



ELLYT brings its full real-fruit snack range to SIAL Paris 2026

Tallinn, Estonia — October 2026

ELLYT is the snack brand of Premium Brands OÜ, an Estonian food company that supplies retail chains and distributors across the Baltics and, increasingly, the Nordics and beyond. The brand — formerly MySnack — was renamed to carry a single, clearer promise: snacks made from real fruit and vegetables, with the ingredient list kept as short as the recipe allows.

At SIAL Paris 2026 (17–21 October, Paris Nord Villepinte, **stand 7 H 413**) ELLYT presents all 16 references of its export range.

The range

- **Real fruit bars, 30 g** — 97% mango, 95% papaya, 95% guava, 95% passion fruit. Vegan, gluten-free, high in fibre.
- **Soft-dried fruits, 80 g resealable pouches** — mango, mango with chilli, guava, pineapple, papaya, passion fruit, jackfruit, and dragon fruit in 60 g. Dried at low temperature so the fruit stays soft.
- **Crunchy, vacuum-dried** — the newest line: Fruit Mix 80 g (banana and jackfruit) and Veggie Mix 60 g (carrot, green bean, okra, pumpkin). High in fibre, a source of protein, crisp without frying.
- **Green pea crisps, 80 g** — with sea salt (organic) or cheese. Baked, not fried: 50% less fat, high in fibre and protein, no gluten.

The 30 g real fruit bars have been selected by the independent SIAL Innovation jury and will be shown in the SIAL Innovation selection during the fair.

Every reference is shelf-stable for 12 months in retail-ready packaging, and works in grocery retail, foodservice and impulse channels alike. Premium Brands produces the full range under **private label** as well. The fruit range is made in Vietnam and the pea crisps in Italy, both to Premium Brands' specifications.



Real fruit bars, 30 g



Soft-dried fruits, 80 g



Crunchy, vacuum-dried



Green pea crisps, 80 g

Documentation



Certificates: BRCGS Global Standard Food Safety · IFS Food · FDA registration · HACCP · FSSC 22000 · EU Organic · certified gluten-free (pea crisps) · SMETA audit

Pesticide residue analysis, SGS laboratory reports and microbiological testing are available to buyers on request.

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SIAL Paris 2026 · 17–21 October · Paris Nord Villepinte · Stand 7 H 413

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