



  
VALRHONA



1 Valrhona : brand keys messages

2 Sum up of the Retail range by category  
Best seller by type of client

3 Merchandising / Tools

4 Tasting / products training



LET'S IMAGINE THE BEST OF CHOCOLATE

EVERY STEP OF THE WAY



01

Searching for  
FINE COCOA



02

Creating  
FLAVORS



03

Sharing  
KNOWLEDGE



Partner to Masters of flavor

*SINCE 1922,*

we imagine the best of chocolate,

**SUSTAINABLY**



## Valrhona brand



### Valrhona : key messages

**100 years** of expertise since **1922**

A unique palet of taste created by prestigious Chefs

**100% bean** to bar

**100% of our cocoa beans are traced** from the plantation

Long partnership with our planters

**Made in France** in Tain l'Hermitage

**Bcorp label**



**FSC-label** : packaging follows positive environmental rules





# A BEAN TO BAR EXPERTISE

Valrhona is one of the rare Chocolate companies that goes from the Bean to the Bar...

...to the Production of Chocolate...



Handcraft production process

Strong cocoas blend expertise

Creation of a unique range of flavors

**Roasting**  
developing the aromas of cocoa

**Crushing**  
leaving cocoa nibs

**Blending**  
Create blended or pure origins

**Kneading & Grinding**  
Create very fine particules

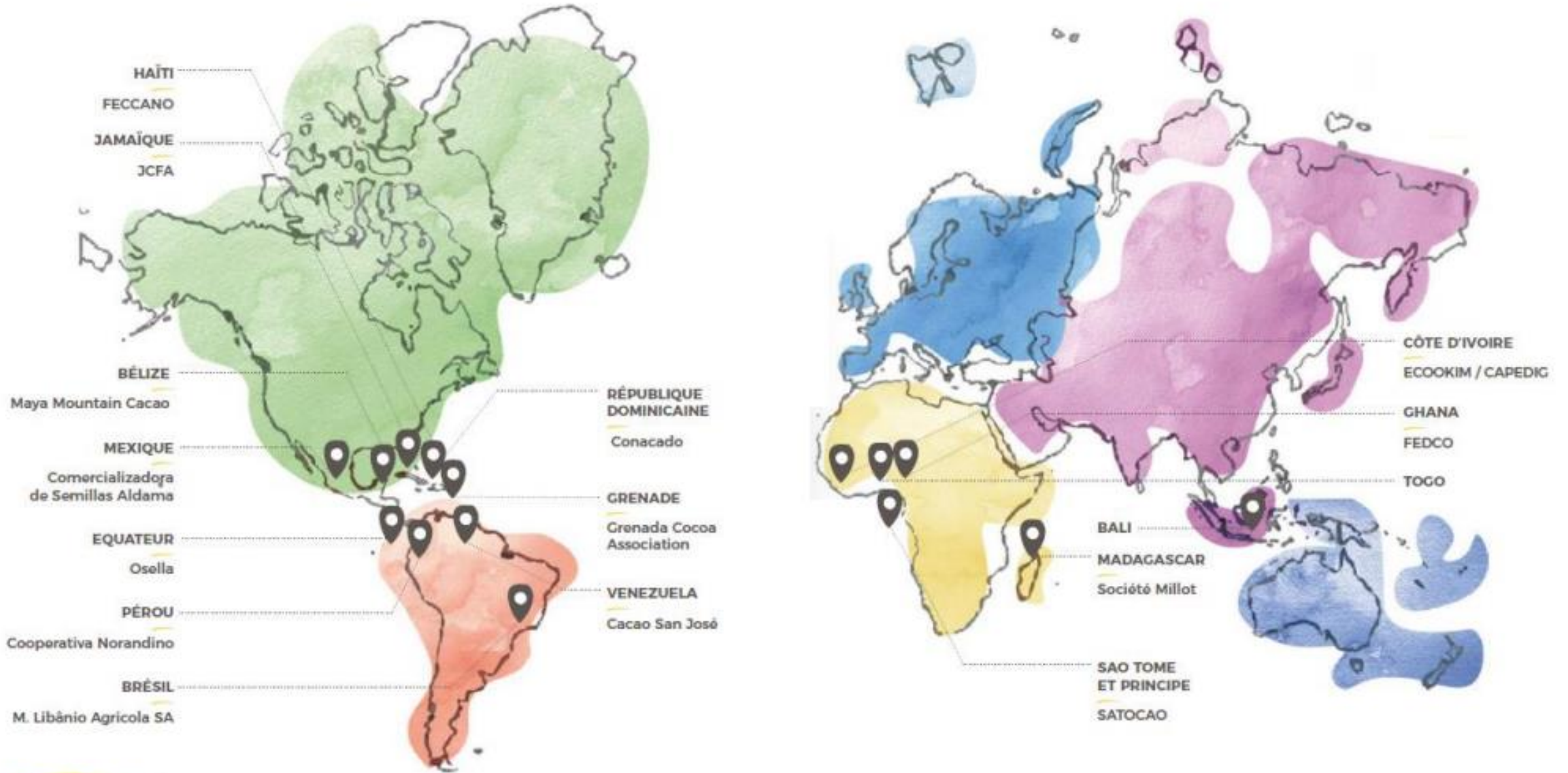
**Conching**  
to perfect flavor development

**Tempering & Molding**  
cocoa mixture becomes shiny & stable



**Finished Product**  
Bars, squares, beans, ...

# OUR COMMITMENT THROUGHOUT THE WORLD SINCE 2012



# LIVE LONG – Corporate Social Responsibility PLAN



Valrhona is now **certified Bcorp !**  
Label recognizing businesses that have a **positive social** and **environmental impact** through their economic activity.



# CSR Commitments : Cocoa



ACHIEVEMENTS IN 2022	OBJECTIVES FOR 2025
100% of cocoa beans can be traced back to the producer	Maintain <b>100%</b> <b>Achieved</b>
60% of cocoa beans can be traced back to the individual plot	<b>100%</b>
93% of countries were visited at least once during the year	<b>100%</b>
99.8% of cocoa purchases are from partnerships agreed for at least three years	<b>90%</b> <b>Achieved</b>

**16,979**

farmers

**13**

countries that sell cocoa to Valrhona

**8.5 years**

the average length of our partnerships

**14**

countries have a long-term partnership

- Preserving cocoa **with great aromatic potential**
- Having a positive impact : **17 projects** with planter communities
- **Long term relationship** with producers
- **Ethical** sourcing commitment : fixed prices

*Cacao Forest Project in Rep Dom and Haiti*



# CSR Commitments : Environment

- Reducing waste and emissions by **50% by 2025**
- **100%** of new product launches will be **eco designed by 2020**



## A FEW EXAMPLE PROJECTS

### Building a poultry farm in Ivory Coast

The farm has created 49 jobs, diversified the community's income and increased its food self-sufficiency.



Marie-Laure, member of the village women's association, cleaning the feeders

### Renovating Guayabal elementary school in northern Venezuela

Renovating the elementary school has enabled 90 students and 16 teachers to get back into education.



A student performance to mark the reopening of the renovated school

ACHIEVEMENTS IN 2022	OBJECTIVES FOR 2025
<b>67% decrease</b> in GHG emissions (scope 1 & 2) since 2013	<b>60% decrease</b> Achieved
<b>91%</b> of waste is recovered	<b>100%</b>
<b>71%</b> of our energy mix comes from renewables	<b>79%</b>
<b>83%</b> of our packaging is recyclable	<b>- 100%</b>
<b>100%</b> of new products meet our eco-design criteria	<b>100%</b> Achieved

# OUR PRODUCTS & SERVICES

## COUVERTURES ET PRALINÉS



We offer a wide range of products to meet your every needs for creativity and personalization

## CHOCOLATE BONBONS



Among our permanent, limited edition or personalized ranges, we are sure to have a chocolate bonbon to satisfy your every need

## BRANDED PRODUCTS



Our retail products are the perfect way to try our indulgent chocolates and baking products

## CHOCOLATE DECORATIONS



Our new range of chocolate decorations and transfer sheets offers a wide variety of decorations with all the flavor of our iconic chocolates



02

## RETAIL ASSORTMENT

A sump up of all retail products sold by categories



# High quality and gourmet chocolates, for every occasion

## Impulse & Tasting



## Gifting & Sharing



## Home Baking & Snacking





## CHOCOLATE BARS

A selection of tablets of Pure and Blended origin, with eco-sustainable packaging and gourmet ingredients



# A NEW CHOCOLATE BAR IN THE HEART OF THE PLANTATIONS

Impactful storytelling: from the cocoa bean to taster chocolate bar



# MORE COMMITTED AND MODERN PACKAGING

Origin of our cocoa beans and traceability

% cocoa for ease of reading

New approach of flavor

Integration of labels and certifications

New positioning



New Valrhona identity and integration of our new patterns

Highlighting of our new bar mold

Explanatory speech to introduce the tasting of chocolate

Our commitment and our mission

B Corp certification



New reclosability system

New approach of flavor: storytelling





# Impulse & Tasting

Our new tablets pure chocolate of 70g

**100% recyclable** packaging **FSC-labelled packaging** that certifies the production of wood or a wood-based product that complies with procedures **guaranteeing sustainable forest management**

## Pure Origins

6 taster bars:

- **Araguani** : pure Venezuela **NEW**
- **Manjari** : pure Madagascar
- **Bahibé** : pure Dominican Republic
- **Andoa Lait** : pure Peru
- **Andoa Noir** : pure Peru
- **Tulakalum** : pure Belize **NEW**

## Exclusive Blends

5 taster bars:

- **Guanaja** : Trinité, Dominican Republic, Jamaica, Ghana, Ivory Coast and Madagascar
- **Caraiibe** : Dominican Republic, Ecuador, Jamaica and Togo
- **Jivara** : Ecuador and Ghana
- **Oriado** : Peru (bio) and Dominican Republic (bio) **NEW**
- **Abinao** : Togo, Ivory Coast and Ghana

## Blond Chocolate

1 taster bar:

- **Dulcey**

## Komuntu 80%

Created for Valrhona 100th anniversary

- **Komuntu**

## Collection Gift box



# Impulse & Tasting

## BEST SELLER Must Have Range

### Pure Origins

#### 6 taster bars:

- **Manjari** : pure Madagascar
- **Andoa Lait** : pure Peru
- **Andoa Noir** : pure Peru



### Exclusive Blends

#### 5 taster bars:

- **Guanaja** : Trinité, Dominican Republic, Jamaica, Ghana, Ivory Coast and Madagascar
- **Caraïbe** : Dominican Republic, Ecuador, Jamaica and Togo
- **Jivara** : Ecuador and Ghana



### Blond Chocolate

#### 1 taster bar:

- **Dulcey**





# Cooking / Snacking Range

# Cooking / Snacking offer

**BEST SELLER**  
**Must Have Range**

**NEW**

100 ans  
d'engagement



### KOMUNTU 80%

AMÈRES, BOISÉES, GRUÉ  
GRILLÉ

Code : 48537 / EAN :  
3395328733585  
DLUO : 18 mois



### CACAO POWDER

Code : 33241  
EAN : 3395328457450  
DLUO : 24 mois



### GUANAJA 70%

Code : 31215  
EAN : 3395328348581  
NEW DLUO : 18 months



### CARAÏBE 66%

Code : 31209  
EAN : 3395328348376  
NEW DLUO : 18 months



### JIVARA 40%

Code : 31211  
EAN : 3395328348437  
Best before : 12 months



### IVOIRE 35%

Code : 31212  
EAN : 3395328348468  
NEW DLUO : 15 months



### DULCEY 35%

Code : 31210  
EAN : 3395328348406  
Best before : 12 months



### CARAMELIA 36%

Code : 31214  
EAN : 3395328348529  
NEW DLUO : 15 months



### INSPIRATION PASSION

Code : 31432  
EAN : 3395328353103  
Best before : 10 months



### INSPIRATION FRAISE

Code : 31431  
EAN : 3395328353073  
Best before : 10 months



### MANJARI 64%

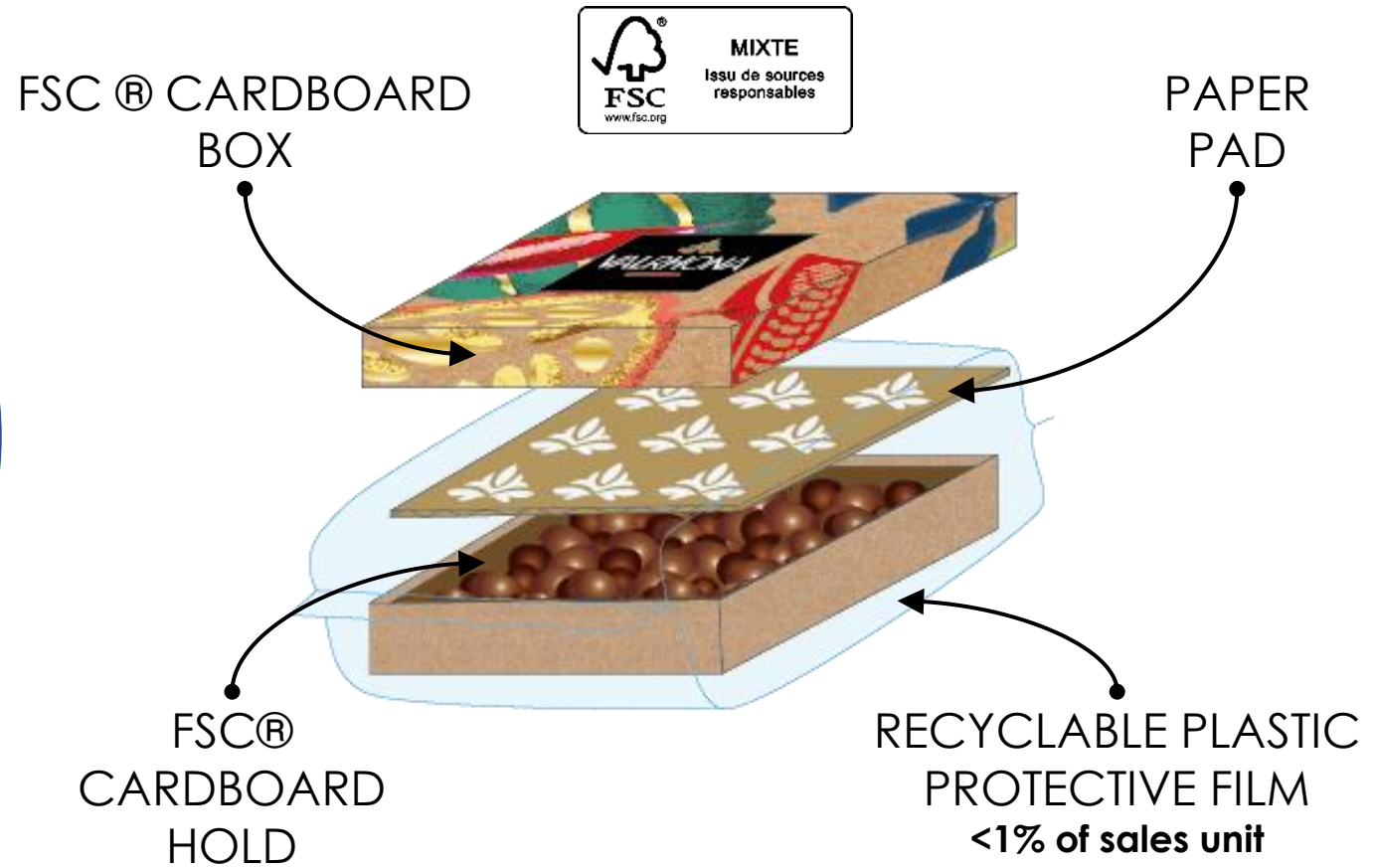
Code : 31216  
EAN : 3395328348611  
Best before : 14 months

2500 REFERENCES

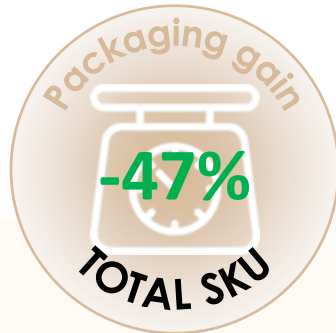
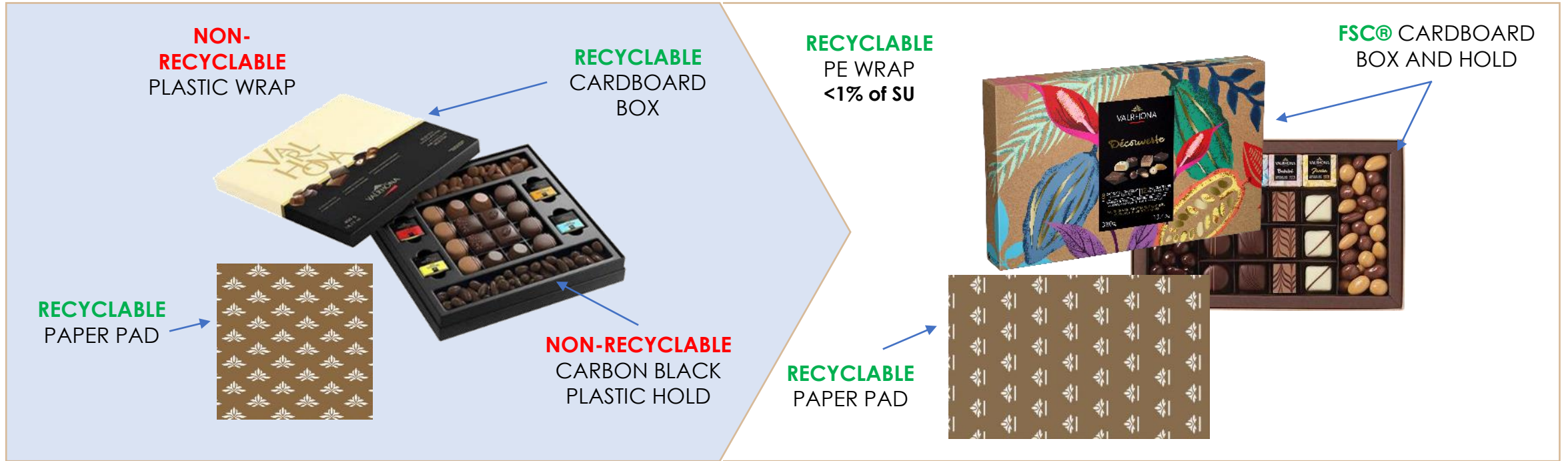


Gifting range

# AN IMPACTFUL AND RECYCLABLE PACKAGING



# AN IMPACTFUL AND RECYCLABLE PACKAGING

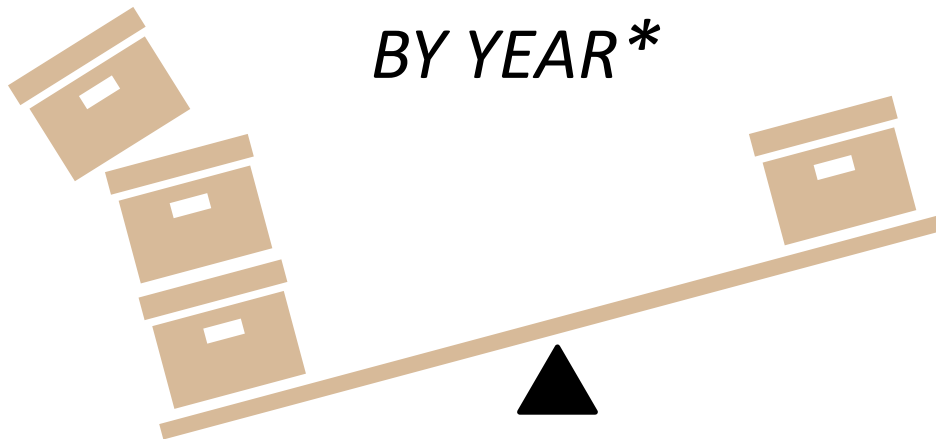


# A POSITIVE IMPACT ON THE ENVIRONMENT

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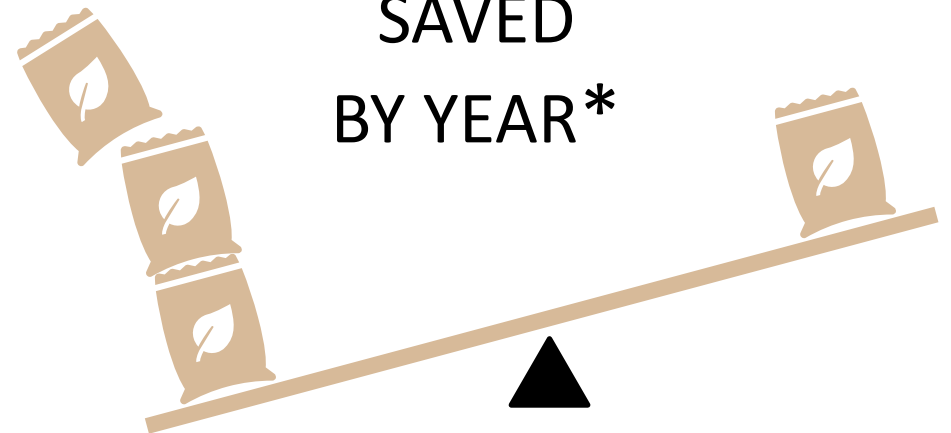
**4**

**TONNES**  
*OF CARDBOARDS*  
*SAVED*  
*BY YEAR\**



**10**

**TONNES**  
*OF PLASTICS*  
*SAVED*  
*BY YEAR\**



\*Calculations based on 2022 sales forecasts



# FOCUS PACKAGING

## FACE OF A PACK



A common black cartridge

New Valrhona identity

A highlight of the products (and of our new chocolate squares mold for the Instant Dégustation offer)

Presence of imitation kraft and integration of our new patterns

## BACK OF A PACK



QR Code referring to our CSR commitments

Recyclability information

B Corp Logo

Logo Recyclabilité

Storytelling of our mission

Presentation of all the chocolates in the box (reminder of the colors)

FSC® information

# FOCUS PACKAGING

The inside of the packaging: an introduction to chocolate tasting, the addition of taste and the highlighting of the chocolate maker's know-how.





**Instants  
Dégustation**  
LES INITIÉS

Initiez-vous à notre collection de 2 Grands Crus et 3 Pures Origines Noir et Lait. Une sélection riche pour explorer toute la palette aromatique Valrhona.

Get to know our collection of 5 Grands Crus offered in Dark or Milk Chocolate. This varied selection is a great way to explore Valrhona's aromatic palette.

<p><b>Tutakalium</b> 75% cacao</p> <p>FRUITÉES ACIDULÉES GRUÉ DE CACAO</p> <p>FRUITY TANGY COCOA NIBS</p>	<p><b>Guajaja</b> 70% cacao</p> <p>ÉQUILIBRÉES GRILLÉES AMERTUME</p> <p>BALANCED ROASTED BITTERNESS</p>	<p><b>Manjasi</b> 64% cacao</p> <p>FRUITÉES ACIDULÉES TYPÉES FRUITS ROUGES</p> <p>FRUITY TANGY BERRIES FLAVOR</p>	<p><b>Bahibé</b> 46% cacao</p> <p>CACAOÏTES CÉRÉALES TYPÉES FRUITS MÛRS</p> <p>COCOA-RICH CEREAL RIPE FRUIT FLAVOR</p>	<p><b>Jivara</b> 40% cacao</p> <p>LACTÉES MALTÉES VANILLÉES</p> <p>MILKY MALT VANILLA</p>
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**INITIEZ-VOUS À L'ART DE LA DÉGUSTATION**  
IMMERSE YOURSELF IN THE ART OF TASTING

 <p>Goûtez avec les yeux, observez sa robe.</p> <p>Taste with your eyes, observe the color and texture.</p>	 <p>Écoutez son croquant.</p> <p>Break off a piece and listen for the characteristic "snap".</p>	 <p>Laissez fondre et appréciez ses saveurs.</p> <p>Let it melt in your mouth and enjoy the flavors.</p>	 <p>Expirez pour ressentir chaque arôme.</p> <p>Breathe out to smell the different aromas.</p>
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**Moments  
Croquants**  
LES ESSENTIELS

**Une sélection gourmande d'Amandes et Noisettes rigoureusement choisies, enrobées de Chocolat Noir et Lait. Idéal pour une pause plaisir divinement croquante.**

These delicious, carefully selected Almonds and Hazelnuts are coated in Dark and Milk Chocolate. Perfect for moments of divinely crispy pleasure.

**L'ENROBAGE**  
Subtil et fin, il permet d'envelopper toutes les saveurs du bonbon.

**THE COATING**  
Subtle and luxurious; ties together all the bonbon's flavors.



**L'INTÉRIEUR**  
Nous sélectionnons soigneusement nos Amandes en Espagne et nos Noisettes en Italie et les torrêfions délicatement.

**THE MIDDLE**  
We carefully select our Almonds from Spain and our Hazelnuts from Italy before gently roasting them.

**Chaque fruit sec est soigneusement enrobé de chocolat dans d'authentiques brasseurs en cuivre sur notre site de production au cœur de la Vallée du Rhône. La conservation de ce savoir-faire artisanal permet d'obtenir l'alliance parfaite entre croquant et gourmandise.**

Each nut is carefully chocolate-coated in authentic copper mixers in the heart of the Rhône Valley. By preserving this expert craftsmanship, we have been able to forge a perfect blend of crisp textures and indulgent flavors.


**Créations  
Chocolat**  
LES PETITS DÉLICÉS

**Une sélection gourmande de 15 Chocolats fins inspirés des grands classiques de la pâtisserie française : Millefeuille, Crème caramel, Fondant au chocolat, Succès au praliné et Paris-Brest.**

This indulgent selection of 15 luxury Chocolates is inspired by classic French pastries: Millefeuille, Crème caramel, Fondant au chocolat, Succès praliné and Paris-Brest.

**L'ENROBAGE**  
Subtil et fin, il permet d'envelopper toutes les saveurs du bonbon.

**THE COATING**  
Subtle and luxurious; ties together all the bonbon's flavors.



**LE DÉCOR**  
Unique et délicat, il permet d'identifier le bonbon. Dépose d'ingrédients au cornet, au transfert, à la fourchette.

**THE DECORATION**  
Unique and delicate; helps to identify the bonbon. Ingredients are added using a cone, transfer paper or fork.

**Chaque intérieur se compose de goûts et de textures différentes pour s'adapter à tous les palais.**

**THE MIDDLE**  
Each middle is made up of different flavors and textures, so there is something for everyone to love.

**Chez Valrhona, la majorité de nos bonbons et leurs décors sont confectionnés à la main pour en faire une pièce unique.**

At Valrhona, most of our bonbons and decorations are handmade so that each creation is unique.

# MODERNIZED CHOCOLATE SQUARES WITH A NEW IDENTITY



A redesigned square, tracing the different stages of chocolate: from the pod to the couverture.

NEW



Modernized rings with a new graphic identity

**BEST SELLER**  
**Must Have Range**

# GIFTING ASSORTMENT



**Les Essentiels**  
Gift Box 32 Chocolate squares  
Dark & Milk

Code : **34270**  
EAN code : **3395328489277**  
Weight : **160g**  
DLUO : **12 months**  
Packaging : **x16**



**Les Intenses**  
Gift Box 50 Chocolate  
squares Dark

Code : **34271**  
EAN code : **3395328489307**  
Weight : **250g**  
DLUO : **14 months**  
Packaging : **x12**



**Les Petits Délices**  
Gift Box 15 Petits Délices  
Dark, Milk & White

Code : **33870**  
EAN code : **3395328481769**  
Weight : **145g**  
DLUO : **12 months**  
Packaging : **x12**



**Les Intenses**  
Equinoxe Gift Box 230g Dark

Code : **33899**  
EAN code : **3395328481981**  
Weight : **230g**  
DLUO : **12 months**  
Packaging : **x12**



**CELLOPHANE-  
WRAPPED BALLOTIN OF  
ORANGETTES**

SLIVERS OF CANDIED ORANGE  
PEEL COATED WITH DARK  
CHOCOLATE  
Code : **20086**  
EAN code : **3395328236109**  
Weight : **130g**  
DLUO : **8 mois**  
Packaging : **x12**

# PRODUCT RANGE PRESENTATION – TECHNICAL INFORMATIONS



## Les Essentiels

Gift Box 32 Chocolate squares  
Dark & Milk

Code : **34270**

EAN code : **3395328489277**

Weight : **160g**

DLUO : **12 months**

Packaging : **x16**



## La Collection Bio

Gift Box 32 Chocolate  
squares Dark & Milk Organic

Code : **34268**

EAN code : **3395328489215**

Weight : **160g**

DLUO : **12 months**

Packaging : **x16**



## Les Intenses

Gift Box 50 Chocolate  
squares Dark

Code : **34271**

EAN code : **3395328489307**

Weight : **250g**

DLUO : **14 months**

Packaging : **x12**



## Les Initiés

Gift Box 50 Chocolate squares  
Dark & Milk

Code : **34272**

EAN code : **3395328489338**

Weight : **250g**

DLUO : **12 months**

Packaging : **x12**



## Les Collectionneurs

Gift Box 60 Chocolate squares  
Dark & Milk

Code : **34269**

EAN code : **3395328489246**

Weight : **300g**

DLUO : **12 months**

Packaging : **x8**



# PRODUCT RANGE PRESENTATION – TECHNICAL INFORMATION



## Les Cœurs

Gift Box 8 hearts Dark & Milk

Code : **33901**

EAN code : **3395328482063**

Weight : **75g**

DLUO : **10 months**

Packaging : **x15**



## Les Truffés

Gift Box 12 truffles 155g  
Dark, Milk & Dulcey

Code : **33871**

EAN code : **3395328481790**

Weight : **155g**

DLUO : **10 months**

Packaging : **x12**



## Les Petits Délices

Gift Box 15 Petits Délices  
Dark, Milk & White

Code : **33870**

EAN code : **3395328481769**

Weight : **145g**

DLUO : **12 months**

Packaging : **x12**



## Les Grands Crus

Gift Box 15 Fine Chocolates  
Dark 150g

Code : **33903**

EAN code : **3395328482148**

Weight : **150g**

DLUO : **10 months**

Packaging : **x12**

# PRODUCT RANGE PRESENTATION – TECHNICAL INFORMATIONS



**Les Intenses**  
Equinoxe Gift Box 230g Dark

Code : **33899**  
EAN code : **3395328481981**  
Weight : **230g**  
DLUO : **12 months**  
Packaging : **x12**



**Les Initiés**  
Equinoxe Gift Box 300g  
Dark, Milk & Dulcey

Code : **33898**  
EAN code : **3395328481943**  
Weight : **300g**  
DLUO : **12 months**  
Packaging : **x12**



**Les Essentiels**  
Equinoxe Gift Box 230g  
Dark & Milk

Code : **33900**  
EAN code : **3395328482025**  
Weight : **230g**  
DLUO : **12 months**  
Packaging : **x12**



**Les Collectionneurs**  
Collectors Gift Box 450g Dark,  
Milk, Dulcey & Orangettes

Code : **48045**  
EAN code : **3395328718711**  
Weight : **450g**  
DLUO : **9 months**  
Packaging : **x8**

Step into our magical and  
warm festive holiday universe





## Advent Calendar

24 DAYS OF TREATS

170 G

Young and older gourmets alike, experience the Christmas magic throughout the month of December with our new exclusive Advent Calendar. Between deliciously coated dried fruits, small black and white Christmas subjects or pralines, discover 24 days of chocolate delicacies:

- Almonds & Hazelnuts Milk/Dulcey
- Crispy Dark / Milk
- Treats Dark / White
- Pralinés almond hazelnut / Crunchy fruity pralinés
- Guanaja square
- Mini bar Jivara

Count down to Christmas by discovering a chocolate treat every day.

**BEST BEFORE : 6 MONTHS**



## Christmas treats

AN ASSORTMENT OF CHRISTMAS TREATS  
FOR YOUNG AND OLDER GOURMETS

DARK, MILK & DULCEY

140 G

Discover our Christmas chocolates in various shapes such as Christmas trees, snowballs, stars and gingerbread men, available in three recipes, each more delicious than the one before: Dark Caraïbe chocolate, milk chocolate Caramélia and blond Dulcey. A tasteful and amusing assortment that will delight children and adults alike.

In this box is hidden **140g of delicious Christmas treats...** Ideal to decorate your festive table, to decorate your Yule log or to enjoy alone, with family, friends or at work!

**BEST BEFORE : 12 MONTHS**





## 28 fines palets

They are every bit as delicate on the palate as they are visually refined

DARK, MILK &  
PRALINÉ

80 G

For Christmas 2023, fall in love with the timeless flavors of our beautifully rounded Fine Palets

For the cocoa lovers discover in this box 14 fine palets full of dark chocolate Guanaja 70% with notes of bitter cocoa nibs. For the greediest, 14 pecan praline palets finely coated with milk chocolate and fresh and intense notes of pecan.

Whether or not you have a coffee to hand, savor these treats without moderation.

**BEST BEFORE : 6 MONTHS**





## Christmas Collection

THE PERFECT GIFT FOR A WIDE VARIETY OF TREATS

DARK, MILK & DULCEY

**150 G**

Discover this Christmas Collection giftbox. A selection of fine chocolates with unique aromatic notes: Cinnamon flavored ganache,, blackcurrant purée ganache, Ivoire praline, Macaé dark chocolate ganache and fruity almond hazelnut praline.

It promises nothing less than special moments spent sharing delicious indulgent treats..

**BEST BEFORE : 8 MONTHS**



## Hot chocolate mix

(RE)DISCOVER THE TASTE OF A GOOD CHOCOLATE DRINK FROM YOUR CHILDHOOD

DARK KALINGO

250 G

Discover the unique flavor of this hot chocolate Kalingo MIX, pure origin Grenada. A dark chocolate 65% cocoa with fruity and vanilla notes that is usually enjoyed in winter, but can be enjoyed all year round.

(Re)discover the taste of a good chocolate drink thanks to this preparation which comes in the form of chips, which melt perfectly when mixed with hot milk and which will please young and old alike.

On the back of the packaging, you will find a recipe for Hot Chocolate with Praline

**BEST BEFORE : 14 MONTHS**





## Merchadising Tools

# Tools available in stock: display for bars



## NEW BARS DISPLAY

TUTO - PRODUCTS ASSEMBLY AND INSTALLATION

Video tutoriel



Size 1: bar + mini-bars



Size 2: bar with ingredients



Size 3: box gift 18 carrés



Unique code 34035

## In store: Bcorp logo merchandising



33705

### PRÉSENTOIR CARTON

71 X 181 MM

lot de 200

Pour 12 tablettes Grands Crus (70g)  
ou 10 tablettes Ingrédients (85g)

Display with Bcorp  
logo



# POSTER

EXAMPLES - IT CAN BE ADAPTED IN YOUR CLIENTS IMAGE



Valrhona example



Valrhona (Easter) example



Valrhona (Christmas) example

# Tools available in stock: Corporate tools



*Choose an exceptional chocolate.*

*Let's imagine the best of chocolate*

### THE CHOCOLATE OF CHEFS

Explore a wide range of unique and typical chocolates for baking, sharing and enjoying.

Valrhona shares its French expertise as a manufacturer of high-quality chocolates with all its enthusiasts.



Scan and discover which Valrhona chocolate you are

### 100% OF VALRHONA'S COCOA CAN BE TRACED RIGHT BACK TO THE PRODUCER

By choosing Valrhona products, you contribute to creating a more sustainable cocoa sector, and become part of a community that's passionate about chocolate.



CORPORATE LEAFLET

Not in stock , only in digital



<b>Araguani 100%</b> Pure Venezuela <b>NOTES</b> Chocolatey Woody Full bodied	<b>Abinao 85%</b> <b>NOTES</b> Bitterness Woody Raw cocoa	<b>Tulakalum 75%</b> Pure Belize <b>NOTES</b> Fruity Tangy Cocoa Nibs
<b>Guanaja 70%</b> <b>NOTES</b> Balanced Roasted Bitterness	<b>Andoa Noir 70%</b> Pure Peru, Organic <b>NOTES</b> Fruity Woody Bitterness	<b>Caraïbe 66%</b> <b>NOTES</b> Chocolatey Roasted Bitterness
<b>Manjari 64%</b> Pure Madagascar <b>NOTES</b> Fruity Tangy Berries flavor	<b>Oriado 60%</b> Organic <b>NOTES</b> Balanced Vanilla Sweet	<b>Bahibé 46%</b> Pure Dominican Republic <b>NOTES</b> Cocoa-rich Cereal Ripe fruit flavor
<b>Jivara 40%</b> <b>NOTES</b> Milky Malt Vanilla	<b>Andoa Lait 39%</b> Pure Peru, Organic <b>NOTES</b> Milky Farm-fresh milk flavor A hint of acidity	<b>Dulcey 35%</b> <b>NOTES</b> Biscuity A hint of salt



## Tools available in stock: Gift With Purchase



**COOL BAG**

Dimensions: H 24.5 x l 15 x L 28.5cm

An essential isothermal bag to keep the cold chain.

*Code: 8361*



**6 SQUARES TRAY**

*A palette to discover 6 iconic references of Valrhona chocolates.*

*Code: 33517*



**FUROSHIKI**

Dimensions: H 50 x L 50cm

A wrapping from a traditional Japanese know-how of folding and knotting fabrics, to offer a personalized gift wrapping.

*Code: 41661*



**NOTEBOOK 100 YEARS OLD**

Dimensions: H 17,5 x l 13cm

A notebook in the colors of the 100 years of Valrhona.

*Code: 36803*

## Tools available in stock: for Cooking range



**100 YEARS ANNIVERSARY  
APRON**

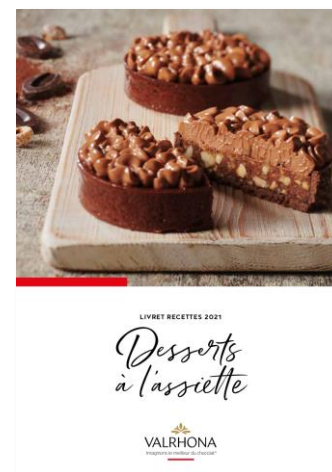
Dimensions: H 104 x L 101cm  
Available only in FR

Unique code: 25697



**RECIPES BOOK  
PAUSE GOUTER**

*Code 48225 GB*  
*Stock: 2.651 pièces*



**RECIPES BOOK  
DESSERTS ASSIETTE**

*Code 48231 GB*  
*Stock: 2.740 pièces*



**RECIPES BOOK  
HAUTE GOURMANDISE**

*Code 48236*  
*Stock: 2.731 pièces*

## Tools available in stock: for Cooking range



### TIPS BOOK INSPIRATION RANGE

Code 40286 FR only  
Stock: 3.048 pieces



### RECIPES BOOK 100 YEARS ANNIVERSARY

Codes: UK (40809)  
Stock: 3.173 pieces

## Cooking merchandising

Delicatessen stores (XS, S sizes)



### Valrhona's commitment to Grocery stores:

***Favoring references that are both bakable and snackable  
(hence our recommendation not to give priority to white chocolate)***

1. Choose the best 250g D/M/W references and a recipe card
2. If larger, add the 2 best-selling Inspiration products
3. If larger, add praline(s)

## Cooking merchandising

Big stores (M, L sizes)

1 complete assortment of 29 references  
Reading by range / format  
Double or triple facings for best sellers.

References:

- 5 references Valrhona little extra: Pépites Noir / Lait, Perles craquantes, Praliné, Cacao Poudre
- 3 references Norohy vanilla: gosses Madagascar, Tahiti, Madagascar vanilla extract
- 2 references Chocolatree decors: Anniversaires ballons and cotillons, Comme un œuvre d'art
- 4 references 250g Inspiration Valrhona: Inspiration Framboise \* / Fraise / Passion / Yuzu
- 7 references 250g Valrhona: Guanaja, Caraïbe, Manjari, Jivara, Andoa Lait, Caramélia, Azélia
- 8 references 1kg bags Valrhona: Guanaja, Caraïbe, Jivara, Ivoire, Dulcey, Equatoriale Noire\*, Equatoriale Lait\*, Oriado\*



## Bars merchandising

Big stores (M, L sizes)



## Gifting merchandising

Big stores (M, L sizes)



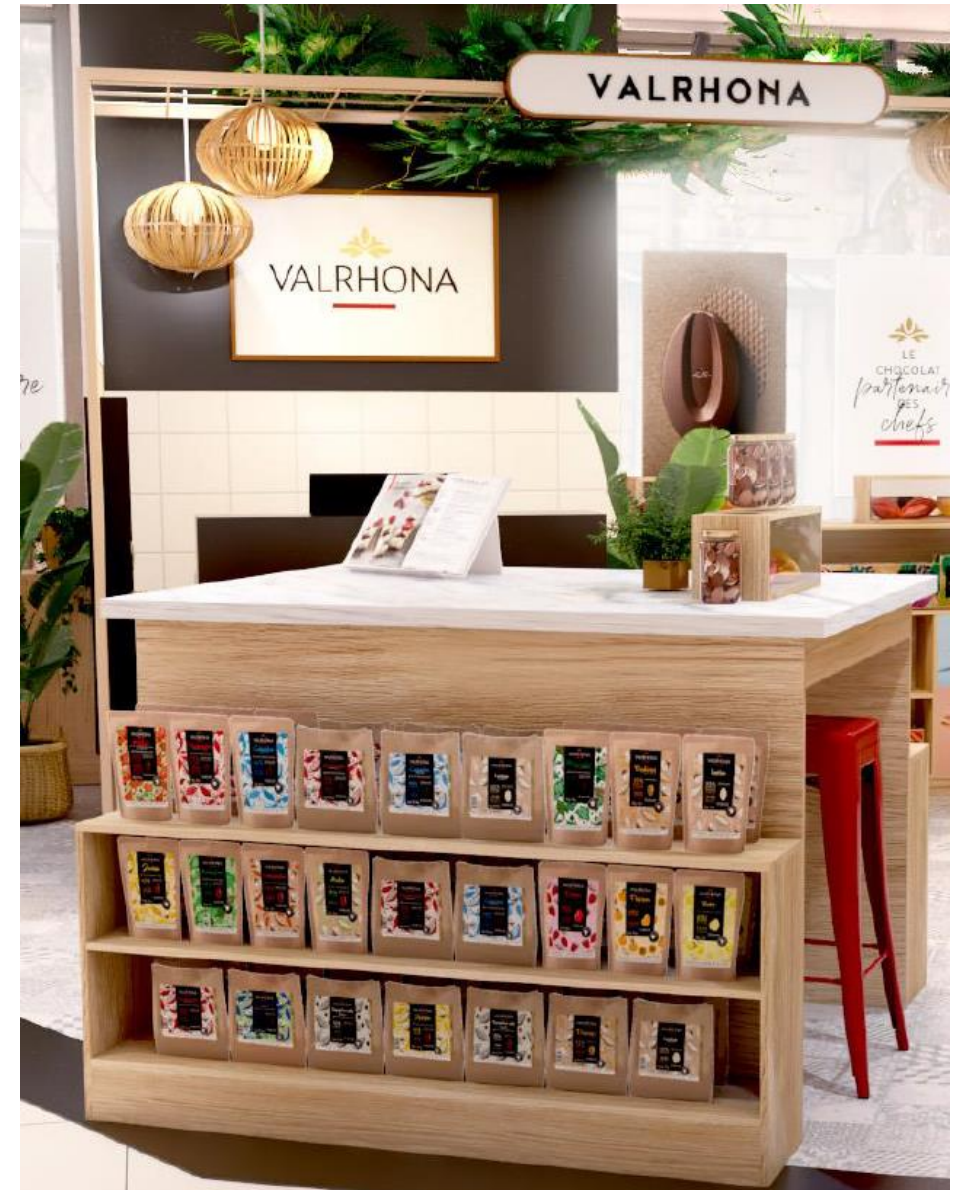


# Multi-category merchandising



# In store: layout of the space

POSSIBILITY TO HELP CREATING SHELVES LAYOUT IN 3D VERSION





03

Tasting /  
Products training



# Guanaja 70%

Cooking - 250GR    Tasting Bar – 70GR



Indulgent Bar – 120GR



In 1986, Valrhona creates its worldwide bestseller. The more bitter chocolate at that time.

**Cocoa Bean** : Guanaja is a multi origins chocolate from Trinidad, Dominican Republic, Jamaica, Ghana, Ivory Coast & Madagascar.

The comforting bitter notes, the strength and the sourness of Guanaja are a fine blend, just like the instruments of an orchestra mixed with festive percussions and chants.

DLUO : 12 months (250GR)  
& 18 months (250GR & Tab)

# Caraiibe 66%

Cooking - 250GR    Tasting Bar – 70GR



Indulgent Bar – 120GR



## Balanced & Toasted

Slightly bitter : appreciated by children

Cocoa Beans : Dominican Republic, Ecuador, Jamaica and Togo

Pairing : dry fruits, lemon, vanilla, coffee, cinamon

DLUO : 14 months (1KG)  
& 18 months (250GR & bar)

# Manjari 64%

Cooking - 250GR



Tasting Bar – 70GR



Indulgent Bar – 120GR



Worldwide bestseller

**Single Origin from Madagascar**  
Acidic, red fruits

Cocoa Beans : Madagascar  
Millot plantation  
It is thanks to a collaboration of  
more than 30 years with cocoa  
producers of **Millot domain** that  
**Valrhona created the powerful**  
**Manjari, born in 1990**

Pairing : red fruits, lemon, acidic  
fruits, spices

DLUO : 14 months (1KG)  
& 18 months (250GR & bar)

# Millot 74%

Cooking - 250GR



## Single Origin from Madagascar 1 plantation

This chocolate, of which **the 74% cover is purely Organic**, is the outcome of one and one only plantation from Madagascar: **Millot**.

This great classic is the zenith of 30 years of partnership of a unique territory.

The chocolate Millot represents the pureness of the island of Madagascar, through the strength of its bitterness, sowness and its fruity after taste

# Komuntu 80%

CREATED WITH YOU, FOR YOU

**Cooking - 250GR**



**Tasting Bar – 70GR**



**100** years  
of Commitment

Notes:  
**BITTER**  
**WOODY**  
**TOASTED NIBS**

This range tells a story, like a travel diary for a trip around the world. Like a travel diary with multiple ports of call, Komuntu narrates tastes and encounters from around the world through the combination of its cocoa beans, revealing powerful woody and bitter inflections supported by roasted nib notes.



# TULAKALUM 75%

Pure Belize

Notes

**FRUITY**

**TANGY**

**COCOA NIBS**

Prepare to be amazed and inspired: This pure Belizean chocolate's remarkable aromatic profile intricately weaves together a strong gourmet personality and gentle spicy notes. Our sourcing team and flavor experts have endeavored to offer you the best of Belizean cocoa in a chocolate with a high cocoa content and a charismatic sensory profile.

Tulakalum's nutty intensity and powerful cocoa nibs dreamily encapsulate the gorgeous biodiversity of Belize, an endlessly colorful country with rich culture and history.



# Jivara 40%

**Cooking - 250GR**



**Tasting Bar – 70GR**



**Indulgent Bar – 120GR**



**Creamy & strong cocoa taste**

Cocoa beans : Ecuador & Ghana

Malted sweetness at the end

Pairing : red fruits, vanilla, hazelnut, yellow fruits

*Developed in 1995, Valrhona innovates the chocolate industry codes with Jivara, first milk chocolate suggesting such a tasty strength, with a strong cocoa taste*

DLUO : 12 months  
15 month (250g and bars)

# Ivoire 35%

**Cooking - 250GR**



Beautiful beige color

Warm milk

Notes of vanilla

Pairing : acidic fruits (strawberries) or  
lemon

DLUO : 15 months

# Caramelia 36%



With Caramelia, Valrhona reinvents the sweetness of caramel in the heart of chocolate.

**Tender & Generous,  
Caramelia conquers the  
most passionate of us.**



# Dulcey 32%

**Cooking - 250GR**



**Tasting Bar – 70GR**



4<sup>ème</sup> color : blond (2012)

Caramelised milk notes

Biscuit flavour  
Slightly savory

Childhood flavours

Pairing : abricot, banana, coffe,  
hazelnuts

DLUO : 12 months

# Inspiration Passion



The complex assembly of **cocoa butter**, **sugar and passion fruit** reveals a taste and a colour which is 100% natural, without conservatives nor colorants nor artificial aromas.

Inspiration Passion represents the sweetness and the sourness of the passion fruit.



# Inspiration Fraise



The complex assembly of **cocoa butter, sugar and strawberry** reveals a taste and colour which is 100% natural, without conservatives nor colorants nor artificial aromas.

Inspiration Passion represents the sweetness and the sourness of the red fruit.





TOGETHER,

good

BECOMES

better

