Sweet cloud

CRUNCH. SMILE. REPEAT.

Caramelised popcorn from our own production in Belgrade, already on the shelves of 1,000+ outlets in Serbia

Sold in Serbia through the national distributor ROX-BG (IDEA, Mercator, RODA, MOL petrol stations), in North Macedonia through a local distributor (Vero and Ramstore) and in Montenegro (Voli and Domaća Trgovina).

The range: 3 flavours × 2 formats

Shelf life 12 months • store at 0…+30 °C



Caramel

Doypack 125 g with zip

12 per case • 672 per pallet



Salted Caramel

Doypack 125 g with zip

12 per case • 672 per pallet



Fruit Mix

Doypack 125 g with zip

12 per case • 672 per pallet



Caramel

Cup 60 g

16 per case • 1,536 per pallet



Salted Caramel

Cup 60 g

16 per case • 1,536 per pallet



Fruit Mix

Cup 60 g

16 per case • 1,536 per pallet

Real caramelisation, not a glaze • Mushroom corn: large round kernels without hard hulls • 100% coconut oil, no palm oil • vegan • gluten-free (lab-confirmed, <5 mg/kg) • Halal • certified ISO 22000

1,000+

outlets in Serbia with national distributor ROX-BG

15 million

packs a year: designed capacity of the Belgrade site

ISO 22000

certified ISO 22000:2018 (to 15.09.2029) • Halal (to 23.07.2027) • gluten-free, lab-confirmed

How we work with partners

Supply

Doypack 125 g and cup 60 g, 3 flavours. Euro pallet 80×120; 33 pallets per truck, mixed SKU.

Marketing support

POS materials for the shelf and checkout, floor stands and a quarter-pallet display. In Serbia: billboards in Belgrade and the IDEA promo catalogue.

Adaptation

Free sample set of all 6 SKUs. Website for shoppers in SR, EN, MK, ES and AL.

Terms

MOQ 1 pallet per SKU, mixed truck. FCA Zemun warehouse. EUR.1: 0% duty in the EU.

SweetCloud • Belgrade, Serbia • sweetcloud.me • id@sweetcloud.me

Samples: 6 SKU, free