

47, rue des Archives

**Dive into
the Valrhona
experience**

The world of chocolate
in the heart of Paris


VALRHONA
Let's imagine the best of chocolate®



Valrhona opens a **unique space in the heart of Paris**. This new location, attached to L'École Valrhona Paris, offers its visitors a unique experience at the center of the Valrhona world.

Starting **June 2nd**, **pastry professionals** and all **chocolate lovers** are invited to **cross the threshold of 47, rue des Archives** and immerse themselves in the core of the Valrhona experience, discovering its history, commitments and expertise.

A **new setting** that encourages encounters and exchanges to create an even stronger bond with its customers.

The cocoa bean cellar, (re)discovering the richness of chocolate

This **unique chocolate library** is the perfect place to **discover the rich aromatic palette of Valrhona chocolates**. 14 glass and stainless steel silos were custom-made and specially designed to preserve the chocolate's quality. The cocoa beans will be protected from the light by a micro-perforated grate reminiscent of the baking sheets used in pastry making.

You can of course find iconic chocolates **such as Guanaja 70%, Jivara 40%, Dulcey 32%**, and Valrhona's 100th anniversary chocolate, **Komuntu 80%**. There is also a **selection of Single Origin chocolates** revealing all the finesse and intensity of terroirs such as Venezuela, Brazil, or even Grenada. Exclusive, limited edition couvertures will be added to the cocoa bean cellar over the months to come. This fine selection, representative of Valrhona's expertise in making couvertures, will evolve over time, revealing the aromatic profiles' full richness.

This sensory space features a **tasting table** allowing you to test the different couvertures. Guided by a Valrhona expert, visitors will be able to enjoy a **special tasting experience** before choosing their favourite chocolate(s).



The art of mixology expands its horizons with cocoa

47, rue des Archives is home to a new cocoa mixology counter, featuring a menu of creative gourmet drinks that highlight Valrhona's expertise and commitments. The first menu was created by Victor Delpierre, world champion barista and mixologist. His enthusiasm surpasses the boundaries of taste with a "gastronomic" vision of the cocktail: a true sensory and experiential journey in line with Valrhona's identity and values.

Three customizable hot chocolate drinks will delight hot chocolate lovers:

- Create your own personalized hot chocolate by choosing a Single Origin chocolate with either cow's milk or an almond or oat plant-based drink.
- Discover the aromatic profile of Ground Chocolate Ghana - full-bodied and woody, with sweet and spicy notes - and Ground Chocolate Grenada - balanced, with ripe fruit and vanilla bean notes.
- Let yourself be tempted by the delicately vanilla flavored homemade whipped cream, classic or plant-based, and discover the pleasure of tasting the best hot chocolate in Paris.
- Choose the Mocaccino, infused with cocoa nibs and "L'Authentique", a traceable specialty coffee that is robust, smooth, and wild without bitterness and ends with a cocoa finish.



“
I've always been attracted to chocolate because as a child, I dreamed of becoming a pastry chef. Today, it is a privilege to design drinks for Valrhona, a committed and responsible brand with which I share many values. Cocktails have become my means of expression to please people and help them create memories. My approach is culinary and seasonal, a product of nature. What I like about my job is the ability to mix different arts in order to imagine new combinations with unique tastes. For me, cocktails are "the cuisine of drinks®": just as chefs cook food, I have fun "cooking" liquids to push the limits of taste and, above all, amaze the senses.”

Victor Delpierre



Two cold drinks, based on the “Gold of the pod”, will allow you to discover cocoa in all its forms. At Valrhona, the “Gold of the pod” is OABIKA, a cocoa juice concentrate derived from mucilage, the precious white pulp surrounding the cocoa bean in the pod.

- Let yourself be enchanted by the “Cocoa Juice Iced T”, the seasonal iced tea flavored with Oabika.
- Get energized with the “Oabika Fizz”, a homemade soda with cocoa nibs and pressed lemon juice, in the spirit of a fresh and tasty lemonade with a light cocoa taste.



The Chefs' Stage: discovering the gastronomic talents of tomorrow

Over the years, Valrhona has developed a **close relationship with chefs** and artisans, guiding them in developing their talent and expertise on a daily basis.

Pop-up sales to honor **promising young sweet cuisine professionals will be organized regularly**, where they design a **limited-edition gourmet creation** available only for a few days. This Parisian showcase will also be open to chefs whose creations are currently only available in other regions of France.

The chefs in residence will benefit from the proximity of L'École Valrhona, a true laboratory of creativity right next door, giving them the opportunity to produce or finalize their creations in professional laboratory kitchens.





A new showcase for Valrhona's commitments

At Valrhona, we have long considered our work's impact on people and the planet. The company, which has been **B Corp certified since January 2020**, has decided to make this space a privileged place to express its commitment to a fair and sustainable cocoa industry and creative and responsible gastronomy.

The architecture of this new location reflects its commitments. **Natural or upcycled materials** were prioritized in the construction and decoration of this new gourmet showcase in the heart of Paris. The mixology counter was built from Soft Surface™, a novel material made of 100% plastic waste with no added resin. Imagined and designed by Le Pavé®, this new exceptional eco-designed material is both sustainable and local, since it is 100% made in France. Natural materials were also used, as evidenced by the raw earth walls in the cocoa bean cellar or the cocoa shells inlaid in the flooring.

In order to **share the progress of its actions with visitors**, Valrhona has also dedicated an entire wall at 47, rue des Archives to display its commitments. It shows **specific objectives** such as **tracing more than 95% of its cocoa beans from the plot by the end of 2023**, by **precisely and meticulously mapping all cocoa production areas**. This is to ensure that products are not sourced from protected nature areas. The wall also highlights projects carried out by the **Valrhona Foundation**, which aims to **improve cocoa producers' living conditions**, promote access to education for their children, and accompany them on the path towards sustainable agricultural practices.



Pro corner

A new go-to place for chefs

Whether visiting Paris or attending the adjacent École Valrhona, this new location is a true **meeting place for chocolate professionals**, where you can:

- **(Re)discover the wide variety of Valrhona Grand Crus** in the cocoa bean cellar, an opportunity to taste a large number of products.
- Benefit from **one-on-one time** with a Valrhona expert, a **personalized interaction** where you can collaborate to create a customized couverture, for example.
- Showcase your work by offering **limited edition creations for sale on the Chefs' Stage**.
- Attend **launches or events** to get an exclusive preview of the **latest Valrhona innovations** (products and services).
- **Book the space** to organize your own event (new dessert creation, new menu or book launch, etc.).



For passionate gourmets

An immersion in the world of chocolate, in the heart of Paris

Gourmets and pastry lovers now have a unique space in the heart of Paris where they can **live the full chocolate experience**. Join us at 47, rue des Archives to:

- Discover the aromatic palette of **Valrhona chocolates in all its diversity** with **personalized guided** tasting sessions.
- **Get delicious drinks to go and enjoy them on a neighborhood stroll**: from customized hot chocolate to cocktails made with infused cocoa shells.
- Get to know the world of Valrhona and our **ethical commitments** through a unique immersive experience in the heart of Paris.
- **Discover new chefs and artisans through the Chefs' Stage program** and taste their exclusive, limited-edition creations.
- **Buy Valrhona chocolate couvertures** for your next gourmet creation, drawing inspiration from the recipe cards we provide for each product.
- **Get exclusive access to Grand Cru Single Origin chocolates that are only available** at this location.

All of the products in the Valrhona cocoa bean cellar are packaged on demand by a chocolate expert in **recyclable kraft bags or reusable metal boxes**. The **bulk chocolate range**, in line with Valrhona's CSR commitments, has been designed to reduce the environmental impact of packaging (with responsible containers) and allows everyone to buy chocolate in the amount needed for their recipes (from 100g to 1kg, depending on the product).

PRACTICAL INFORMATION

47, rue de Archives, 75003 Paris

Open Wednesday to Saturday from 11am to 7pm
and Sunday from 10am to 6pm.

Open to professionals
on Mondays and Tuesdays by appointment.



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 "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 every day. 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

Media contact:

Mathilde Buffière

T. +33 7 50 62 50 42

M. mathilde.buffiere@valrhona-selection.com

Link to download HD images:

<https://bit.ly/47ruedesArchives>

