

Bornibus

SUMMER BURGERS



JUNE 2025

THE FOUNDER'S MESSAGE

Dear Readers,



Summer is here, bringing with it the joy of sharing simple, sunny, and delicious moments. At Bornibus, we've crafted our range with this season of togetherness in mind: our sweet and sour sliced pickles for crunchy salads, harissa to spice up your grilled dishes, mango confit for a perfect sweet and savory touch at aperitif hour, and crispy pre-fried onions for an irresistible crunch.

Thank you for welcoming us to your tables and for keeping the Bornibus spirit alive—with flavor and passion.

THE SUMMER 2025 ESSENTIALS BY BORNIBUS

This summer, let creativity and flavor take center stage with Bornibus products—perfect for elevating your gourmet burgers, chic snacks, and sun-kissed grill sessions. Add a crispy twist with our pre-fried onions, a spicy kick with our bold harissa, a tangy touch of freshness with our sweet and sour sliced pickles, and an unexpected sweet and savory note with our mango confit. Essentials for summer recipes full of character and elegance.



Let yourself be tempted by authentic flavors,
rich in character and perfect for creating beautiful summer spreads!
Discover our Bornibus gourmet secrets on page 4.



Pre-fried Onions: Prepared in oil and lightly sweetened, they add depth to burgers, salads, or hot dishes. A must-have for a gourmet touch.

Sweet and Sour Pickle Slices: Crunchy and well-balanced, they bring freshness and zing to your burgers, sandwiches, or summer salads.

Harissa: Spicy and aromatic, it enhances meats, sauces, and vegetables with a well-balanced, flavorful heat.

Mango Chutney: Fruity and slightly spicy, it pairs perfectly with grilled meats, cheeses, or exotic dishes, adding a refined sweet-and-savory note.



A LOOK BACK AT OUR TV PRESENCE ON CAUCHEMAR EN CUISINE – MAY 2025

**CAUCHEMAR
EN CUISINE**
AVEC PHILIPPE ETCHBEST

Bornibus



We had the pleasure of appearing at the opening of the popular TV show the French version of **Kitchen Nightmares** this past May, with a dedicated advertising campaign broadcast for **four consecutive weeks**.

Thanks to consistent and uninterrupted airings, our message reached over **3.5 million viewers**, with a **repetition rate close to 2**—ensuring strong brand recall.

This strategic partnership with a high-audience program gave Bornibus exceptional visibility among a broad audience, further strengthening our position as a leading name in fine grocery products.

Rob

THE GOURMETS'
MARKET

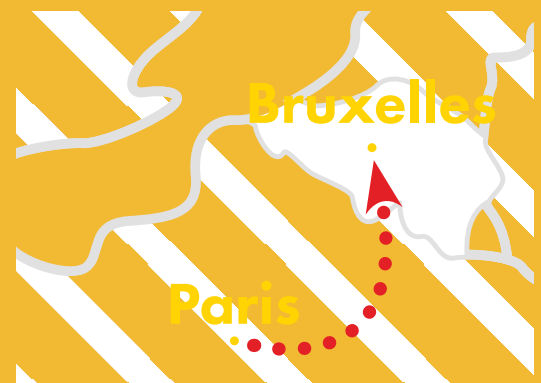
TWO DAYS OF TASTING AT ROB: BORNIBUS CHARMS BELGIUM



We had the pleasure of introducing the Bornibus universe during two tasting days at our new partner, Rob The Gourmets' Market in Brussels.

From Dijon mustard and sweet-and-sour pickles to savory spreads and olives, customers were delighted by the richness and depth of our flavors.

A warm welcome for our fine food range, now available at this iconic destination for taste and quality.



Philippe Riazantsev
Export manager Bornibus

CENTRAL

Food Retail Group

BORNIBUS ENTERS THE THAI MARKET

We are proud to announce the new listing of the Bornibus range with Central Food Retail Group in Thailand, a major player in the country's premium food sector.

This collaboration marks a key milestone in our international growth and reflects the increasing appeal of our products in the fine food market.

Thai consumers can now discover the excellence and authenticity of the Bornibus range through a refined selection that blends French culinary tradition with bold, distinctive flavors.

France

Bangkok



BORNIBUS



BORNIBUS AT THE SFFS '25

sfa summer fancy food show

JUNE 29- JULY 1, 2025
JAVITS CENTER - NYC
STAND 651



AT THE 2025 SUMMER FANCY FOOD SHOW IN NEW YORK: SETTING OUR SIGHTS ON THE INTERNATIONAL STAGE!

From June 29 to July 1, 2025, Bornibus will be exhibiting at the Summer Fancy Food Show in New York, one of the world's largest gatherings for fine gastronomy.

This event offers a unique opportunity to showcase our gourmet product range to an international audience of professionals, importers, and discerning chefs.

We look forward to strengthening our presence in the North American market by sharing our passion for excellence and authentic flavors.



Scan the QR code at the Summer Fancy Food Show



GOURMET TARTINES

SLICES OF BLEU D'Auvergne CHEESE, WALNUTS, AND SLICED FIGS ON A BED OF MANGO CONFIT.



Preparation:

Spread the mango chutney over a slice of multigrain bread, then place the slice of Bleu d'Auvergne cheese on top. Add the sliced figs, and sprinkle with crushed walnuts for a crunchy touch. Serve chilled, as a starter or appetizer, for a delicate and refined sweet-and-savory pairing.



Ingredients :

- Country-style bread or whole wheat bread
- 2 tablespoons of Bornibus mango confit
- 1 slice of Bleu d'Auvergne cheese
- 3 fresh figs, sliced
- A small bunch of chives
- A handful of crushed walnuts

Let yourself be tempted by our new culinary creation, perfect for your summer aperitifs or gourmet brunches!

No need to choose between taste and prep time anymore!



GOURMET HARISSA SANDWICH WITH GRILLED CHICKEN AND CRUNCHY PICKLES



Quick Recipe for 4 Servings:

Marinate the chicken with a little olive oil, salt, pepper, and 1 teaspoon of harissa. Grill or pan-fry until golden and tender. Mix Greek yogurt with some harissa and a splash of lemon juice to create a creamy, spicy sauce. Lightly toast the buns in a pan or oven. Assemble the sandwich: spread the harissa sauce on the bottom bun, add sliced chicken, pickles, and arugula, then close. Serve warm, optionally with artisan chips or a fresh salad.



Ingredients:

- 2 individual ciabatta or focaccia rolls
- 2 free-range chicken fillets
- 1 to 2 teaspoons of Bornibus harissa
- 2 tablespoons of Greek yogurt or fresh cheese
- Bornibus sweet-and-sour sliced pickles
- A handful of arugula
- A drizzle of olive oil
- Salt, pepper, lemon juice



DELUXE HOT DOG WITH BORNIBUS PRE-FRIED ONIONS TOPPING



Quick recipe for 4 servings:

Heat the sausages in simmering water or pan-fry, according to your preference. Lightly butter the brioche buns and toast them in a pan or toaster. Spread mustard inside the buns. Place the hot sausage, then top with sauerkraut, fried onions, and optionally some arugula or a drizzle of mango confit. Serve immediately with a cold drink or a crunchy salad.



Ingredients :

- 2 brioche hot dog buns
- 2 quality sausages (Frankfurt style or artisanal smoked)
- 2 tablespoons Bornibus pre-fried onions
- 2 tablespoons Bornibus sauerkraut
- 2 teaspoons Bornibus Dijon mustard
- Unsalted butter (for toasting buns)

Optional: a few arugula leaves or a drizzle of Bornibus mango confit for a sweet-savory touch.

An easy and quick recipe for your gatherings with family and friends!

LOOKING FOR CULINARY INSPIRATION? FOLLOW US ON INSTAGRAM!

Don't miss anything from the Bornibus universe

—
creative recipes, cooking tips,
new product launches, and tasty ideas
are waiting for you on our Instagram account.
Join us for a daily dose of flavors!

@maison_Bornibus



STAY TUNED!

Bornibus keeps whetting
the world's appetite!
New markets are
opening, prestigious
gastronomic fairs are
waiting for us... and this is
just the beginning!

Unmissable events ahead!

Join us soon at several
international culinary
events where our
products will take center
stage. Tastings, meetings,
exclusive new releases...

Bornibus can also be enjoyed online.

Follow us on Instagram
and LinkedIn to stay
updated on our
upcoming delicious stops!



EXCLUSIVE SUMMER DEAL

GET 1 FREE
WITH EVERY 4 PURCHASED!



BUY 4

=



GET
1 FREE CASE

For each qualifying product,
get 1 free with every 4 purchased.

A great opportunity to stock up on sunshine
and flavors for your shelves or displays!





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