

Maltchies: Healthy Malt-based Snacks

ANTWERP, BE, JULY 31, 2025 – Made with more than 80% malted ingredients - wheat, lentils and barley, Maltchies offers a unique alternative to traditional snacks by delivering a crunchy texture, delicious flavours, and an outstanding nutritional profile. Maltchies is redefining the healthy snacking category with a product that combines innovation, taste, and nutrition. Developed by Boortmalt, a world-leading malting company with over 100 years of expertise, Maltchies brings the benefits of malting into the snack world in an entirely new way.

A Healthy Snack with Real Nutritional Benefits

In today's market, consumers are increasingly looking for better-for-you snacks that support their active lifestyles without compromising on taste. Maltchies addresses this need by offering snacks that are:

- Rich in fibre, supporting digestion and satiety.
- A natural source of protein, perfect for a balanced diet.
- 70% less fat compared to traditional snacks, making them a lighter option.
- Nutri-Score A, a guarantee of excellent nutritional quality.
- 100% vegan, appealing to the growing plant-based consumer community.

These attributes make Maltchies a truly healthy snack, unlike the majority of products currently available on the market.

The Power of the Malting Process

Malting naturally enhances the nutritional value of ingredients by:

- increasing fibre levels,
- improving protein availability,
- unlocking naturally rich, toasted flavours.

This special process gives Maltchies its distinctive health benefits and delicious flavor. Malting unlocks the full potential of grains and pulses by improving their digestibility, releasing essential nutrients, and enhancing their flavour. This makes Maltchies not only a healthier option, but also a more satisfying snacking experience.

Five Delicious Flavours for Every Moment

Maltchies is available in five irresistible flavours to suit all preferences: BBQ, Sweet Paprika, Chili & Lime, Tomato & Basil, and Teriyaki.

Each 45g pack is designed for on-the-go consumption, making Maltchies perfect for every occasion: at work, during travel, after sport, at home, or to share with friends.

An Innovative, Practical and Recyclable Packaging

Maltchies comes in a recyclable bag with an innovative top-opening design, making it easy to open and place directly on the table. This eliminates the need for an extra bowl or container, making it the perfect snack to share with friends and family anytime, anywhere.

A Perfect Fit for the Growing Healthy Snacking Market

The global snacking market is undergoing a major shift as consumers increasingly seek healthy, plant-based, and functional snacks. This evolution is opening the door for brands that combine nutrition, convenience and taste.

Maltchies is ideally positioned to meet this demand thanks to its unique recipe based on malted ingredients, its Nutri-Score A rating, and its significantly reduced fat content.

Launched in 2025, Maltchies is now available in a few retail and other channels, starting with Europe.

Why Choose Malt-based Snacks?

Snacking often has a reputation for being unhealthy and indulgent. Maltchies is changing this perception. By incorporating malted ingredients, the brand is using a process that naturally enhances nutrition without sacrificing taste.

For More Information

Learn more about the brand, its values, and its innovative range of malt-based snacks at www.maltchies.com.

About Boortmalt NV

Boortmalt is a global malting company with a 3.1 million tonnes production capacity. The group is present on 5 continents with 27 malting plants. Boortmalt's expertise is widely acknowledged by brewers, distillers, and food industries, who rely on the supply of top-quality barley malts. The Boortmalt Group is a fully owned subsidiary of the agricultural and agribusiness cooperative Axereal. Our relationship with Axereal, Europe's largest grain cooperative, ensures us access to high-quality barley year-round. Visit <https://www.boortmalt.com/> for more information.

Media contact

Sébastien Garnier, Boortmalt Group Communication Manager
(sebastien.garnier@boortmalt.com)