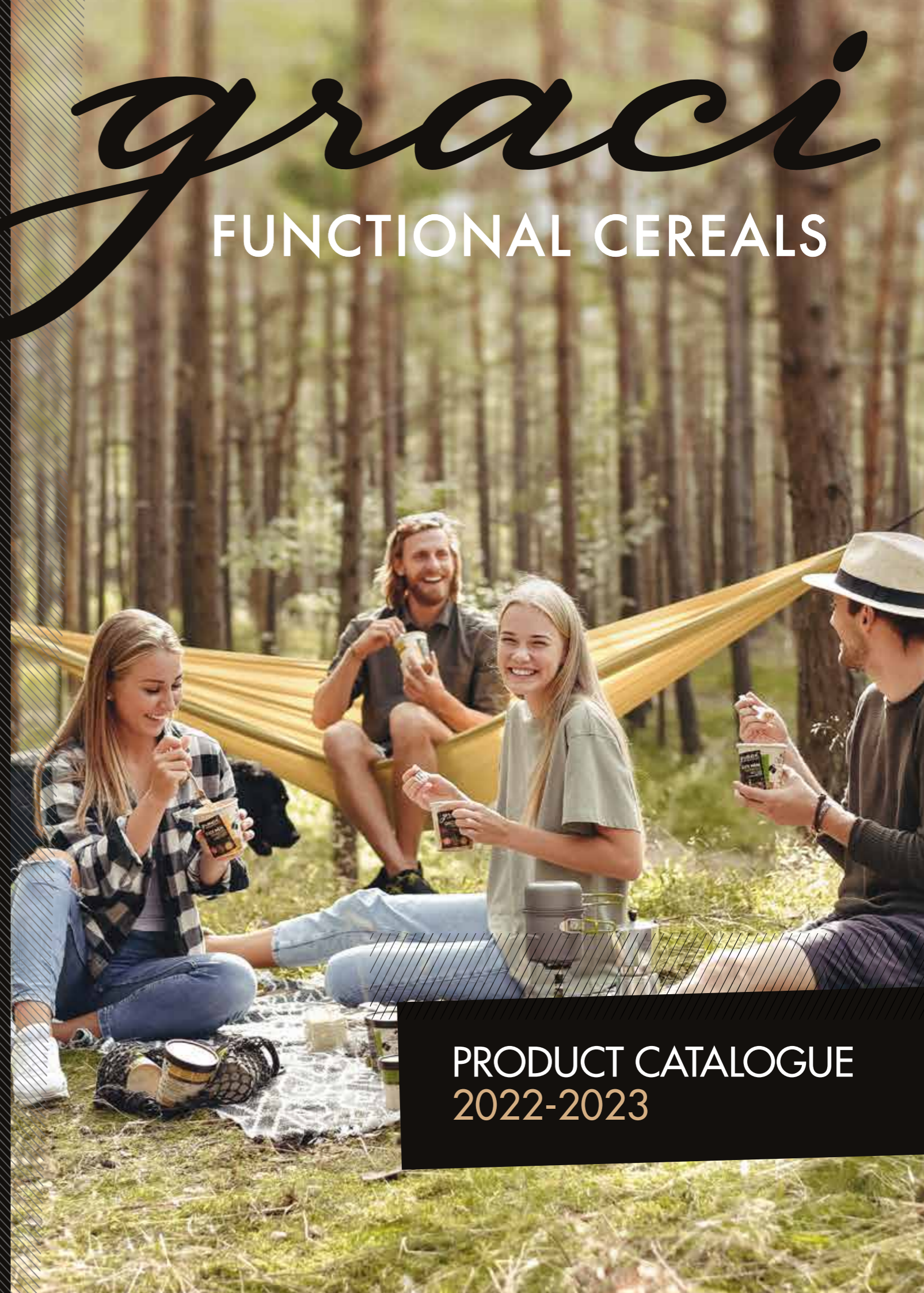
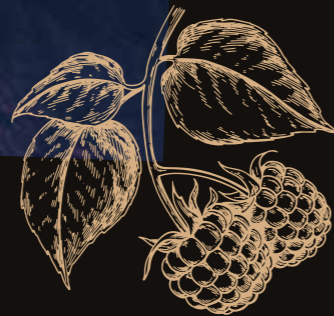


# graci

FUNCTIONAL CEREALS

YOU  
ARE  
WHAT  
YOU  
EAT



PRODUCT CATALOGUE  
2022-2023

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info@musli.lv, www.muesligraci.com



**ALISE GRACI**  
Founder of the brand  
and CEO of Felici LLC



**YOU ARE  
WHAT  
YOU EAT**

## ABOUT GRACI

FUNCTIONAL GRAIN MILL PRODUCTS DEVELOPED IN COLLABORATION WITH SCIENTISTS AND TOP FOOD RESEARCHERS SOLVING CURRENT SOCIETAL PROBLEMS.

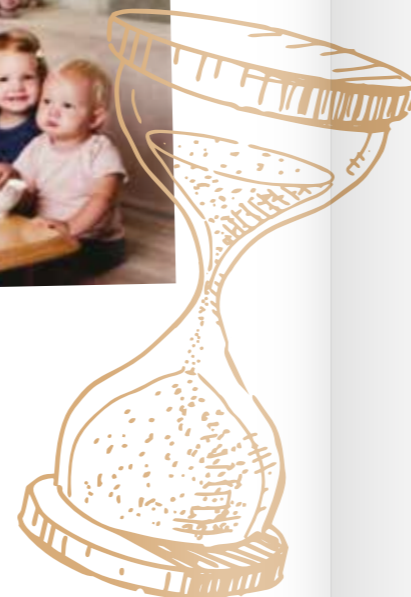
Felici LLC is a Latvian manufacturer of grain mill products established in 2012 and expanded to a new manufacturing site in 2018. Felici own brand "Graci" includes functional muesli, hot cereal and quick meals of high nutritional value.

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. Graci is chosen by sportsmen - 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.

### 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



# GRACI BRAND ORIGINATES IN LATVIA

Latvia is a parliamentary republic in which the sovereign power belongs to the people, who are represented by a unicameral parliament (Saeima). Around two million stories, one for each Latvian, are like threads in the rich fabric of our society. The people of Latvia share many distinctive qualities which make them stand out among other nations.

The sheer volume of wild nature makes Latvia one of the greenest countries in the world as almost half of the country is covered by lush forests. The country holds one of the rarest ecosystems of the world largely untouched by civilization. It is a haven for the visitor who seeks to experience a land where nature and tradition have coexisted in harmony from time immemorial.

A GREEN, SAFE  
AND CULTURALLY  
RICH COUNTRY  
IN NORTHERN  
EUROPE, BY THE  
BALTIC SEA.



# FUNCTIONAL MUESLI



## "HI BEAUTIFUL" 300g Pro-Collagen

- Muesli for Your skin
- With Acerola, Turmeric & Elderberries
- 100% natural
- Perfect with milk

**Ingredients:** Toasted wholegrain flakes (wheat or triticale), glazed, toasted wholegrain flakes (wheat or triticale) with acerola powder, sunflower oil and turmeric powder, sunflower seeds, puffed spelt in glaze with honey and elderberry juice concentrate, peanut slices, dried apple pieces, freeze dried crunchy strawberry pieces.

**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

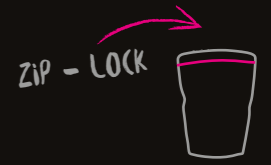


CRUNCHY & BEAUTIFUL  
SET OF TASTY GOODIES

Collagen is a protein found in all tissues of the human body - if its level in the body is lowered, the quality of life significantly deteriorates. This protein provides strength and flexibility in cartilage tissue, joints, bones and mucous membranes. By increasing its natural presence in the body, it not only improves the structure of the skin, but also the functionality of other parts of the body.



# FUNCTIONAL MUESLI



## "ENERGETIC" 400g Magne B

- Muesli that helps to reduce tiredness
- With Chocolate, Carob & Orange
- 100% natural
- Perfect with milk!

**Ingredients:** Granola with honey, toasted wholegrain wheat flakes, sunflower seeds, chocolate pieces, roasted peanut pieces, pumpkin seeds, ground flaxseeds, dried orange pieces, carob powder.

**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



EXTRA CRUNCHY  
SET OF TASTY GOODIES

Magnesium supports hundreds of chemical reactions in the body. About 60% of the magnesium in the body occurs in bone, while the rest is in muscles, soft tissues, and fluids, including blood. One of its main roles is to act as a cofactor — a helper molecule — in the biochemical reactions continuously performed by enzymes. It's involved in more than 600 reactions in your body, including energy creation - converting food into energy.



# FUNCTIONAL MUESLI



## "AMAZING" 400g Anti-Ox

- Muesli that helps to boost immunity
- With Seeds, Pitaya & Flower Petals
- 100% natural
- No added sugar
- Vegan friendly
- Perfect with smoothie!

**Ingredients:** Wholegrain oat flakes, glazed, toasted wholegrain wheat flakes with black currant powder, sunflower oil and pitaya powder, toasted wholegrain wheat flakes, sunflower seeds, pumpkin seeds, dried apricot pieces, freeze dried pomegranate arils, dried cornflower petals.

- The product is a natural source of:**
- Iron that contributes to the normal function of the immune system
  - Zinc that contributes to the protection of cells from the oxidative stress



Antioxidants are substances that can prevent or slow damage to cells caused by free radicals, unstable molecules that the body produces as a reaction to environmental and other pressures. They not only normalize the functioning of the body and ensure normal functioning of immunity, but also provide a therapeutic effect in pathological conditions.



# FUNCTIONAL MUESLI



## "LIGHT" 300g De-Tox

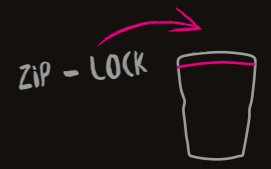
- Muesli for Your body
- With Honey, Kiwi & Matcha
- 100% natural
- High fibre
- Perfect with milk!

**Ingredients:** Glazed, toasted wholegrain wheat flakes with spinach powder, sunflower oil and matcha green tea powder, toasted wholegrain wheat flakes, sunflower seeds, dried apple pieces, puffed spelt in glaze with honey, pumpkin seeds, freeze dried kiwi pieces, puffed white quinoa.

- The product is natural source of:**
- Phosphorus & Magnesium that contributes to normal energy-yielding metabolism



The liver is our main detoxification organ, ridding our body of toxins. Their job is to make toxins less dangerous through biochemical processing in liver cells. Unfortunately, the liver cannot cope with the removal of toxins by itself, so we have to help it by consuming enough minerals and vitamin compounds in our diet, which will help the body cleanse itself of unwanted substances. When ridding the body of toxins, it is important to pay attention to the inclusion of fibre in the diet, because fibre helps to improve metabolism.



CHEWY & BEAUTIFUL  
SET OF TASTY GOODIES

CRUNCHY & SWEET  
SET OF TASTY GOODIES



# FUNCTIONAL MUESLI



## "THIN" 400g Gluten-Free

- Muesli for Your metabolism
- With Cacao, Coconut & Chia seeds
- 100% natural
- No added sugar
- Perfect with yoghurt!

**Ingredients:** Whole grain gluten free oat flakes, sunflower seeds, roasted peanut pieces, chia seeds, pumpkin seeds, cacao nibs, coconut chips, pecan pieces.

**The product is natural source of:**

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



**CHEWY & BEAUTIFUL**  
SET OF TASTY GOODIES

Oat flakes have many health benefits. These include weight loss, lower blood sugar levels and reduced risk of heart disease. The beta-glucan in oatmeal gives the body a longer feeling of satiety. Beta-glucan can also promote the release of peptide YY (PYY), a hormone produced in the gut in response to dietary intake. This satiety hormone has been shown to reduce calorie intake and may reduce the risk of obesity.

# FUNCTIONAL MUESLI



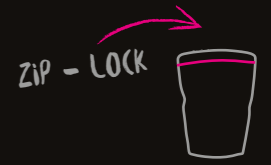
## "HIGH POWER" 300g Protein

- Muesli that helps to maintain muscle mass
- With Oats, Cacao & Peas
- 100% natural
- Vegan friendly
- Perfect with milk!

**The product is natural source of:**

- Iron that contributes to the normal function of the immune system
- Zinc that contributes to normal protein synthesis

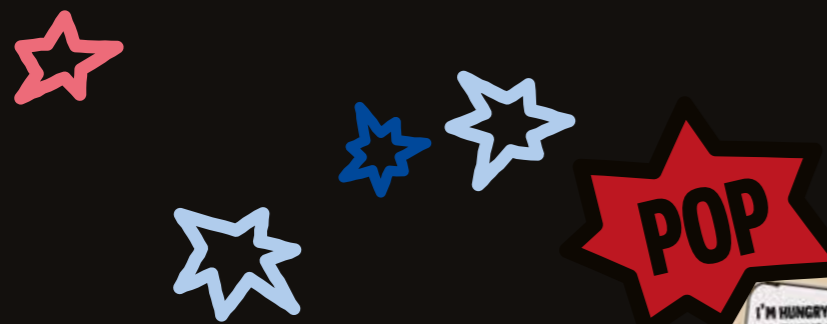
**Ingredients:** Chocolate granola, toasted wholegrain flakes (A wheat, B triticale), textured pea protein



**EXTRA CRUNCHY**  
SET OF TASTY GOODIES

Protein is a macronutrient that plays a crucial part in many processes as every cell of the human body contains them. There are 20 amino acids that join together in chains of various lengths to make different proteins. In addition to making enzymes, hormones, and other body chemicals, protein is an important building block of bones, muscles, cartilage, skin, and blood. Human muscles contain from around 20-30% of protein.





SOMETHING  
WITH A LITTLE  
**POP**



# GRANOLA **NEW**

  
REDUCED  
SUGAR!

## TRIPLE CHOCOLATE GRANOLA 250g

Chocolate granola, whole grain instant oat flakes, crinkled chocolate pieces, puffed spelt in glaze with honey, chocolate pieces, white chocolate shavings

- Reduced sugar



## BUBBLE GUM GRANOLA 250g

Honey granola, whole grain instant oat flakes, marshmallow pieces, freeze dried ice cream pieces with bubble gum flavour

- Reduced sugar



## POPPING CANDY GRANOLA 250g

Chocolate granola, whole grain instant oat flakes, honey granola, popping caramel pieces, salted caramel pieces

- Reduced sugar



# HOW TO EAT MUESLI GRACI?

CHOOSE YOUR FAVORITE MUESLI



+ ALL KIND OF FRUIT AND BERRIES



+ ADD TOPINGS

HONEY



NUT BUTTER



MANGO SAUCE

CINNAMON



GREENS



## MUESLI IN TUBE NEW

### GLUTEN FREE MUESLI WITH 37% DRIED FRUITS AND SEEDS 400g

Whole grain gluten free oat flakes, raisins, sunflower seeds, dried apple pieces, dried goji berries, apricot pieces, pumpkin seeds.

This product is all natural and has no added sugar. It contains a lot of vitamin E which contributes to the protection of cells from oxidative stress, a lot of phosphorus which contributes to normal energy-yielding metabolism and is a source of iron which contributes to the normal function of the immune system.



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

Whole grain gluten free oat flakes, raisins, sunflower seeds, dried apple pieces, dried goji berries, apricot pieces, pumpkin seeds.

This product is all natural and has no added sugar. It contains a lot of vitamin E which contributes to the protection of cells from oxidative stress, a lot of phosphorus which contributes to normal energy-yielding metabolism and is a source of iron which contributes to the normal function of the immune system.



  
**GLUTEN FREE**



# ART OF MUESLI

## MUESLI IN TUBE

### FRUITS 500g

Toasted wheat flakes, wholegrain triticale flakes, date pieces, dried goji berries, carrot powder, dried white mulberries, dried apple pieces, freeze-dried raspberries in pieces



Real set of superproducts

### NUTS 500g

Toasted wheat flakes, wholegrain triticale flakes, roasted peanut pieces, crinkled chocolate pieces, sunflower seeds, almond slices, pecan pieces, roasted buckwheat, cedar nuts, coffee beans, puffed white quinoa grains



5

Five different nuts and seeds, crunchy buckwheat and coffee beans

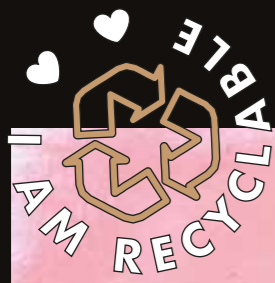
### CHOCOLATE 500g

Toasted wheat flakes, wholegrain triticale flakes, chocolate pieces, chocolate shavings, roasted peanut pieces, rice flakes with cocoa, freeze-dried strawberry pieces, cocoa powder, ground cinnamon and Cayenne peppers



With a hot hint of peppers, warmth of cinnamon and freshness of strawberries





# DESIGNED FOR YOUTH

## "PEANUT" MUESLI 300g

Toasted wholegrain wheat flakes, wholegrain oat flakes, sunflower seeds, roasted peanut pieces, pumpkin seeds, roasted buckwheat, peanut slices, sublimated peas, almond slices, hazelnut pieces

- All natural
- Low sugar
- Source of protein
- Recyclable packaging



Contains naturally occurring sugars



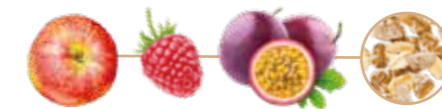
## "PASSIONFRUIT" MUESLI 300g

Toasted wheat flakes, fruits and berries mixture (date pieces, raisins, sublimated smoothie pieces (Banana puree, mango puree concentrate, passion fruit juice concentrate), dried apple pieces, sublimated raspberry pieces), wholegrain oat flakes

- No added sugar
- All natural
- Recyclable packaging



Contains naturally occurring sugars



BE BEAUTIFUL  
INSIDE AND  
OUTSIDE



# OVERNIGHT MUESLI


## BRAIN-GUT MUESLI "BIRCHER" 350g

Whole grain rye flakes, whole grain oat flakes, raisins, dried, chopped apples, dried apples in pieces, almond pieces, flaxseeds, ground cinnamon

- No added sugar
- High fibre
- Rich in prebiotics
- Source of magnesium
- Recyclable packaging

ORGANIC  
SET OF TASTY GOODIES



 Clean your gut,  
empower your brain!




## BRAIN-GUT MUESLI "SWEET FRUIT & ROOT" 350g

Whole grain rye flakes, whole grain oat flakes, apricots in pieces, dates in pieces, dried apples in pieces, dried Jerusalem artichoke in pieces, dried cranberries in pieces

- No added sugar
- High fibre
- Source of magnesium
- Recyclable packaging
- Rich in prebiotics

ORGANIC  
SET OF TASTY GOODIES



 Clean your gut,  
empower your brain!



Top Innovation 2021 ANUGA *taste* INNOVATION SHOW



# FUNCTIONAL QUICK MEALS READY IN 5 MIN!



## NO ADDED SUGAR OATMEAL "RASPBERRIES & CHIA SEEDS" 50g

Wholegrain oat flakes, fruit and berry mixture (date powder, freeze dried raspberry pieces, dried cranberry pieces), chia seeds, sea salt

- No added sugar
- 100% natural
- High fibre
- Source of Magnesium
- Vegan friendly



Magnesium contributes to a reduction of tiredness and fatigue



Iron contributes to the normal function of the immune system



## BUCKWHEAT MEAL 75g

Buckwheat flakes, roasted whole flaxseeds, dried carrot pieces, dried onion pieces, dried garlic powder, sea salt, dried garlic pieces, dried dill, dried parsley, dried pepper pieces, spicy pepper powder

- 100% natural
- Improved recipe
- Vegan friendly
- Source of fibre & iron

## NO ADDED SUGAR OATMEAL "PEANUT BUTTER & SEA SALT" 50g

Wholegrain oat flakes, fruit and nut mixture (raisins, date powder, peanut powder, pecan pieces), skimmed milk powder, cacao nibs, sea salt

- No added sugar
- 100% natural
- High fibre
- Source of protein



Protein contributes to the maintenance of muscle mass



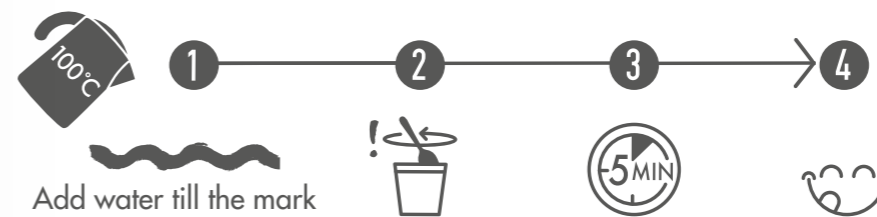
Protein contributes to a growth in muscle mass



## COUSCOUS MEAL 75G

Couscous, dried carrot pieces, roasted whole flaxseeds, dried tomato powder, spicy pepper powder, sea salt, dried dill, dried pepper pieces, dried leek pieces, cayenne pepper powder

- 100% natural
- Improved recipe
- Vegan friendly
- Source of protein & phosphorus



# WE ARE PROUD OF:

**BRCGS** | Gluten-Free



**BRCGS**



reddot award 2018  
best of the best



**2022**

Our manufacturing site is certified BRCGS Gluten Free, BRCGS AA+

**2021**

New gluten free muesli in tube

**2020**

Our manufacturing site is certified "organic"

**2019**

Having implemented The BRC (British Retail Consortium) Global Standard for Food Safety

**2019**

We received PLMA Innovation award for our muesli in tubes product line

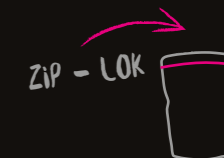
**2018**

We received the Red Dot award: Best of the Best in Communication Design for our HEALTH product line

Supporting Latvian national team athletes, world known super models, artists and in general – very cool people!



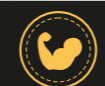
# HOT CEREALS



**"POWER"** 400g

Wholegrain triticale\* flakes, wholegrain oat flakes, wholegrain rye flakes, roasted whole flaxseeds, roasted peanut pieces, chia seeds

- Natural source of protein
- High fibre
- Natural source of iron, potassium, magnesium, phosphorus and zinc
- Vegan friendly


 Protein contributes to a growth in muscle mass

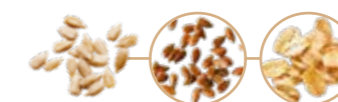


**"SHAPE"** 400g

Wholegrain rye flakes, wholegrain oat flakes, sunflower seeds, buckwheat flakes, steamed round-grain rice, roasted whole flaxseeds

- Natural source of protein
- High fibre
- Natural source of zinc, magnesium, phosphorus and potassium
- Vegan friendly

 Zinc contributes to normal macronutrient metabolism



\* Triticale – a crossbreed of wheat and rye, important source of protein, fibre and B-group vitamins



# PRIVATE LABEL

## OUR RANGE OF PROFESSIONAL SERVICES INCLUDE:

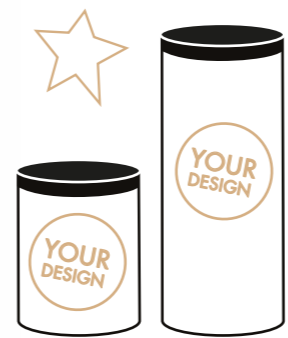
- Customizable recipes with naturally high nutrients under Your brand
- New product development by our internal R&D food engineer team
- Your recipes realized under our manufacturing competencies
- Sustainable solutions for packaging and overall product
- Solutions for extra long shelf life

We have worldwide experience working with private label brands in Finland, New Zealand, Portugal, Croatia, Poland and Baltics



### CUPS

Size: diameter 99mm, height 100mm  
Material: PAP/PP/ALU



### TUBES

Size: diameter 99mm, height from 100mm to 245mm  
Material: PAP/PP/ALU



### STAND UP POUCHES

Size: Adjustable size and shape suitable from 100g till 1000g of product depending on recipe

Material:

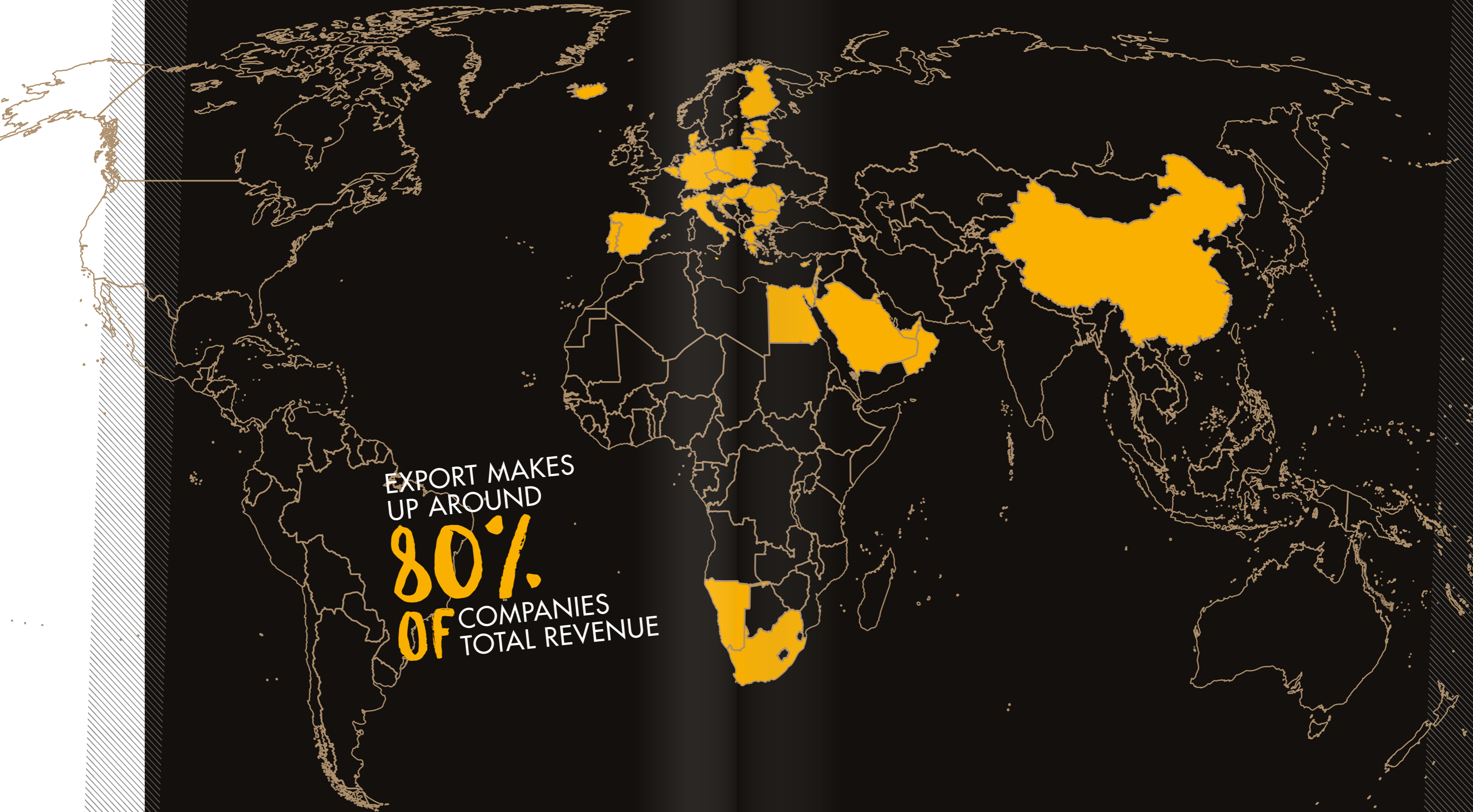
- PAP/PET/PE
- PE/PE (recyclable)



FELICI LLC EXPORTS ITS  
PRODUCTS TO MORE THAN

25 COUNTRIES

EXPORT MAKES  
UP AROUND  
**80%**  
OF COMPANIES  
TOTAL REVENUE



# SUSTAINABILITY STATEMENT

OUR SUSTAINABILITY STATEMENT AIMS TO ENCOURAGE A CULTURE AROUND SUSTAINABLE DEVELOPMENT ACROSS ALL THE ORGANISATION'S ACTIVITIES AND TO ESTABLISH AND PROMOTE SOUND ENVIRONMENTAL PRACTICE IN OUR OPERATIONS.

SUSTAINABILITY IS IMPORTANT TO OUR BUSINESS. THEREFORE WE WORK IN ORDER TO:

- Have an efficient waste management system, to recycle as much waste material as possible
- Provide a safe and healthful workplace and working environment
- Participating in efforts to improve environmental protection and understanding, especially through arboriculture education
- Minimise the use of paper wherever possible: for example, sending invoices and quotes via email instead of on paper
- Working with our suppliers to create a safe and sustainable raw material: recyclable and biodegradable packaging












## MUESLI IN POUCH

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





## HOT CEREALS IN POUCH

Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf life	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
 Functional hot cereal Graci "POWER"	4751019530878	400g	420g	12 months	6	30x20x22,5	144
 Functional hot cereal Graci "SHAPE"	4751019530908	400g	420g	12 months	6	30x20x22,5	144




## MUESLI IN TUBE

 Functional superfood muesli Graci "NUTS"	4751019530977	500g	610g	12 months	6	34X24X26	96
 Functional superfood muesli Graci "CHOCOLATE"	4751019530984	500g	610g	12 months	6	34X24X26	96
 Functional superfood muesli Graci "FRUITS"	4751019530991	500g	610g	12 months	6	34X24X26	96
 Gluten free muesli with 37% fruits and seeds	4751019538775	400g	473g	12 months	6	34X24X17	144
 Gluten free muesli with 50% dried fruits, seeds and nuts	4751019538768	400g	473g	12 months	6	34X24X17	144

## QUICK MEALS IN CUP

Product name	EAN code	Product weight NETO	Product weight BRUTO	Shelf life	Pieces per transport box	Transport box size (cm)	Transport boxes per EPAL
 Functional quick meal Graci "BUCKWHEAT"	4751019530328	75g	88,47g	12 months	12	30x20x22,5	160
 Functional quick meal Graci "COUSCOUS"	4751019530311	75g	88,47g	12 months	12	30x20x22,5	160
 Oatmeal with raspberries and chia seeds	4751019531066	50g	63,47g	12 months	12	30x20x22,5	160
 Oatmeal with peanut butter and sea salt	4751019531059	50g	63,47g	12 months	12	30x20x22,5	160

## GRANOLA

 Triple Chocolate Granola	4751019531073	250g	265g	12 months	10	30x20x22,5	144
 Bubble Gum Granola	4751019531080	250g	265g	12 months	10	30x20x22,5	144
 Popping Candy Granola	4751019531097	250g	265g	12 months	10	30x20x22,5	144

## CONTACT INFORMATION

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### PURCHASE & LOGISTICS MANAGER

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