



PRESS PACK RELEASE



VALRHONA

LET'S IMAGINE THE BEST OF CHOCOLATE®





“EVERYDAY, WITH  
OUR PRODUCER  
PARTNERS  
AND CLIENTS,  
WE IMAGINE  
THE BEST  
OF CHOCOLATE.”

Clémentine ALZIAL,  
Valrhona Managing Director

Plantation - Bali



At Valrhona, we have a mission: imagine the best of chocolate. Behind the words, there are actions. Sourcing, transforming, sharing: behind these words, there are people.

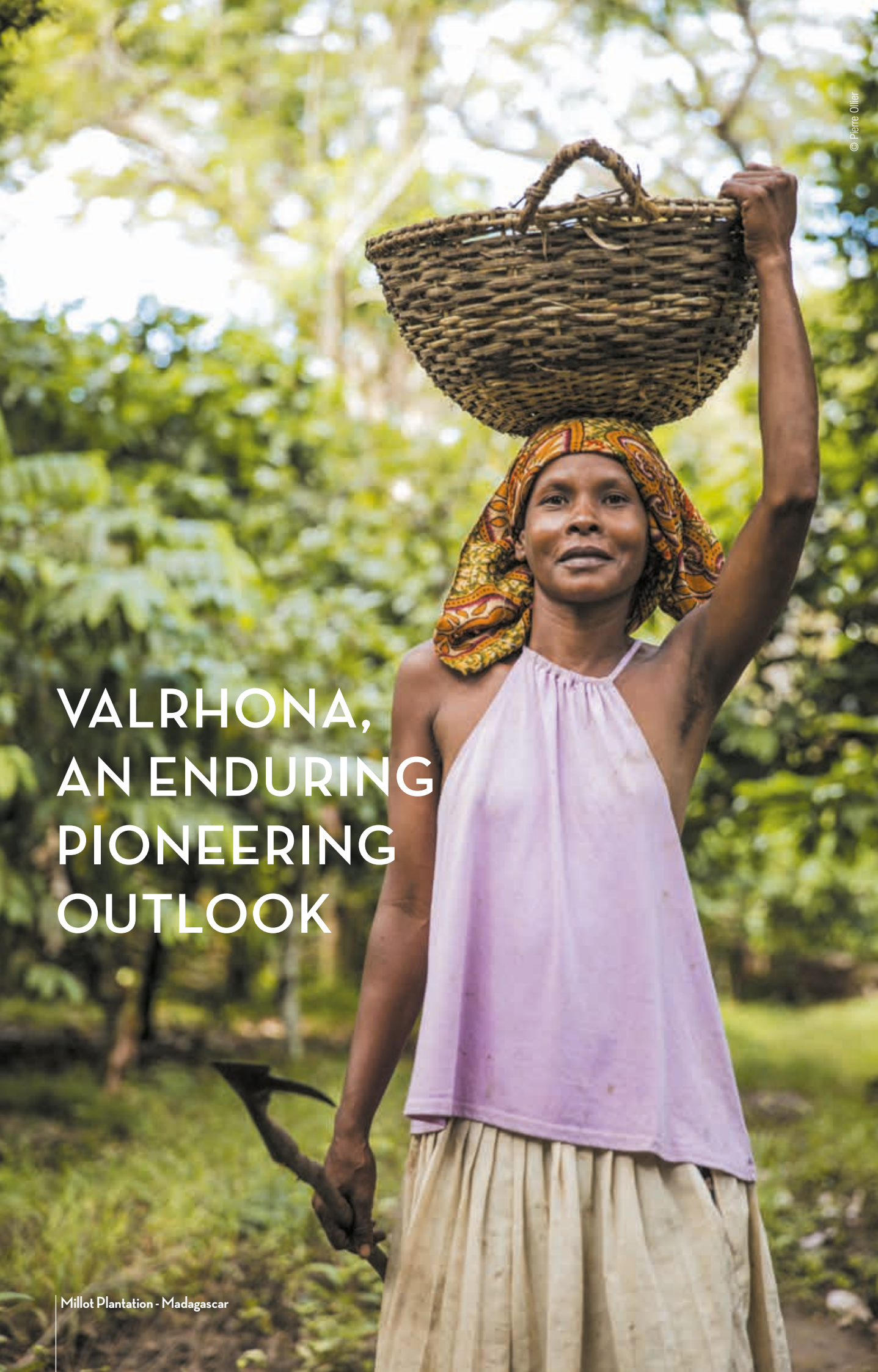
When we speak of sourcing, we are talking about producers, and Valrhona fights everyday to ensure the cocoa sector's continuity. We are big enough to change the world of cocoa and we act accordingly. We are conscious of our choices, and our actions will positively impact the entire sector.

When we speak of transforming, we are talking about Valrhona teams and their expertise in always doing better, to constantly expand the aromatic palette. As a company with a human dimension, we are committed to the well-being of our employees.

When we speak of sharing, we are talking about our clients, the professionals we work with and support because we know how demanding and difficult gastronomy trades are. At Valrhona, we do everything we can to assist artisans in their work, and provide our clients with the means to go further in their art.

At Valrhona, we are convinced that, hand in hand with all actors in the world of chocolate, we can build a sustainable model together that benefits everyone: producers, employees, artisans and chocolate amateurs, while respecting and protecting the planet. We can not obtain the best of chocolate if we are not at our best ourselves.

**Clémentine ALZIAL**, Valrhona Managing Director



VALRHONA,  
AN ENDURING  
PIONEERING  
OUTLOOK



# ALWAYS DOING BETTER

## Pursuing Dynamic Excellence

Agile and worldly since 1922, Valrhona has always pursued the same infinite and passionate quest to imagine the best of chocolate. Pushing limits, innovating, inventing, exploring new areas of taste... The voyage is never-ending and incredibly exhilarating, and the journey is as interesting as the destination.

# COLLABORATIVE VISION

## Moving Ahead Together

Producers, pastry chefs, chocolatiers, restaurateurs, bakers, suppliers, partners, Valrhona teams, as well as gourmets... Sharing has been part of the brand's DNA since the very beginning. Created by an artisan for artisans of taste, Valrhona goes further in imagining new chocolate sensations, through a constantly expanding aromatic palette and new recipes that are more irresistible than ever before.



© De Piccoli

Plantation - Bali



© Publimage - Philippe Barret

# DEFENDING DIVERSITY IN TASTE

## Committed to Singularity

Drawing on almost 100 years of expertise, Valrhona cultivates a delicious heritage, from the cocoa fruit to couverture chocolate. The company's greatest pride is embodying the responsible artisan of gastronomy, and standing for a demanding vision of their trade, from their sourcers selecting cocoa around the world to producing chocolate that is unique in its diversity and quality.

# A REVOLUTIONARY MINDSET

## Changing the World... of Cocoa

Today, it is impossible to flourish in a profession if we can't find meaning in it. At the heart of a vast ecosystem, Valrhona holds great ambition to develop and add value to a sustainable cocoa sector in today's world, respecting ethics and the environment. The company's Corporate Social Responsibility (CSR) Live Long program unites all efforts in answering the ecological and social challenges that arise in a responsible and compassionate way.





# VALRHONA, COCOA SELECTION & CULTURE

CO  
N  
C  
R  
O  
S



# CHOCOLATE STARTS WITH COCOA

Excellence is found first  
at the plantations

**100% of Valrhona cocoa can be traced to the producer.**

To imagine together the best of cocoa, we have to go far. At Valrhona, sourcers travel the world to select the most singular and finest cocoas in the plantations. Their journey takes them to a very specific area of exploration, located between the Tropics of Cancer and Capricorn – the only latitudes between which cocoa trees grow. Harvesting, fermenting and drying all take place on site, three processes that have a strong impact on the cocoa’s aromatic potential. From Venezuela to Madagascar, Brazil to Ghana, the Dominican Republic to Bali, Valrhona’s chocolate comes from over 30 production areas in about 20 countries.



**Without concessions  
or compromises**

Only the finest cocoas are chosen by these taste professionals. Over time, Valrhona sourcers have developed a steady and strong relationship with the producers, who also share with sourcers their unique knowledge about the trade. Always searching for a new cocoa with a promising aromatic profile, sourcers have an eye open to detect a taste profile that will create an exceptional chocolate.

**A strong commitment**

Valrhona has long been a historical partner to producers, who are most often organized in small family units that continue to exist from one generation to the next. Valrhona also owns its own plantations. The company’s three sourcers have formed solid relationships with all producers based on respect, sharing, common values and the long term.





Plantation - Brazil

improve producers' living conditions, defend cocoa diversity and quality of production, and protect the environment.

- Valrhona has been working in Madagascar for over 20 years and has a 40% participation in the Millot plantation. Their association has made it possible to go even further in developing a remarkable collaborative working relationship between producers, sourcers and research and development teams. An excellent example of their great adventure is the double fermentation technique that required ten years of research and co-development. Perfected by the Millot plantation, this process integrates a second fermentation phase using fruit pulp. This exceptional innovation opened new gourmet horizons such as Kidavoa Pure Origin Madagascar (banana) and Itakuja Pure Origin Brazil chocolates (passionfruit).



- Involved in creating value for emerging cocoa areas around the world, Valrhona also helps young cooperatives to acquire better technical expertise. In Bali for example, for the past five years, Valrhona has helped the Kerta Semaya Samaniya plantation improve its quality and logistics to facilitate their exports and seize opportunities on Asian markets.
- Since 2010, Valrhona has been committed to helping organisations who are pioneering quality cocoa in Haiti. In particular, the company participates in regenerating aging plantations, with 38 pilot hectares and a three-year project. According to agroforestry principles, producers diversify the plants grown on a parcel, combining respect for the environment with a wider range of revenue streams.
- Valrhona is a founding member of Cacao Forest, an innovative and international project launched in 2015 and dedicated to creating a sustainable cocoa sector. The idea is to imagine new agricultural models that are able to meet three objectives:



Millot Plantation - Madagascar



### The reference among connoisseurs

Fresh, full-bodied, spicy, nutty, bitter, floral, tangy, intense, powerful, with notes of red fruits, camphor, caramel, black tea, warm and yeasty bread, peppermint...

The vocabulary to describe Grand Cru chocolate is as rich as for wine! Depending on geographic and climatic conditions, cocoa expresses its true nature and comes into its own thanks to producer expertise, from harvesting to fermenting to drying, followed by R&D at the Chocolaterie in Tain l'Hermitage.

### Valrhona “Cuvées du Sourceur”

Since 2008, Cuvées du Sourceur have highlighted eight exceptional selections, chosen with care. Made using rare and Pure Origin cocoa, Cuvées du Sourceur reveal a growing area's singular identity and a unique and specific aroma, both of which reflect nature's generosity as much as the passionate work of people to express the best.

### Valrhona “Pure Origin chocolates”

Pure Origin chocolates are the product of individual countries. The perfect expression of their growing area, Pure Origins set themselves apart as distinctive and unique couverture chocolates.

“There is an irrational element to cocoa. It's not all about the technical transformation. There is also a relationship with the soil and with tradition, since these are trees that have belonged to the same families for generations. All of that is part of the result. Being a sourcer for Valrhona is so much more than buying cocoa. During all of our trips, we take pleasure in meeting producers on a regular basis, for whom it's important to share with us their culture and their effort.”

*Julien Desmedt, Valrhona Sourcer*







THE ART  
OF  
CHOCOLAT  
Valrhona's  
great palette  
of tastes

TRANSFORMING



In the world of chocolate, the quest for the best tastes is infinite. Mixing selected cocoas from around the world is a constant trial and requires true talent to achieve the best blends, just as with wine or perfume. The biggest challenge is to open new perspectives standardisation in aromatic diversity, and to fight against standardization in taste. Each cocoa has immense potential, revealed by Valrhona's chocolate and pastry expertise in a creative and diverse way as couverture, bonbons, decor, tasting chocolates...



© S.Brandström

## Chocolatier expertise: The rules of the game

### Imagination...

Blending cocoas from different origins demands true talent and long experience. Valrhona is always creating new chocolate recipes. Launched in 1986, **Guanaja 70%** marked a gustatory revolution as the first dark chocolate containing 70% cocoa, the most bitter in the world. A star is born! In 2012, Valrhona created Blond® **Dulcey 32%**, unctuous and biscuity, totally irresistible and definitely addictive...



© Valrhona USA

Guanaja - Tart

### Audacity...

In 2008, in response to professionals passionate about intensity, Valrhona honed a unique and innovative technology to create **P125 Coeur de Guanaja**. From the same blend of exceptional cocoas that make Guanaja 70% couverture, the iconic product created in 1986 and known as the “bitterest chocolate in the world”, P125 Coeur de Guanaja is a true chocolate concentrate, a revolutionary product that brings intense taste, color and aromatic power to all pastry creations.

After ten years of collaborating with producers, the development of **double fermentation** in 2015 opened numerous paths to disruptive innovations. In 2017, Valrhona dared to combine fruit and cocoa butter together and launched **Inspiration**, naturally colored and flavored fruit couvertures. Available in five flavors, strawberry, passion fruit, almond, raspberry and yuzu, they provide great creative fruit possibilities to taste professionals who can now work with fruit in a uniquely easy way: molding, confectionary, pastry... Gourmet and colorful, the Inspiration range's intensely fruity taste is unequalled and has no artificial colors, aromas or preservatives.





### Constancy...

It all happens within the secrecy of the sensorial analysis laboratory. During 225 days out of every year, Valrhona's 200 tasters monitor perfect and regular taste in all Valrhona recipes. Taste experts, they constantly adjust cocoa blends of different origins so that Valrhona chocolate quality is consistently delivered at all times. Technical excellence in texture is also uniform. Artisans are guaranteed that they will achieve perfect execution every time.

### Gourmet sensations that never end...

Decorated by hand in the Tain l'Hermitage workshops, Valrhona chocolate bonbons lead gourmet tasters to new chocolate sensations of all kinds: boxes of chocolates, chocolate-covered orange pieces, truffles, squares... The collections grow and are enriched by new temptations. Valrhona's expertise is further demonstrated by single origin chocolates, pralines, almond paste...

## The Création Gourmande range

Presents recipes imagined by professionals looking for new gourmet sensations: vanilla chocolate, salted caramel, coffee, roasted biscuit, spicy, no added sugar... These innovative products are available in tablet, pearls or beans form for easier use.

## Personalized ranges

In the **Valrhona Signature** range, there are chocolate decorations to place and to sprinkle, printed sheets and personalized molds that are designed and made to order by Valrhona professionals. Original designs, guaranteed quality, gold and silver, products for the finishing touch... The personal touch that can't be found anywhere else! Valrhona also offers the possibility of creating a unique couverture, reserved exclusively for professional clients. A beautiful way for the taste professionals to endow their brand with additional value.



Valrhona Signature - Sparkling powders

### FROM THE FRUIT TO CHOCOLATE, THE STEPS IN MAKING CHOCOLATE

- Hand harvesting twice a year
- Breaking the fruit open with a machete to obtain the beans
- Fermenting the beans between 4 and 6 days, during which precursor flavors develop
- Drying in the sun and cleaning, then sorting before shipping to Tain l'Hermitage in France
- Checking beans for quality control
- Roasting beans at high temperature
- Winnowing to separate nibs from shells
- Grinding to extract cocoa butter, which is then melted
- Kneading and adding sugar and milk, according to recipes, to obtain a uniform paste
- Pre-grinding and refining to purify the paste between cylinders
- Conching the chocolate, to homogenise it in liquid form and fully develop aromas
- Tempering to crystallise the chocolate in a stable and shiny form
- Molding as beans, blocks, tablets...



Valrhona Signature - Decor



THE TASTE OF  
SHARING,  
PASSING ON  
A PASSION  
FOR  
CHOCOLATE

G  
N  
B  
A  
H  
S



## OPENING NEW CREATIVE HORIZONS FOR TASTE PROFESSIONALS

The vanguard of chocolate trends

### Artist & Artisan Frédéric Bau, Valrhona Creative Director

The orchestra conductor of creation at Valrhona, Frédéric Bau is above all a talented French pastry chef, trained by the greatest and in particular Pierre Hermé. Author of a number of books, he also participates in several TV culinary shows, including as a jury member and host of the 2017 semi-finals on "Meilleur Pâtissier" (Best Pastry Chef), during the "Top Chef" chocolate special in 2018, and as co-host during the second season of "Les Rois du Gâteau" (The Cake Kings) with Cyril Lignac in 2019.

In 1989, he created the École du Grand Chocolat Valrhona and has been leading it for 20 years so that it has become a reference in technical chocolate expertise. A pioneer in creating full chocolate menus, he is one of the rare chefs to master perfect balance when interpreting chocolate in savory and sweet forms.

In 2012, Frédéric perfected Blond® Dulcey 32% chocolate. In 2017, he organized the "De Mains de Maître" cycle of conferences and demonstrations inspired by artistic techniques, to share his vision of the creative

process with key Valrhona clients and gastronomy professionals from around the world.

Always looking for innovative ideas, he also constantly suggests new recipe ideas to Valrhona clients and advises them on the best ways of using new couvertures, such as Cuvées du Sourceur Sakhanti Bali 68% and Kilti Haiti 66% in 2018.

Thanks to his long experience and vast expertise, Frédéric is now in charge of exploring new areas of chocolate to imagine Valrhona's future. Both an artist and an artisan, creative and technical, he asserts this dual approach that mixes sublime taste and high technology to develop a new, esthetic and gastronomic type of pastry that also respects the environment.

### Research & Development At the forefront to meet all technical challenges

From the best to better... Valrhona's history is characterized by innovations that have been landmarks in the world of chocolate for all "sweet" gastronomy professionals: Guanaja 70%, Blond® Dulcey 32%, double fermentation, Inspiration... Always loyal to its ongoing commitment, Valrhona develops ranges dedicated specifically to taste professionals. Listening to their needs and ideas, Valrhona's R&D is always ready to meet new challenges!



White - Milk - Blond® - Dark





L'École Valrhona's 30 pastry chefs



## SHARING INSPIRED PERSPECTIVES

Serving taste  
professionals' talent  
above all

The world has changed, and pastry with it! Looking for trends, monitoring changes in eating habits, Valrhona is at the vanguard of expectations thanks to an ongoing dialog with professionals, pastry chefs, restaurateurs, bakers... The organic and fair trade range, with no added sugar, and exclusive creations such as Inspiration reflect this mindset. There is only one ambition behind being involved at each artisan's side, and that is to highlight their personal creativity and provide them with all means necessary to expressing their talent.

## L'École Valrhona Chocolate's future is invented here

Created in Tain l'Hermitage 30 years ago, the École Valrhona concept has never been equaled and has become an international reference. The school is centered on creativity and technical expertise, and is a place to exchange views and experience about chocolate. Tain l'Hermitage, Paris, Brooklyn, Tokyo: today there are four École Valrhona around the world and 30 pastry chefs welcome passionate and virtuoso gourmet professionals every year. A laboratory of ideas, a breeding ground for innovation, a network of precious relations, the École Valrhona provides a unique opportunity to perfect one's skills around chocolate through specialized sessions: wedding cake, technotactile, desserts and mignardises, sweet bistronomy... It's also an occasion to take part in thematic workshops led by star professionals such as Pierre Hermé or Jérôme Chausse, in any of the Écoles – their participation is both a source of pride and a guarantee of École Valrhona's seriousness. In a world where everything is always changing, courses also change as part of a dynamic vision that takes into account different market characteristics, at the leading edge of culinary trends and new techniques. This is where tomorrow's gourmet treats are imagined!



### Day after day, direct from the pros...

Valrhona has put into place helpful services for professionals, a whole network of skills to inspire and progress. Each day, Valrhona pastry chefs answer all questions about products, techniques, turns of hand and other tricks by phone. Workshops can be organized at the École by simple request, or companies can create their own tailored training program. The “Essentials” guide, developed by École Valrhona chefs, compiles over 1,000 recipes using Valrhona products and basic techniques, all explained for chefs and apprentices. It is now available on line, with a function that adapts recipe quantities instantly according to required volumes.

## MAKING CHOCOLATE AN EVENT

### The Cité du Chocolat For the love of chocolate!

A veritable center of discovery for the general public, the Cité du Chocolat has an educational ambition, but also dreams of transmitting the love of good chocolate to new generations. Sensory experiments, culinary workshops, fabrication secrets, a virtual visit to plantations... The center immerses children and adults alike into the very center of the mystery of chocolate. Success has been immediate. The Cité is the number one Chocolate site in France, the number two Expertise site in the Auvergne-Rhône-Alpes région, and the number four Tourism site in the Drôme department, with 130,000 visitors each year, and 500,000 total at the end of March 2018 since opening in October 2013.

### The Coupe de Monde de la Pâtisserie

From 1989 to 2019, 30 years - an event to celebrate with emotion! Valrhona is one of the co-founders of the Coupe de Monde de la Pâtisserie, a leading international gastronomy event that places the talents of an elite in the spotlight. As an absolute reference for the entire profession, the Cup is a source of creative inspiration, a place to detect new talents, and a rare opportunity for members of Valrhona’s network to be in close contact with the peaks of excellence.



### The C3 (Chocolate Chef Competition), International Restaurant Dessert Competition

Created by Valrhona in 2008, the first international competition dedicated to restaurant pastry chefs unites about 40 candidates from all over the world, selected on paper, to take part in different regional qualification tests organized throughout the year. Eight finalist chefs face off around a theme. The most beautiful desserts presented on plates are unveiled with each edition. The event motivates pastry chefs and restaurants to evolve and enrich themselves thanks to the competition’s unique multicultural approach.





R  
S  
C

LIVE LONG  
VALRHONA,  
VISIONARY  
AMBITIONS



# COMMITTED FOR A BETTER WORLD

## The meaning behind responsibility in action

To be a reference also means to set the example... At the crossroads between producers, creative artisans and an educated general public, Valrhona's vocation is to federate all chocolate communities. This collaborative vision serves as the basis to sustainable development in the world of chocolate: an entire ecosystem that focuses on perpetuating the sector's livelihood as much as on transmitting the taste of good chocolate to a younger audience, with the Cité du Chocolat in Tain l'Hermitage. To imagine the best of chocolate, Valrhona launched the Live Long program, the embodiment of its Corporate Social Responsibility (CSR) policy. Valrhona's CSR Live Long program forged its identity in southwest Ghana. Cedric, one of Valrhona's sourcers, was visiting the Wassa Nkran community in May 2015. Valrhona had financed for them the construction of a community center with a children's library and computer room, and training facilities for producers. Residents welcomed Cedric warmly with signs that said, «We are all Valrhonas» and «Live Long Valrhona» and it was like a spark that caught fire. Describing perfectly Valrhona's long-term CSR commitment, in all its forms, «Live Long» was immediately adopted as the program's name.



### Live Long Cocoa Building the sector's future

- 100% of Valrhona cocoa can be traced to the producer.
- Long-term partnerships in about 20 countries to guarantee the cocoa sector's sustainability and resilience.
- Over 20 community projects have been realized since 2012, including building schools and care centers, renovating living quarters, providing access to drinking water... Valrhona gets involved in producers' daily quality of life.
- A strong commitment to the Cacao Forest agroforestry project, to promote different models of sustainable cultivation, by balancing resources and types of production on each parcel, protecting producers' living standards and the environment.
- Plans to protect certain varieties of aromatic cocoa through the creation of a cocoa tree nursery for endangered species.

18  
19





Plantation - Ghana



© Insign

Environmentally friendly design for 230g chocolate boxes

### Live Long Environment

Become carbon neutral across our entire value chain by 2025

- Targeted initiatives to improve the environmental impact of products throughout their lifecycle: environmentally friendly packaging design, especially chocolate bonbon boxes, the equivalent of 5 tons of cardboard saved every year; the launch of the range “Les Cabossés” with a limited shelf life in the Valrhona shop to fight against food waste...
- Ambitious environmental objectives in four directions to reduce greenhouse gases, waste and energy and water use.





**Live Long Gastronomy**

Transmit expertise and accompany vocations

- In 2018, Valrhona launched an original training session on Mastering Chocolate, in partnership with the Hotel Training School in Tain l’Hermitage. The course focuses on teaching tomorrow’s artisans about the art and manner of mastering this technical material that is chocolate, thanks to help provided by École Valrhona chefs as well as sourcers, the CSR team and members of the sensory analysis team.
- In partnership with the Paul Bocuse Foundation, the “Graines de Pâtissier” (Seeds of Pastry Chefs) program makes it possible for youth in several cities in France to try a pastry chef’s work and join the working world. They can work towards a recognized degree with the help of our clients, who agree to employ students as apprentices.
- The Valrhona Solidarity Fund’s vocation is to support producer communities and the cocoa sector in general, as well as gastronomy and its different professions more largely.



**Live Long Together**

Collectively invent the Valrhona company’s identity

- A 360° vision to create a company model that is sustainable for everyone involved: employees, clients, suppliers, shareholders and all our neighbors.
- Implement responsible practices, create a company where we all live and work well together, define a collective vision for 2025.



## JAMAICA

—  
Financing solar  
drying racks

## HAITI

—  
Supporting  
agroforestry  
with AVSF



## DOMINICAN REPUBLIC

—  
Promoting  
agroforestry  
with Cacao Forest



## BELIZE

—  
Renovating  
a plantation



## EQUADOR

—  
Supporting AVSF  
in its humanitarian  
actions following  
the 2016  
earthquake

## PERU

—  
Providing access  
to drinking water  
thanks to the "Clean  
WaterProject",  
creating a nursery



## GRENADA

—  
Encouraging  
the use of fertiliser

## BRAZIL

—  
Building a training  
center, renovating  
producer housing  
and financing  
solar drying racks





## IVORY COAST

—  
Building a primary school in Petit Bouaké



# EXAMPLES OF PROJECTS WITH DIFFERENT COMMUNITIES

100% of Valrhona cocoa can be traced to the producer.

## BALI

—  
Helping to improve cocoa quality and cocoa exports

## GHANA

—  
Actions that support education, building a community center and two schools



## MADAGASCAR

—  
Renovating a village and creating a health center





## VALRHONA, KEY DATES

- **1922** - The Chocolaterie du Vivarais is established in Tain l'Hermitage by Albéric Guironnet, pastry chef
- **1939** - Albert Gonnet, chocolatier in Chambéry, buys the company
- **1947** - The Valrhona (Vallée du Rhône - Rhône Valley) brand is created
- **1966** - Mr. De Loisy and Mr. Gelet build the brand's reputation
- **1984** - Soparind-Bongrain buys the company
- **1989** - Valrhona École du Grand Chocolat is opened, and Valrhona is cofounder of The Coupe de Monde de la Pâtisserie
- **1992** - To save the Porcelana cocoa trees, Valrhona acquires the El Pedregal plantation in Venezuela
- **1997** - Loyalty program is launched
- **2006** - The Valrhona Taste Foundation is created
- **2010** - The Chocolate Encyclopedia is launched
- **2013** - The Cité du Chocolat is inaugurated in Tain l'Hermitage
- **2016** - The Valrhona Live Long CSR program and the Cacao Forest project are launched
- **2017** - Valrhona is among the world's 5% most sustainable suppliers according to EcoVadis
- **2019** - 30<sup>th</sup> anniversary of The Coupe de Monde de la Pâtisserie and École Valrhona

VALRHONA

LET'S IMAGINE THE BEST OF CHOCOLATE®

