

# The brand story



# The brand story

## Why we exist?

Established in 1983, Confeitaria Carlos Gonçalves has been successfully gaining market share in the portuguese consumers with high quality cookies.

This success reinforced the desire to grow and develop new projects, challenges that expanded new horizons, new images and new target audiences.

From that desire, Biscland was born ...



# The brand story

## Why Biscland?

With the primary goal of creating a brand, equally readable and understandable around the world, we've put together the imaginary, hand in hand with biscuits land (biscuits + land), the new brand is born: Biscland.



WWW.BISCLAND.PT



ESTD. 1983  
 **BISCLAND**  
Original

# The brand story

## Our mission?

Contributing every day with sweet and happy moments to all families.



WWW.BISCLANDPT



ESTD. 1983  
 **BISCLAND**  
Original

# The brand story

## Our vision?

Reach all families  
in the world.



WWW.BISCLANDPT

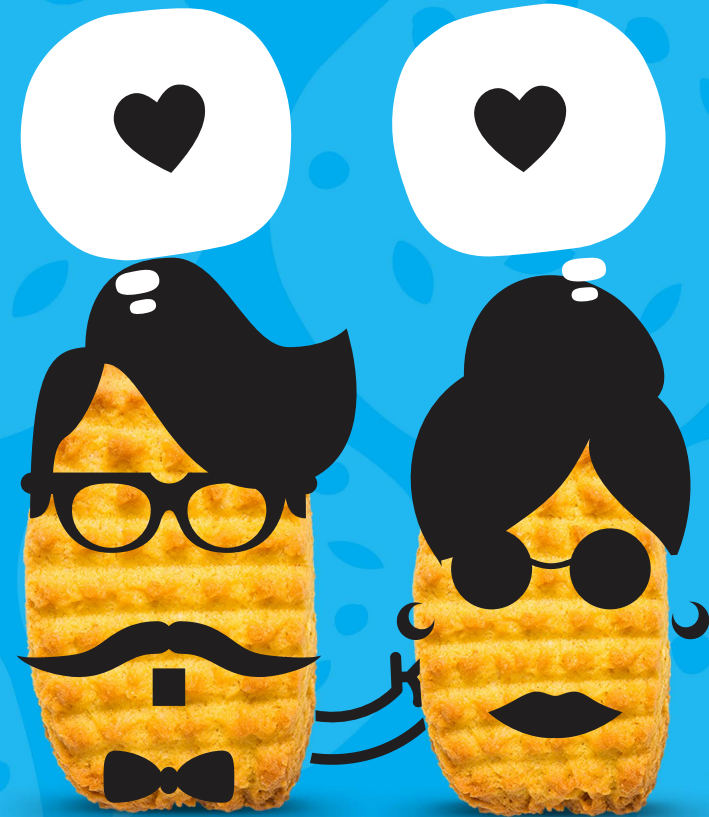


ESTD. 1983  
 **BISCLAND**  
*Original*

# The brand story

## Our values?

We believe in reliability, originality, innovation, know-how and quality of our products.

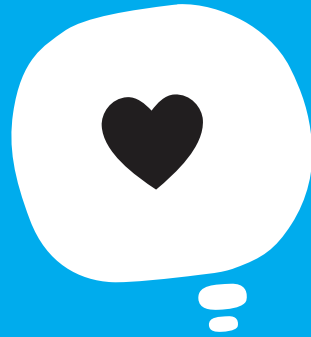


# The brand story

Where all biscuits come from™

[WWW.BISCLAND.PT](http://WWW.BISCLAND.PT)





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## Porque existimos?

Estabelecida em 1983, a Confeitaria Carlos Gonçalves tem vindo a conquistar com sucesso, quota de mercado nos consumidores portugueses, com biscoitos de elevada qualidade.

Este sucesso reforçou a vontade de crescer e desenvolver novos projectos, desafios que expandissem novos horizontes, novas imagens e novos públicos-alvos.

Dessa vontade, nasceu a Biscland ...



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## Porquê Biscland?

Com o objectivo primário de criar uma marca com um naming que seja lido e compreendido de igual forma em todo o mundo, juntámos o imaginário á terra dos biscoitos (biscuit + land) dando origem à nova marca: Biscland.



# The brand story

## A nossa missão?

Proporcionar às famílias momentos doces e felizes.



# The brand story

## A nossa visão?

Alcançar todas  
as famílias do mundo.



WWW.BISCLANDPT

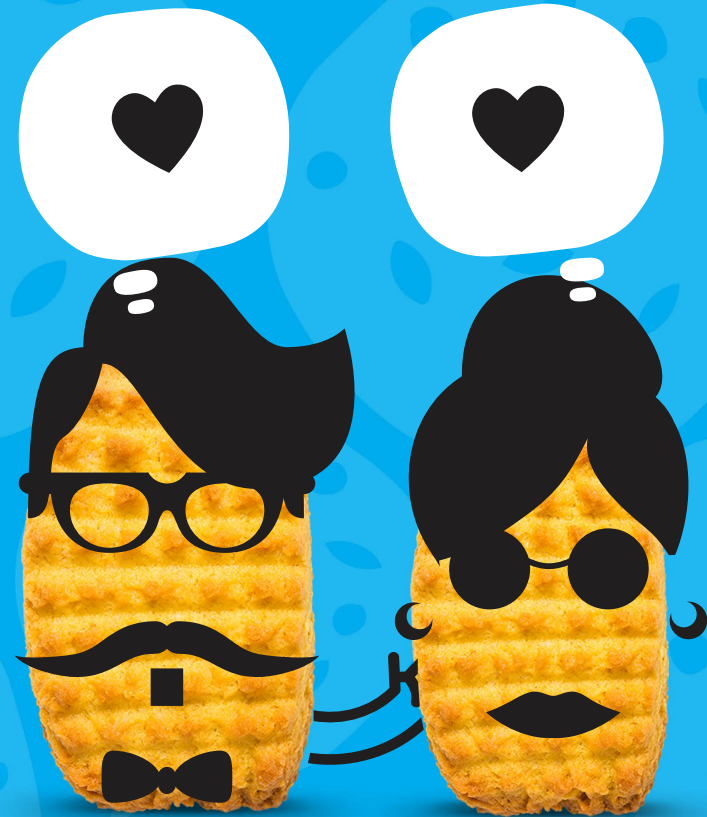


ESTD. 1983  
 **BISCLAND**  
Original

# The brand story

## Os nossos valores?

Acreditamos na confiança, na segurança,  
na originalidade, na inovação, no rigor  
e na qualidade dos nossos produtos



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