

PRESS PACK

A professional kitchen setting with a chef in the foreground. The chef is a middle-aged man with grey hair and glasses, wearing a white chef's jacket with 'VALRHONA Frédéric Bau' embroidered on the left chest. He is focused on a task, using a knife to work on a small, rectangular, light-colored object on a dark surface. The background is a blurred kitchen with various equipment and ingredients.

REASONED GOURMANDISE

THE NEW BOOK FROM FRÉDÉRIC BAU,
PASTRY EXPLORER VALRHONA



EDITORIAL

« It's a true pleasure to see the entire food world transform and evolve towards more sustainable practices, now thinking about seasonal, local and natural products, using more socially engaged raw materials, and also reducing food waste. In the world of pastry, this shift is certainly more recent, but no less powerful. True transformation is taking place: Nowadays, consumers no longer want to have to choose between tasty and healthy, between delicious for their tastebuds and good for their body—they want both! The community of chefs and artisans, along with the suppliers that support us daily, needs to work together. We all have a responsibility to offer consumers desserts and pastries that are beautiful and delicious, while respecting people's health and the planet. What a magnificent challenge for us!

Previously, Reasoned Gourmandise was just an option, then it became a philosophy, and now it's a fully-fledged practice. This book marks a key step in the history of pastry-making and I feel sure that it is a key connection from the start of this project to its fruition. This fruition dates back to when Frédéric began to pave the way in this area, 14 years ago. He and his team were the only ones talking about it.

Like any pioneer, he had to fight, never giving up, because he knew that it was crucial for the future to create a new kind of pâtisserie, just as delicious but more reasonable. This book has meant finally setting down on paper hours of work, testing, tasting, “unraveling” beliefs, researching new formulations, talking to nutrition experts and scientists as well as to his “young people”, his team that constantly challenged him, and of course, his peers, including

Pierre Hermé, who had many conversations with him on this topic. At the same time, it's the beginning of a new stage, towards more responsible gastronomy, a new way of inspiring those who work with food, helping them to set themselves apart and supporting them towards more responsible practices. Which is precisely our raison d'être here at Valrhona!

For the past 30 years, Frédéric has been shaking things up, challenging us and above all, helping us to advance. All of us here at Valrhona believe just as much as him in this new path, combining good taste, good-looking and good for you, which I am sure is the way forward. I am proud that we were able to support Frédéric on this path.

This exciting challenge will demand a lot of work from each and every one of us, even questioning ourselves in the name of an admirable goal: to combine indulgent pleasure with a positive impact for all, from the producer to the final consumer, including the planet. »

Clémentine Alzial, CEO at Valrhona.

So, why be reasonable about indulgence?

Indulgence and reasonable are two words that seem to be total opposites, and yet go very well together. Very well indeed...

FOR PURE PLEASURE...

In the world of patisserie, the recipe for pleasure has been well known for decades, if not centuries: unlimited butter, plenty of eggs, a good bit of flour and lots of sugar... It's such an enjoyable guilty pleasure that all excesses are forgiven, dating from a period when there was no fridge to store that last slice of cake - waste not, want not! But nowadays, our self-care and well-being have become absolute priorities.

You cannot fully enjoy eating a dessert if a few grams of guilt are included. With Reasoned Gourmandise, Frédéric Bau, Experimental Pastry Chef at Maison Valrhona, finally solves the impossible equation: how to combine passion and reason, emotion and nutrition. He has made the dream of all foodies come true, with a new kind of pastry that combines both lightness and indulgence.

"In 2004, I had the joy of speaking at a conference alongside the incredible Pierre Gagnaire. He explained how he had decided to develop his cooking by using less butter and dreaming up other ways to create pleasure. He reminded everyone that "while we are the merchants of our customers' happiness, we're also the protectors of their wellbeing". I realized that those of us who work in pastry-making also had to reconsider things and dare to make changes to recipes that had been left untouched since the 50s."
Frédéric Bau.

So, the head pastry chef and creator at École Valrhona became the trailblazer of this patisserie (r)evolution. He began to explore the concept of Reasoned Gourmandise, with the support of doctor and nutritionist Thierry Hanh and the Valrhona Research & Development department, convinced that desserts must now combine good taste, good-looking and good for you. This delicate alchemy would require a light hand and self-restraint. With recipes, techniques, ingredients, tips, and more, this book is the product of 15 years of work, finally making the founding principles of Reasoned Gourmandise official.





FRÉDÉRIC BAU, ETHICAL TREAT CREATOR

This talented and iconoclastic head pastry chef, creator at École Valrhona and now Creative Director at Valrhona, has already written five reference works on chocolate. Not only is this maestro of patisserie curious and passionate, a virtuoso of creativity, but he's also an author of delicious recipes, constantly inspired by breathing new life into the world of indulgence. A lover of flavor, Frédéric Bau has held onto the enthusiasm of his childhood and kept an incredible capacity to find wonder and above all, ask the right question—why? Why should we do as we've always done, why not invent other ways of doing things, why not try, invent, innovate? He feels that he must break the rules, to make his profession advance and anticipate society's developments. Cheeky but always clear, he is well-known for his ability to pursue a small thought, develop it and cultivate it until it becomes a great idea. And this is what he has done once again with Reasoned Gourmandise, which could well be a real turning point both for modern pastry and Valrhona.



PIERRE HERMÉ, HIS CONVINCED FRIEND AND ACCOMPLICE

All those who feel their mouth water at the very mention of a lemon tart or chocolate mousse should not worry.

“My idea is to find other ways of achieving the same emotional result as with a classic recipe. Reasoned Gourmandise is a success when the person doesn’t realize that the treat they’re enjoying is healthier and lower in calories,” clarifies Frédéric Bau.

What better way to demonstrate the relevance of this approach than to take on the icons of modern indulgence created by his friend, teacher and accomplice, Pierre Hermé. Blown away by the Reasoned Gourmandise version of his famous Tarte Infiniment Vanille, the creator of the delectable Orphéo requested that Frédéric Bau develop Reasoned Gourmandise versions of his iconic desserts. These four recipes appear in the book and soon will be available in the windows of Pierre Hermé stores in Paris. *“It’s the best gift I could ever dream of.”* adds Frédéric Bau.

REASONED GOURMANDISE, RESPONSIBLE PATISSERIE



As opposed to the current trend for “free-from” and “zero”, Reasoned Gourmandise is about opting for better. *“Nothing is forbidden, no ingredient is off-limits, but quantities are carefully considered. Butter and sugar can be used, only if necessary. Just what’s needed, not too much.”*

Reasoned Gourmandise represents pastry based on quality, seasonal ingredients. For me, it’s the pastry of the future,” emphasizes Frédéric Bau. Good enough to eat—just because Reasoned Gourmandise is, well, reasonable, that doesn’t mean it’s not irresistible.



« Reasoned Gourmandise is a success when the person doesn’t realize that the treat they’re enjoying is healthier and lower in calories. »

VALRHONA SHARES ITS VISION OF CREATIVE AND “SENSIBLE” PASTRIES

Valrhona has set itself the task of driving a collective movement to unite all stakeholders in the cocoa, chocolate and haute cuisine sectors around implementing measures that create both a fair and sustainable chocolate industry and creative and conscious cuisine. The Pastry Explorer of Valrhona Frédéric Bau's concept of “Reasoned Gourmandise” is fully in line with the company's mission.

«For the past 30 years, Frédéric has been shaking things up, challenging us and above all, helping us to advance. All of us here at Valrhona believe just as much as him in this new path, combining good taste, good-looking and good for you, which I am sure is the way forward. I am proud that we were able to support Frédéric on this path. This exciting challenge will demand a lot of work from each and every one of us, even questioning ourselves in the name of an admirable goal: to combine indulgent pleasure with a positive impact for all, from the producer to the final consumer, including the planet.»

Clémentine Alzial, CEO at Valrhona



A PRACTICAL REFERENCE GUIDE FOR PROFESSIONALS

As the fruit of 15 years of research and expertise, *Reasoned Gourmandise* is more than just a work of art; it is also a tool designed to support professionals. This educational and practical book first lays out the approach and its nutritional and scientific foundations. Then Frédéric Bau applies what he has explained in a practical section. Throughout the pages of this book, Bau explains point by point how to switch from a traditional recipe to a reasonably indulgent recipe, using many practical examples. Here you'll find the great pastry classics, alongside creations inspired by Pierre Hermé. *Reasoned Gourmandise* is therefore destined to become a reference guide that provides solutions to the specific problems faced by pastry chefs, guiding them towards this new vision for the future of pastry cooking.

A VERY PERSONAL BOOK TO ADVANCE A COLLEGIAL, REGIONAL PROJECT

This project included contributions from many of Frédéric Bau's colleagues in Valrhona, including Bau's assistant José-Manuel Augusto, as well as Aurélie Saglio and Romain Socrate, both Research & Development engineers in Valrhona.

José-Manuel Augusto, with whom Frédéric Bau has the closest working relationship, supported the creation of this book from start to finish, focusing in particular on the difficult task of calculating and writing the recipes.

- **Aurélie Saglio**, worked on the ingredients and took part in the many tastings that were needed to develop the recipes.

- **Romain Socrate**, who is both a pastry chef and an engineer, has put all his expertise into designing the creamy textures and helped the authors to push the limits of their creativity.

- **Benjamin Heuzé**, Artistic Director of Juste Ciel, an agency based in Valence, designed the entire book
“While this book has an international scope, its local roots also give it a regional outlook” Frédéric Bau.



REASONED GOURMANDISE

A BOOK ON THE ART OF PASTRY FROM PUBLISHING HOUSE ÉDITIONS DE LA MARTINIÈRE

While some styles of pâtisserie are true masterpieces of precision and elegance, the book *Reasoned Gourmandise* has shown itself to be just as delicious and to satisfy both professionals and foodies. Guillaume Czerw's photographs reveal delicious ingredients and textures akin to abstract landscapes, enhanced by printing by the Imprimerie des Deux Ponts, holder of the Living Heritage Company label. This beautiful book matches the reputation of the famous publishing house, Éditions de La Martinière.



220 x 285cm - 336 pages - €49

For sale in all bookstores

Published by Éditions de La Martinière

// REASONED GOURMANDISE //
By Frédéric Bau, Pastry Explorer Valrhona.



Frédéric BAU

A CHEF AND AN ARTIST

He's an artist and a creative maestro at Valrhona. But, first and foremost, Frédéric Bau is a talented French pastry chef who has trained alongside some of his industry's biggest names.

Born in 1965 in Lorraine, he first discovered pastry-making at home, then began an apprenticeship with Pierre Koenig in Metz. At the age of 17, he won the title of Best Apprentice in France, and the following year, his dream of working with Claude Bourguignon came true. The famous Metz pastry chef became his mentor, and introduced him to Pierre Hermé two years later. Frédéric Bau joined the master of modern patisserie in Paris, and discovered another vision of his profession: *"before, I made cakes, with Pierre Hermé, I became a pastry chef"*. In 1987, he came to work at Valrhona and refined his knowledge of chocolate. In 1989, he founded the Valrhona École du Grand Chocolat and directed it for 20 years, making it a reference for technical chocolate expertise. To this day, the biggest names in international pastry-making still share their ideas and techniques at this pioneering academy, which has become a benchmark for all food artisans.

MONSIEUR CHOCOLAT

«Pioneer of entirely chocolate menus, he is one of the rare chefs to master the perfect balance of using chocolate in both savory and sweet dishes. In 2012, he developed Blond Dulcey 32%. In 2017, he set up *"De Main de Maître"*, a series of conferences and demonstrations inspired by artistic techniques, to share his vision of the creative process with privileged Valrhona clients and food professionals from the world over. Always on the lookout for innovative ideas, he spearheads new suggestions and recipes to offer to Valrhona clients and advises them in the best ways to use new couvertures. Author of many books, he has appeared on a large number of TV cooking shows, including: judge on *"Meilleur Pâtissier"* (Best Pastry Chef) and host of the semi-final in 2017, *"Top Chef"* chocolate special in 2018, presenter of the second season of *"Les Rois du Gâteau"* (Kings of Cake) alongside Cyril Lignac in 2019.»

www.fredericbau.com

With the collaboration of:

Thierry Hanh is a doctor and nutritionist. He works freelance as a consultant for the food service industry and founded the site www.nutrisse.com.

Text:

Bénédicte Bortoli is an editor and consultant. She has a background in food and wine, having trained at Ferrandi Paris, and she is also the author of several fine books on the topic of gastronomy.

And with contributions from:

Raphaël Haumont is a physical chemistry researcher and professor at Université Paris-Saclay V. He created a research chair on the *"Cuisine of the Future"*, and founded the French Center of Culinary Innovation alongside chef Thierry Marx.





MILLE FEUILLES



CLAUDINE



LEVER LE VOILE



NAMACHOCO

Recipes and visuals on demand.

ABOUT VALRHONA

VALRHONA, TOGETHER, GOOD BECOMES BETTER

Valrhona has been a partner of artisans of taste since 1922, and is a pioneer and reference in the world of chocolate. Its mission, “Together, good becomes better,” expresses the strength of its commitment. With its partners, chefs and cacao producers, Valrhona imagines the best in chocolate to create a fair and sustainable cacao industry and to inspire gastronomy that is good, beautiful and just.

Building direct relationships over the long term with producers, seeking the next chocolate innovation and sharing expertise are what drive Valrhona on a daily basis. At chefs’ side, Valrhona supports artisans. By constantly pushing the boundaries of creativity, the company helps them in their quest for singularity.

Thanks to its ongoing advocacy for this purpose, Valrhona is proud to have obtained in January 2020 the demanding B Corporation® certification that rewards those companies in the world who are the most committed to success, transparency and social and environmental responsibility. This distinction is recognition for Valrhona’s “Live Long” sustainable development strategy, characterized by the aspiration to build together with producers, employees, taste professionals and chocolate amateurs a model that has positive impact for all.

To choose Valrhona is to commit to responsible chocolate. 100% of cacao can be traced from the producer, providing assurance of knowing where the cacao comes from, who harvested it and that it was produced in the right conditions. To choose Valrhona is to choose a commitment to chocolate that respects people and the planet.

www.valrhona.com

PRESS CONTACT:

Marie Gonnon Poudrel

+33 (0) 4 75 09 26 54 // marie.gonnon@valrhona-selection.com

