

Blå Band®



A NORDIC
FOOD FAVORITE

OUTDOOR
FOOD
MADE
EASY





A NORDIC
FOOD FAVORITE

THE OUTDOOR FOOD EXPERT !

Blå Band was one of the first pioneers in producing dry food, implementing the freeze-drying technique after the Second World War. Drying food is one of the oldest known methods of conservation. Not only does it preserve colour, flavour, consistency and nutrition in everything from vegetables to meat and fish – it makes food easier to bring along! Since 2016 Blå Band has also developed a new range of wet pouch meals which are already known for high quality and superior taste.

OUTDOOR MEALS FOOD FOR THE FUTURE

For more than a decade we've been creating tasty & healthy meals that can be enjoyed outdoors. Blå Band Outdoor Meals initially started through collaboration with the Swedish military, who wanted nutritious, lightweight food that was quick and easy to prepare, and with a great taste of course! Today we've refined these products to fit a broader target group. Whether you're camping with the family or crossing the Atlantic in a sailboat, you need the right amount of energy to manage each specific endeavour. Great tasting Blå Band Outdoor Meals are the answer!

HEARTY BREAKFASTS AND DINNERS !

We love food at Blå Band and we put a lot of pride into the food we produce. Blå Band Outdoor Meals are no exception! We have our own chefs and product developers with extensive culinary expertise and they work on a daily basis to develop great tasting outdoor meals. That is the reason why we always get high scores in tasting reviews. Try for yourself!

To make your choice of Blå Band Outdoor Meal easier, we've made it really simple for you to recognize and understand our products. For the Dehydrated Meals we offer about **7 breakfast meals** and about **15 hot meals** for lunch or dinner.

The breakfast meals have green labels.

The main meals have brown labels.



The serving size is **1 portion** for the whole range and the size of the pouch is 150g. Each dish has a kcal level of minimum 600 kcal up to 700 kcal. **All allergens** in the recipes are highlighted in **bold letters** in the ingredient list. Our production is located in Belgium and the full assortment has a shelf life of minimum **48 months**.



GLUTEN FREE



LACTOSE FREE



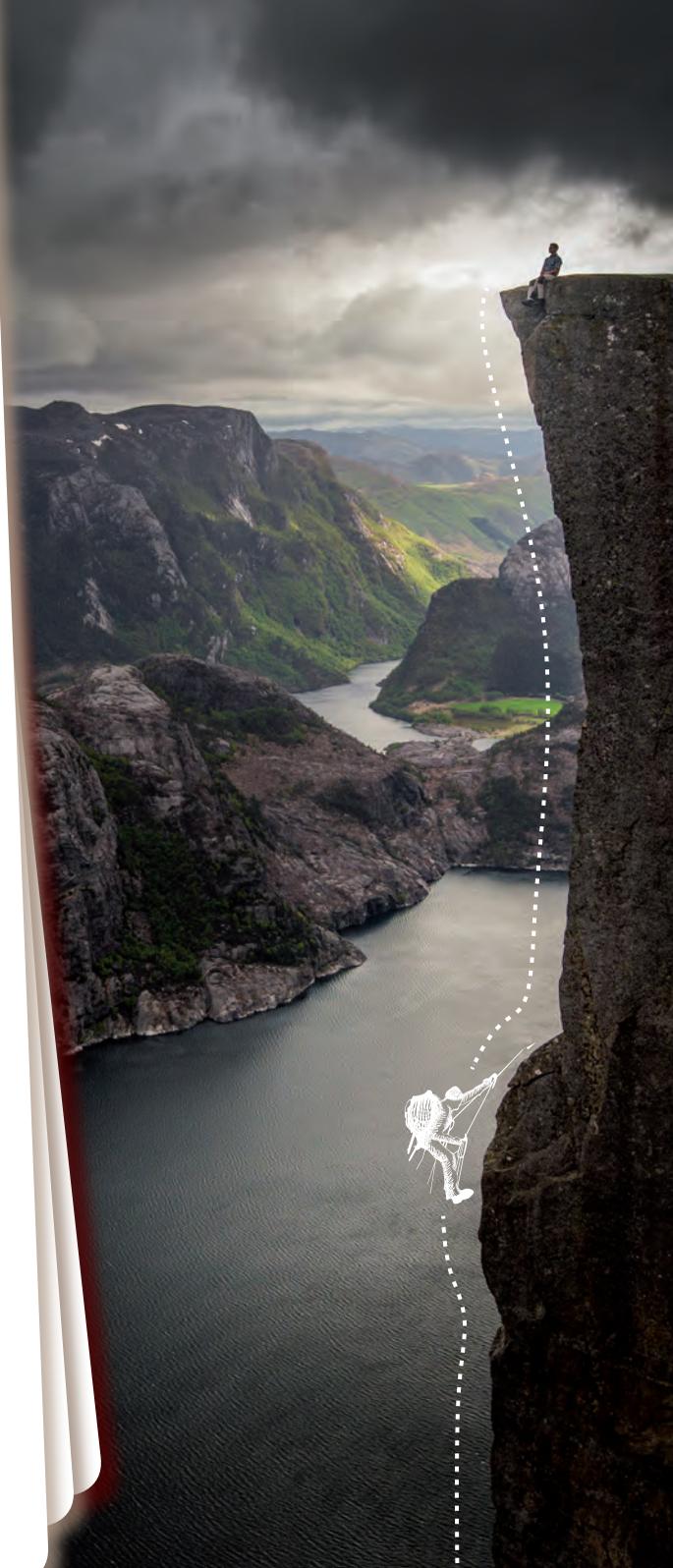
VEGETARIAN



VEGAN

Of course we also provide a number of alternatives for **vegetarian/vegan** consumers. A wide variety are also **Gluten free** and **Lactose free**.

For the complete range, please contact your nearest supplier or check our website www.outdoormeal.com

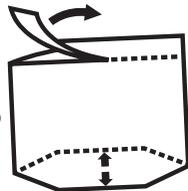


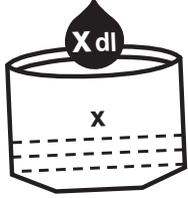


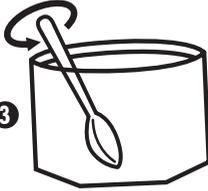
PREPARE WITH BOTH HOT AND COLD WATER

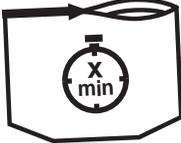
Blå Band Outdoor Meals can be prepared by using both hot and cold water.

The cooking time with hot water is approx. 10 min (5 min for hot breakfast meals) and with cold water approx. 40 min (15 min for hot breakfast meals). If you use hot water from a thermos (60-80°C), the cooking time will be approx. 5 min longer.

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1 Tear off the top and fold out the bottom
- 

2 Add the indicated quantity of water
- 

3 Stir
- 

4 Re-seal and wait (time indicated)



SCANSTAR AWARD

Scanstar is a Pan-Nordic packaging competition organized annually by Packforsk and Innventia AB in co-operation with Scandinavian Packaging Association (SPA). In October 2012, Campbell Soup Sweden AB and our packaging supplier Flextrus received a Scanstar award for the new Outdoor Meal packaging.

The new packaging is wider and shallower to make it easier to prepare and eat from the package. The zip lock function makes it easy to re-seal, and new level marks on the inside make it easier to get the water dosage just right.



Easy to use zipper



Water level marker inside bag



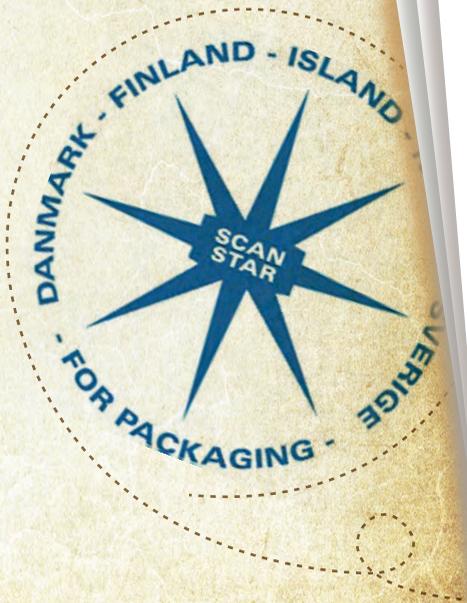
Standing horizontally



Heat insulating



Recycles as plastic

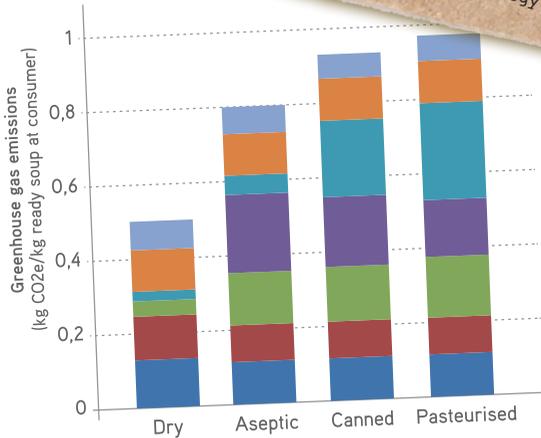


OUR STUFF IS REALLY DRY !

Some of our ingredients are best freeze-dried, while others maintain their colour, flavour and texture better if they're vacuum-dried, puff-dried or air-dried. The team at Blå Band has chosen these different drying techniques to fully optimize the final, great tasting meal.

What about dry food and the environment?

In our initial life cycle assessments, we can see that dry food, such as Blå Band Outdoor Meals, has environmental benefits, with a significant lower carbon footprint compared to other alternatives. Here is one example of a life cycle assessment we carried out on tomato soup "from field to fork" together with SIK, the Swedish Institute for Food and Biotechnology.



- Preparation of soup
- Consumer transport
- Packaging
- Production of soup
- Transport
- Processing of ingredients
- Agriculture



TASTY READY TO EAT BREAKFASTS AND MAIN MEALS !

Blå Band has since 2016 developed a new assortment of Outdoor Wet Pouch Meals! A result of an increased demand from the Swedish Defense and other markets. Despite their short period in the market these ready-to-eat wet pouch meals are already known for their high quality and superior taste, as evidenced by the large customer contracts.

At the moment we offer **4 breakfast meals** and **9 main meals** for lunch or dinner but we are constantly developing new tasty dishes. All our wet pouch meals can be enjoyed hot or cold, for best tasting experience we recommend to eat them hot.

*The breakfast meals
have about 500 kcal.*

*The hot meals have
about 550 kcal.*



The serving size is **1 portion (430g-450g)** for the whole range. **All allergens** in the recipes are highlighted in **bold letters** in the ingredient list. They are produced in Germany and have a shelf life of **42 months**.



GLUTEN FREE



LACTOSE FREE



VEGETARIAN



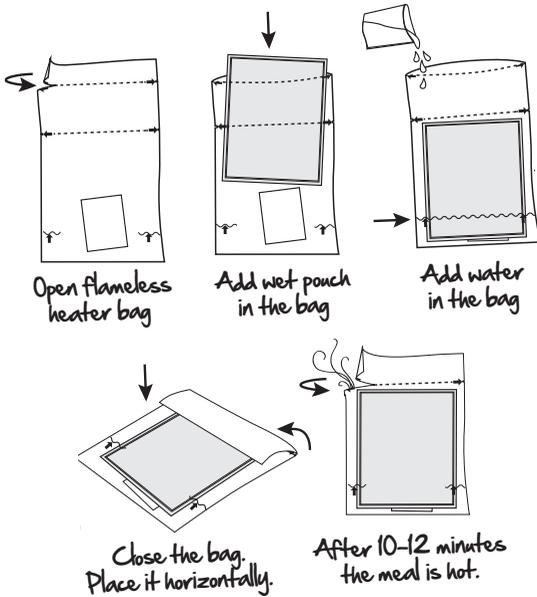
VEGAN

Of course we also provide a number of alternatives for **vegetarian/vegan** consumers. A wide variety are also **Gluten free** and **Lactose free**.

For the complete range, please contact your nearest supplier or check our website www.outdoormeal.com

READY TO EAT HOT OR COLD

Blå Band Outdoor Wet Pouch Meals can be enjoyed either hot or cold.
For a hot meal you can use a Stove Set or a Flameless Heater Bag.



OUTDOOR MEAL IS A STRONG CONCEPT

- ★ Blå Band Outdoor Meals have considerable and extensive references. Both Dry and Wet meals are considered having superior quality and taste.
- ★ We are the preferred choice for many professional adventurers.
- ★ We supply both Dry and Wet meals with a large number of different tasty dishes. We also provide alternatives for vegetarian consumers.
- ★ We have our own factories with great productivity and efficiency.

SKINNARMO SAYS !

Ola Skinnarmo is one of Sweden's most famous and foremost adventurers. He has a long history of thrilling expeditions:

- Ola was the first Swede and the youngest ever to reach the South Pole solo in December of 1998. He skied 1200 km in 60 days.
- In 2000 he embarked on an expedition to the North Pole from Siberia. 48 days later, overcoming polar bear attacks and daily temperatures of -30 degrees Celsius, Ola reached the North Pole, the first Swede ever to do so.
- In 2013 he embarked on a marine archaeological expedition to search for Adolf Erik Nordenskiöld's wrecked ship "Vega" north of Greenland.

"I have chosen to eat Blå Band's Outdoor Meals on my expeditions as they are nutritious, tasty, easy to cook and lightweight. These meals ensure that I remain healthy in body and mind, regardless of whether I am hiking a trail nearby or an crossing Greenland on skis."

Ola Skinnarmo



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