texture, structure, and reliability you expect from our classic range. Now lactose-free and made without colouring.



It can be baked 
Moisture resistant 

Tartlets, Sheets and Savarins

Shortcrust and Sponge Cake



DIS291
Tartlet Sablée Sweet 83 mm

135 units



DIS257
Tartlet Sablée Sweet 110 mm

72 units



DIS306
Tartlet Sablée Sweet 210 mm

10 units



DIS250
Tart Sablée Sweet 280 mm

10 units



DIS271
Mini Savarin

120 units



DIS700
Sponge Rolled Cake

12 units



DIS701
Sponge Rolled Cake, Cocoa

12 units



The high egg content in the sponge cake sheets guarantees their flexibility and enables them to be rolled or used as a cake layer.



Very flexible



It can be baked



Fill and serve



Soak in liquor and serve

Premium Mini Cones

Waffle



DIS570
Mini Cone Biscuit Coating Non-Moisture
180 units  



DIS581
Mini Cocoa Cone
180 units  



DIS564
Mini Cone Cocoa Interior
180 units  



DIS582
Mini Nutty Cocoa Cone
180 units  



DIS583
Mini Cone Cocoa Pink Topping
180 units  



DIS584
Mini Cone Cocoa Yellow Topping
180 units  



DIS590
Mini Cone Cocoa Assortment 4 Colours
Cocoa, nutty cocoa, cocoa yellow topping, cocoa pink topping
180 units  



Packed in upright position



Vegan-friendly 
Moisture resistant 

Rolled Biscuits and Cones

Waffle and Wafer



DIS265
Cocoa Rolled Biscuit

66 units



DIS266
Nutty Cocoa Rolled Biscuit

66 units



DIS267
Mini Cocoa Rolled Biscuit

165 units



DIS268
Mini Nutty Cocoa Rolled Biscuit

165 units



DIS270
Mini Toasted Coconut Cocoa Rolled Biscuit

165 units



DIS269
Mini Cone Biscuit

715 units



The crunchy texture of our waffle dough is completed with the creaminess of classic fillings such as whipped cream or more elaborated and creative ones.

Vegan-friendly

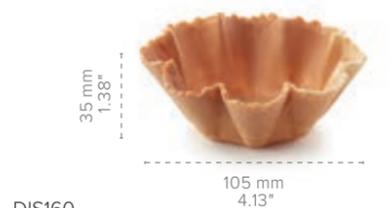
Fill and serve

Moisture resistant



Tulips

Waffle



DIS160
Tulip Flower

72 units



DIS161
Tulip Flower Cocoa

72 units



DIS101
Tulip Basket

96 units



DIS170
Medium Tulip Biscuit

120 units



DIS171
Cocoa Interior Medium Tulip

120 units



DIS172
Medium Tulip Cocoa

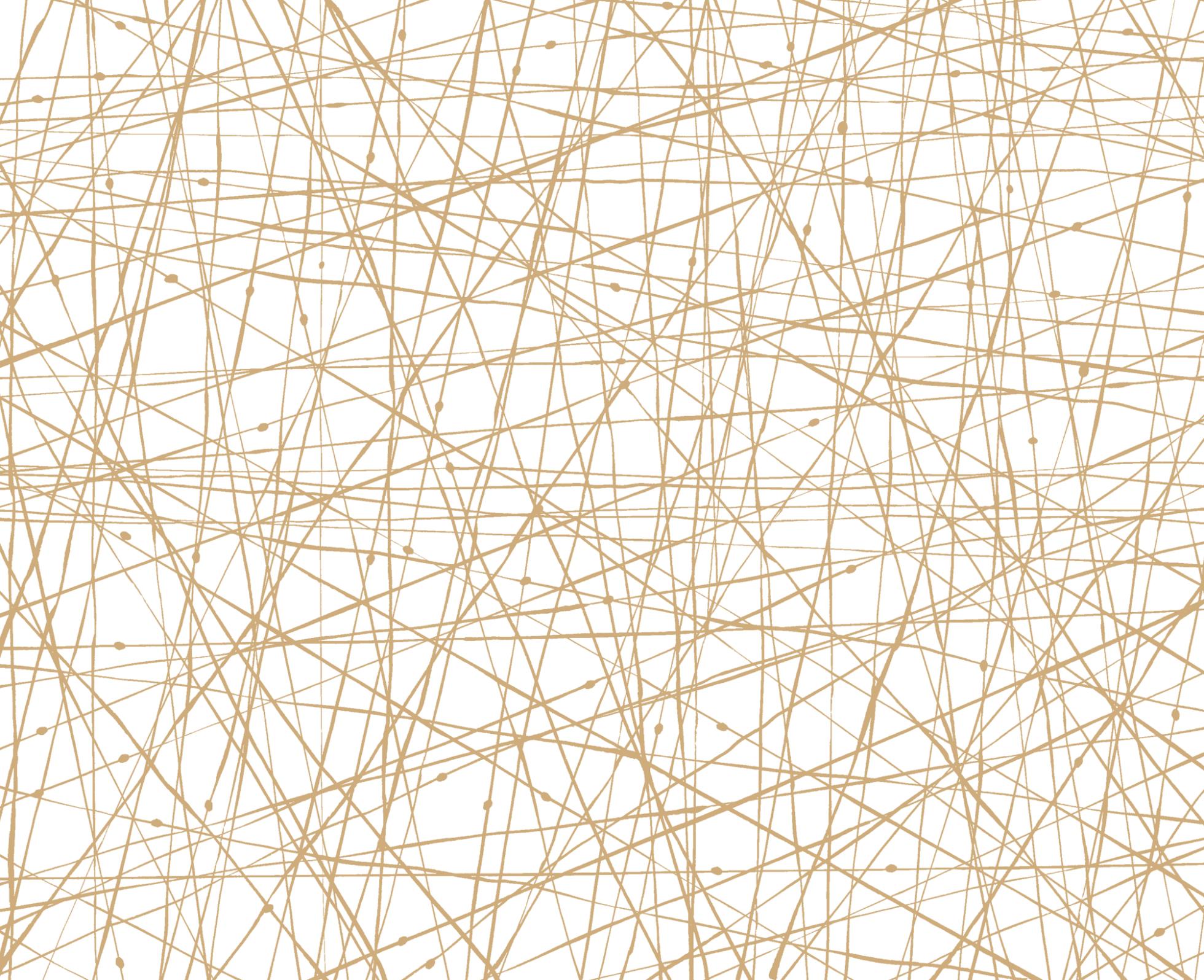
120 units



Vegan-friendly

Fill and serve

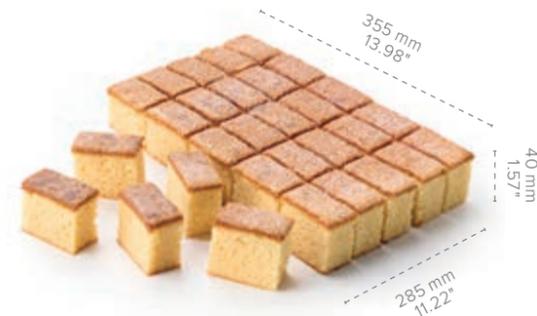
Moisture resistant



Frozen
Product



Pre-cut Sponge Cake



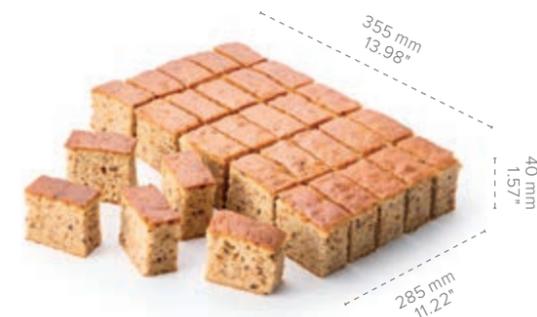
PT0000638
**Pre-cut Sponge Cake
Classic**

1840 g



PT0000640
**Pre-cut Sponge Cake
Classic Cocoa**

2230 g



PT0000637
**Pre-cut Sponge Cake
Carrot**

2270 g



*Soft and fluffy cakes, pre-cut
into individual serving
portions, ready to serve:
convenient and uniform.*



Temperature:
Min. -18°C / -0,4°F



Shelf life:
Frozen (-18°C/ -0,4 °F): 12 months Once thawed, cold (+4°C/+ 39,2 °F): 14 days



Portions:
60 portions



Units per box: 2 units **Boxes/base:** 6 boxes **Boxes per pallet:** 84 boxes



Round Sponge Cake



2040005
Round Sponge Cake Sacher

855 g



2120001
Round Sponge Cake Red Velvet

1048 g



2220002
Round Sponge Cake Carrot

1100 g

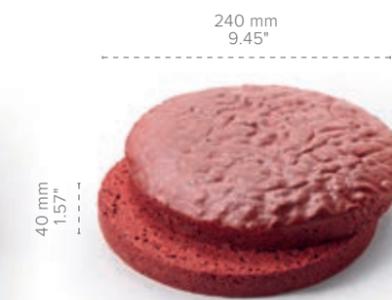


FROZEN PRODUCT



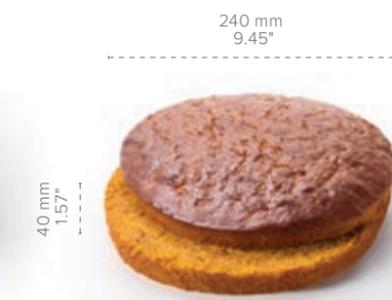
PT0000660
Round Sponge Cake Sacher Pre-sliced

855 g



PT0000661
Round Sponge Cake Red Velvet Pre-sliced

1048 g



PT0000658
Round Sponge Cake Carrot Pre-sliced

1100 g



Temperature:
Min. -18°C / -0,4°F



Shelf life:
Frozen (-18°C/ -0,4 °F): 12 months Once thawed, cold (+4°C/+ 39,2 °F): 14 days



Units per box: 2 units **Boxes/base:** 6 boxes **Boxes per pallet:** 114 boxes

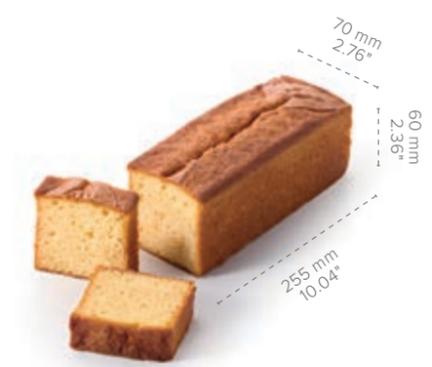
Premium recipes with creamy textures. Ideal for pastry shops, but also perfect to enjoy as it is.



Ready-to-eat

Pre-sliced

Plum Cake



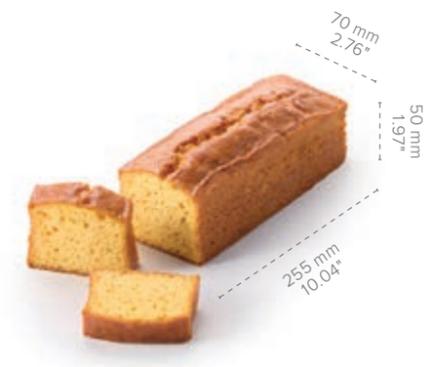
PT0000231
Plum Cake Classic
510 g



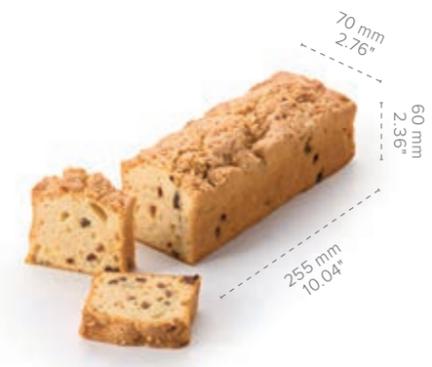
PT0000232
Plum Cake Classic Cocoa
560 g



PT0000233
Plum Cake Carrot
540 g



PT0000511
Plum Cake Orange
505 g



PT0000287
Plum Cake Raisins And Orange
540 g



FROZEN PRODUCT

- Temperature:**
Min. -18°C / -0,4°F
- Shelf life:**
Frozen (-18°C / -0,4 °F): 12 months Once thawed, cold (+4°C / +39,2 °F): 14 days
- Units per box:** 6 units **Boxes/base:** 6 boxes **Boxes per pallet:** 114 boxes

Perfect solution for caterings, events or buffets. Ready to garnish.



Ready-to-eat

Genoise



PT0000343
Genoise Round

550 g



2020001
Genoise Round Cocoa

620 g



PT0000662
Genoise Round Pre-sliced

550 g



PT0000663
Genoise Round Cocoa Pre-sliced

620 g



FROZEN PRODUCT

Made with the traditional sponge cake recipe. The ideal base for your creations.



Temperature:
Min. -18°C / -0,4°F



Shelf life:
Frozen (-18°C / -0,4 °F): 12 months Once thawed, cold (+4°C / + 39,2 °F): 14 days



Units per box: 6 units **Boxes/base:** 6 boxes **Boxes per pallet:** 60 boxes



Pre-sliced

Sponge Cake Sheets



PT0000666
**Sponge Rolled Cake
Soft Skin**

340 g



1210001
**Sponge Rolled Cake
Cocoa**

330 g



1080005
**Sponge Cake Sheet
FLE**

418 g



1090004
**Sponge Cake Sheet
Cocoa FLE**

418 g



3330001
**Sponge Cake Disk
240 mm**

81 g



FROZEN PRODUCT



Temperature:
Min. -18°C / -0,4°F



Shelf life:
Frozen (-18°C/ -0,4 °F): 12 months Once thawed, cold (+4°C/+ 39,2 °F): 14 days



Type:	Units per box:	Boxes/base:	Boxes per pallet:
Rolled Sponge Cake	8 units	4 boxes	84 boxes
Flat Sponge Cake	7 units	4 boxes	84 boxes
Round Sponge Cake	36 units	6 boxes	66 boxes



Very flexible

Royal Sponge Cake Sheet



PT0000189
**Royal Sponge Cake Sheet
 Red Velvet**
 285 g



PT0000190
**Royal Sponge Cake Sheet
 Carrot**
 285 g



PT0000209
**Royal Sponge Cake Sheet
 Pistachio**
 285 g

*Colorful and creamy bases.
 Perfect for creative desserts
 and cakes.*



Temperature:
 Min. -18°C / -0,4°F



Shelf life:
 Frozen (-18°C/ -0,4 °F): 12 months Once thawed, cold (+4°C/+ 39,2 °F): 14 days



Units per box: 12 units **Boxes/base:** 4 boxes **Boxes per pallet:** 84 boxes



Biscuit Base



9 mm
0.35"

240 mm
9.45"

5010004
Biscuit Base

230 g



9 mm
0.35"

240 mm
9.45"

5010011
Biscuit Base, Cocoa

230 g



15 mm
0.59"

240 mm
9.45"

5010005
**Biscuit Base
Suitable for Oven**

460 g



Temperature:
Min. -18°C / -0,4°F



Shelf life:
Frozen (-18°C/ -0,4 °F): 12 months Once thawed, cold (+4°C/+ 39,2 °F): 14 days



Type:	Units per box:	Boxes/base:	Boxes per pallet
Biscuit base	20 units	6 boxes	60 boxes
Biscuit base for oven	10 units	6 boxes	60 boxes



FROZEN PRODUCT

Holders



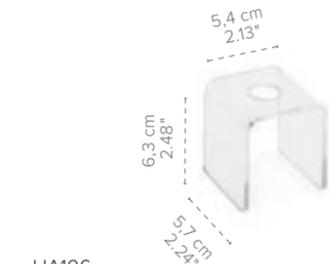
HA111
Plastic Holder Tower
(56 Macarons)
2 units



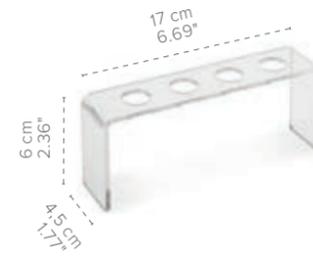
HA108
Plastic Holder Tower
(48 Mini Cones)
1 unit



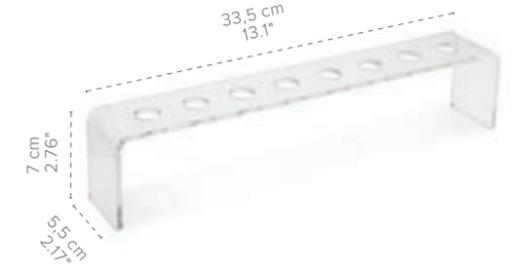
HA104
Plastic Holder Tower
(100 Mini Cones)
1 unit



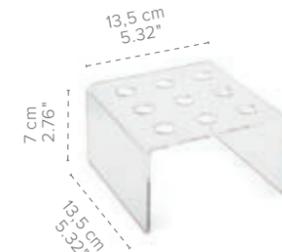
HA106
Plastic Holder Individual
15 units



HA103
Plastic Holder Rectangle
(4 Mini Cones)
10 units



HA100
Plastic Holder Rectangle
(8 Mini Cones)
12 units



HA101
Plastic Holder Square
(9 Mini Cones)
8 units



HA102
Plastic Holder Palette
(38 Mini Cones)
10 units



589005
Cardboard Holder Palette
(32 Mini Cones)
25 units



HA109
Plastic Holder Palette
(32 Mini Cones)
4 units



HA110
Plastic Holder Palette
(32 Macarons)
4 units

Camí de Bellavista, s/n
08797 Puigdàlber
Barcelona · Spain



IH-359/1.6/B/41



9-0111-11-100-00

Check our progress in www.rspo.org
(<https://rspo.org/members/9-0111-11-000-00/>)

Partida Canastell, 1-69
03690 San Vicente del Raspeig
Alicante · Spain



87, bd de Lattre de Tassigny
85170 Les Lucs sur Boulogne
France



IH-359/1.6/B/41



9-1971-17-100-00

Check our progress in www.rspo.org
(<https://rspo.org/members/9-1971-17-000-00/>)



Printed by certified LED UV machine (100% ecological printing)

/masdeu/

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