



Media Contact: Karen Haggerty
770.579.9897
Karen@Pinpointcom.net

Crispy, Goopy, Irresistible: New Gerrit's® Bakery Mini Stroop Wafels

FENTON, Mich. (March 26, 2025) – Riding the wave of the snacking revolution, [Gerrit J. Verburg Company](https://www.GerritJVerburg.com) introduces [Gerrit's® Bakery Mini Stroop Wafels](https://www.GerritJVerburg.com) to satisfy consumers looking for a sweet treat with international flair. These bite-sized Dutch delights feature thin, golden brown, crispy waffles filled with a sweet, gooey caramel center, for the perfect balance of texture and taste in every bite. Each 5.29-ounce peg bag contains around 16 mini stroop wafels, and there are 12 bags per case. It's the perfect addition to every store shelf, from c-stores to grocery, drug, dollar stores, and mass retailers. The SRP is \$3.49.

This poppable snack size is a smaller version of traditional Dutch stroop wafels. Popular in Holland for nearly two centuries, stroop wafels are enjoyed as a snack or dessert, either on their own or paired with a hot beverage. Consumers who want the larger conventional delicacy may choose [Gerrit's® Bakery Stroop Wafels with Real Butter](https://www.GerritJVerburg.com).

“These delicious bite-sized Gerrit's Bakery Mini Stroop Wafels are the perfect indulgence for snacking on the go, sharing with friends, or treating yourself,” says Gerrit Verburg, President of Gerrit J. Verburg Company.



Dayparts are blurring as consumers snack all day long, often in place of meals. Many consumers seek out decadent treats, and 53% say their last snack was an indulgent offering, according to Datassential SNAP! Snacking Keynote 2023.

According to lore, the first stroop wafel was conceived around 1840 when Dutch baker Gerard Kamphuisen combined leftover crumbs with sweet syrup. He called his culinary sensation “Goudsewafel” after the town of Gouda; however, people began to refer to the cookie by its sticky center and the Dutch word for syrup: “stroop.” The name became “Stroop Wafels.”



Based in Fenton, Mich., Gerrit J. Verburg Company imports and markets a wide variety of unique confectionery brands, including several European products, many of which are GMO-free and gluten-free. Founded in 1979 by a Dutch immigrant by the same name, the company offers brands including some that evoke childhood nostalgia: iconic gum brands Black Jack®, Clove®, and Beemans® chewing gum; Gerrit's Bakery Stroop Wafels®; Gerrit's® Satellite Wafers®; Pink Cadillacs® gummies; Allsorts® gourmet English licorice; Gumbilees® gourmet wine gums; Gustaf's® Dutch Licorice; and FORT KNOX® Chocolate Coins and Gold Bars. For more information, visit www.GerritJVerburg.com.

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