



# Easter 2024



FOR THE  
PLANET

With its  
Spring 2024  
Collection,  
Valrhona  
joins 1% for  
the Planet

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Little choices,  
big changes



  
**VALRHONA**  
Let's imagine the best of chocolate®





## This Easter, Valrhona brings together indulgence and commitment

Every year in France, chocolate is a staple Easter treat: the French consume around 13kg per person per year, according to the Syndicat du Chocolat. It's a special time to **think about the chocolate you're going to buy or give as a gift**. In 2024, how about choosing responsible chocolate that contributes to a fair and sustainable cocoa industry and helps protect the planet?

**Valrhona was certified B-Corp for the second time in January 2024 and is going further in its commitment by taking part in the 1% for the Planet initiative in its Printemps 2024 range.** This year, Valrhona is offering a collection in springtime colors that brings together commitment and indulgence.



## Further proof of Valrhona's commitment to preserving the environment

With its **Spring 2024 collection**, Valrhona joins **1% for the Planet**, an international collective of companies committed to protecting the environment. This means we donate 1% of the annual sales for this range to environmental nonprofits that support causes we hold dear. These include sustainable cocoa farming, agroforestry, reforestation, and improving the living conditions of cocoa producers.

This will make it possible, for example, to **continue the Cacao Forest project in Côte d'Ivoire** in 2024, which aims to develop agroforestry to protect resources, increase the income of cocoa producers, and guarantee supplies of quality beans. This project was launched in 2016 in the Dominican Republic, and has just ended in December 2023. It is a dynamic and unique alliance between French chocolate makers (Valrhona, Ecotone, Weiss, Révillon, Voisin, Relais Desserts, and Carambar & co, who make up the TERRA ISARA endowment fund), research (CIRAD) and higher education (ISARA) institutions, the Earthworm Foundation NGO, and the Agence Française de Développement.

Other projects supported include:

- The **"Sous les arbres, rejoignons-nous"** (Let us meet under the trees) initiative, supported by **the Biovallée organization**, enables local residents to plant thousands of fruit trees in common areas of the Drôme valley every year.
- The **1% for the Planet endowment fund**, which brings together over 6,000 companies and 5,000 associations committed to the environment worldwide.
- The **Valrhona Foundation**, which promotes fair, sustainable cocoa farming and inclusive, responsible gastronomy.

Through this initiative, Valrhona **also enables its customers to commitment alongside it** by offering them products in line with their responsible purchasing approach, the sales of which will go towards actions that help make the cocoa sector fair and sustainable.



Valrhona, through the Spring 2024 collection, is a member of 1% for the Planet®.





# Valrhona Spring 2024 collection

This collection, which tells the story of **the rebirth of nature in the spring**, comes in **3 different formats**, including a **new, never-before-seen idea: Easter cones**.

The **elegant, streamlined design** of the gift boxes is adorned with **bright colors** that evoke **lush, leafy nature** in a nod to **agroforestry**, a cultivation method supported by Valrhona that respects the soil by mixing different tree species and enables producers to diversify their income.

This springtime collection is sure to delight the whole family!

NEW

## EASTER CONES

100g cone

Suggested retail price: €10.90

Valrhona is launching a new, fun format this year. Easter cones filled with delicious chocolate eggs to hide in the garden. Available in 2 versions:

- Assorted milk chocolate eggs filled with crunchy nutty praliné or Gianduja with wafer pieces.
- Assortment of crunchy nutty praliné eggs coated in dark chocolate, or milk chocolate for the Tanariva 33% Ganache Egg, a Single Origin Grand Cru from Madagascar.



## THE "INDULGENT" GIFT BOX

140g case

Recommended retail price : €14.50

A gourmet selection of Easter-themed flat-sided chocolates in 3 colors: intense dark, creamy milk, and Dulcey with notes of caramelized milk. An assortment the whole family will enjoy... the hardest part will be to make it last!



## "CHOCOLATE CREATIONS" GIFT BOX

300g box

Recommended retail price : €34.50

A beautiful box to give as a gift, whether for Easter, Mother's Day, or simply to treat chocolate lovers. Its discreet yet colorful case with a golden finish contains delicious bite-sized treats: Croustibilles (a crunchy cereal heart coated in dark chocolate), Equinoxes (hazelnuts and almonds coated in milk or Dulcey chocolate), and eggs with a melt-in-your-mouth caramel heart.







## About Valrhona

### AT VALRHONA, TOGETHER, GOOD BECOMES BETTER

A partner of taste artisans since 1922 and a pioneer and specialist in the world of chocolate, Valrhona defines itself today as a company whose mission statement is "Together, good becomes better" conveys the strength of its commitment. Together with its employees, chefs and cocoa producers, Valrhona brings out the best in chocolate to shift the status quo. towards a fairer, more sustainable cocoa industry and gastronomy that tastes great, looks great and does great things for the world.

Building long-term partnerships directly with cocoa producers, sharing know-how and looking for the next chocolate innovation are the challenges that drive us to do better everyday. Working alongside chefs, Valrhona promotes craftsmanship and supports them in their quest for uniqueness by constantly pushing the limits of creativity.

Thanks to its constant engagement with this raison d'être, Valrhona is proud to have obtained the very demanding B Corporation® certification in January 2020. B Corporation rewards the world's most committed companies that put equal emphasis on economic, societal and environmental performance. This distinction emphasizes our "Live Long" sustainable development strategy, marked by the desire to co-build a model with a positive impact for producers, employees, taste artisans and all chocolate enthusiasts.

Choosing Valrhona means committing to responsible chocolate. All the cocoa beans that we use can be traced back to the producer which provides the assurance of knowing where the cocoa came from, who harvested it, and that it was produced in good conditions. Choosing Valrhona means committing to a chocolate that respects both people and the planet.

[www.valrhona.com](http://www.valrhona.com)

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Link to download images:

<https://bit.ly/Paques2024>

