



# ISM COLOGNE 2019

## **French Innovation Corner**

### **Candidates**

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# **ISM COLOGNE 2019**

## **MARKETING & PACKAGING**

**Company name :** LE CHOCOLAT DES Français

**Booth :** F37



**Name of your product :**

80g milk chocolate bar (organic).

**Short product description :**

Le chocolat des Français has declined its 80g milk organic chocolate bar into 5 different SKUs, each one being designed by a different artist.

**Detailed product description :**

This milk chocolate recipe is very intense. With 41% cocoa (vs 30 to 35% for regular milk chocolates), it can almost be described as a « dark milk ». It has woody notes and is particularly longlasting at the palate, with very low sugar. Here, Le chocolat des Français has declined its iconic milk chocolate recipes into 5 different SKUs, each one being designed and signed by a different artist.

**When has this product been launched to the European market (or will it be) :**

We launched this range in June 2018.

**Why did you develop this packaging ? What was the marketing strategy behind :**

We have a passion for arts and wanted to melt it with our passion for chocolate!

**How did you adapt your packaging to other European countries ?**

We adapt it to local regulation and also adapt our packaging by creating local designs.



**Company name :** FRANCOIS DOUCET CONFISEUR

**Booth :** D13



**Name of your product :**

Display box : organic French fruit jelly bars

**Short product description :**

**Detailed product description :**

A display box containing 32 individually-packed French fruit jelly bars (25g) made in purest French Confectionery tradition (at least 50% fruit content).

**When has this product been launched to the European market (or will it be) :**  
2017

**Why did you develop this packaging ? What was the marketing strategy behind :**

For snacking, healthy leaving

You can put theses fruit pasta bars everywhere: pocket, bag, backpack ...

**How did you adapt your packaging to other European countries ?**

**Photo**



**Company name :** CHOCCMOD

**Booth :** G38

**CHOCCMOD**  
Chocolatier confiseur depuis 1948



**Name of your product :**

Marshmallow CHOC

**Short product description :**

A velvety bite-size marshmallow covered with chocolate

**Detailed product description :**

Find all the delicacy of the traditional French marshmallow in snacking format for the enjoyment and control of its consumption. A delicious French marshmallow delicately scented with a natural vanilla flavour and coated with a thin layer of crunchy chocolate... a daily snack or n-the-go indulgence that will melt the pleasure of young adults!

**When has this product been launched to the European market (or will it be) :**

October 2018

**Why did you develop this packaging ? What was the marketing strategy behind :**

Chocolate covered marshmallows are trendy in Europe but less known in other countries. We wanted to meet the 2 great trends of the markets : snacking consumption and gourmet products on-the-go.

**How did you adapt your packaging to other European countries ?**

Integration of 13 main languages on the packagings and specific legal rules

**Photos**



# **ISM COLOGNE 2019**

## **INNOVATIVE TRENDS**

**Company name :** PATISSERIE DES FLANDRES

**Booth :** F39



**Name of your product :**

Gourmet organic wafer crackers / Pumpkin seeds

**Detailed product description :**

Pâtisserie des Flandres offers 3 new recipes in organic quality for a gourmet snacking. The wafer based small crackers are baked in oven, no preservatives, no colours, no palm oil...

Pumpkin seeds crackers : suitable for vegan, grilled poppy seeds and pumpkin seeds to offer a crunchy natural taste. These new products offer the natural ingredients, organic quality, and the pleasure of a gourmet snack in 3 recipes to convince all tastes.

**What are the main innovative points of this product ?**

Recipes have been adapted for a snack with organic ingredients, natural taste and ingredients, and bearing in mind to keep the price close to non-organic snacks from our other lines of products.

The fact there are 3 recipes in the same range is also very appealing for customers and consumers who can rely on the naturality and quality of the products and get different tastes.

**How did you adapt your packaging to other European countries ?**

We have printed the ingredients in several languages, as well as nutrition facts. For some countries we need to add a sticker.

For the USA, we have completely re-worked our packaging and recipes of crackers with our US importer to fit with the market, we also adapt the packaging to the needs of our customers, we have invested in a packing line to be able to pack in 1-single portion size bags for the UK market.

**Do you have the following agreements ?**

Others : organic production -  IFS

**Photo**



## Photos

**Company name : TRIOMPHE SNAT**

**Booth : G26**



### **Name of your product :**

TooGood Le Veggie

### **Detailed product description :**

TooGood Le Veggie is a « popped » snack, with a unique manufacturing process :

- A single operation (high-temperature popping) shapes some vegetables pellets between two warm cylinders, to bring them a light and airy texture with less than 10% fat
- The addition of a light quantity of sunflower oil, rich in Omega-3 without any frying. Thanks to the nourishing properties of vegetables, the product is rich in fibers and protein.

Launched in 2017, TooGood Le Veggie contains 4 different flavors in each bag : chick peas, spinach, sweet potato and beetroot.

This product is available in a bag of 85 g.

### **What are the main innovative points of this product ?**

The manufacturing process of this product is quite unique:

It is a single operation (high-temperature popping) shapes some vegetable pellets between two warm cylinders, to bring them a light and airy texture. With this process the shelves life of this product is also of nine months.

We do not use the frying method, which allows us to have an healthier snack but still savourous.

### **How did you adapt your packaging to other European countries ?**

We realize an international packaging. The product is now available in several languages: arab, English, German, Spanish, Italian...

### **Do you have the following agreements ?**

BRC



**Company name :** DES LIS CHOCOLAT

**Booth :** F20



**Name of your product :**

RICH FLAVANOL CHOCOLATE PALETS

**Detailed product description :**

Des Lis Chocolat has selected a dark chocolate rich in flavanols, for its new range "Gourmet and Well-being". This chocolate rich in flavanols is the fruit of an expertise in selection of specific cocoa beans and in a specific process which preserves the flavanols naturally present in the beans.

This chocolate has received an health claim approved by EFSA thanks to its remaining level of flavanols contained.

The flavanols contribute to reduce blood coagulation and therefore the risk of arterial blockages. It also acts as antioxidant.

Available only in a plain chocolate palet, the chocolate keeps its real and original virtues.

Thanks to her artisanal chocolate know-how, Des Lis Chocolat is now offering to associate gourmet and well-being, by enhancing the benefits of specific raw materials.

**What are the main innovative points of this product ?**

- the process on the cocoa beans
- association of 2 ideas : gourmet and well-being which are usually in conflict

**How did you adapt your packaging to other European countries ?**

- Private label boxes and/or transferts onto chocolates
- Standard boxes with Private label decorative stickers
- Ingredients labels in the language of the country where the goods are exported to

**Do you have the following agreements ?**

NO

**Photo**



**Company name :** CHOCOLATERIE GUYAUX

**Booth :** F20



**Name of your product :**  
COEURCUMA

**Detailed product description :**

Coeurcuma is the result of the work done by two teams which have been working closely together :

- A team of passionate nutritionists, which has been committed to developing a range of organic tasty products, naturally rich in nutrients for ten years
- A team of innovative chocolate makers which has delicately associated ingredients that are not common in the chocolate industry to make a very special chocolate.

Coeurcuma is made of organic dark chocolate, organic turmeric : "Curcuma Longa" which has been said to be "long life" for more than 2000 years, ginger which has a tonic action on the organism and organic dark pepper. The sugar of the filling is coming from coconut sugar which has a very low glycemic index, and from lemon tree honey.

**What are the main innovative points of this product ?**

Coeurcuma is a chocolate bite that combines a tasty product and a healthy product as the filling is definitely made of ingredients which are rich in nutrients.

**How did you adapt your packaging to other European countries ?**

The packaging will be developed according to the countries of export.

**Do you have the following agreements ?**

BRC, IFS

**Photo**



# **ISM COLOGNE 2019**

## **CREATIVE TASTES**

**Company name :** DRAGEES ADAM

**Booth :** E19



**Name of your product :**

ORGANIC DRAGEES

**Short product description :**

French dragées know an international fame thanks to its unequalled quality. From now on, organic and tradition harmonize to create the new environment-friendly and always excellent French dragée!

**List of the main ingredients of your product :**

White chocolate – raisins - alcohol

**To what extent is the taste or the texture of your products innovative :**

The most important innovation here is that we use a specific maceration process to obtain a smooth texture with perfectly matched products : chocolate / raisin / cocktail. A new easter eggs less sweet and more chocolaty.

**Is your product suitable to various market channels and where is it (or will it be) distributed ?**

You may find these products mainly in the supermarket because here you find the widest seasonal range.

**Photo**



**Company name :** COMPTOIR DU CACAO

**Booth :** F12



***Name of your product :***

Single Origin praline assortment – The Islands box – (90g, 160g & 250g)

***Short product description :***

Our award-winning pralines in new flavours and revisited with single origin and new chocolate couvertures

***List of the main ingredients of your product :***

Pecan nuts, sesame, almonds, hazelnuts, Chocolate couvertures (dark75%, milk 36%, ruby and blond)

***To what extent is the taste or the texture of your products innovative :***

One of the characteristics of our products is the way we work with textures. Since the launching of our first creations, the idea to let the consumer discover many textures in just one bite of chocolate has been one of our aims. In this new product we have managed to create a praline that finds in these chocolate couvertures the perfect silky complement to delight the most exacting chocolate lover

***Is your product suitable to various market channels and where is it (or will it be) distributed ?***

All our products are sold at gourmet and speciality shops, high-end department stores and specialized chocolate outlets

**Photos**



**Company name :** PATISSERIES GOURMANDES

**Booth :** F16



**Name of your product :**

Madeleines Pur Beurre 250g

**Short product description :**

Our All-butter Madeleine is a delicious small sweet cake is individually wrapped to preserve its incredible taste!

**List of the main ingredients of your product :**

Wheat flour, eggs, butter

**To what extent is the taste or the texture of your products innovative :**

Our product is made with a butter recipe and long shel-life to offer good quality product with shorter ingredients list, and well selected ingredients.

**Is your product suitable to various market channels and where is it (or will it be) distributed ?**

We only offer products suitable for retail market channels

**Photo**



**Company name :** MIEL MARTINE

**Booth :** F40



***Name of your product :***

White Heather Honey

***Short product description :***

The epitome of elegance and sophistication, Martine White Heather Honey complements the finest foods. Honey harvested by our beekeepers near Saint-Paul-en-Forêt

***List of the main ingredients of your product :***

Honey

***To what extent is the taste or the texture of your products innovative :***

A very fine and elegant flavour coming from a french plant

***Is your product suitable to various market channels and where is it (or will it be) distributed ?***

No answer

**Photo**

