

• PRESS KIT •



MAISON GEORGES LARNICOL

Meilleur Ouvrier de France

QUINTESSENCE...

GEORGES LARNICOL

One of France's Finest Pastry Chefs

JEAN-FRANÇOIS CASTAGNÉ

One of France's Finest Chocolate Makers

*“...Five elements, five
chocolates and two friends to
bring these flavours to life... “*





The first notes...

"We've been wanting to work on a joint project for a long time and our close affinity and our passion for chocolate and praline have finally brought us together again.

We have composed this journey to offer you a surprisingly chocolatey and praline musical score!

There are scales of subtle flavours and tones with varied rhythms, all in a gourmet harmony that we were anxious to share with you..."

Georges Larnicol & Jean-François Castagné

3



QUINTESSENCE...



QUINTESSENCE

a story of flavour and friendship

4

Quintessence is an outstanding partnership between two of France's Finest Craftsmen, a real flavourful score composed by fourhands.

Georges Larnicol, one of France's Finest Pastry Chefs, and Jean-François Castagné, one of France's Finest Chocolate Makers, both received the prestigious award in 1993 when they met briefly.

They met again in a professional context a year later and worked together for 6 years as cookery teachers.

This successful duo created shock waves thanks to the rigour and gustatory mastery of the former and the artistic talent of the latter. At the time, they were nicknamed "the round one and the square one"!

As well as a passion for the profession, they share the same values regarding work ethic and a quest for excellence, flavour, and transmission of knowledge. Their challenge - to combine tradition while constantly seeking innovation.

In the 2000s, they went their separate ways. Georges Larnicol headed to Quimper in Finistère (West of France) and Jean-François Castagné to Mazamet in Tarn (South of France).

Now, 15 years later, they have been brought together by a desire to work together again and express both their affinity and synergy by composing a new score.

Quintessence is the result!

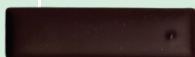
Lavish pralines with delicate notes and a powerful Terra Negra chocolate coating (see inset) whose tones come to life on the palates of chocolate lovers.

Five pralines like five notes on a musical score...

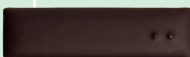
Georges Larnicol and Jean-François Castagné have dreamt up a taste journey to constantly surprise your taste buds.

Numbered from 1 to 5 with subtle raised dots, there are three chocolates per flavour.

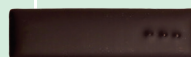
● ***Cœur de
noisette***
Hazelnut gianduja



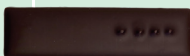
● ● ***Passionnément***
Almond praline
with hints of passion



● ● ● ***Nougat
champêtre***
Almond and hazelnut
praline with slivers
of nougat



● ● ● ● ***Fleur de
girofle***
Hazelnut praline
with notes of clove



● ● ● ● ***Moka-chic***
Hazelnut praline
with a touch of
arabica coffee



*Quintessence is
available in 16 Maison
Georges Larnicol shops.
Price: €24.90
140g box.*

5

TERRA NEGRA

The recipe for the 70% cacao dark chocolate is the only one of its kind in the world and was developed specifically for this range of chocolate by Jean-François Castagné.

It stands out for its blend of two beans (from Java and Ghana) that are roasted separately for optimal flavour. It has a very soft flavour which enables all the aromas of the sweets to be released. The essence of cocoa then takes over to prepare the palate for a different flavoured delight.



Georges Larnicol

One of France's Finest Pastry Chefs



Brittany-born Georges Larnicol grew up around pastry from an early age. His father was a pastry chef and his mother ran a stall in Quimper (West of France) market selling pastries made in the workshop. Georges picked up the trade quite naturally by helping his parents before and after school, and they registered him for the French pastry

exam as an external candidate when he was still studying for the equivalent of A Levels. The young man was awarded the diploma but thought he would never use it.

6

After studying mathematics and architecture, he rapidly set up a company with his wife Yolande, with whom he also shares a passion for motorbikes and racing. Georges has had a rich and atypical career. He has run a chip van, an art gallery and a rope making business. But following a heart infection linked to working with rope, he finally decided to return to pastry.

It soon became a passion and his taste for challenge quickly caught up with him. He opened his first cake shop and tea room, aptly-named "Boule de Neige" (Snowball) and set his sights on becoming one of France's Finest Craftsmen. By then it was 1985 in Quimper and Georges was 30 years old.

Georges Larnicol was awarded the title of One of France's Finest Pastry Chefs in 1993. This distinction recognised many hours of work, his exceptional creativity, his artistic nature and his expertise in the ingredients he uses.

He set up "Maison Georges Larnicol" in 1999, based on an innovative idea to develop a chain of self-service chocolate and biscuit shops. Since then, the gourmet creativity of Georges Larnicol and his teams has spread across Brittany and western France and right into the centre of Paris.



His values:

- *respect for traditional craftsmanship,*
- *careful choice of raw materials,*
- *giving as many people as possible access to quality products,*
- *sharing creativity and a love for food.*

Jean-François Castagné

One of France's Finest Chocolate Makers



Pastry chef and chocolate maker Jean-François Castagné is from the south of France and is recognised by the entire profession. He has had an exceptional career, dotted with challenges, and today innovates while shaking up conventional thinking.

The profession chose him when he was no more than a boy. At just 15, he did an apprenticeship to help his mother keep the family pastry shop, which was founded in Mazamet in Tarn (South of France) in 1969.

After adding to his experience with various jobs in the south of France, he took over the family business at 19.

Over time, the young man specialised in chocolate as it enabled him to express his artistic side. He created chocolate sculptures but was not completely happy with the melting and crystallisation technique. So Jean-François committed heresy by putting chocolate in a blender and he obtained a paste. The chocolate became workable all of a sudden and a new technique was created – sculpture modelling.

As with all forward thinkers, his work struggled to receive recognition within the profession. He therefore decided to enter France's Finest Craftsmen competition in 1993. True to his beliefs and following

hours of work and preparation, he entered the final with a sculpted piece created using his sculpture modelling technique.

His choice and perseverance were then recognised and it marked a turning point in Jean-François's career.

From then on he was seen as a role model. His innovative spirit was accepted throughout the profession. All chocolate makers and confectioners had to master the sculpture modelling technique, which has become a classic at the France's Finest Craftsmen competition!

Jean-François Castagné makes no concessions when it comes to selecting and transforming raw materials, and he continues to uphold the exacting standards that characterise his creations at the family pastry shop in Mazamet, where he excels as a creator, composer and master craftsman.

He is also committed to young people and is involved in many training courses in France and abroad. He advises and supports young contenders who enter the France's Finest Craftsmen competition.

7

His philosophy:

*an ongoing quest for
excellence and transmission
of knowledge*



MAISON GEORGES LARNICOL

One of France's Finest Craftsmen

Maison G. Larnicol



8

A very unique story...

Maison Georges Larnicol was set up following an **ambitious idea** to sell chocolates and biscuits in **self-service** shops. It was a very novel concept in 1999 but it was immediately adopted by customers who entered the first shop of its kind in Concarneau.

Traditional craftsmanship

In addition to its innovative concept, Maison Georges Larnicol above all focuses on the **expertise of a fine pastry chef and chocolate maker** and Georges Larnicol strives to retain and showcase this expertise in each of his creative and gourmet products.

The chocolates are made **by hand** in one factory in Melgven in Finistère, using traditional methods. It is there that 85 co-workers, who are passionate about their profession, work their daily magic and carefully create **pastries, biscuits and chocolates** as if they were crafting little treasures.

It is a real workshop that bustles with life under the watchful eye of Georges Larnicol, who strives to offer his customers the very best of his **expertise** and products with outstanding **flavour**.



And because every step of the process is carefully managed and controlled, Georges Larnicol and his fellow craftsmen can push the boundaries of their profession and **innovate creatively** while respecting a well-established tradition.



Outstanding raw materials and fine craftsmanship

Maison Georges Larnicol has a **strict ethic** for selecting its raw materials and works with **freshly churned butter and organic flours** from local producers, such as Laiterie Le Gall (butter and milk) or Meunier de Saint-Théy (flours). Its chocolate is made from **100% pure cocoa butter** and it selects the best fruit and nuts.

*“We combine our fine
craftsmanship with outstanding
raw materials and favour
humans over machines.
Everlasting tradition and
continuous creation... with a
touch of folly!”*

Georges Larnicol

Maison Georges Larnicol continues to expand to **provide as many people as possible** with quality biscuits and chocolates. There are now **35 shops** all over France.

Some history...

- **1985** “Boule de Neige”, a cake shop and tea room, opens in Quimper.
- **1986** The first house speciality, the Torchette®, is created.
- **1993** G. Larnicol becomes one of France’s Finest Pastry Chefs.
- **1999** The first Maison G. Larnicol shop opens and the self-service chocolate and biscuit concept is launched (with production on site).
- **2003** Two iconic products are created – the Kouignette® and the Boule à Jojo®.
- **2004-2006** Four new shops open in Brittany (Pont-Aven, Saint-Goustan, Locronan and Guérande).
- **2005** The Melgven factory is built to centralise the different workshops.
- **2007-2008** Shops open in Nantes and Bordeaux.
- **Late 2010** The first Parisian shop opens at 132 Boulevard Saint-Germain, followed by a second one at 14 rue de Rivoli – two prestigious addresses that are a source of pride for Maison Georges Larnicol.
- **2011-2012** Shops open in Vannes, and Montmartre and Saint-Michel in Paris.
- **2013** The factory is extended to cater for the development of the business.
- **2014-2017** Shops open in Brittany, Normandy and in the north of France.
- **2019** Quintessence is launched, in partnership with Jean-François Castagné, One of France’s Finest Chocolate Makers.

Products for all tastes!

We are committed to providing quality biscuits and chocolates to as many people as possible and therefore offer a wide range of delights for every occasion.

PASTRIES

10



Kouignettes®

Small, individually-portioned flaky pastries (sourdough bread and churned butter). Crusty on the edges and soft in the middle, they can be eaten at room temperature or warmed up in an oven heated to 100°C for a few minutes.

Plain, almond, salted butter caramel, chocolate, raspberry, pistachio, orange-Cointreau® and rum and raisin.

Gâteaux bretons

Plain, buckwheat, buckwheat and chocolate chips.

Gâteaux nantais

Rum (traditional flavour), vanilla, chocolate, lemon and special editions (salted butter caramel, orange-Cointreau®).

Macarons

Filled with homemade fruit jam. Animal fat-, gluten- and lactose-free. They are made from the **best almonds on the market**. With natural, plant-based colouring agents.

Almond, vanilla, chocolate, raspberry, pistachio, praline, rose, bergamot, passion fruit, lemon and salted caramel.

Kouign Amann

The famous Breton pastry, made with fresh churned butter.

*“And because we strive to offer quality products,
our chocolates are free from colourings and preservatives”*

CHOCOLATES

Original and festive creations

Maison Georges Larnicol stands out for its original product offering and artistic chocolate pieces. We do not use artificial colourings but natural colours from fruit.

Chocolates

All our chocolates are made from **100% pure cocoa butter**. We select quality cocoa beans from the **best plantations**.



BISCUITS

Torchettes®

A clever blend of **natural products** (almond, sugar, egg white and flour), sprinkled with hazelnuts and raisins. Some people also like them with chocolate. Torchettes® are free from animal fat and perfect for staving off those late-morning hunger pangs.



Our galettes and biscuits

Made from **organic flour**, **churned butter** and **fresh eggs**. The buckwheat biscuits are gluten-free and available in chocolate or cinnamon flavour.

CONFECTIONERY

Brittles

Crunchy butter caramel. *Slivers of hazelnut or sesame and buckwheat seeds.*

Nougat

Traditional soft honey nougat made in a **copper cauldron**.



SALES REPRESENTATIVE

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