



**BAGEL & BREAD**



New York - Denmark  
Since 2000



## COMBINING NEW YORK AND DANISH BAKING TRADITIONS

Miss Bagel was established in 2000 in a basement with simple bagel equipment, a real baker from New York as mentor, his original recipes and three curious entrepreneurs as baker assistants and salesmen. Since then, Miss Bagel has become the main bagel bakery in Denmark. The bakery has since then outgrown the basement premises and is now located in Espergærde, close to Copenhagen and Sweden.

## WE ARE PERFECTING THE SIMPLE

Our bagels are made as clean label with only a few ingredients. Every day we strive to perfect the simple in our bakery. We transform the best local ingredients into delicious New York bagels in a Nordic interpretation. We use Natur Aks flour and bake without preservatives, eggs, milk and fats, all flavors, except Chili Cheddar, are vegan. All our products are delivered frozen to preserve the structure of the bread “from bakery to table” and to reduce food waste. We expect IFS Food Standards<sup>1)</sup> certification in the summer of 2025.

## THE BAGEL MANIFESTO - WE MAKE THE NORDICS LOVE BAGELS

In our eyes, the bagel is the most delicious way to have a better sandwich experience. Read our Bagel Manifesto and understand how to get the best bagel experience at home, on-the-go or in your favorite deli shop! Follow us on social media to get inspiration for spread and fillings.

## WE DEVELOP WITH OUR CUSTOMERS

Over the years, our loyal customers have asked us to produce their bread and cakes. That’s why we continuously develop our range and today brioche, burger buns, sandwich bread, raw dough and cakes make up an increasing proportion of our sales.

## BAGELS FOR THE NEXT GENERATIONS

We want to ensure that the next generations also enjoy quality bagels the same way we do. We work focused on reducing our climate footprint through the choice of raw materials, reduction of energy and packaging and by reducing food waste. We join the Science Based Targets Initiatives<sup>2)</sup> in 2025, and thereby will document our work towards our own climate targets.

<sup>1)</sup> IFS is short for International Featured Standards, which is a globally recognized standards holder that offers a number of international standards based on safety and quality of both food and non-food products.

<sup>2)</sup> The Science Based Targets initiative (SBTi) is a non-profit initiative which focuses on close cooperation between companies and climate experts to ensure that the company’s climate targets are consistent with climate science.



### The origin

Originally “invented” by Polish Jews as modest bread. First mentioned in Polish legislation in 1621 that restricted the rights of Jews to sell bagels at the Krakow Food Market <sup>3)</sup>.

### The bread

The bagel is yeast dough that is boiled or steamed before baking. The controlled cooking stops the fermentation of the dough, giving the finished bagel a glassy appearance, a characteristic chewy bite and a dense crumb.

### The success

The bagel was brought to the United States by Polish immigrants at the end of the 19th century, then exploded in popularity, and made the United States the world's largest bagel market. Today +50 bagels are eaten annually per inhabitant, generating a turnover of +3 billion \$. The USA accounts for 55% of global sales, while the EU, as the second largest bagel market, accounts for 25% <sup>6)</sup>.

### The design

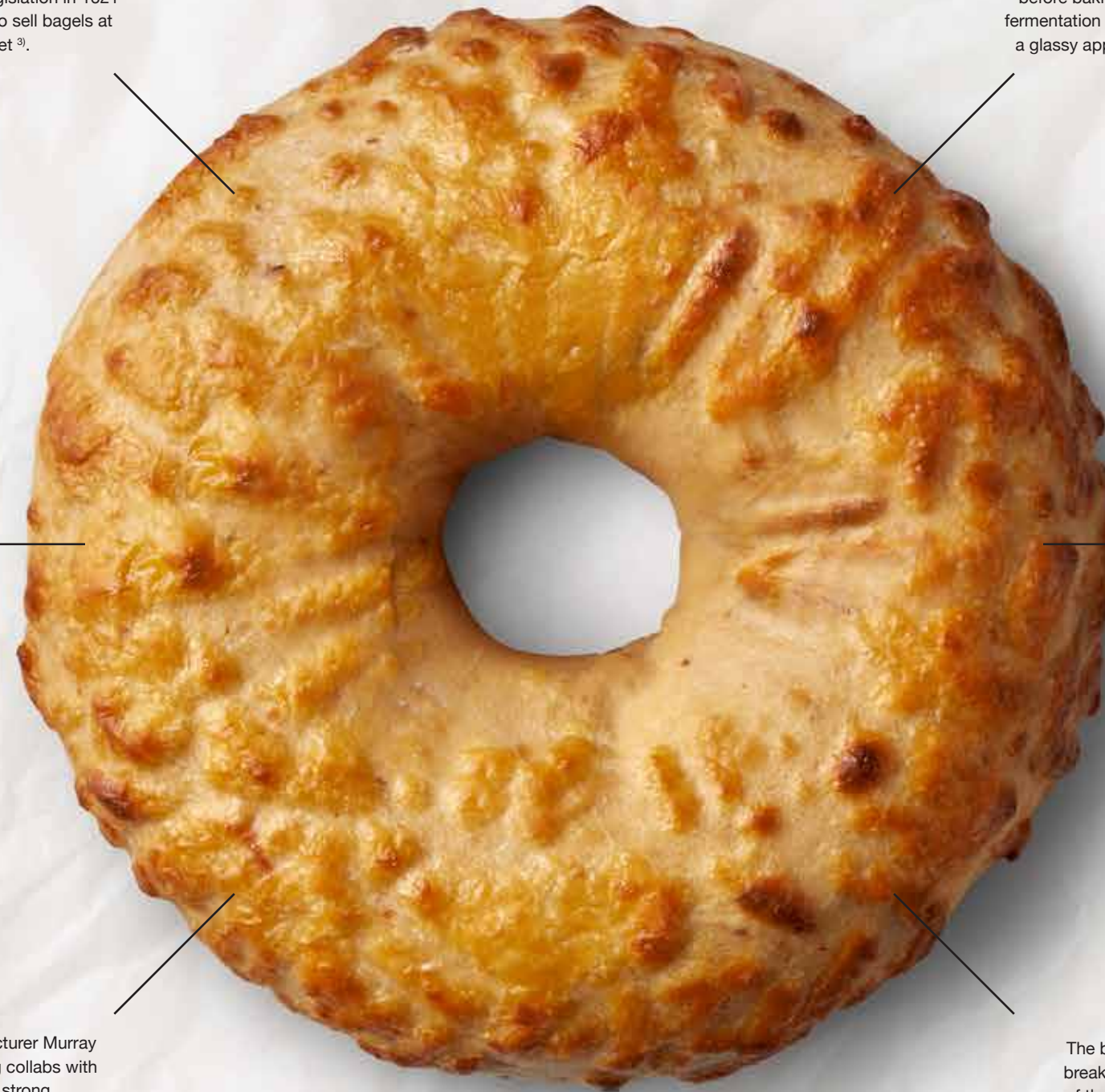
Anecdotaly, the bagel's hole was for transporting the bagel on a stick to the market, but more importantly, the hole and the bagel's round shape ensure an even core temperature during baking. This means that every mouthful gets the same chewy bite and dense crumb.

### Philadelphia

In the 1970s, the bagel manufacturer Murray Lender created ground breaking collabs with American food brands the strong, unbreakable bond between the bagel and Philadelphia Cream Cheese still exists. Philadelphia is considered the right spread for bagels <sup>4)</sup>.

### The consumer

The bagel is the preferred bread for breakfast, lunch and snack because of the taste, variety and the endless possibilities of fillings <sup>5)</sup>.



<sup>3+4)</sup> THE BAGEL – The surprising history of a modest bread, Maria Balinska.

<sup>5)</sup> Norstat bagel-and sandwich consumer insights (sept 2024).

<sup>6)</sup> Grand View Research.

MISS BAGEL *BAGELS*

Miss Bagel has the largest selection of quality bagels (+60 varieties and packages) Nordic Region. In 2001, we invented the Chili Cheddar bagel (with real Cheddar cheese and Jalapenos), which today has overtaken Plain and is the most eaten bagel variant in Denmark! It is our clean label ingredients, the unique rising, steam process and baking that give the Miss Bagel bagel its very own chewy bite and its own dense crumb, unlike all other types of bread and the classic New York bagel. You must try it! All our bagels are delivered frozen to preserve the structure of the bread “from bakery to table” and to reduce food waste.



**MISS BAGEL CHILI CHEDDAR**  
The favorite - With real cheddar cheese, a spicy twist and a long aftertaste!

Experience the perfect combination of mild chili, jalapenos and creamy cheddar cheese with our Chili Cheddar Bagel. This bagel is made with a flavorful real cheddar cheese and a touch of chili that gives it a slight heat and lots of character. Perfect for those who love a bagel with a little kick!

150g	24 pcs.	Item no. 44515000	Foodservice / Export
120g	30 pcs.	Item no. 44512000	Foodservice / Export
120g	7x4 pcs.	Item no. 44512040	Retail / Export
100g	8x4 pcs.	Item no. 44510100	Retail / Export
70g	20x2 pcs.	Item no. 44507020	Retail / Export



**MISS BAGEL PLAIN**  
Simple and versatile - Perfect for all types of fillings!

Our classic Plain Bagel is simple, soft and perfect for all kinds of toppings. This bagel has a light and airy crumb and a shiny, golden surface that is ideal for both sweet and savory toppings. A versatile favorite for anyone who loves bagels!

150g	24 pcs.	Item no. 44115000	Foodservice
120g	30 pcs.	Item no. 44112000	Foodservice / Export
120g	7x4 pcs.	Item no. 44112040	Retail / Export
100g	8x4 pcs.	Item no. 44110041	Retail / Export
70g	20x2 pcs.	Item no. 44107020	Retail / Export



MISS BAGEL *BAGELS*



**MISS BAGEL SESAME**  
**Crisp and tasty - The classic with a twist!**

Have a taste experience with our delicious Sesame Bagel, which is sprinkled with toasted sesame seeds for a slightly nutty taste and an extra crispy texture. Perfect for breakfast or as a base for a filling sandwich - this bagel is a favorite of many!

150g	24 pcs.	Item no. 44215000	Foodservice
120g	30 pcs.	Item no. 44212000	Foodservice / Export
120g	7x4 pcs.	Item no. 44212040	Retail / Export
100g	8x4 pcs.	Item no. 44210100	Retail / Export



**MISS BAGEL WHOLEMEAL**  
**Full and nutritious - A healthy start to the day!**

Our wholemeal bagel is ideal for anyone seeking a more fiber-packed and satisfying bagel experience. Made with a mixture of rye flakes, sunflower seeds and flaxseed, the bagel has a rich, nutty flavor and a wonderful, crunchy texture that is ideal for a healthy and delicious start to the day!

150g	24 pcs.	Item no. 45115000	Foodservice
120g	30 pcs.	Item no. 45112000	Foodservice / Export
120g	7x4 pcs.	Item no. 45112040	Retail / Export
100g	8x4 pcs.	Item no. 45107020	Retail / Export
70g	20x2 pcs.	Item no. 4507020	Retail / Export



**MISS BAGEL WHOLEGRAIN CHILI CHEDDAR**  
**Wholegrain with a bite – A bagel with spicy character!**

Experience our Chili Wholegrain Bagel, a robust and flavorful bagel, baked with wholegrain and a touch of chili, which gives a light heat and a spicy twist. This bagel is ideal for those who love a classic bagel with a modern twist and extra satiety from the wholegrain flour.

150g	24 pcs.	Item no. 44915000	Foodservice
120g	7x4 pcs.	Item no. 44912040	Retail / Export



**MISS BAGEL WHOLEGRAIN RYE**  
**Rich in flavor and fiber – A satisfying experience!**

Our Wholegrain Rye Bagel is made with nutritious wholegrain and rye flour, which gives a deep and rich flavor and a wonderfully satisfying texture. The bagel is a healthy choice for those who love a darker bagel with more body and fiber. It is perfect for a hearty breakfast or lunch.

150g	24 pcs.	Item no. 44715000	Foodservice
120g	7x4 pcs.	Item no. 44712040	Retail / Export

MISS BAGEL *BAGELS*



**MISS BAGEL SPINACH OREGANO**  
Fresh and aromatic – The taste of the Mediterranean!

Experience a fresh and flavorful experience with our Spinach Oregano Bagel. This bagel is made with spinach and a touch of oregano, which gives a lovely herbal flavor and a beautiful greenish hue. Perfect for those who want a unique and aromatic bagel. Ideal as a healthy and tasty meal.

150g    24 pcs.    Item no. 44815000    Foodservice



**MISS BAGEL EVERYTHING**  
The New York classic

Our Everything Bagel is a classic filled with flavor from a mix of sesame seeds, crunchy blue cheese, nigella seeds and a touch of garlic. This bagel has the perfect combination of crispness and flavorful topping, making it ideal for any flavor combination – a must-have for bagel lovers!

150g    24 pcs.    Item no. 45215000    Foodservice



**MISS BAGEL BIRKES**  
The Nordic breakfast bagel

Our Birkes Bagel is a simple and flavorful bagel, covered with a generous layer of blue birches, which gives a delicate nutty flavor and a slightly crispy texture. This bagel is perfect for both breakfast and lunch and is a classic choice for those who love a touch of Blue Birkes.

120g    30 pcs.    Item no. 44312000    Foodservice / Export  
120g    7x4 pcs.    Item no. 44312040    Retail / Export



**MISS BAGEL SOFT**  
Soft and airy – Our junior bagel

Our Soft Bagel is baked from extra soft and airy brioche dough, perfect for those who prefer a more mild and supple bagel. The clean simple taste makes it suitable for all fillings. The size is ideal for light snacks or bagel tastings, and for both children and adults. The bagel is pre-cut for easy preparation.

55g    64 pcs.    Item no 45055010    Retail / Export



MISS BAGEL *BURGER BUNS*

Our burger buns are baked in Denmark with pure ingredients, without the use of preservatives or other additives. Our burger buns are baked with at least 7% real butter. This gives the bread its very own texture, aroma, bite and crumb. You will experience a completely different experience than the traditional burger bun baked with oils and butter aroma. Just try it! All our buns are delivered frozen to preserve the structure of the bread “from bakery to table” and to reduce food waste.



**MISS BAGEL BURGER BUN WHOLE GRAIN XL**  
Our whole grain burger bun with a crispy bite and soft crumb

A characterful whole grain bun for both burger and sandwich buns. Baked with rye flakes (whole grain), butter and barley malt. Notes of nut with a crispy bite and soft crumb.

The bun is pre-cut to make preparation easier.

100g XL (D11-12)	24 pcs.	Item no. 40610050	F o o d -
service			



**MISS BAGEL BRIOCHE BURGER BUN SESAME**  
Glossy butter-baked burger bun topped with sesame

The brioche bun with sesame has a slightly sweet taste, a soft bite and a soft dense crumb. With a full 7% butter, our brioche bun is a premium product, where the toasted sesame seeds just elevate your burger experience that extra bit.

The bun is pre-cut to make preparation easier.

95g XL (D12-13)	18 pcs.	Item no. 407818	Foodservice
80g (D10-11)	24 pcs.	Item no. 407801	Foodservice



**MISS BAGEL BRIOCHE BURGER BUN**  
Our most popular burger bun - Baked with butter!

Slightly sweet taste. A soft bite and a soft dense crumb. With a whopping 7% butter, our brioche bun is a premium product that elevates your burger experience.

The bun is pre-cut to make preparation easier.

95g XL (D12-13)	18 pcs.	Item no. 408063	Foodservice
80g (D10-11)	24 pcs.	Item no. 408083	Foodservice



**MISS BAGEL BRIOCHE BURGER BUN SLIDER**  
Delicious little slider - Baked with butter!

Glossy glazed crust with a soft bite, an airy soft crumb and a slightly sweet taste. A good choice if you want to elevate your burger menu and selection to new heights. Ideal for burger tasting with different quality fillings.

The bun is not pre-cut.

40g (D7)	60 pcs.	Item no. 407818	Foodservice / Export
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MISS BAGEL SANDWICH BRØD

Not everyone knows that Miss bagel also develops and bakes quality sandwich bread. We bake Foccacia and Ciabatta bread of the highest quality for the entire foodservice market. The breads are the starting point for all the special breads we develop together with Nordic chains and groups that have special wishes to enhance their guests’ experience. Our sandwich bread is delivered frozen to preserve the structure of the bread “from bakery to table” and to reduce food waste.



MISS BAGEL CIABATTA DURUM WHOLEMEAL  
Popular dark sandwich bread

Dark sandwich bread baked on durum wheat, rye flakes, sesame seeds, sunflower and pumpkin seeds. Lots of flavor and easy to handle. Can be used as panini bread.

The sandwich bread is pre-sliced to facilitate preparation.

130g    24 pcs.    Item no. 40913050    Foodservice



MISS BAGEL FOCCACIA  
Delicious Foccacia bread in the form of sandwiches and envelope bread

Our Focaccia is a delicious food bread with olive oil, flaked salt and fresh rosemary. The Italian bread is baked in shape and is easy to warm in the oven before serving.

225g    12 pcs.    Item no. 40922510    Foodservice

MISS BAGEL RAW DOUGH

We didn’t think we would be producing pizza dough when we started in 2000. However, due to our bagel quality, our range took a twist in 2023 when a large pizza chain wanted us to produce pizza dough for their restaurants. This means that today we are rapidly expanding our raw dough production. Our precise dosage ensures uniform portion-packed dough for 1 pizza, regardless of whether it is for professional use or the pizza oven at home. The raw dough is delivered frozen to preserve the gluten structure of the dough, ensure the correct rising process before baking and reduce food waste.



MISS BAGEL PIZZA DOUGH  
Pizza dough Tipo00 for 1 pizza - Easy and simple!

With portion-weighted pizza dough, you get a nice, uniform result every time. Easy to handle for pizzerias, canteen kitchens, deli’s or for home pizza. Made with quality durum and wheat flour.

Handling: Leave the dough overnight in the fridge and take out 2 hours before use. The dough must rise at room temperature (ideally at least 2 hours in a proofing box), thereby becoming airy before rolling out.

275g 1-pack	28 pcs.	Item no. 402276	Detail / Export
275g	32 pcs.	Item no. 402275	Foodservice
500g 1-pack Organic	16 pcs.	Item no. 402500	Detail / Export





Perfecting the simple





1



CHOOSE A BAGEL FOR YOUR SANDWICH!

The bagel's unique chewy bite and dense crumb are the same for every bite. The perfect bread for your sandwich.

2



CHOOSE YOUR BAGEL VARIANT ACCORDING TO YOUR MOOD!

Choose from +10 bagel flavors and +60 sizes for every taste and every occasion.

3



PREPARE YOUR BAGEL THE BEST WAY!

Storage:

Unopened in a freezer at minus 18 °C: approx. 1 year.  
Opened in frost at minus 18 degrees approx. 1 month in tightly closed packaging.

In a fridge: 4 days in tightly closed packaging.

Defrosting:

Defrost the bagel from the freezer before serving.

A BAGEL MUST BE ENJOYED WARM!

Heat process:

Oven:  
180 degrees + 3-5 minutes.  
(If not defrosted 6-8 minutes).  
  
Airfryer:  
100g 7 min at 160 degrees – 150g 8 min at 160 degrees.  
(If defrosted).  
  
Toaster:  
Cut bagels and warm in a toaster for about 2-3 minutes.

FIND MORE INSPIRATION ON OUR SOCIAL MEDIA PLATFORMS!

4



CHOOSE THE RIGHT SPREAD!

There are many options for spreading before adding filling, but Philadelphia Cream Cheese is the ultimate and original spread for a bagel. Light, fresh and great for mixing a lot of great flavors. Philadelphia is the ideal barrier between the filling and the bread, preventing the bread from getting soggy!



5



FILL YOUR BAGEL WITH WHAT YOU LOVE!

From classic salmon to creative combinations – fill your bagel however you like. The combinations are endless.

6



SERVE ON ALL OCCASIONS

- A. On-the Go: Learn to wrap the bagel “The NY way” – easy to transport – easy to eat!
- B. For the lunch box: Our recommendation for school, work or a picnic!
- C. As an “Open sandwich” served on a plate.

7



ENJOY YOUR BAGEL 24/7!

The bagel is the most popular bread for breakfast, lunch and snacks throughout the day in Sweden and Denmark. (Norstat sandwich analysis, Sept 2024).

# CONTACT

Our products can be bought from all food wholesalers and in most retail stores throughout Denmark. We are always ready to help if you have any questions or want to hear more about special development of your bread range.

Follow our processes and get an insight behind the scenes on our social media platforms. Here we share updates, inspiration and stories from our team. Follow us on Instagram, Facebook and LinkedIn. @missbagel.dk

Stay tuned - we look forward to sharing more with you!

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**MISS BAGEL**  
*FOR MORNING*  
*FOR SCHOOL*  
*FOR WORK*  
*FOR LUNCH*  
*FOR SNACK*  
*FOR EVENING*  
*FOR HOME*  
*FOR TO-GO*

