

Jules Destrooper

Best product of the year: 2022-2023 and 2023-2024

Jules Destrooper Butter Crisps with dark chocolate and Butter Crisps with salted caramel were chosen the best product of the year.

This recognition underlines the quality and craftsmanship for which Jules Destrooper is known. The combination of traditional Belgian Butter Crisps with contemporary flavor additions, dark chocolate and salted caramel, appeals to the imagination of both traditional and contemporary consumers. These awards emphasize the innovative spirit of our company and underline the importance of evolving as a brand with the consumer needs.



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Bronze Award – ISM Consumer Awards 2024

The ISM Consumer Award honoured the consumer favourites from an exclusive selection from the New Product Showcase, meticulously chosen based on quality criteria, pricing, and customer satisfaction.

Choc 'n Croc was recognized as a top innovation with the 3rd place from a list of 120 products at ISM Fair.

The award underlines Jules Destrooper's innovative approach and their ability to anticipate and respond to changing consumer needs. Choc 'n Croc symbolizes the brand's evolution towards more dynamic consumption patterns, without compromising on quality or taste. This reinforces Jules Destrooper's image as a brand that remains true to its rich culinary heritage, while breaking new ground to meet the needs of today's consumers.

