

graci

FUNCTIONAL CEREALS

CATALOGUE 2023



MUESLI



GRANOLA

CLICK ON THE PICTURE
TO ACCESS
INFORMATION



QUICK MEALS

NEW



BABY CEREALS

NEW



HOT CEREALS

LOGISTICS 

PRIVATE LABEL 

TIMELINE:

- ◆ **2009** – born in the kitchen
- ◆ **2012** – Felici LLC was founded
- ◆ **2016** – Norway grant research
- ◆ **2017** – Investments
- ◆ **2018** – New premises
- ◆ **2018** – HEALTH product line
- ◆ **2018** – First Private Label project
- ◆ **2018** – Red dot Best of the Best
- ◆ **2019** – BRC A level
- ◆ **2020** – BRC AA level
- ◆ **2020** – Scientific research projects
- ◆ **2021** – Launch of Graci organic and gluten-free products
- ◆ **2022** – Launch of Graci granola product line and improved HEALTH product line
- ◆ **2023** – BRCGS Gluten Free certification 
- ◆ **2023** – Launch of organic baby cereal product line 

GRACI BRAND

ORIGINATES IN LATVIA 

Felici LLC is a Latvian manufacturer of grain mill products established in 2012. Felici's own brand "Graci" includes functional muesli, hot cereal and quick meals of high nutritional value.

Graci products are a natural source of different minerals and vitamins that are reflected in the product functionality and name such as Energetic - Magne B, Hi Beautiful – Pro collagen, Thin – Gluten Free, High Power – protein and others.

Products are designed for the joyful and active. Sportsmen choose Graci - amateurs, professionals and people who focus on their weight changes look and cares about the quality of food. Graci products do not contain any flavour enhancers, artificial colorings or flavourings



Felici LLC factory in Adazi, Latvia






YOU ARE WHAT YOU EAT

RESEARCH BASED,
WHOLESOME
PRODUCTS TO
KICKSTART THE DAY!



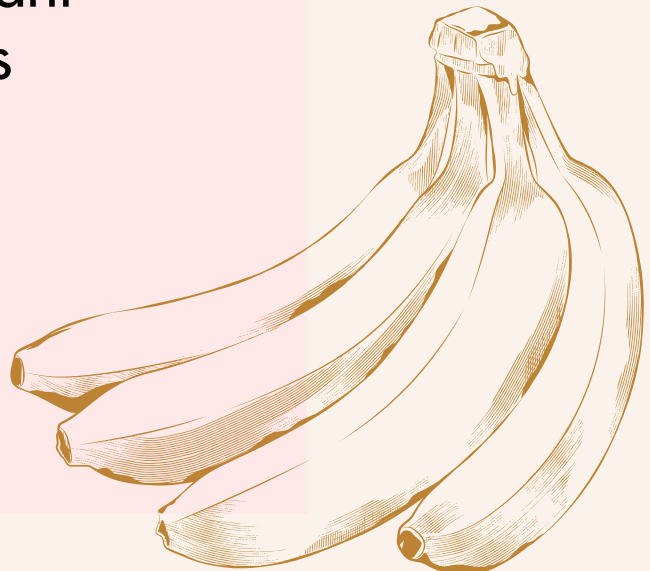
 **reddot award**
best of the best



ORGANIC BABY CEREALS



Support Your child's
development and
growth with plant
based nutrients



NEW

ORGANIC BABY CEREALS

6m+



ORGANIC



NO ADDED
MILK



NO ADDED
SUGAR



100%
NATURAL



READY IN 2
MINUTES



WHOLEGRAIN PORRIDGE WITH BANANA AND
CAROB POWDER (140G/20G)

Wholegrain oat and spelt flakes, dried banana
flakes, acerola cherry powder and carob
powder.



WHOLEGRAIN PORRIDGE WITH BANANA AND
BLUEBERRIES (140G/20G)

Wholegrain oat and spelt flakes, dried banana
flakes, acerola cherry powder and freeze-dried
blueberry pieces.





HOT CEREALS



Fill Yourself with warm
goodness. Choose the
base and top it with
Your favourite things.



NEW

HOT CEREALS



READY IN
5 MINUTES



VEGAN
FRIENDLY

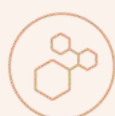


100% NATURAL



COUSCOUS WITH VEGETABLES, 300G

A delightful blend of couscous together with carrot, flaxseeds, tomato and pepper powder, dill, leek, and cayenne pepper powder.



SOURCE OF PHOSPHORUS
AND PROTEIN



RICE & LENTIL WITH VEGETABLES, 220G

A mix of rice, lentils, dried carrot, dried garlic powder, and dried tomato powder.

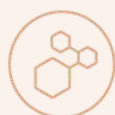


SOURCE OF PHOSPHORUS
AND FIBRE



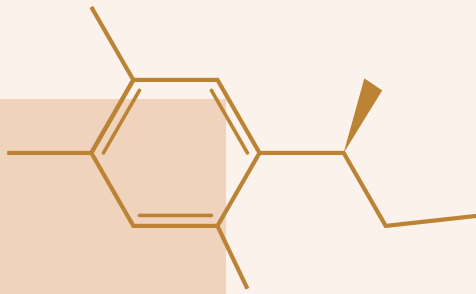
BUCKWHEAT WITH VEGETABLES, 300G

Combination with buckwheat, flaxseeds, carrot, onion, garlic, dill parsley, and pepper.



SOURCE OF IRON
AND FIBRE.

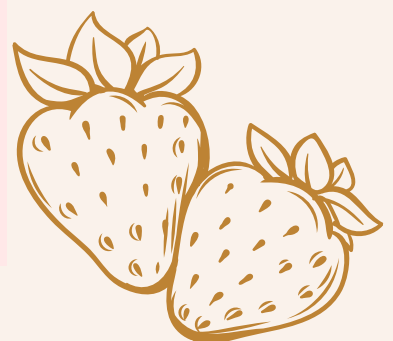




MUESLI



Delicious and
nutritious recipes with
unique ingredients
and flavour
combinations for Your
health and wellbeing.



FUNCTIONAL MUESLI

Graci signature product line HEALTH.



Hi Beautiful



Energetic



Amazing



Light



Thin



High Power

HI BEAUTIFUL

Pro-Collagen, for your skin, 300g



PRO COLLAGEN



100% NATURAL



SUPER CRUNCHY



ZINC



VITAMIN C

Toasted
wholegrain flakes

Turmeric

Elderberries

Strawberry
pieces

Acerola

High nutritional value



The product is a natural source of:

- Zinc that contributes to normal skin, hair and nails
- Vitamin C that contributes to normal collagen formation for the normal function of skin

ENERGETIC

Magne B, to reduce tiredness 400g



MAGNE B



100% NATURAL



SUPER CRUNCHY



THIAMINE (B1)



MAGNESIUM



The product is a natural source of:

- Magnesium that contributes to a reduction of tiredness and fatigue
- Thiamine (Vitamin B1) that contributes to a normal energy-yielding metabolism

LIGHT

De-tox, for your body, 300g



DE-TOX



100% NATURAL



SUPER CRUNCHY



PHOSPHORUS



MAGNESIUM



The product is a natural source of:

- Phosphorus & Magnesium that contributes to normal energy-yielding metabolism
- High fibre

THIN

Gluten-free, for your metabolism, 400g



GLUTEN-FREE



100% NATURAL



NO ADDED SUGAR



NIACIN



PHOSPHORUS



The product is a natural source of:

- Phosphorus & Niacin (Vitamin B3) that contributes to normal energy-yielding metabolism

HIGH POWER

Protein, for your muscle mass, 300g



PROTEIN



100% NATURAL



VEGAN FRIENDLY



ZINC



IRON

Chocolate granola

Cocoa powder

Pea protein

High nutritional value



The product is a natural source of:

- Iron that contributes to the normal function of the immune system
- Zinc that contributes to normal protein synthesis
- High in protein - 21%

ART OF MUESLI



ART OF MUESLI



VEGAN
FRIENDLY



100% NATURAL



CHOCOLATE, 500G

Crunchy flakes with the sweetness of chocolate, a hint of peppers, the warmth of cinnamon and freshness of strawberries



LOW SUGAR



FRUITS, 500G

A real set of super products, such as wheat flakes, triticale flakes, dates, goji berries, white mulberries, apples, and raspberries.



NO ADDED SUGAR



NUTS, 500G

Five different nuts and seeds, crunchy buckwheat and coffee beans



LOW SUGAR



GLUTEN FREE



GLUTEN FREE



GLUTEN FREE



VEGAN
FRIENDLY



NO ADDED
SUGAR



100% NATURAL



GLUTEN FREE MUESLI WITH 37% DRIED
FRUITS AND SEEDS, 400G

Gluten-free oat, raisins, sunflower seeds, apple,
goji berries, apricot, and pumpkin seeds.



SOURCE OF VITAMIN E, PHOSPHORUS, IRON



GLUTEN FREE MUESLI WITH 50%
DRIED FRUITS, NUTS AND SEEDS, 400G

Gluten-free oat, dates, sunflower seeds,
pecan pieces, coconut chips, almond flakes,
peanut pieces, cacao nibs.



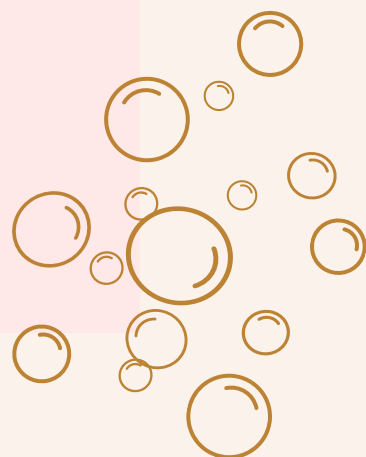
SOURCE OF ZINC, MAGNESIUM AND VITAMIN E



GRANOLA



Kickstart Your day
with excitement!
Choose between these
extra crunchy recipes
and dare to be
different!



GRANOLA



REDUCED
SUGAR



SUPER
CRUNCHY



100% NATURAL



BUBBLE GUM GRANOLA, 250G

Honey granola, oat flakes, marshmallow pieces, ice cream pieces with bubble gum flavour



POPPING CANDY GRANOLA, 250G

Chocolate granola, oat flakes, honey granola, popping caramel pieces, salted caramel pieces.



TRIPLE CHOCOLATE, 250G

Chocolate granola, oats, two different chocolate pieces, white chocolate.



5 MINUTE MEALS



At work, school or in nature? Take a quick, easy and healthy option with you. Pour hot water and enjoy your meal after 5 minutes.



5 MINUTE MEALS



READY IN
5 MINUTES



100% NATURAL



BUCKWHEAT MEAL, 75G

Buckwheat flakes, flaxseeds,
carrot, onion, garlic, dill,
parsley, pepper



VEGAN FRIENDLY



COUSCOUS MEAL, 75G

Couscous, carrot, flaxseeds,
tomato, pepper, dill, leek.



VEGAN FRIENDLY



RASPBERRIES & CHIA SEEDS MEAL, 50G

Oats, fruit and berry
mixture, chia seeds



NO ADDED SUGAR



PEANUT BUTTER & SEA SALT, MEAL 50G

Oats, fruit and nut mixture,
milk powder, cacao nibs.



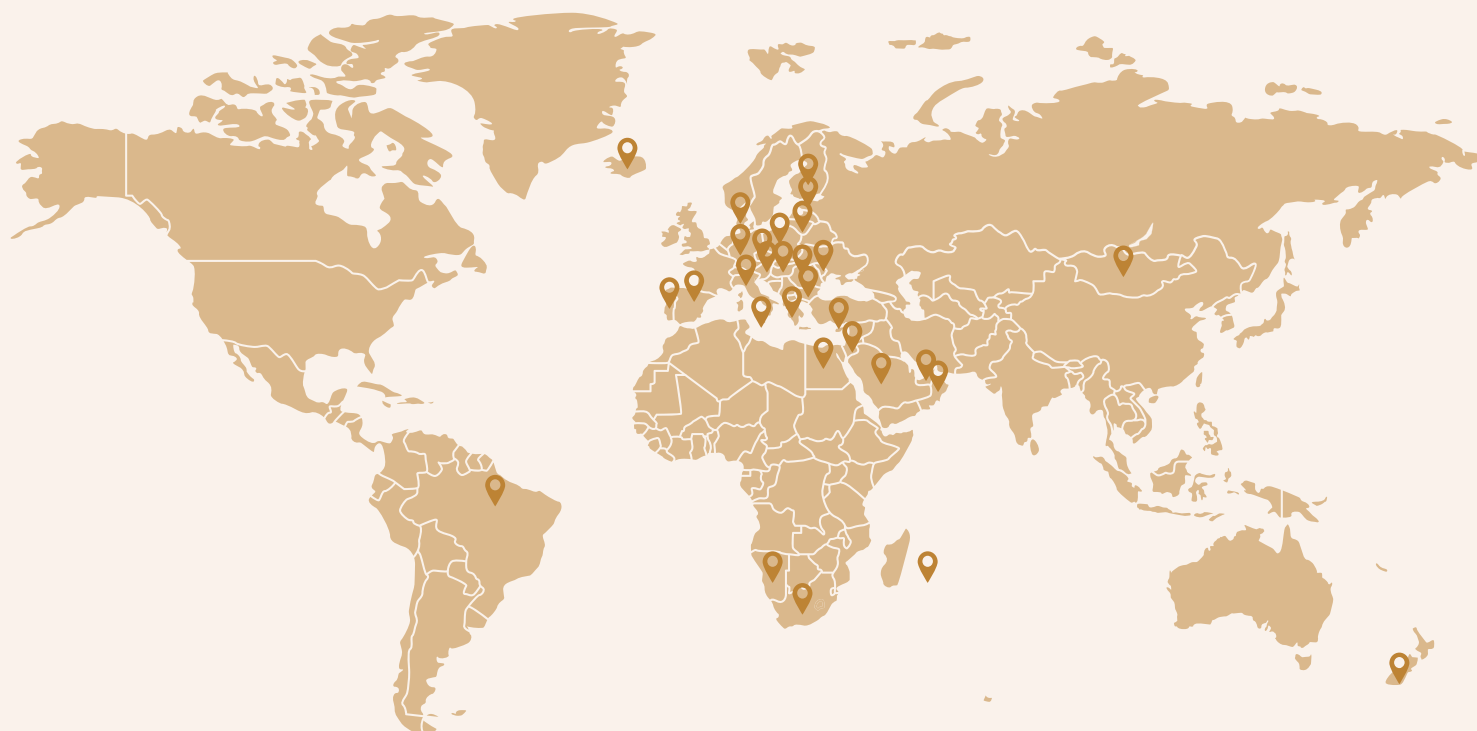
NO ADDED SUGAR

RECYCLABLE
PACKAGING 



EXPORT

Felici LLC exports its products to more than **25**
countries



Export account for **80%** of companies total revenue

MAIN CLIENTS:

BILLA

SPAR 

Rimi

קשת טעמים

REWE

LuLu
GROUP INTERNATIONAL



MAXIMA

Carrefour


Spinneys

 **Mercator**

 **Kaufland**

pams






MUESLI IN POUCH

CLICK ON PICTURE
TO GO TO
PRODUCT PAGE




	Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf live	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
	Functional muesli Graci HI BEAUTIFUL V2.1	4751019530854	300g	320g	12 months	6	30x20x22,5	144
	Functional muesli Graci ENERGETIC V2.1	4751019530762	400g	420g	12 months	6	30x20x22,5	144
	Functional muesli Graci AMAZING V2.1	4751019530816	400g	420g	12 months	6	30x20x22,5	144
	Functional muesli Graci LIGHT V2.1	4751019530809	300g	320g	12 months	6	30x20x22,5	144
	Functional muesli Graci THIN V2.1	4751019539048	400g	420g	12 months	6	30x20x22,5	144
	Functional muesli Graci HIGH POWER V2.1	4751019530847	300g	320g	12 months	6	30x20x22,5	144
	Muesli Graci PASSIONFRUIT	4751019531011	300g	320g	12 months	6	30x20x22,5	144
	Muesli Graci PEANUTS	4751019531035	300g	320g	12 months	6	30x20x22,5	144
	Graci functional BRAIN-GUT muesli BIRCHER	4751019530106	350g	370g	12 months	6	30x20x22,5	144
	Graci functional BRAIN-GUT muesli SWEET FRUIT & ROOT	4751019530137	350g	370g	12 months	6	30x20x22,5	144

MUESLI IN TUBE

CLICK ON PICTURE
TO GO TO
PRODUCT PAGE





	Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf live	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
	Muesli Graci NUTS	4751019530977	500g	610g	18 months	6	33x22x26	96
	Muesli Graci CHOCOLATE	4751019530984	500g	610g	18 months	6	33x22x26	96
	Muesli Graci FRUITS	4751019530991	500g	610g	18 months	6	33x22x26	96
	Gluten free Graci muesli with 37% dried fruits and seeds	4751019538775	400g	473g	12 months	6	33x22x17	144
	Gluten free Graci muesli with 50% dried fruits, seeds and nuts	4751019538768	400g	473g	12 months	6	33x22x17	144

GRANOLA






	Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf live	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
	Graci triple chocolate granola	4751019531073	250g	265g	12 months	10	30x20x22,5	144
	Graci bubble gum granola	4751019531080	250g	265g	12 months	10	30x20x22,5	144
	Graci popping candy granola	4751019531097	250g	265g	12 months	10	30x20x22,5	144

5 MINUTE MEALS

CLICK ON PICTURE
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PRODUCT PAGE





	Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf live	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
	Graci functional buckwheat quick meal	4751019530328	75g	90g	18 months	12	30x20x21	160
	Graci functional couscous quick meal	4751019530311	75g	90g	18 months	12	30x20x21	160
	Graci functional oatmeal with raspberries and chia seeds	4751019531066	50g	70g	12 months	12	30x20x21	160
	Graci functional oatmeal with peanut butter and sea salt	4751019531059	50g	70g	12 months	12	30x20x21	160

HOT CEREALS IN POUCH

	Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf live	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
	Hot cereal Graci POWER	4751019530878	400g	415g	12 months	6	30x20x22,5	144
	Hot cereal Graci SHAPE	4751019530908	400g	415g	12 months	6	30x20x22,5	144
	Hot cereal Graci couscous with vegetables mix, ready in 5 min.	4751019531110	300g	315g	18 months	10	30x20x22,5	144
	Hot cereal Graci buckwheat with vegetables mix, ready in 5 min.	4751019531103	300g	315g	18 months	10	30x20x22,5	144
	Hot cereal Graci rice & lentil with vegetables mix, ready in 5 min.	4751019531189	220g	235g	18 months	10	30x20x22,5	144

BABY CEREALS

CLICK ON PICTURE
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PRODUCT PAGE

	Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf live	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
	Graci & Ricijs Ru organic wholegrain porridge with banana and caroba powder	4751019531172	140g	155g	12 months	10	38x19,5x19,5	120
	Graci & Ricijs Ru organic wholegrain porridge with banana and caroba powder	4751019531165	20g	30g	12 months	16	38x19,5x15	168
	Graci & Ricijs Ru organic wholegrain porridge with banana and blueberries	4751019531141	140g	155g	12 months	10	38x19,5x19,5	120
	Graci & Ricijs Ru organic wholegrain porridge with banana and blueberries	4751019531158	20g	30g	12 months	16	38x19,5x15	168

PRIVATE LABEL

PRODUCT RECIPES CAN BE CUSTOMIZED OR TAILOR
MADE ACCORDING TO PRIVATE LABEL NEEDS



OUR RANGE OF PROFESSIONAL
SERVICES INCLUDE:

- Customizable recipes with naturally high nutrients under Your brand
- New product development by our internal R&D food engineer team
- Your recipes realized under our manufacturing competencies
- Manufacturing apacity of 650-900 kg per hour, depending on product recipe and packaging types
- Sustainable solutions for packaging and overall product
- Solutions for extra long shelf life

CONTACT OUR SALES TEAM FOR MORE INFORMATION

CONTACT INFORMATION

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