

# LOC MARIA BISCUITS®



#### Loc Maria Biscuits

SMALL BISCUIT & CHOCOLATE FACTORIES PLUS A WEALTH OF EXPERTISE: TOGETHER, NATURALLY









800 million Crêpes Dentelle Gavottes are produced every year and sold worldwide. Placed end to end, they would stretch round the earth's circumference – twice!





# Loc Maria Biscuits





#### **TRADITIONAL RECIPES**

GM-free Palm oil free Hydrogenated fat free

# 76 MILLION

euros

revenue

in 2019

#### Loc Maria Biscuits

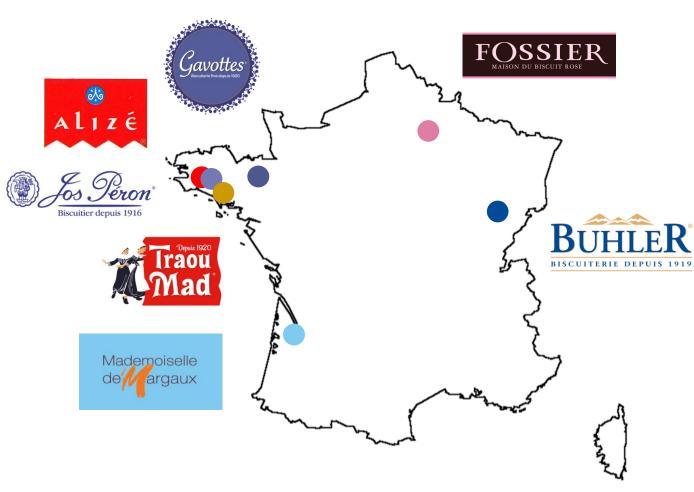
A WEALTH
OF
LONGSTANDING
KNOWHOW –
SINCE 1920





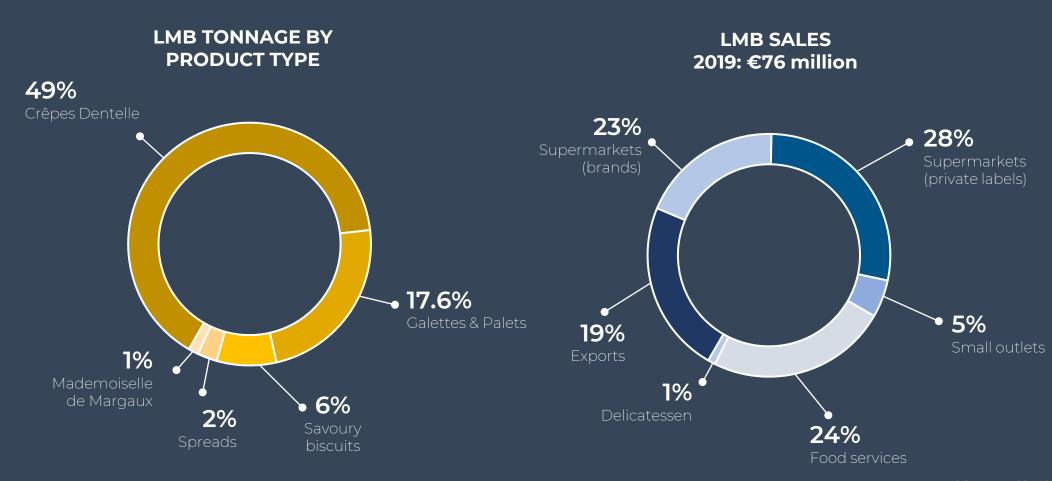
#### A BISCUIT GROUP WITH LOCAL KNOWHOW

- Gavottes Dinan (Côtes d'Armor) 2 sites
   Plain and coated Crêpes Dentelle
- Traou Mad Pont-Aven (Finistère)
   Galettes & Palets
- Jos Péron Coray (Finistère)
   Breton Galettes and Palets bretons, savoury biscuits
- Alizé Quimper (Finistère) 2 sites
   Private-label plain Crêpes Dentelle,
   Savoury Filled Crêpes, berlingot sweets
- Buhler Besançon (Doubs)
   Waffle fans and Cigarettes Dentelle
- Mademoiselle de Margaux Margaux (Gironde)
   Sarments du Médoc, Griottes
- Fossier Reims (Marne)
   Biscuits Roses, Macaroons, etc.



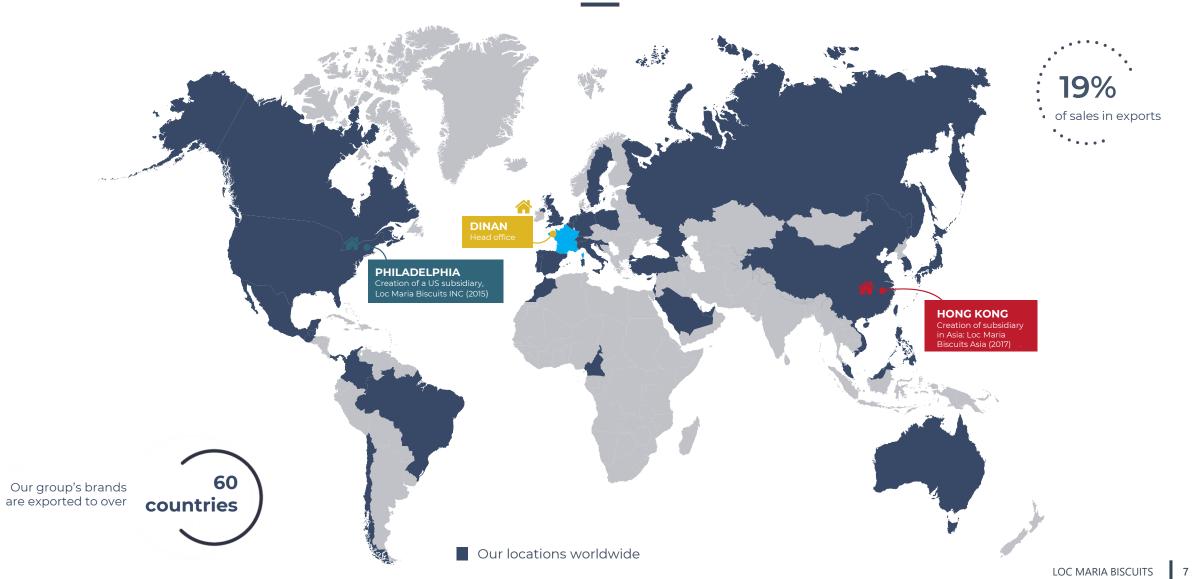
#### Loc Maria Biscuits

# PREMIUM AND TRADITIONAL BISCUIT SPECIALISTS



#### Loc Maria Biscuits

# INTERNATIONAL GROWTH





# VALUES: CLEARLY SET OUT IN OUR CODE OF ETHICS

## Our commitments





# 9 MANUFACTURINGSITES

- Ensuring the quality and traceability of production
- IFS food safety certification
- 100% "made in France" commitment
- Aiming for constant quality



# OURPRODUCT:

- Simple, high-quality ingredients (no colouring or preservatives, GM-free, no palm oil)
- Stringent selection of raw materials (French and Breton farming where possible)



# OUR EMPLOYEES AND CUSTOMERS

- Respect and skills development for our employees
- Continuous progress and success-oriented policy
- Aiming to ensure our clients and consumers are always satisfied



# OURPACKAGING

- Reducing our environmental impact
- Constant, active watch
- Partnerships with responsible suppliers that have a CSR policy



## BRANDS WITH UNIQUE KNOWHOW







#### Loc Maria Biscuits

# AWARDED EPV CERTIFICATION IN 2013

#### About the EPV label



The "Living Heritage Company" Label is a unique distinction in France, established by the State in recognition of artisanal knowhow and industrial excellence.



A certain number of criteria must be met for the label to be awarded, denoting **the high added value** of products that are made in France: the label is recognised by domestic and international buyers alike.



Our unique rolling technique, used for the Crêpe Dentelle, and the age-old recipes used to make our galettes and palets, are recognised as representing French excellence.





# CERTIFIED PME + SINCE 2019

#### About the PME+ label



The "PME+" label certifies the commitment of independent and family businesses to a CSR progress policy based

on good social, corporate, and environmental practices.

Following an independent audit, Loc Maria Biscuits has met the criteria for eligibility and passed all tests for each of the label's six thematic CSR pillars:

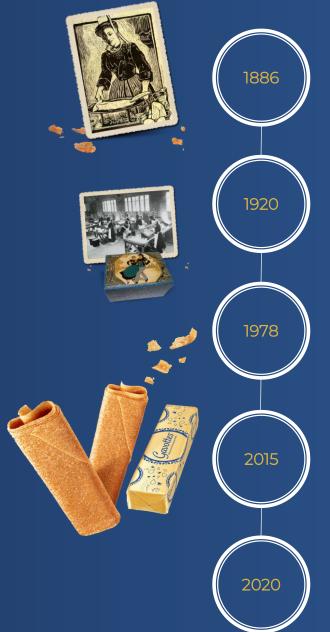


- CSR training and policy
- Employment relations, work conditions, and training
- Jobs and involvement in local life
- Transparent / responsible sourcing and practices
- Protecting the environment
- Safe, healthy, high-quality products





# FROM THE BIRTH OF THE CRÊPE DENTELLE TO INDUSTRIAL PRODUCTION



Marie-Catherine Cornic invents the Crêpe Dentelle in Quimper

"Crêperies de Loc Maria", the Gavottes® factory, opens in Quimper





Annual production of Crêpes Dentelle reaches 800 million







# THE BIRTH OF THE CRÊPE DENTELLE

1886

Pastry cook Marie-Catherine Cornic left a crêpe pancake on the heat just a little too long.

So she decided to fold it, roll it up, and taste it... The little crêpe that almost went to waste was crispier than ever: and so the Crêpe Dentelle was born!





# THE FIRST GAVOTTES FACTORY

# 1920 – 1950

The original process was then reproduced by workers in the new biscuit factory in the Loc Maria area in Quimper. Each Crêpe Dentelle was carefully rolled by hand...

Crêpes Dentelle were such a success that the careful handiwork of the pastry workers couldn't keep up...

The unique figure-of-eight rolling process was mechanised in the 1950s. In a single hour, the workshop could now produce 1500 Crêpes Dentelle rather than just 100 – much to the delight of discerning gourmets.





# MODERN

# 1950

It wasn't long before the Gavottes® brand became synonymous with elegance, refinement... and crispiness.

A delicate, refined rolling movement... almost like a dance... like a step in a well-known Breton folk dance, in fact: the Gavotte! The brand name virtually invented itself.









Croustillantes et légères, les Crêpes GAVOTTES sont le complément attendu de toute réception élégante



# DINAN FACTORY

# 1962

The slimline Crêpes Dentelle continued to be a success and started to be shipped around the world. The workshop in Quimper became too small, and so the biscuit factory moved into a 4500m² facility in Dinan, where our legendary Crêpes Dentelle are still produced today.









# EVEN MORE DELICIOUS CREPES DENTELLE

1978

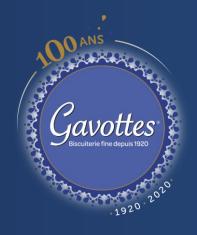
A new, delicious, chocolate-coated variety of the legendary Crêpe Dentelle was invented.

Since 1978, a large number of recipes have been tested every day, to the delight of discerning connoisseurs...





# 100 YEARS OF UNIQUE KNOWHOW

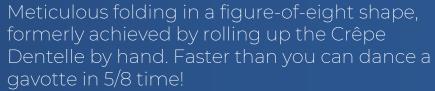


2020

Gavottes® is celebrating its centenary in 2020.

Over the years, the Crêpe Dentelle knowhow has been acclaimed by consumers worldwide – and become an established benchmark for the best pastry chefs, making









# OUR GUARANTEE:

In 2020, Gavottes® set out its commitment in writing in its "Local and Responsible" Charter





This meaningful initiative addresses consumers' expectations

with robust, practical commitments.

#### The local and responsible charter:



Passing on our knowhow



**Promoting local** products



Supporting responsible networks





# MEANINGEUL COMMITMENTS





#### **PASTRY CHEFS BENEFIT FROM OUR HUNDRED-YEAR-OLD KNOWHOW**

It takes several months to train them to cook and make the legendary figure-ofeight fold.

the secret of Crêpes Dentelle crispiness since 1920.



#### 100% FRENCH FLOUR FROM **CERTIFIED NETWORKS**

Guaranteed fair payment for farmers and precision farming that enhances



#### **INGREDIENTS WITH RECOGNISED OUALITY**

Our recipes are made using French flour, butter, and sugar. Our chocolate is made using UTZ certified responsible cocoa. By buying UTZ certified cocoa, Gavottes supports sustainable cocoa

production: www.utz.org.



#### REDUCING THE IMPACT ON THE ENVIRONMENT **AND ECOSYSTEMS**

Initiatives undertaken include: eco-grazing, green energy production, reducing our carbon footprint...



#### THE PACKETS AND GOLD PAPER USED TO WRAP YOUR DELICATE CRÊPES DENTELLE **ARE 100% RECYCLABLE**

guaranteeing that our packets come from sustainably managed forests.





# Bottom shelf

PLAIN CRÊPES DENTELLE 125 g





MILK CHOCOLATE / DARK CHOCOLATE / MILK CHOCOLATE CARAMEL CRÊPES DENTELLE 90 g



**SWEET ASSORTMENT** 100 g



SALTED BUTTER CARAMEL CRÊPES DENTELLE 60 g



CHOCOLATE HAZELNUT GAVOTTINES 95 g



THIN BUTTER WAFERS 100 g

#### New



LEMON AND POPPY SEED THIN GALETTE 120 g

#### Spreads

#### COCOA AND HAZELNUT SPREAD 350 g









60 g

Assortment

# Savoury snack range

#### Filled orêpes

# New



THYME & ROSEMARY ORGANIC SHORTBREADS





**CREAMY ONION** FILLED CRÊPES 60 q



BOURSIN® FILLED CRÊPES 60 g



**BASIL PESTO** FILLED CRÊPES 60 g



CREAM CHEESE FILLED CRÊPES 60 g



**BLUE CHEESE AND** WALNUT FILLED CRÊPES 60 g



CHEDDAR FILLED CRÊPES 60 g



GOAT'S CHEESE AND **ROSEMARY FILLED** CRÊPES 60 60g



LEERDAMMER FILLED CRÊPES 60 g





#### Vintage gift boxes



# VINTAGE GIFT BOX

200 g

#### Sea themed gift boxes



SEA THEMED GIFT BOX GOLD 200 g



SEA THEMED GIFT BOX RED 200 g



SEA THEMED GIFT BOX BLUE 200 g



SEA THEMED GIFT BOX SKY BLUE 200 g





# Festive gift boxes

#### Treats



MINI GIFT BOX 75



MINI GIFT BOX 75 g

#### Our gift boxes





FIRE GIFT BOX 420 g



EARTH GIFT BOX 420 g



WIND GIFT BOX 420 g





#### Traou Mad

TRAOU MAD-BRETON FOR "GOOD THINGS"





Baker Alexis Le Villain creates the Traou Mad – a thick biscuit known as a palet – in Pont-Aven





A company is established; the thinner Pont-Aven galette is invented by Alexis' daughter Marguerite













Traou Mad® celebrates its centenary

THESECRETOF

1920

Traou Mad – Breton for "Good Things" – is the name of a thick biscuit invented by Alexis Le Villain, a baker in Pont-Aven.

The recipe has remained unchanged ever since, and the key steps in its manufacture are still performed by hand.



#### Traou Mad

# THEINVENTION OF THE GALETTE DE PONT-AVEN

## 1950

#### CREATION OF THE COMPANY

In the wake of the sensation caused by the delicious Traou Mad biscuits, in 1950 Alexis Le Villain's daughter Marguerite set up a company in the same name to market them on a wider scale.

That same year, she invented the thinner Galette de Pont-Aven.



#### Traou Mad

# BRETON GIRLS DANCING BY PAUL GAUGUIN

## 1980

'BRETON GIRLS DANCING' BY PAUL **GAUGUIN** 

The 1980s saw the combination of art with gastronomy.

The works of Paul Gauguin, including his famous 'Breton girls dancing', began to feature on the biscuit tins.

A logo combining Traou Mad® and Paul Gauguin's work cemented this bond.













# 100 YEARS OF ANCESTRAL KNOWHOW

2020

#### THE SECRET OF GOOD THINGS

Traou Mad biscuits are literally "good things" in the Breton language - treasures that have been handcrafted for 100 years.

The recipe for our biscuits may be a secret, but the quality of our ingredients certainly isn't!



Free-range hen's eggs from Finistère



Fresh Breton



French wheat processed in **Brittany** 



#### Traou Mad

# TO CELEBRATE ITS CENTENARY TRAOU MAD® IS GETTING A NEW LOOK!

A new, more accessible, updated visual identity with more impact on the shelf\*

Maintaining the reassuring More modern handwritten Rejuvenated, reassuring, distinguishing marks of our Breton letters, evocative of "hometimeless logo with the words brand: blue background and red "Since 1920" logo ensemble to the season the women and men who The heritage of a unique brand, pass on the tradition that high-quality ingredients sourced unique taste and richness! through short supply chains, and

> Dancing Bigoudènes express authentic. cheerful values

Artisanal biscuit-making promoted with

the pure butter biscuit!

Highlighting we select

simple, noble ingredients, sourced locally



excellence-based knowhow



# Bottom shelf





GALETTES DE PONT-AVEN 100 g and 300 g







PALETS DE PONT-AVEN 100 g and 130 g



SALTED CARAMEL SLIVER GALETTES DE PONT-AVEN 100 g



**BUCKWHEAT GALETTES** DE PONT-AVEN 100 g

Têpes



LARGE GALETTES DE PONT-AVEN 130 g







GALETTES DE PONT-AVEN 400 g



PALETS DE PONT-AVEN 400 g



MILK CHOCOLATE CRÊPES DENTELLE 100 g



PLAIN CRÊPES DENTELLE 85 g







APPLE GALETTES DE PONT-AVEN 100 g



# Gift boxes

## Pencil tins TRAOU MAD PENCIL TIN TRAOU MAD PENCIL TIN PALETS DE PONT-AVEN GALETTE DE PONT-AVEN 200 g 200 g





TRAOU MAD BISCUIT TIN PALETS DE PONT-AVEN 200 g AND 300 g



TRAOU MAD BISCUIT TIN GALETTES DE PONT-AVEN 200 g AND 300 g

# Gift boxes







GALETTES DE PONT-AVEN 400 g

### Sugar tins



**SUGARTIN** PALETS DE PONT-AVEN TRAOU MAD 300 g



**SUGARTIN** GALETTES DE PONT-AVEN TRAOU MAD 300 g

PALETS DE PONT-AVEN 400 g



# Festive gift boxes

# Owr gift boxes



**NAVY BLUE TIN** PURE BUTTER GALETTES DE PONT-AVEN 300 g



**CRIMSON TIN** ASSORTMENT OF GALETTES DE PONT-AVEN (PLAIN, CARAMEL, SALTED BUTTER, RUM) AND PALETS DE PONT-AVEN

290 g



ORGANIC BOX ORGANIC GALETTES DE PONT-AVEN 300 g

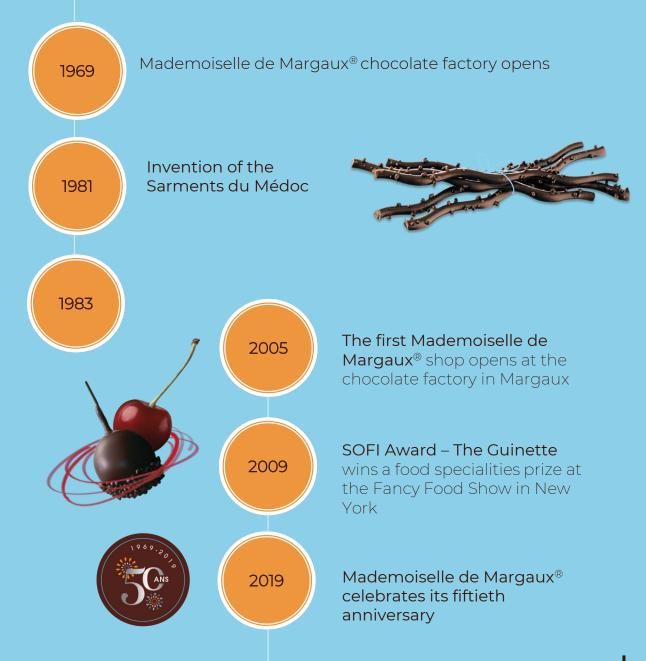




#### Mademoiselle de Margaux

## CHOCOLATE INSPIRATION

Candy Award - Prize for the best candy product imported into the United States, awarded to Sarments du **Médoc** at the first Fancy Food Show in Washington





1969

#### **CHOCOLATE FACTORY OPENS**

Margaux, specialising in Guinettes: dark chocolate morello cherries with a touch of Armagnac brandy, and chocolate strips to be used in chocolate pastries and chocolatines.





#### THE TOWN OF MARGAUX

Margaux is one of the **famous Médoc** vineyards, with an international reputation; it's a popular tourist destination with its prestigious Bordeaux chateaux.





### 1981

#### THE BIRTH OF SARMENTS DU MÉDOC

After ten years or so, a mechanical error occurred: a nozzle on a machine making chocolate sticks became clogged; the result was a new form of uneven, thin sticks, like twigs.

Drawing inspiration from the surrounding vine branches, the firm dubbed them Sarments du Médoc...

Sometimes, the greatest inventions are the serendipitous result of mistakes!





### 1983

#### SARMENTS DU MÉDOC WINS AN AWARD

It did not take long for Sarments du Médoc to become an acclaimed success.

The innovation from Mademoiselle de Margaux won a "Candy Award" in June 1983 at the Fancy Food Show in Washington.





### 2005

#### THE FIRST SHOP OPENS

Margaux, a town renowned for its wine and vineyards, also proved to be a town for chocolate! Mademoiselle de Margaux decided to open its first shop in 2005, on the site of its chocolate factory, to present its legendary Sarments du Médoc to local residents and passing tourists.





2009

#### THE GUINETTE ALSO WINS AN AWARD

In 2009, it was the Guinette's turn to enter a contest at the "Fancy Food Show" in New York.

The perfect match between the cherry, Armagnac, and chocolate, together with the quality and delicacy of this regional speciality, won over the panel, who awarded the Guinette the "SOFI Award", a prestigious prize for food specialities.





2019

MADEMOISELLE DE MARGAUX® CELEBRATES ITS FIFTIETH **ANNIVERSARY** A SHOP OPENS RIGHT INSIDE THE CHOCOLATE FACTORY

In October 2019, the inauguration of the firm's brand new shop offered an excellent way to celebrate its fiftieth anniversary. The new shop was built in an outstanding location, dating back to the nineteenth century: the chocolate factory's former wine cellar. This new, characterful venue, right in the middle of the Margaux chocolate factory, has proved to be a great way of showing off our specialities to French and overseas customers.





### RECOGNISED, AWARD-WINNING QUALITY



made from pure cocoa butter is used - and no other vegetable fat.

for taste quality



Since 2012: **ISO 22000** quality management and food safety system, factually guaranteeing HACCP standards are adhered to





1983 "Candy Award" for

Sarments du Médoc

at the "Fancy Food Show" in Washington



2009: "SOFI Award" for the Guinette, at the "Fancy Food Show" in New York





## Sarments du Médoc \*

#### "Presentation" packs





DARK 68% 60 g



DARK ORANGE 60 g



DARK RASPBERRY 60 g



EARL GREY TEA DARK 60 g



CARAMEL MILK CHOCOLAT E 60 g







ASSORTMENT OF 4 SARMENTS DU MÉDOC VARIETIES – 240 g

#### LIMITED EDITION



CARAMEL MILK 125 g



YUZU & GINGER DARK CHOCOLATE 125 g







PEAR MILK 125 g



EARL GREY TEA DARK 125 g



DARK ORANGE 125 g



68% DARK 125 g



DARK RASPBERRY 125 g



MINT DARK 125 g





## Sarments du Médoc \*

### "Seasonal" range





MANDARIN ORANGE DARK CHOCOLATE 155 g



FLEUR DE SEL DARK CHOCOLATE 155 g



CARAMEL MILK CHOCOLATE 155 g



MINT DARK CHOCOLATE 155 g

#### LIMITED EDITION



LEMON DARK CHOCOLATE 155 g Export range







MANDARIN ORANGE. FLEUR DE SEL AND MINT DARK CHOCOLATE 210 g



**STRAWBERRY** MILK CHOCOLATE 60 g



MINT DARK ORANGE DARK CHOCOLATE CHOCOLATE 60 g 60 g



RASPBERRY DARK CHOCOLATE 60 g



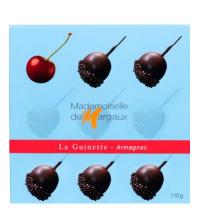
CARAMEL MILK CHOCOLATE 60 g



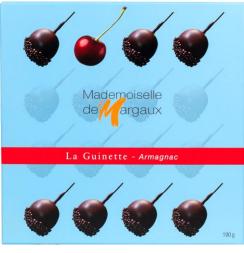
\*Chocolate twigs



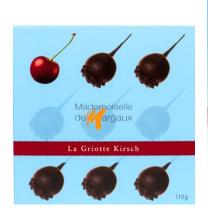
### Quinette and Griotte



ARMAGNAC GUINETTE 110 g



ARMAGNAC GUINETTE 190 g



KIRSCH GUINETTE 110 g



KIRSCH GUINETTE 190 g





## Festive gift boxes



WOOD GIFT BOX SPECIAL CHOCOLATE CUVEE 180 g

### Sarments du Médoc specialities



LIMITED EDITION YUZU & GINGER DARK CHOCOLATE 125 g













Bakers in the Champagne region come up with the pink Biscuit Rose



Biscuits Roses make an appearance at King Louis XVI's coronation in Rheims

Mr Fossier buys the biscuit factory founded in 1756 and sets up "Maison Fossier"





The legendary Biscuit Rose accompanies Champagne tasting sessions for the first time





After the two world wars, Maison Fossier is one of the last remaining biscuit factories in Rheims



Maison Fossier celebrates 260 years of providing sweet treats!



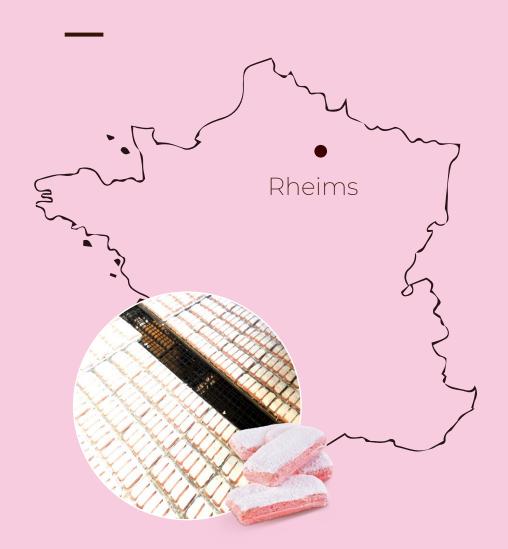




### THE BIRTH OF THE BISCUIT ROSE

1690

Keen to make the most of the heat in their ovens after having baked their bread, bakers in the Champagne region had the idea of creating a special bread, left in the bread oven to dry out once it had been baked a first time. This was Pink Bis-cuit Rose meaning that it was baked twice.







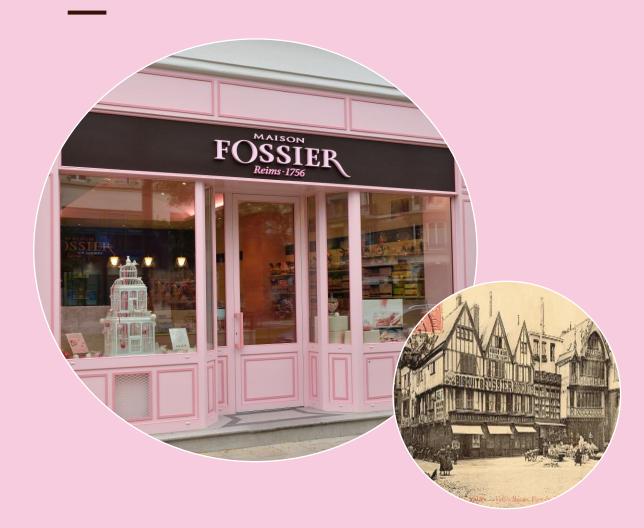




### MAISON FOSSIER FOUNDED

1845

Founded in 1756, the biscuit factory was bought by Mr Fossier in 1845. "Maison Fossier" is now the oldest biscuit factory in France. It has earned recognition - including from royal courts (notably at King Louis XVI's coronation) for the quality of its historic biscuits.







### THE TASTING TRADITION

1920

During the Roaring Twenties, Biscuits Roses really took off: polite society especially enjoyed them with a glass of Champagne.

Nowadays, the form is to dip your Biscuit Rose in your champagne.

A large number of partnerships with prestigious Champagne brands including Mumm, Canard Duchêne, and Lanson have been created, each with festive gift boxes.





### 260 YEARS CREATING SWEET TREATS

2016

This famous biscuit is baked twice, giving it a unique texture and making it highly absorbent. These qualities make it the ideal ingredient for a large number of desserts: charlottes. tiramisu, cheesecakes, etc.

To celebrate its 260th anniversary, Maison Fossier gave it pride of place for one month in Galeries Lafayette Gourmet outlets!







## FOSSIER THE PINK BISCUIT FIRM

### Exclusive recipe

Unique pink colour, light vanilla taste



### Baking twice

Gives the biscuits a unique texture and makes them highly absorbent - elegantly paired with champagne

### MAISON FOSSIER GUARANTEES



Demonstrating the company's commitment to CSR progress



Products Made in France













Highlighting Maison Fossier's artisanal knowhow and industrial excellence.







# FOSSIER BISCUIT FIRM BISCUIT Rose range

### Bag format



**BISCUITS ROSE BAG** 250 g

#### Packet and tin formats



**BISCUIT ROSE PACKET** 100 g



**BISCUIT ROSE PACKET** 200 g

# Culinary aids



BISCUIT ROSE TIN 200 g





**BISCUIT ROSE** POWDER BAG 250 g





BISCUIT ROSE TIN 110 g



MINI BISCUIT ROSE PACKET 110 g





## FOSSIER Shortbreads, Biscuit Rose Frunches, Macaroons

### Biscuit Rose Shortbreads





RASPBERRY SHORTBREAD PACKET 110 g



STRAWBERRY SHORTBREAD PACKET 110 g



SALTED BUTTER CARAMEL SHORTBREAD PACKET 110 g



GIANT CHOCOLATE SLIVER SHORTBREAD PACKET 110 g

### Biscuit Rose Crunches



DARK CHOCOLATE AND RASPBERRY CRUNCH PACKET 170 g



PRALINE GIANDUJA CRUNCH PACKET 170 g



DARK CHOCOLATE CRUNCH PACKET 170 g



Macaroons







BAG 120 g

ALMOND MACAROONS RASPBERRY MACAROONS COCONUT MACAROONS BAG BAG 120 a 120 g

