

Maybell

2026 Brand Catalogue



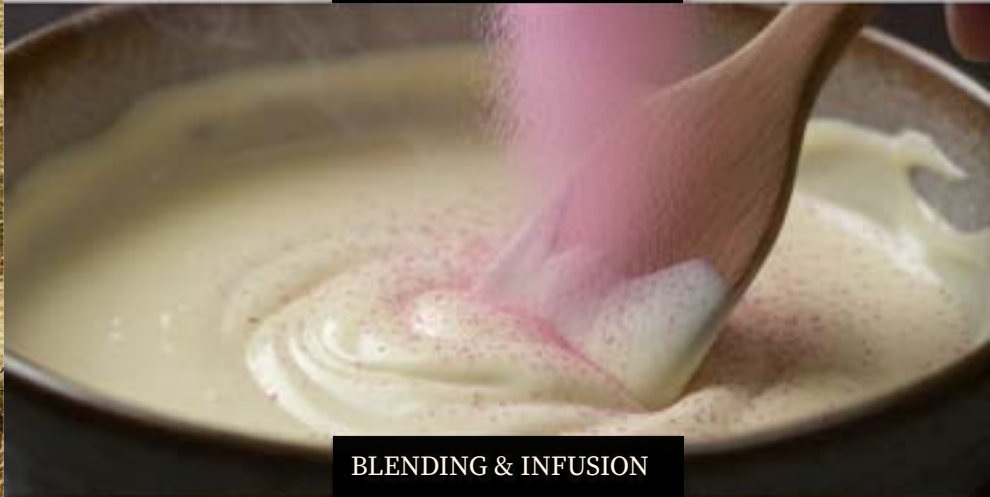
ABOUT US

Maybell™ is a brand by Mabel Confectionery LLP, founded by three passionate Bengalureans from diverse backgrounds, united by a shared love for chocolate. With a mission to bring luxurious confectionery treats in refreshingly new flavours to the Indian market at affordable prices, we take pride in delivering handmade products of exceptional quality. We do not use any artificial colours, flavours, or preservatives in any of our creations.

OUR CRAFTSMANSHIP STORY



SOURCING & SELECTION



BLENDING & INFUSION



FINISHING & PRECISION

THE MAYBELL PROMISE: MADE WITH HEART, NOT HASTE.

Our craftsmanship is a labour of love. We start by hand-selecting nature's finest: from responsibly sourced cocoa to premium fruits and nuts. Every bar is mixed, poured, and finished by hand, ensuring that the warmth and care of the artisan is infused into the chocolate. This dedication to natural perfection ensures a difference you can taste.

THE 2026 CORE COLLECTION

FIVE DISTINCT PROFILES. ONE UNCOMPROMISING STANDARD OF HANDMADE LUXURY

The Maybell Collection aims to achieve sensory equilibrium, blending premium real ingredients—from sun-dried rose petals to bold Robusta coffee—with our signature velvety cocoa. Every creation is hand-poured in small batches to ensure that whether your customers seek a refreshing frosty finish or a vibrant citrus burst, they experience a lingering, world-class aftertaste that keeps them coming back to you

THE RETAILER'S VALUE PROPOSITION

A Strategically Balanced Portfolio: Our lineup is engineered to satisfy the four primary pillars of premium confectionery:



The Exotic Luxury: Gulaabi Pista (White chocolate/floral niche)



The Crowd-Pleaser: Fruit & Nut (High-velocity classic)



Indulgence with Purpose: Café Robusta (Targeting the coffee-lover demographic)



The Refreshing Palate-Cleaners: Frosty Peppermint and Zesty Orange.





FRUIT & NUT EXOTICA

A TREASURE FROM CHILDHOOD, CRAFTED ANEW

Rediscover the warmth of cherished memories with our Fruit & Nut Exotica. We've meticulously gathered the finest, hand-picked cranberries and blueberries from distant lands, sun-ripened raisins, and perfectly hand-roasted almonds and hazelnuts. Each ingredient is combined flawlessly and enveloped in a rich, velvety smooth embrace. This creates a luxurious journey back to your grandmother's love-filled traditions, infused with the exquisite taste of premium Maybell cocoa!

A WORLD OF PREMIUM FLAVOURS IN EVERY BITE!

We source our ingredients from the finest across the globe: tart cranberries from Quebec, plump blueberries from Peru, rich hazelnuts from Turkey, sun-drenched almonds from California, and luscious raisins from our very own India. Each ingredient is combined flawlessly with our velvety cocoa to produce a truly joyous blend that marries world-class sourcing with luscious handcrafted quality!

USP HIGHLIGHT

- PREMIUM INGREDIENTS
- GLOBALLY SOURCED & HAND PICKED
- NO PRESERVATIVES
- NO ARTIFICIAL FLAVOURS
- HAND-ROASTED NUTS TO PERFECTION



FLAVOUR PROFILE

<p>TEXTURE</p>	<p>A velvety smooth cocoa melt is instantly contrasted by the hearty crunch of hand-roasted nuts, harmonizing with the chewy resistance of exotic, plump dry fruits.</p>
<p>AROMA</p>	<p>A warm, inviting bouquet of deep, rich cocoa layered with earthy, toasted nuttiness and hints of sweet, dark fruit.</p>
<p>TASTE</p>	<p>Deep, satisfying cocoa is elevated by a luscious blend of bittersweet nuts and the tart pop of berries, leaving a profoundly comforting, rich, fruity finish.</p>



ZESTY ORANGE

A MOMENT OF PURE SUNSHINE

Remember a lazy afternoon, the bright aroma of peeling a juicy orange? We capture that pure, nostalgic joy by infusing our rich, velvety cocoa with the full goodness of hand-picked, premium Malta oranges and their vibrant zest. This innovative blend delivers a bright, tangy kick and a smooth finish, transporting you straight to a sun-drenched garden with every luscious bite.

THE GOLD STANDARD OF CITRUS COCOA

Our Zesty Orange bar is a confident celebration of nature's best. We use hand-picked, premium Malta oranges—the whole fruit, including the, aromatic zest—to achieve an authentic, bright flavour unlike any other. This luscious, innovative blend ensures every smooth bite bursts with genuine citrus character and a refreshing aftertaste. It's the purest form of sunshine, handcrafted with love."

USP HIGHLIGHT

- PREMIUM HAND-PICKED ORANGES
- WHOLE FRUIT & ZEST INFUSION
- NO PRESERVATIVES
- NO ARTIFICIAL FLAVOURS
- HAND-CRAFTED QUALITY



FLAVOUR PROFILE



TEXTURE

Velvety smooth milk cocoa is countered by the subtly satisfying, slight coarseness of the infused orange powder and zest, creating an innovative contrast.



AROMA

A joyous burst of bright, sun-drenched orange zest instantly uplifts the warm, deep, and comforting scent of premium milk cocoa.



TASTE

A refreshing, zesty tang from premium Malta orange is swiftly mellowed by velvety sweetness, resulting in a confident, balanced taste that mirrors a bite of pure, ripe fruit.



USP HIGHLIGHT

- PURE ROBUSTA COFFEE INFUSION
- RICH COFFEE NOTES
- NO PRESERVATIVES
- NO ARTIFICIAL FLAVOURS

CAFÉ ROBUSTA

YOUR CRISP MORNING MOMENT

Close your eyes and remember the intense aroma of freshly brewed filter coffee. We've captured that beloved ritual in our Café Robusta. Pure, responsibly sourced Robusta coffee is flawlessly infused into our velvety cocoa, creating a luscious bar with the strong, bold notes of your favorite brew. This is your sophisticated, warm journey back to that cozy South Indian kitchen.

THE BOLD JOURNEY OF PURE ROBUSTA

The intense journey of two harvests culminates at Maybell: Pure Robusta Coffee cherries responsibly sourced and roasted to their fragrant peak, and the cocoa pods that yield our rich, velvety base. We creatively blend the aromatic essence of the coffee with our cocoa, transforming the strong, familiar warmth of a freshly brewed filter coffee into a single, sophisticated, and deeply satisfying creation.



FLAVOUR PROFILE




<p>TEXTURE</p>	<p>A luscious, velvety smooth melt of milk cocoa, where the very fine Robusta powder is seamlessly blended, delivering an incredibly clean, luxurious finish.</p>
<p>AROMA</p>	<p>A bold, intense fragrance of freshly brewed coffee made from deep-roasted Robusta beans, underscored by the warm, earthy comfort of premium cocoa.</p>
<p>TASTE</p>	<p>The rich, cocoa base achieves a perfect balance by melding its inherent sweetness with the natural, slight bitterness of the Robusta coffee, leaving an intense, enduring flavor.</p>



YOUR MOMENT OF COOL COMFORT
 Find pure joy and revitalization in our Frosty Peppermint bar, a delicious throwback to a crisp, winter morning. The natural, cool essence of premium peppermint is expertly blended with our luscious milk cocoa, creating a perfect, harmonious balance. This bar isn't just a treat; it's a moment of cool comfort designed to refresh your palate and leave you feeling instantly revitalized, ready to savour the day.

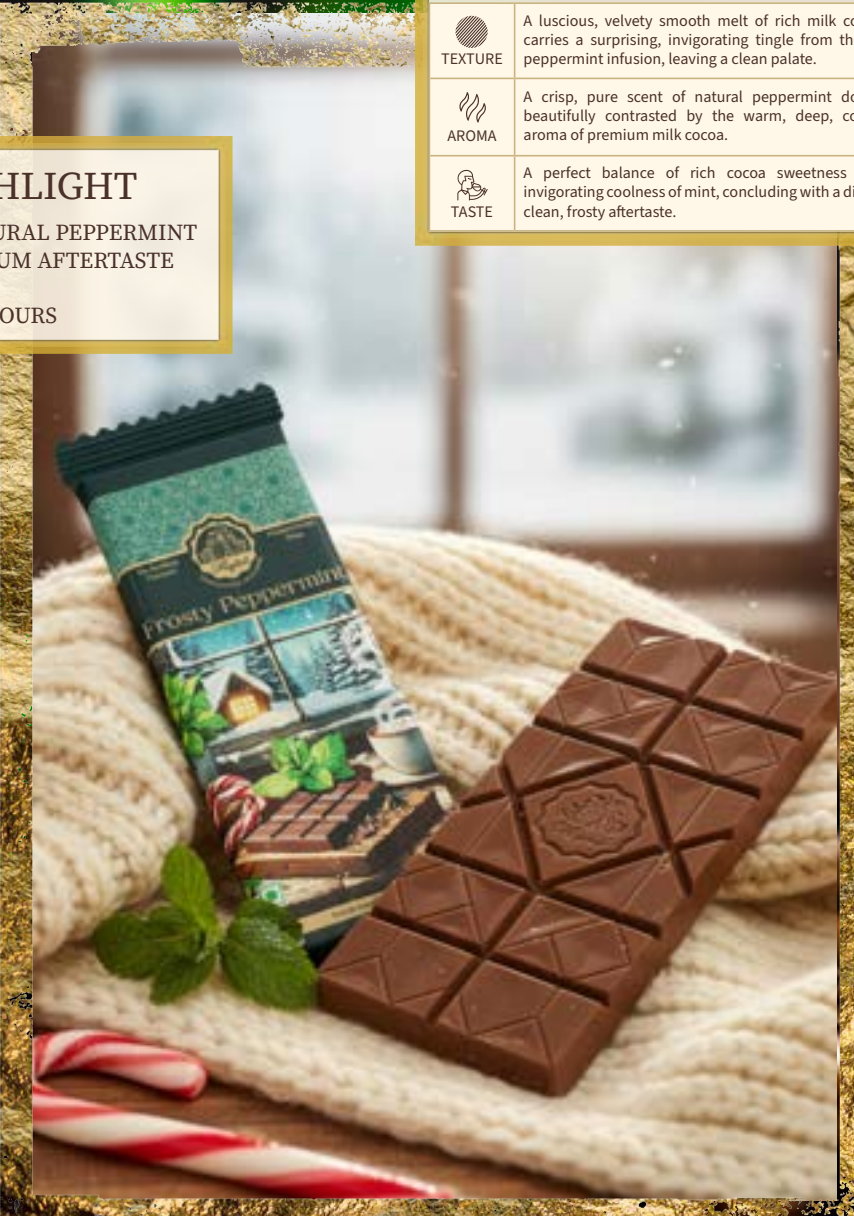
- USP HIGHLIGHT**
- INVIGORATING NATURAL PEPPERMINT
 - REFRESHING PREMIUM AFTERTASTE
 - NO PRESERVATIVES
 - NO ARTIFICIAL FLAVOURS

FLAVOUR PROFILE

 TEXTURE	A luscious, velvety smooth melt of rich milk cocoa that carries a surprising, invigorating tingle from the natural peppermint infusion, leaving a clean palate.
 AROMA	A crisp, pure scent of natural peppermint dominates, beautifully contrasted by the warm, deep, comforting aroma of premium milk cocoa.
 TASTE	A perfect balance of rich cocoa sweetness and the invigorating coolness of mint, concluding with a distinctive, clean, frosty aftertaste.

FROSTY PEPPERMINT
 THE PERFECT BALANCE OF WARMTH AND FROST

Experience an innovative flavour duality: the luscious warmth of our rich, velvety cocoa meets the intense, invigorating tingle of premium, natural peppermint. We've meticulously balanced this blend to deliver a refreshing, crisp bite that melts into a clean, frosty aftertaste. It's a confident, cool comfort, ready to revitalize your senses.





GULAABI PISTA

UNWRAP A ROYAL CELEBRATION

Imagine a royal Indian courtyard, the air scented with velvet roses. This innovative bar captures that memory: a luscious white chocolate base, seamlessly blended with fragrant rose petals, and crowned with the satisfying crunch of hand-roasted, exquisite pistachios. It's a taste of history, a joyous indulgence that turns any moment into a festive, unforgettable occasion.

ROSE AND PISTACHIO. PERFECTED.

A confident and innovative blend of India's most exquisite flavours. We start with our purest white chocolate, infuse it with the subtle perfume of natural rose petals, and finish it with premium, hand-roasted pistachios. The stunning contrast of pink and green, sweet and crunchy, creates a luscious experience that is both sophisticated and unforgettable. It's truly a match made in heaven.

USP HIGHLIGHT

- EXQUISITE NATURAL ROSE PETALS
- PREMIUM HAND-ROASTED PISTACHIOS
- NO PRESERVATIVES
- NO ARTIFICIAL FLAVOURS
- UNFORGETTABLE ROYAL AFTERTASTE



FLAVOUR PROFILE



TEXTURE

A luscious, velvety melt of white chocolate, instantly contrasted by the satisfying, rich crunch of premium, hand-roasted pistachio halves.



AROMA





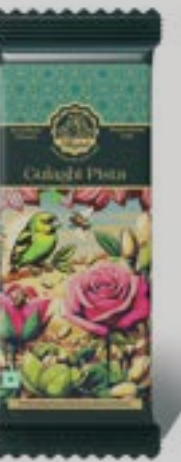
A fragrant, subtle bouquet of natural rose petals that beautifully uplifts the sweet, creamy comfort of the white chocolate base.



TASTE

The rich sweetness of the white chocolate is balanced by the delicate floral notes of rose, concluding with a savory, earthy richness from the pistachio.

TECHNICAL SPECIFICATIONS & LOGISTICS

PRODUCT IMAGE					
PRODUCT	MAYBELL FRUIT & NUT EXOTICA	MAYBELL ZESTY ORANGE	MAYBELL CAFE ROBUSTA	MAYBELL FROSTY PEPPERMINT	MAYBELL GULAABI PISTA
SKU	25-MBL-CC-FN-55	25-MB-CC-OR-52	25-MBL-CC-CF-51	25-MBL-CC-MT-58	25-MBL-SC-GP-57
GTIN / BARCODE	8908027343013	8908027343020	8908027343037	8908027343044	8908027343006
DIMENSIONS	160 x 65 x 8 mm	160 x 65 x 8 mm	160 x 65 x 8 mm	160 x 65 x 8 mm	160 x 65 x 8 mm
GROSS WEIGHT	56g	53g	52g	59g	58g
PACKAGING SIZE	<ul style="list-style-type: none"> • 10 units per pack (560g) • 30 packs per case (17kg) 	<ul style="list-style-type: none"> • 10 units per pack (560g) • 30 packs per case (17kg) 	<ul style="list-style-type: none"> • 10 units per pack (560g) • 30 packs per case (17kg) 	<ul style="list-style-type: none"> • 10 units per pack (560g) • 30 packs per case (17kg) 	<ul style="list-style-type: none"> • 10 units per pack (560g) • 30 packs per case (17kg)
PACKAGING DIMENSIONS	Inner Pack: 161 x 131 x 60 mm Case: 395 x 325 x 300 mm				
SHELF LIFE & STORAGE	Shelf Life: 12 months from date of packaging Storage: Store in a cool, dry, hygienic place & away from direct sunlight & strong odours				
MOQ	1 case (300 units)				
ESTIMATED LEAD TIME	5 - 7 days post-ordering				

ORDERING & CONTACT

For more information on our brand and to place orders, you can reach out to us below or scan the QR code:



<https://www.mabelconfectionery.in>



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