



REYNAUD
DRAGÉES & CHOCOLATS

FABRIQUÉ EN PROVENCE
DEPUIS 1956

PRESS RELEASE

2017



MORE THAN 60 YEARS OF
SUBTLE ALCHEMY
BETWEEN MODERNITY
AND TRADITION.

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- ESTABLISHED IN MARSEILLES
- CHAIRMAN: MICHEL REYNAUD
- TURNOVER 2016: 3,9M EUROS
- 450 TONS PRODUCED / YEAR
- LABELLED LIVING HERITAGE COMPANIES ("ENTREPRISE DU PATRIMOINE VIVANT")

DRAGÉES REYNAUD: 60 YEARS OF SUBTLE ALCHEMY BETWEEN MODERNITY AND TRADITION.

Denise and André Reynaud founded their company in Marseilles in 1956. **They were at that point, far from imagining that their forthcoming market will endure major changes over the next few decades.** Yet, more than 60 years later, Reynaud's company is blooming. Amongst the leader on the dragée market, it is also a reference of quality in the market of chocolate coated delicacies. The key to their success: an awareness of the market trends and the willingness to respond to them with creative innovations while using highest quality ingredients.

1956: creation of the company in Marseilles.

It is ideally located in Provence, a region in the heart of the French almond production, which is also famous for its rich tradition of quality confectionery (calissons, nougats, berlingots...). The company has evolved from just making dragées to producing a wide range of renowned products.

1980's: Developing exports.

The French market becoming mature, Denise and André Reynaud are among the first ones to experiment export fairs, at a time when main French confectioners only target their domestic consumers.

They developed their sales abroad, in countries where wedding traditions are still thriving. Nowadays, this international culture still remains in the company, as 20% of its turnover is made thanks to the 40 countries where its products are sold. In 2016, Reynaud will be present in numerous international trade shows.

1990's: Chocolate dragées and "pâtisserie" market

While Reynaud already produced dragées of different shapes and colours to meet the requirements of young parents and married couples, they also wanted to introduce some fantasy in the production. A new idea emerged: if their production tools could coat almonds with sugar, they could surely coat them with chocolate too.

Thus they broadened their production to chocolate dragées, hearts and "festillons" made up with 70% cocoa filling. Reynaud, at that time, also turned to the world of pâtisserie decoration, coming up with silver, golden, pearly and multicoloured pearls. The company gained ground and won market shares. Out of the 50 dragées workshops in activity on the French market in the fifties, Reynaud is one of the five ones which still survive (with more than 20 employees).

2000's : Diversification on the chocolate market.

Michel Reynaud, the founders' son, took over the company and perpetuated this culture of constant innovation. To compensate for the dragée market maturity and the seasonal activity of the company, he decided to embark on an already thriving market: chocolate confectionery.

He decided to reckon on the company's historical know-how (involving their gigantic turbines to do the coating) and to stretch this savoir-faire to this new market.

By deciding to work with products that the company already mastered and with extra fine quality chocolate (dark and milk), Michel Reynaud launched his first chocolate almonds.

The result was a success, as expected, and the chocolate workshop continued growing, benefiting from constant investments, such as 250K euros in 2015 (which completed a program of a total of 900K). The range spread to hazelnuts, fruits and cereals coated with chocolate but also to other regional products such as "olivettes" (chocolate coated almonds in the shape of black and green olives), "mogettes" (nougatine coated with white chocolate, in the shape of a bean) or "oeufs de mouette" (meaning seagull's eggs: praline coated with sugar).

Those constant innovations allowed the company to see a turnover increase 5% in 2016, a very respectable performance for a company that was set up more than 60 years ago on a market which nowadays still suffers radical changes.



DRAGÉES REYNAUD: IN THE HEART OF PROVENCE

Located in the hills described by Marcel Pagnol, Reynaud perpetuates the confectioning tradition of the region with modernity and excellence. The company states proudly that it belongs to Provence, as one of its jewels.

SITUATED IN THE HILLS OF PAGNOL

Reynaud is established in the area of Les Camoins in Marseilles, close to La Treille, an area where Marcel Pagnol, the famous writer and producer, grew up.

The old village of Les Camoins is one of the 111 districts which shaped the city of Marseilles; it is located in the East of the city and lies at the foot of the mountain range of La Sainte Baume. It is still relatively preserved from the urbanization of the second biggest French city and offers a suitable environment for craft manufacturing, respectful of traditions.

This place is charged with history, and so is the company Reynaud. The latter has protected and perpetuated a unique insight for two generations: the manufacturing of dragées. Owing to this knowledge, the company has been awarded the "living heritage" the company received the French "living heritage" award in 2014, as a token of its excellence and savoir-faire.

PROVENCE, A PLACE OF CONFECTIONARY TRADITION

It is ideally located in Provence, a region in the heart of the French almond production, which is also famous for its rich tradition of quality confectionery. Calissons, nougats, berlingots are indeed the best-known local specialties.

Even though the company sticks to a tradition of excellence, this doesn't prevent it from being inventive. Thus renewing part of its products every year, Reynaud developed the production of chocolate ten years ago.

Using the all-too-famous company's secret knowledge, involving their gigantic turbines to do the coating, the company entered the chocolate market successfully.



"L'OLIVETTE", THE FLAGSHIP PRODUCT OF THE RANGE, A SYMBOL OF PROVENCE

Today one of the specialties of the range is "l'olivette". It is made of a grilled almond covered with chocolate and has the shape of an olive (dark for the black one and dark and white for the green one)

Which tree could symbolize the area better than the olive tree? Daydreaming under its shade while listening to cicadas: that's the way to enjoy life in Provence.

PROVENCE ORIGIN CONFIRMED ON THE PACKAGING

Reynaud created two new boxes in 2017 emphasizing the origin of Reynaud's products: "Douceurs de Provence"/ Sweets of Provence. White for dragées and confectionaries, dark for chocolate specialties, they are decorated with a design that reminds one of the Mediterranean sunshine, and an olive tree with the inscription "Made in Provence" on it.

The two packages complete an already existing range celebrating this beautiful region: a magnetic case decorated with lavender or boxes representing cities such as Marseilles and Avignon, or the Côte d'Azur.



GRAPE WITH SAUTERNES AND BLACK CHOCOLATE: THE NEW FLAGSHIP FROM REYNAUD'S RANGE

With this creation, Reynaud positions itself once more on the ground of famous fine tasty chocolates. Like wine, it reveals subtle and successive flavours, which have been carefully united to offer a mixed feeling of sweetness and intensity.

Dark chocolate, white grape and Sauternes: a subtle combination

Once in your mouth, the full-bodied flavour of the high-quality dark chocolate makes room to the sweet and succulent flavour of the white grape.

This grape has been previously perfumed with Sauternes wine, which brings subtlety to the recipe.

Sweet or liquor-like, sweet wines make a fine combination with chocolate.

Sauternes wine comes from a grape variety in Bordeaux area. It reveals notes of honey, hazelnut and candied orange that enhance the chocolate flavour.

A flagship in Reynaud's range.

This new creation completes the other chocolate coated fruits of the house.

Orange, ginger or coco cubes, cranberries, coffee grains combined with high-quality dark chocolate or milk chocolate are already a success.

These products are already favourites with chocolate connoisseurs.

Luxury box or transparent tube.

For the launch of this new product, Reynaud has developed a very smart new packaging. A case with a drawing which reminds one of the sun shining on this beautiful region, and the words "made in Provence".

This product can also be presented in a transparent cylindrical case, called the "tube".

Price is: 5.90 euros for a box of 100 gr. in the shops which are part of the brand network.



FOR THE FESTIVE SEASON, REYNAUD GLOWS IN THE CHOCOLATE SECTION

Reynaud's overall range perfectly suits Christmas time, nevertheless the confectioner conjured up some "special edition" products for this festive period.

Gluten-free crunch now come in « Christmas flavours »

Cinnamon, orange and gingerbread are flavours which recall those of the Christmas markets. These flavours have been combined with the chocolate which covers the delicious gluten-free crunch seen in Reynaud's range.

These three flavours have been added to the four versions launched recently and which are part of the permanent range.

The delicious balls with gluten-free and palm oil-free cereal hearts will be wrapped for the occasion in nice Christmassy bags which will make them stand out in shops.

Chocolate almonds sparkle

Coated with a high-quality dark chocolate then covered with sparkles, these almonds will finish off any Christmas dinner with a magical touch.

Made with grilled top-grade almonds, these delicious crunchy bites could be served with coffee or tea at the end of a meal. They could also be served as a 100% edible table decoration.

Chocolate petals are coated in white.

Just like snowflakes, these petals are all light and crunchy.

For Christmas, they are dressed in their white coat for the occasion: white chocolate gives them an even more gourmet flavour and a Christmas look.

They are sold in an elegant jar especially adapted to their style of consumption: snacking.

Christmas classics are inevitable.

Every year, candied orange cubes covered in dark chocolate and 70% cocoa chocolate hearts that come in red and silver, wrap up this festive range on the shelves wonderfully.



NEW PRODUCT

DRAGEES REYNAUD LAUNCHES 4 FLAVOURS FOR ITS GLUTEN-FREE CHOCOLATE CRUNCH

To devise its new chocolate crunch, Reynaud chose not only gluten-free but also palm oil-free cereals stuffing. In that way, they showed that the company could offer both healthy and tasty products.

Why gluten-free products ?

In France 1% of the population is intolerant to gluten and 2 to 3% apparently suffer from hypersensitivity.

In addition to those people allergic to gluten, more and more French people consider reducing their consumption.

Therefore Reynaud had the idea of offering a range of palm oil-free but also gluten-free chocolate crunch, to meet the wishes of these new customers.

4 flavours to please everyone

These products also need to please customers who simply want high quality chocolate confectioneries.

For this reason, Reynaud has been concentrating on the quality of their ingredients while confectioning those new crispy chocolate spécialties.

Two extra fine chocolate flavours have been launched : one black, the other one milk.

An alternative version with chocolate mixed with an authentic nougat cream from Montélimar was created for those looking for more sophisticated flavours, as well as the salted butter fudge version, made with Isigny butter PDO and Guérande salt PDO, for those who want to bring back childhood memories.



Ready-to-go pot format



Those chocolate delights are often eaten as nibbles throughout the day. So in addition to the traditional transparent bags, Reynaud offers these products in a box "So croquant" ready to be opened at anytime and anywhere : on a desk, in the car or next to the coffee machine. But be careful, they are likely to disappear very quickly!

SWEETS TABLES AND DRAGEES REYNAUD :

THE ART OF COMBINING TREND AND TRADITION

Christenings are fewer but Baby showers are exploding. Dragées are no longer offered in boxes but on a Candy bar and more and more replaced by sweets. All of it can be done without compromising on the quality. Reynaud proposes dragées, beads but also traditional confectioneries and chocolates in a wide variety of tastes and colours.

2 new trends: Candy bars and baby showers.

Very fashionable in the United States, the “candy bar” concept (bar full of sweets) explodes at European weddings. It gives guests the opportunity to make up their own souvenir of the occasion.

Confectioneries are beautifully presented in glass jars, decorated with labels announcing their contents. Guests fill up their containers with their favourite sweets to take away.

Another trend also coming from the States is the Baby shower. Usually one month before the approximate date of birth, a party is organised with the future mum and her friends to celebrate the baby to come. At the centre of the party lays a buffet of delicious goodies.

Sweets or confectioneries?

On these buffets, we can see more and more often cheap sweets owing to their diversity in shapes and colours, thus adding more personality to the table. The look becomes more important than the taste. It is for that reason that Reynaud broadened its range in terms of forms and colours. It offers, on the top of colourful dragées, fruity ones, “oeufs de mouette”, pralines, chocolate marshmallows : all fashioned according to the tradition of this high quality artisanal company.

This widened range meets the requirements of those who want to be trendy, but are fond of delicious flavours.

Suggested presentation

To illustrate the modernity of this range, Reynaud contacted Sweet Candy Shower, a company specialized in Candy Bars. Together, they devised different set ups of Sweets tables with these products. They are displayed on Reynaud's website www.dragees-reynaud.fr. They give incredible inspiration to realise stunning buffet tables where dragées mix with new creations and modernity with tradition.



CROUSTI DRAGÉE™:

A DRAGÉE TO OVERCOME THE ALMOND CRISIS.

How to react when a company specialized in dragées faces a high almond buying rate combined with a purchasing power crisis? Rather than lowering the quality of the almonds to maintain prices, Michel Reynaud came up with the idea of a new product. He launched Crousti Dragée™ : a cereal centre stuffed with hazelnut paste, in the shape of an almond, and coated with sugar. He thus satisfied small budgets, while maintaining high quality taste.

Almond crisis.

Despite the constant increase of the crops over the last three decades, production doesn't meet the growing demand and the price of almonds has been getting out of hand over the last few years.

Often used in sweets and pastries, the consumption of plain almonds rises in western countries due to their renowned health properties but also in China and India where a rise in living standards changes consumption habits.

On the top of that increasing demand, the drought problem in California, the main production area in the world, emphasizes the imbalance between supply and demand.

Dragées are about to become a luxury product, which is, on a mature market and with a purchasing power crisis, rather concerning for a company specialised in dragées.

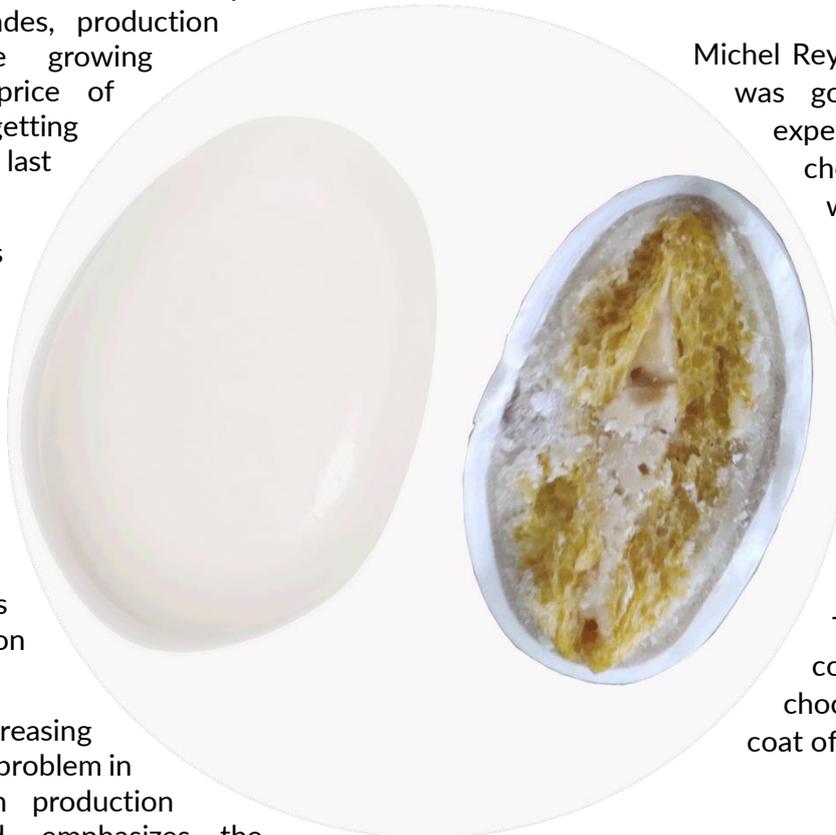
So how can we satisfy customers with limited budget who wish however to respect traditions and offer dragées to their guests?

Instead of reducing quality, why not changing the dragée centre ?

Michel Reynaud had an idea: he was going to replace the expensive almond by a cheaper product, but with a unique flavour.

He chose a crunchy cereal centre stuffed with ground hazelnuts, almond-shaped, bulged and generous, to reproduce a traditional dragée.

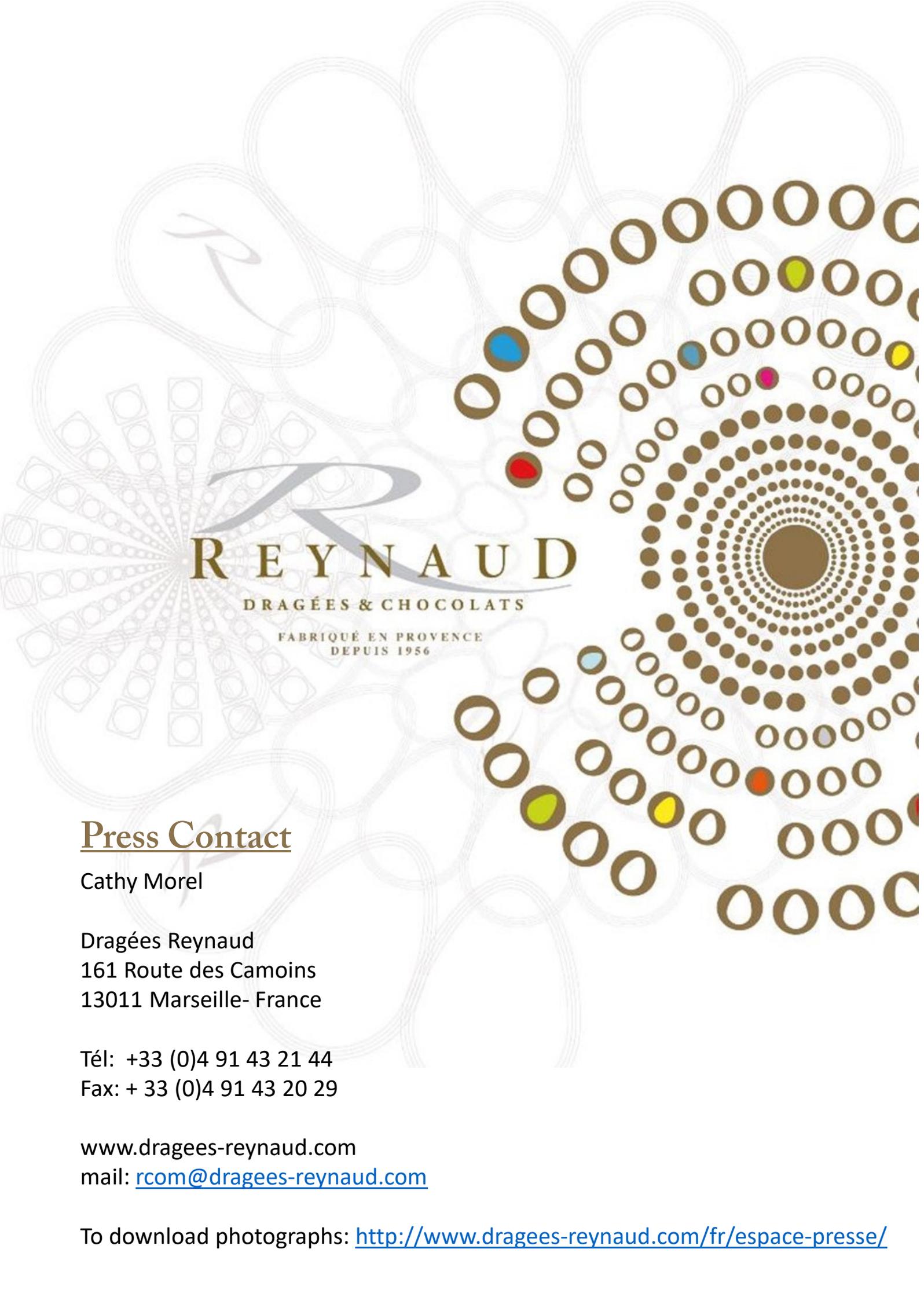
This rich centre is coated with a white chocolate layer and a thin coat of sugar.



A cheaper alternative

This new dragée will be sold between 30 and 50%* cheaper than a classic almond dragée. Available in white, it is sold in 1kg or 500gr boxes.

* depending on the almond dragée variety that we refer to.



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