



MAISON DEPUIS 1945
VERDIER
MAÎTRE CONFISEUR - CHOCOLATIER

PRESS KIT



PRESS RELATIONS:

Nathalie Sauzeau
presse.maisonverdier@gmail.com
+33 (0) 06 62 36 87 46

Ulysse Communication
Fabio Marquetty
fmarquetty@ulyse-communication.com
+33 (0) 06 28 45 40 97



CONTENTS

02

Maison VERDIER in figures

03

Pierre Verdier's editorial

04-06

75 years of creation and
traditional excellence

07-10

Reinventing ourselves -
a priority

11-12

EPV : a sign of International
recognition

13

How to find Maison VERDIER /
The workshop / boutique

14

Where to find Maison VERDIER
/ 30 Premium sales outlets

MAISON
VERDIER
A FEW
FIGURES

2000

RAISINS DORÉS®
WERE CREATED

1.095.800 Kg

OF RAISINS DORÉS® SOLD SINCE
2000. **90,559 KG SOLD IN 2017**

834

SALES OUTLETS IN FRANCE SELL
MAISON VERDIER PRODUCTS

9.3 %

OF TURNOVER
EXPORTED IN 2017

1 YEAR

OF RESEARCH WENT INTO THE
CREATION OF RAISON DORÉS®

2014

MAISON VERDIER WAS AWARDED
THE LABEL EPV (ENTREPRISE DU PATRI-
MOINE VIVANT) - AN OFFICIAL MARK
OF EXCELLENCE FOR TRADITIONALLY
PRODUCED FRENCH PRODUCTS.

1 904 522 €

2017 TURNOVER

15

NUMBER OF EMPLOYEES AT MAISON
VERDIER

68

NUMBER OF DIFFERENT CHOCO-
LATE CREATIONS USING LUXURY
CHOCOLATE

2009

GUINNESS WORLD RECORD FOR
BIGGEST CHOCOLATE BELL

OVER FIFTY YEARS OF PASSION FOR GREAT FLAVORS USING TRADITIONAL FRENCH KNOW-HOW.



Time passes but childhood memories remain. Such as the time I spent roaming around the nooks and crannies of the sweet-making workshop which my grandfather, Guy Verdier, established in Rue des Druides, in Pau. Back then, the aroma of perfumed sugar mingled with the deafening noise of the sweet-cooling machines. The arrival of the still-warm humbugs, colourful, acidic and fruity, was like a moment of celebration for me. Later on, as a teenager, I loved helping out making sweets and other confectionary in the workshop.



This olfactory impression will be forever engraved in my memory and is a reflection of the spirit of Maison VERDIER : traditional hand-made manufacturing methods, perfectly mastered by the creational inspiration of its founder. Everything was done with a constant attention to detail and expertise, from the creation of the products to the maintenance of the machines, whose old but solid mechanisms require special attention and very specific know-how. These values and skills have been passed on from generation to generation within the family, and they were rewarded with the EPV label in 2014 (Entreprise du Patrimoine Vivant), an official mark of excellence given by the Ministry of Economy and Finance in recognition of traditional manufacturing techniques.



Maison VERDIER now has over 70 years of experience and has gradually adapted over time to meet an ever-growing demand, both in France and abroad. In order to remain faithful to the inventive spirit which has reigned in our company for over half a century, and to face up to stiff competition, one of our priorities has been research and development for new products with a particular attachment to our region. Les Berlingots des Pyrenees, Guy Verdier's first original creation, which has become the emblem of our company, is an example of this. The same goes for our Raisins Dorés®, one of our flagship products, which the Japanese love to buy for Saint Valentine's Day.



Newcomers, such as Choc'amandes, and other new products using berries or dried fruit will be added to our range in France and abroad. Challenges which the 3rd generation, which I represent, will meet, soon to be seconded by the fourth generation, who I am sure will add a touch of modernity while still respecting traditional, family values...

Pierre Verdier, 3rd Generation partner





FROM BERLINGOTS DES PYRENEES TO RAISINS DORÉS®

**75 years of creation and traditional
chocolate and sweet-making excellence**



The story of Maison VERDIER begins like a novel. In 1945, Guy Verdier, the son of hoteliers, dreamed of going to art school, but his parents wanted him to carry on the family tradition and pushed him towards working in the food profession. He chose confectionary and when he turned 24, after working all over France as an apprentice, decided to start his own workshop. With no money, and only an old marble fireplace and an old pair of confectioner's scissors, he threaded the sugar which he turned into humbugs, and went around on his bike selling his products. After a difficult start, he had an encounter which was to change his life. Convinced by the young apprentice's potential, Colonel Marignan, who at the time was the director of a Bordeaux confectioners called La Duchesse d'Aquitaine, made him a proposition: he offered to sell him his material which he had to reimburse within a year, and in return, Guy had to promise to help another young novice if he got the chance. Guy Verdier accepted and a few years later, was able to keep his part of the deal.



From then on, the adventure took on a new dimension. Now he had production equipment which matched his creative ambitions. He worked day and night until he earned his colours by achieving his first commercial success: Les Berlingots des Pyrenees. In the 1960s, Maison VERDIER, whose products were already being sold all over France, took a new strategic direction with the arrival of Alain Verdier, who represented the second generation of Verdiers. He was a former banker and took the helm of the workshop. While remaining loyal to the creative spirit and the attachment to his father's local region, he gradually modernised the company in order to adapt to a high demand and they diversified into cocoa, making traditional chocolate products which were natural, without added colourings or preservatives.

Maison VERDIER quickly enlarged their range to around fifteen different products, selling not only in France, but also abroad. With his wife Paulette, Alain Verdier developed the international side of the business and had his first foreign orders from countries such as Japan, Canada, England and Denmark.

Thanks to his high quality positioning and the traditional excellence, Maison Verdier began to gain a solid reputation amongst specialised distributors and occupied more and more shelf space in luxury grocers and wine sellers. In the background, Guy Verdier watched over everything, adding to the range with his artistic inspiration, right up until the first days of the new millennium, when he invented the Raisins Dorés® which became one of Maison VERDIER's bestsellers, and which the Japanese enjoy so much on Valentines Day.

The third generation followed naturally. This was headed by Bernard Verdier, an expert in confectionery and chocolate, master chocolate and confectionery-maker like his grandfather. He took over the workshop in 2013 and brought his own personal touch. Around sixty new varieties were created and make up the current range of the workshop. Verdier are the second French chocolate makers to be awarded the EPV label, a mark of excellence in traditional, regional workmanship. They employ 15 people, and have a turnover of 1.9 million euros, 9.3% of which is exports. There is a constant desire to innovate and to keep on proposing new products to their clients.



A PRIORITY... REINVENTING

In tribute to the inventive and creative spirit of its founder, Guy Verdier, the company is doubling its efforts in order to adapt to the changing demand of the French and foreign markets by proposing a range which is constantly being renewed. From the Berlingots des Pyrénées to the Raisins Dorés® (see insert), the history of Maison VERDIER has been marked by several gourmet innovations. Inspired by the early success of the company, the Caramel Berlingots using salted caramel from Salies de Béarn are one of these innovations. **Maison VERDIER is also very involved in the local sport sponsoring community and have developed tailor-made products for their partnerships with the Section Paloise rugby team, the World Canoe-kayak championships and the Elan Béarnais basketball team.** The series of balls using three themes - basketball, rugby and football - and made from almond and hazelnut praline, are an example of this.

The sugar and chocolate delicacies from the workshop are also characterised by a strongly rooted regional identity. For example **the Itxalette**, a delicious mingling of two typical Basque products, cherry and Espelettepepper. Or **the Pimandes**, a chocolate speciality mixing almond brittle, subtle cinnamon and spicy Basque pepper. In the same regional, traditional vein, there are the **Pelotes Basques**, which mix three different types of the finest chocolate with roasted hazelnuts. In the 1970s, Maison VERDIER diversified their range by including chocolate. **The Grand Cru bars of chocolate**, available in thirteen varieties, are a good example of this permanent desire to work on tastes and flavours. As well as their star product, **the Raisins Dorés®** (see insert), the workshop makes around fifty different pieces of confectionery and chocolate.





BEST-SELLER



THE RAISINS DORÉS® A BESTSELLER INVENTED NEARLY 20 YEARS AGO

What better way to pay tribute to the richness of French vineyards than to use their fruit in a chocolate preparation? Guy Verdier asked himself this question and came up with the Raisin Doré® in 2000. Using dried, then marinated raisins, covered in a fine layer of chocolate, these delicacies are made from a secret Verdier recipe. They can be eaten on their own, or with a coffee, a glass of dry white wine or a glass of champagne.

Over the years, the Raisins Dorés® have become the company's flagship product and are sold in France in luxury groceries, as well as abroad, especially in Japan where they are a very popular gift for Valentine's day. Their popularity keeps on growing. The figures speak for themselves: over a billion raisins have been sold in less than twenty years, with 90 tons sold in 2017 alone.





MAISON VERDIER STANDS OUT WITH SEVERAL GOURMET INNOVATIONS



Maison VERDIER's firm favourites

CANDY

The Berlingots des Pyrénées

Maison VERDIER's first creation and first success, the Berlingots des Pyrenees firmly established Verdier's name and reputation. These fruity humbugs are one of Maison VERDIER's firm favourites.

Choc'Amandes

A fine roasted almond brittle centre, coated in three layers of chocolate. This is a tribute to the rocky landscapes of the Pyrenees. Choc'Amandes are made up of an almond, with three layers of different types of chocolate: dark 70% chocolate, milk chocolate and white chocolate.

Itxalette

A delicious blend of two typical Basque products, cherry and Espelette pepper. The subtle flavours of these sweets are smoothly surprising.

Pimandes

An unexpected mix of crunchy roasted almond, creamy chocolate with a subtle hint of cinnamon, followed by a touch of Basque pepper.



CHOCOLATES

Pavé Royal

This chocolate speciality is made up of a 70% dark chocolate ganache with rum, whole raisins, all covered in a dark chocolate coating. The bitterness of the chocolate goes perfectly with the sweetness of the raisin. This is the perfect sweet to have at the end of a meal.

Rosalie

This is made from a 70% dark chocolate ganache with wild raspberry, and a dark chocolate coating. It is an original Maison VERDIER creation. Inspired by a walk in the woods our master chocolate makers use their personal experiences to create our chocolate specialities.

Dents de l'Ours (Bear's teeth)

The Dent de l'Ours is made up of a pistachio flavoured almond marzipan, with a coating of green coloured white chocolate, grilled almonds and dark chocolate.

Chocolate bars

Maison VERDIER are master chocolate makers since 1945 and in their workshop, they use their creative passion and know-how to make bars of high quality chocolate. Unique creations using carefully selected high quality cocoa beans make tasting it an exceptional experience.



THE EPV

A MARK OF INTERNATIONAL EXCELLENCE.

In 2014 Maison VERDIER joined the small circle of companies who have been awarded the EPV label (Entreprise du Patrimoine Vivant). This award is a mark of excellence given by the government to distinguish French companies which have traditional manufacturing skills. Amongst the 1351 companies who have the EPV label, there are only 6 confectioner/chocolate-makers. The label is awarded for a period of five years. It brings together manufacturers who are dedicated to the high performance of their profession and their products. The criteria needed for the label put great value on high quality French production. Companies who have this award are characterised by:

- A specific economic heritage
- The use of rare skills requiring the mastering of either traditional or highly technical methods.
- Established seniority or reputation

This sign of recognition of traditional skills and excellence which Maison Verdier has been awarded has been a great advantage for our development in France and abroad. Almost 10% of our sales are exported to countries such as Switzerland, Belgium, England, Germany and Japan.



A FEW FIGURES

Since its launch in 2006, the EPV label has already been awarded to 13,512 French companies (EPV figures, May 2018).

THE EPV companies represent 63,507 jobs and a combined turnover of over 1.4 billion euros



HOW TO GET TO THE MAISON VERDIER WORKSHOP/BOUTIQUE

The workshop/boutique is open to all confectionary and chocolate lovers and is situated at Serres-Castet, near Pau, in South West France, at the foot of the Pyrenees.

Maison VERDIER also welcomes groups and schools by appointment for guided tours showing each part of the manufacturing process, in the presence of the chocolate makers and confectioners, with tasting sessions.

Opening hours

- Monday to Friday : 9am - 6pm
- Weekends:
Saturday mornings from 9am - 12pm in March, April, May, September, October and November
All day Saturday between Palm Sunday and Easter and all through December: 9am - 6pm



3, Allée des Brannes
64121 SERRES-CASTET
FRANCE
Tél : +33(0) 05 59 72 70 30



VERDIER
chocolatier

WHERE TO FIND THE MAISON VERDIER SPECIALITIES



Almost 10%
OF OUR SALES ARE EXPORTED

- JAPAN
- UNITED KINGDOM
- DENMARK
- SWITZERLAND
- BELGIUM
- GERMANY
- CANADA
- ...

* Towns with several sales outlets

A SELECTION OF 30 PREMIUM SELLERS AMONGST THE 834 SALES OUTLETS

REGION PARISIENNE ET CENTRE

L'ATELIER D'A CÔTÉ, 12 rue de Chartres, 91410 **DOURDAN** - LE BON BON AU PALAIS, 19 Rue Monge, 75005 **PARIS** - LEGRAND FILLES ET FILS, 1 Rue de la banque, 75002 **PARIS** - LE PANIER D'HÉLÈNE, 1 rue Bourbonnoux, 18000 **BOURGES** - LES DOMAINES QUI MONTENT, Rue des cevennes, 91940, **LES ULIS** - LES DOMAINES QUI MONTENT, 136 boulevard Voltaire 75011 **PARIS** - LES DOMAINES QUI MONTENT, 99 avenue Joseph Kessel 78180 **MONTIGNY-LE-BRETONNEUX** - DOUCEURS, 92 Rue Dorée, 45200 **MONTARGIS**

NORD

TABLE ET SAVEURS, 3 rue de beauvais 80000 **AMIENS** - LES DOMAINES QUI MONTENT, 27 Rue Paul Dubrulle 59810 **LESQUIN** - LES DOMAINES QUI MONTENT 2 place Clémenceau 27000 **ÉVREUX** - LES DOMAINES QUI MONTENT, 16 place du général de Gaulle, 59118 **WAMBRECHIES**

GRAND OUEST

Occitanie, 68 rue des remparts, 33000 **BORDEAUX** - CONSERVERIE DE PIGNOLS, Montescot, 82200 **MOISSAC** - EMBRUNS ET SAVEURS, 4 rue du docteur Dor Dain, 35310 **MORDELLES** - LA MAISON DU FOIE GRAS, Grande rue, 24250 **DOMME** - MUSÉE DU VIN, 41 rue Borie 33000 - **BORDEAUX** - LE MUSÉE DU VIN, Rue de la peyrolerie, 46330 **SAINT-CIRQ-LAPIOIE** - LES VERGERS DE LA PASSION, Le pont ,50690 **MARTINAVAST** - MAISON MENE, 17 avenue de Bordeaux, 33510 **ANDERNOS-LES-BAINS** - CAVE DES SAVEURS, 22 place de l'orme, 40600 **BISCARROSSE** - TÊTE DE CABOSSE, 37 rue Lafayette, 31000 **TOULOUSE** - LES DOMAINES QUI MONTENT, 10 rue des Hauts Pavés, 44000 **NANTES** - LA CAVE GOURMANDE, 15 rue Dessoles, 32000 **AUCH** - LA TRINITAINE, 24 avenue Gambetta, 33120 **ARCACHON**

GRAND EST

LES DOMAINES QUI MONTENT, 42 avenue saint lazare, 34000 **MONTPELLIER** - LES DOMAINES QUI MONTENT, 168 route nationale, 69760 **LIMONEST** - CAFÉS NADAL, 7 rue Saint-Castor, 30000 **NÎMES** - CHATEAU SAINTE-CROIX, 2081 route de Nice, 06600 **ANTIBES** - ILE CELLIER, 5 place manuel, 04400 **BARCELONNETTE**



MAISON DEPUIS 1945
VERDIER
MAÎTRE CONFISEUR - CHOCOLATIER



PRESS RELATIONS:

Nathalie Sauzeau
presse.maisonverdier@gmail.com
+33 (0) 06 62 36 87 46

Ulysse Communication
Fabio Marquetty
fmarquetty@ulyse-communication.com
+33 (0) 06 28 45 40 97