

# The First French Food Market Place for Professionals



*Philippe Urraca*  
Philippe URRACA  
Meilleur Ouvrier de France  
pâtisserie 1993

*François Adamski*  
François ADAMSKI  
Bocuse d'or 2001  
Meilleur Ouvrier de France  
cuisine 2007

*Jean-Luc Danjou*  
Jean-Luc DANJOU  
Meilleur Ouvrier de France  
cuisine 1986

*Frédéric Lalos*  
Frédéric LALOS  
Meilleur Ouvrier de France  
boulangerie 1997

[www.gourming.com](http://www.gourming.com)

**PRESS  
PACK**

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“ For the last 40 years I have remained resolutely focused on delivering **good quality, healthy food**.

My own journey in the food industry has made me aware of the challenges that small businesses face and I would now like to make it my mission to actively **develop sales of French food and drink products**.

I would like to create a platform enabling more than **15,000 French food companies** to look beyond the borders of France and **export their expertise**, food **products** and distinctive French flavour so highly-prized around the world. It is worth pointing out that **75% of these companies export only on a very small scale, if at all**.

Through limited time, resources and market intelligence, or faced with overwhelming administrative barriers, these companies are not able to grow and sometimes even disappear.

Today, the **digital media landscape** offers boundless possibilities and I have created **Gourming** to provide a simple way to connect **French producers with chefs,**

**restaurant owners and other stakeholders of the food and catering industry around the globe.**

**Gourming** has set its sights on **exporting the passion and food products** of French producers and farmers **worldwide**; without the heavy financial investment and endless, time-consuming red tape often associated with exports.

**Gourming** is the no.1 marketplace unlocking French regions to **catering and food industry professionals** worldwide.

**[www.gourming.com](http://www.gourming.com)** is the **community of good food and French gastronomic culture.** ”

**Louis Le Duff**  
*Founder and President of the Le Duff Group*





**FRENCH PRODUCERS**

**Gourming** targets small to medium-sized quality, enterprising companies seeking to sell their food products around the world, many of whom are just setting out on their export journey with us.

IN FRANCE:



**16,218**  
food companies



**98%**  
small to medium-sized companies



**78%**  
small to medium-sized companies who export on a very small scale if at all

FROM DAY ONE: ◀

250 producers & 5,000 listed products

OUR OBJECTIVE THROUGHOUT 2017: ◀

**500** producers & more than **10,000** listings



**TRADE CUSTOMERS WORLDWIDE**

**Gourming** is a useful tool for anyone seeking to purchase authentic French products, including restaurant AND HOTEL OWNERS, bakers, delicatessens, wholesalers and specialist distributors.

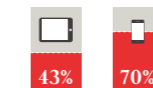
**TRADE CUSTOMERS WHO INCREASINGLY BUY ONLINE:**



Online sales  
In the USA, **50% of trade customers** will buy at least 50% of their purchases online by the end of 2017\*



B2B sales  
In France, online purchases account for some **20% of all B2B sales** and are set to reach 32% by 2020\*\*



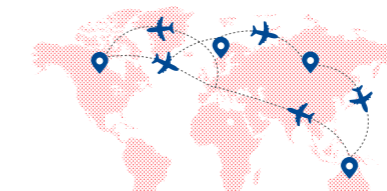
In France **43% of restaurant kitchens** use tablet or smartphone devices\*\*\*

▶ FROM DAY ONE:

25 pays européens

▶ OUR OBJECTIVE FOR 2018 :

North America and Asia



**CONNECTING PRODUCERS AND TRADE CUSTOMERS IS THE STRENGTH AND EXPERTISE OF THE LE DUFF GROUP, BACKED BY THE EXPERTISE OF ITS PARTNERS**

Operating in 90 countries, the Le Duff Group handles all aspects relating to quality, food safety and traceability, logistics and customs.

**Gourming** is an exciting marketplace and product showcase, but also a range of export support services including:



A distribution centre  
Management, compliance, consolidating and dispatching



3 Specialist Carriers  
Delivering fresh, dried and frozen products to 25 countries



2 law firms specialising in food industry  
Producing customised back labels tailored to the language and legal requirements of each target market.

\* Source : Forester - \*\* Source : FEVAD - \*\*\* Source : Food Service Vision



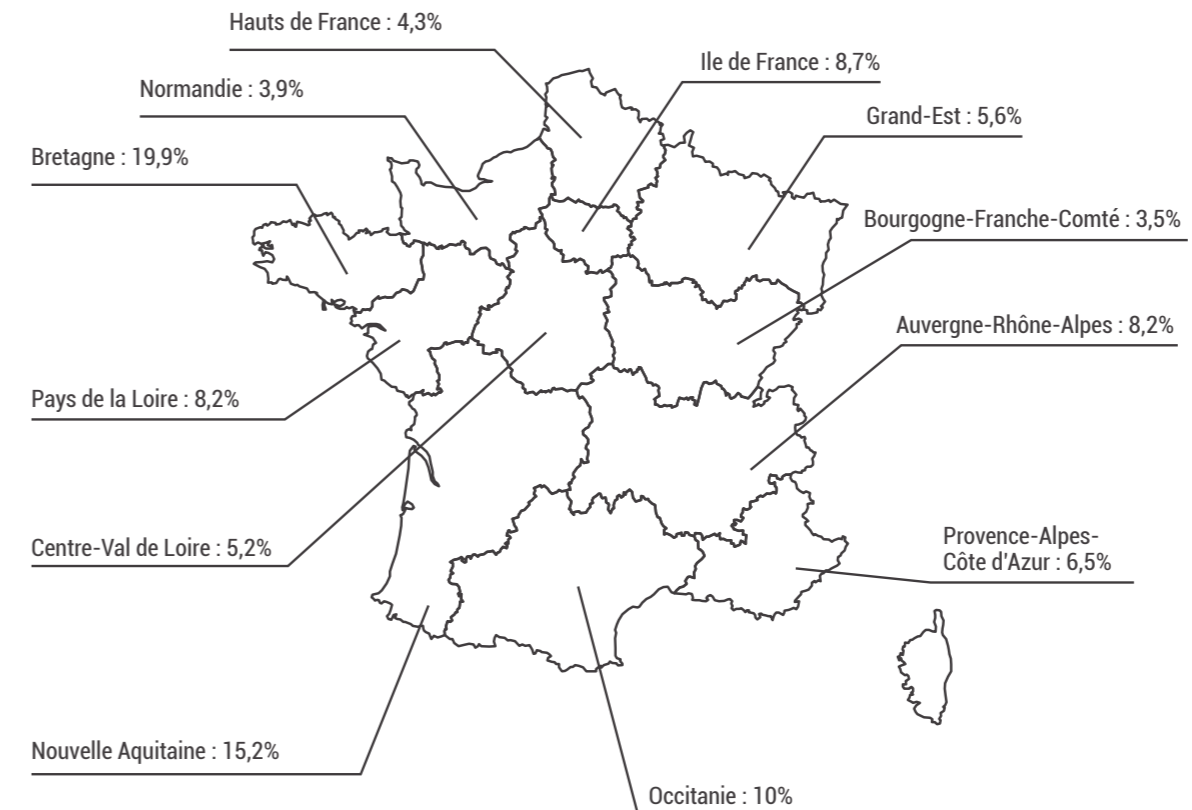


**11 MAJOR CATEGORIES**

FROM THE "FRENCH CLASSICS" TO PRODUCTS OF EXCEPTION OR UNRIVALLED PRODUCTS

- BOULANGERIE
- CHARCUTERIE AND TRAITEUR
- MEAT, FISH AND SHELLFISH
- VEGETABLES
- SEASONINGS
- MUSHROOMS AND TRUFFLES
- GOURMET READY MEALS
- FINE DELI COUNTER - SAVOURY
- DAIRY AND EGGS
- DESSERTS AND PATISSERIE
- FINE DELI COUNTER - SWEET
- SOFT DRINKS (ALCOHOLIC DRINKS TO BE ADDED THROUGHOUT 2017)

**COVERING EVERY FRENCH REGION:**



**+ 600**  
regional specialities

**+ 300**  
organic products

**+ 140**  
quality label products

**Award-winning innovative foods**

**Free-from range**  
Including salt-free, allergen-free and gluten-free







**QUALITY  
SAFETY  
TRACEABILITY**

- Traceability audit standards for all listed producers to ensure optimum food safety and quality-assurance controls
- Food logistics experts selected to provide our customers with high performance sourcing guaranteed
- Full transparency of product information regarding traceability, ingredients and allergens



**AUTHENTICITY  
DIFFERENTIATION  
A STORY TO TELL**

- Access to a wide range of French products, to France's villages and regions and a wealth of small to medium-sized companies
- Giving our customers access to products not otherwise currently available on the market
- **Gourming** is all about food, but also focuses on the producers behind the food, their history and their skilled KNOWHOW.



**SELECTION  
RECOMMENDATIONS  
ADVICE**

- The finest foods handpicked by our partner Meilleurs Ouvriers de France (MOF)\*, such as "Philippe Urraca's selection of desserts"
- Making your job easier with a series of helpful signposting cues, including "Top sellers", "Top producers", "Best deals", and "Why not try..." selections.
- And coming soon: the **Gourming** Culinary Academy providing recipes, advice on ingredients, top preparation tips and how to make the most of your menu

**Sourcing made easy**

A one-stop solution devised by industry professionals to meet the needs of trade customers in food related industries around the world.

**AND IN ADDITION, a range of competitively priced products as a result of direct dealings with producers**



**BUYING VIA  
www.gourming.com ?**



- Visit [www.gourming.com](http://www.gourming.com) and choose the destination country where you would like your goods delivered
- Complete your professional details to customise the site to your needs
- Create your business account to access full pricing information
- Select products with ease thanks to our high-performance search engine, 11 product categories, navigation tools, customer advice and information on listed producers
- In your basket select a carrier, then select payment method by credit card, bank transfer or credit agreement (payment terms).
- Payment will be taken when your order is processed, but suppliers will only receive payment when goods are safely delivered to the address of your choice.
- Once your account is up and running, customers may:
  - View detailed product information sheets
  - View delivery notes
  - Track orders
  - Download invoices
  - Report any problems

\*Meilleurs ouvriers de France (MOF) is an exclusive competition to identify the 100 top PROFESSIONALS in France in a number of categories who clearly demonstrate excellence in their field. The competition celebrates artisan trades such as pâtisserie.



### PHILIPPE URRACA

*Winner of Meilleur Ouvrier de France Pâtisserie in 1993*



Philippe Urraca is from the French region of Gers where he learnt the rudiments of being a pastry chef before going on to open boutiques around the world. A consummate professional, he won the coveted title of MOF in 1993 and 10 years later in 2003 became President of the Pastry Committee of the same competition. Having now sold the majority of his shops, there remains just one boutique located in the Marais in Paris. Profiteroles Cherie is a temple devoted to this French patisserie classic. Granted a new lease of life and a thoroughly modern twist, Urraca's profiteroles is the ultimate pastry of the xxx. Requiring dexterity and simplicity in equal measure, the profiterole naturally assumes its role as the gold standard of a chef's skilled expertise, rather like Philippe Urraca himself.

### FRANÇOIS ADAMSKI

*Bocuse d'Or 2001, Meilleur Ouvrier de France cuisine in 2007*



Born in northern France, François Adamski learnt his trade at catering school in Touquet, before heading to Paris to complete his military service in the kitchens of Hotel Matignon, where he cooked for the French Prime Minister. He gleaned experience working at the most prestigious establishments in Paris, including the Ritz and Plaza Athenee, before taking the helm at Abbaye Saint-Ambroix in Bourges. In July 2009 he headed to Bordeaux, his loyal team in tow, to take over the reins at Gabriel, place de la Bourse. Just a year later he was awarded his first coveted Michelin star, followed by a Bib Gourmand for the sister bistro. Since leaving Gabriel in November 2014, he has acted as consultant chef for various restaurants and food companies. His inherently classic cooking-style and passion for authentic regional produce earned him the Bocuse d'Or in 2001, arguably the world's most prestigious gastronomic competition, and the ultimate crown of Meilleur Ouvrier de France in 2007.

### JEAN-LUC DANJOU

*Meilleur Ouvrier de France cuisine 1986, Compagnon des Devoirs Unis*



The first catering school teacher awarded the coveted MOF crown in 1986 and Director of the Rougié school of foie gras, Jean-Luc Danjou is a figurehead of French gastronomy who has frequently featured as a judge for eminent cooking competitions. An ambassador and true devotee of French cuisine, following a successful career working alongside a number of A-listers chefs, for the last thirty years Jean-Luc Danjou has shared his passion for cooking with the future talent of Occitanie School in Toulouse, firstly in his role as teacher, then as Chef de Travaux, where he has been instrumental in forming several generations of future chefs. And while the Toulouse chef may for now have hung up his teacher's hat, he is still a long way from trading in his famous signature panama!

### FRÉDÉRIC LALOS

*Meilleur Ouvrier de France boulangerie in 1997*



It was entirely by chance that Frédéric Lalos set upon the road to becoming a baker, and an almost last minute decision that led him to pursue a vocational qualification in bakery at school. Finding himself surrounded entirely by bakers' sons, Frédéric found his footing and invested his all in making up for lost time. Finishing top of the class, this opened the door to the famous Lenotre bakery in Paris. He subsequently threw his heart and soul into his career, before obtaining the much-coveted MOF red, white and blue collar in 1996, at the tender age of just 26, making him the youngest ever to receive this honour. Frédéric Lalos currently supplies the most prestigious tables in Paris and has a number of bakeries in France's capital and across Asia.

### JEAN-JACQUES MASSÉ

*Meilleur Ouvrier de France cuisine in 1997*



The grandson of a family of hotel-restaurateurs in Scaer in the Finistere region of France, Jean-Jacques Massé was literally born making porridge with his grandmother and he can still recall today its distinctive taste and smell. After many years working in a number of high-end establishments in the French capital, notably La Tour d'Argent in Paris, Hotel de Paris in Monaco and for 10 years for an international hotel chain in Africa, he was honoured with the title of MOF in 1997. One thing his career has taught him is that anything is possible if you set your mind on it. Jean-Jacques Massé was Director of Gastronomy at Grande Epicerie in Paris from 2001-2016.





**RESTAURATEUR**

Témoignage :  
« I was able to source a number of products on the **Gourming** website not currently available in Italy, such as LES FOLION fruit and vegetable sheets made from dehydrated puree which bring greater creativity to my cooking.. »

Freelance chef, headliner at various food-centric events across Italy and recipe creator, Danilo Ange works closely with specialised food media and recently released his first cookery book on low temperature cooking.



- Some of my personal **Gourming** favourites:
- FOLION mangoes, CD Fruits
  - FOLION red beetroot, CD Fruits
  - Fruity olive oil, Nicolas Alziari, Neolive SAS
  - Preserved Cote d'Azur lemons in extra virgin olive oil, Neolive SAS



**WHOLESALER**

Témoignage :  
« Quite apart from its commercial appeal, by offering an extensive range of products used in French cooking, the website has the added benefit of actively promoting French gastronomic culture throughout the world; including in Poland, where French products are not always well known. »

Since 1993, Ewa Goldschneider has sat at the helm of La Marée, a company specialising in high-end imported foods from France and Italy, including seafood, meats and AOC cheeses. She supplies restaurants and small retailers in Poland.



- Some of my personal **Gourming** favourites:
- Bâton de Chèvre goats' cheese, Salaisons Robert Fanton
  - Irish organic smoked salmon, Le Fumoir Gastronomique
  - Confiture extra wild peach and brown sugar jam, Lucullus SAS
  - Confiture extra rhubarb and brown sugar jam, Lucullus



**TRAITEUR**

Témoignage :  
« What a great range of products! great to be able to add everything I want for my customers to my basket in just a few seconds. Previously I had to travel to France and visit a number of different suppliers to be able to access all these products. Everything is possible on the **Gourming** website. »

Batida is a family business currently managed by three generations of trailblazing women who launched a French-inspired patisserie and boulangerie in Poland more than 25 years ago. Batida now boasts 7 shops and cafés in Warsaw, which also offer a catering service. After many successful years as a traiteur, Batida now runs a successful catering division serving the whole of Poland..



- Some of my personal **Gourming** favourites:
- Caviar Oscietre, Comptoir du caviar
  - Cuisses de canette confites, Jean Routhiau



**BAKERY AND DELI**

Témoignage :  
« An independent baker for 10 years, I have seen my business seriously under threat from a new wave of competition. Local businesses are currently threatened by mini-markets which sell more than 1,000 listings and often offer a wider choice of bread and cakes than local independent bakeries.

Survival of these businesses will depend on the range of products they sell and essentially the availability of exclusive products. So I have decided in the not too distant future to convert the two bakeries into upmarket delis, offering customers a range of regional products with a quality label and guaranteed authenticity. Mini-markets offer all the usual commodities and thanks to the **Gourming** website I have been able to source a range of quality foods which are not widely available and which come with their own quality guarantee. For me this is a great way of standing out faced with large companies that continue to open in our local areas. »



- Some of my personal **Gourming** favourites:
- SAS Conserverie Papillon Marmus:
  - Cévennes chestnut organic terrine
  - Cheese, Tomato and Rosemary organic terrine
  - Foie gras with Pain d'épices & Ginger organic terrine





**RISK-FREE EXPORT SOLUTIONS  
FOR FRENCH SMALL TO  
MEDIUM-SIZED COMPANIES**



**LOGISTICS MADE EASY: NO ADMINISTRATIVE AND LEGAL PAPERWORK**

Goods are sent by our suppliers and consolidated at our distribution centre in Paris. Goods are then labelled and dispatched.



**SECURE PAYMENT: NO RISK OF OUTSTANDING PAYMENTS**

Suppliers receive orders only when our customers have settled payment through our website. Payment is transferred to suppliers once the goods are delivered safely to our customers' doors. In the event of agreed credit payments, the responsibility for any outstanding payments or costs incurred in recuperating payment rests entirely with **Gourming**.



**ORGANISED, EFFECTIVE PROMOTIONS: NO HEAVY FINANCIAL OUTLAY**

Customer acquisition and marketing and promotional support are financed by the Le Duff Group and its partner agencies.



**PERSONALISED CUSTOMER RELATIONS**

Order fulfilment, customer feedback and complaints are dealt with by our dedicated, multilingual call centre managed by the Le Duff Group.



**HOW TO JOIN  
THE GOURMING COMMUNITY?**

Sell your products around the world in just a few clicks

- Complete an audit questionnaire covering *quality, food safety and traceability*
- Once approved, your personal account will be created along with your unique customer profile
- Select your target export markets
- List your products (information on ingredients, min/max order, delivery time to the Gourming distribution centre)
- Set pricing and promotional options

Producers are responsible for setting their own commercial policy.





**HISTOIRE :** Fabrice BERROU & Laurent JOLIVET

The son of a pastry chef, Fabrice Berroi acquired his boundless love for "kouign-amann", a local Breton delicacy, from his father. Through Terre d'Embruns, his vision is to take kouign-amann beyond his native region, creating a lighter, more delicate pastry, and so inventing the "Cara". With a patent for his new creation in hand, Cara has seen an immediate success among local pastry and cake specialists. With the arrival of Laurent JOLIVET in 2011, and his added expertise and input, the Breton company has continued to expand while preserving its unique savoir-faire.

**CATEGORY:** Patisserie and desserts

**TARGET:** On-trade and bakery



**FOUNDED:** 2007



**HISTOIRE :** Lucien GEORGELIN

It was in the small town of Virazeil in the Lot et Garonne where Lucien Georgelin's business first began. Nestling in the midst of orchards and foie gras production, the family sweet business adopts the rhythm of the seasons, making jams and sweets during the summer and raising ducks through the winter. The input of a gourmet, enterprising banker jettisoned the family business onto supermarket shelves. Even today, while modern technology has benefited production, Lucien Georgelin continues to make his jams using the same pots and pans.

**CATEGORY:** Jam

**TARGET:** On-trade and retail



**FOUNDED:** 1981



**HISTOIRE :** Eric GUYGNIEC

La Conserverie de Keroman is a group of fishermen-producers in Lorient, Brittany, with a key vision: to promote their fish while ever mindful of the limited resources the sea has to offer. On their five trawlers, fishing techniques are adapted according to the seasons. Their products respect the traditional recipes of their ancestors. And at the helm of the company, Eric Guygniec favours a simple, honest approach to fishing in the Brittany seas.

**CATEGORY:** Fine deli (savoury)

**TARGET:** On-trade and retail



**FOUNDED:** 2014



**HISTOIRE :** Caroline COCHET

While some launch their business from their garage, Caroline Cochet chose a different route and instead transformed the family kitchen into a real-life laboratory. Inspired by her experience working in the research and development division of a company specialising in marinated tomatoes and vegetables, this young entrepreneur from Toulouse created "folions", her own invention of dried fruit sheets sold today through her company CD Fruits.

**CATEGORY:** Fine deli - savoury and sweet.

**TARGET:** Restaurateurs

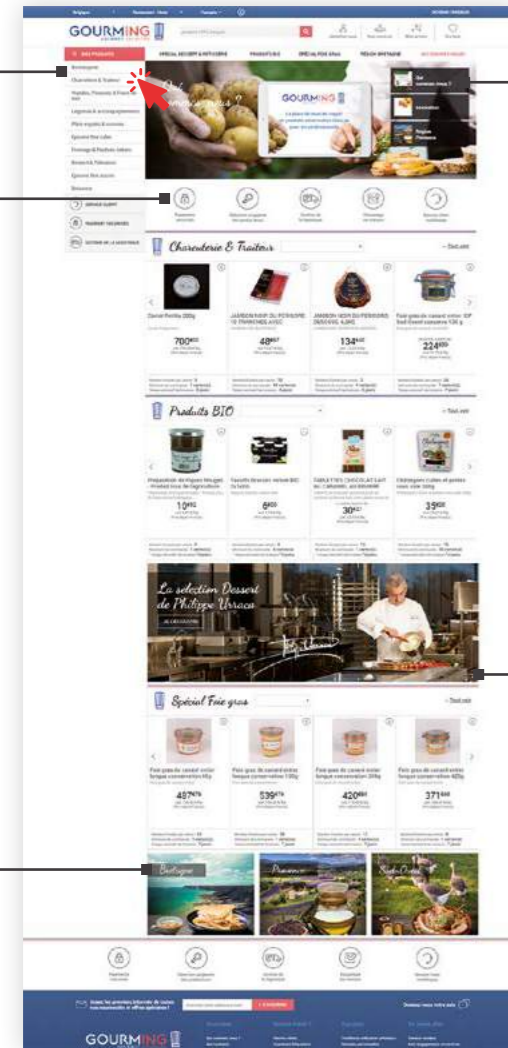


**FOUNDED:** 2013





**HOME PAGE**



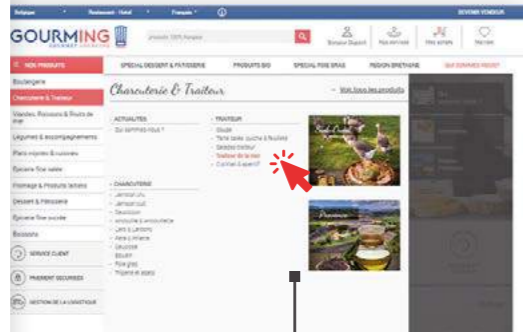
11 product categories covering all of France's rich gastronomy

Secure area containing Gourming customer services including secure payment, multilingual customer services, customised labels and specialised logistics.

Mise en avant de nos terroirs et des spécialités régionales

Promoting seasonal events inspired by our Gourming Meilleurs Ouvriers de France (MOF)

**BROWSING DIFFERENT PRODUCT CATEGORIES**

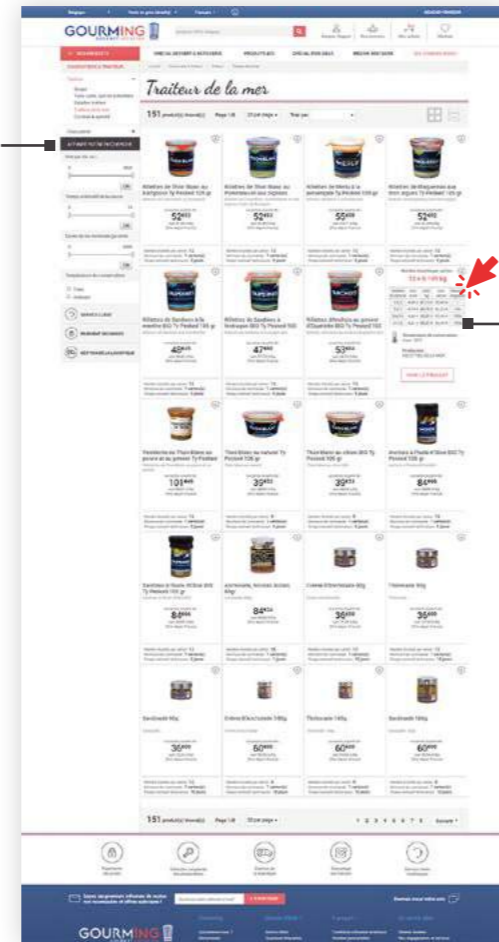


Exclusive Gourming MOF selections

Simple navigation through each category; product selection possible by product type

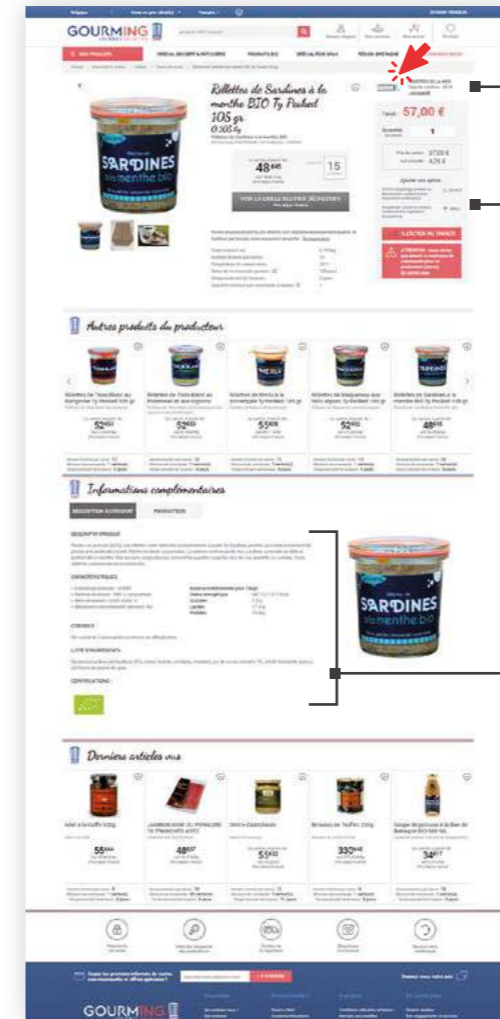
Browsing and product selection via multiple filters across every category

**CATEGORY PAGE**



Each product thumbnail includes detailed information while mouseover effects reveal price information as the cursor hovers over it.

**PRODUCT PAGE**

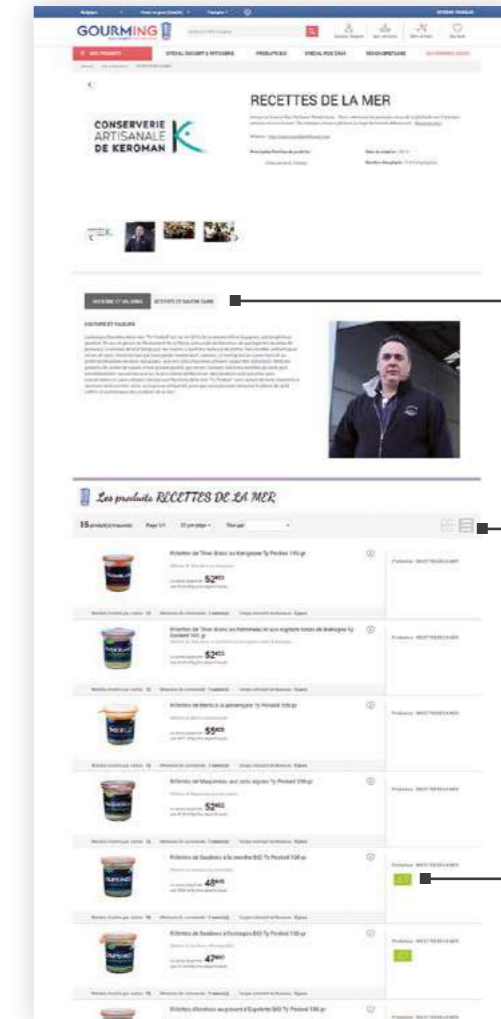


Producer information consistently displayed

Customised label options available if the label is not in the required language and compliant with the legal requirements of a particular target market

Highly detailed product info. Ergonomic technical product guidelines

**PRODUCER PAGE**

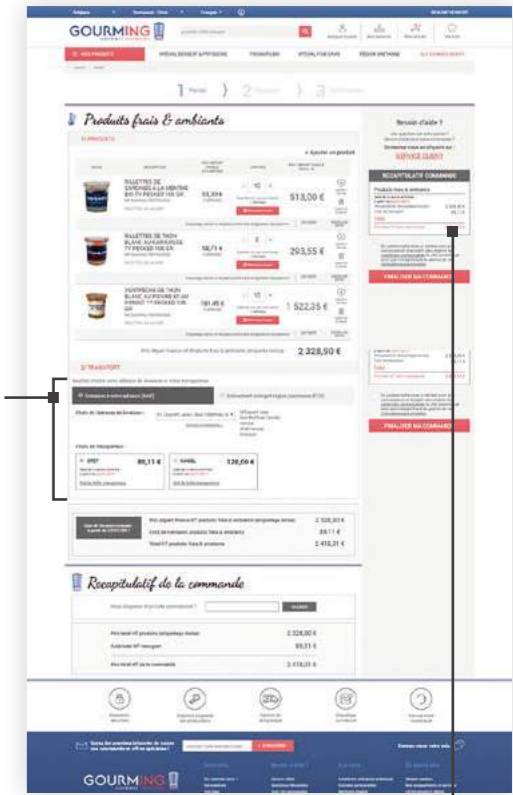


Technical information and producer background

Additional way to view products

Certificates, accolades and awards

**BASKET**



Carrier selection

Basket summary that remains on display while scrolling down the page





## LOGISTICS, LOGISTICS

Gourming has appointed **GAUTIER** to act as its European logistics service provider. With temperature-controlled warehouse facilities extending over 16,000m<sup>2</sup> for fresh, ambient and frozen foods, the Gourming delivery centre is located to the south of Paris. All orders processed on our website are handled at this site. All consolidation of orders and packaging compliance is also managed here. Well-connected to Europe's main arterial roads, within reach of major airports and approximately 3-hours by lorry from France's no.1 port on the Atlantic, delivery times are kept to a strict minimum for Gourming customers.

### STEF

Encompassing STEF Europe, STEF transports Gourming products to some 15 countries including Austria, Belgium, Denmark, England, Germany, Ireland, Italy, Luxembourg, Netherlands, Portugal, Scotland, Spain, Sweden and Wales in optimum conditions - safety and timing guaranteed.

More information at: [www.stef.com](http://www.stef.com)

### STG & NAGEL LOGISTIQUE

The French division of the Nagel-Group, SS & Nagel Logistique specialises in food logistics and temperature-controlled transport throughout Europe. With a network of 130 depots across Europe, STG & Nagel Logistique provides manufacturers, wholesalers and food retailers with high performance, safety assurance and ease of use of a fully-integrated system.

More information at: [www.nagel-group.com/en/](http://www.nagel-group.com/en/)

### DACHSER

DACHSER is a global logistics solutions provider servicing agrifood players across Europe. Two divisions are of particular interest to Gourming: DACHSER France Food Logistics and DACHSER France. With an infrastructure in Europe unparalleled worldwide, DACHSER offers high-quality logistics solutions, a standard service customised to your needs.

More information at: [www.dachser.com](http://www.dachser.com)

## LEGAL PRACTICES SPECIALISING IN FOOD LAW

### NSF France

The mission of NSF International, global leader in food safety, is to protect and improve global human health. As an independent organisation, NSF International tests, audits and certifies products and systems as well as providing clients with training and educational support. With more than 2,150 experts working for NSF International across 168 countries on every continent, the Le Duff Group enlists NSF France to ensure the legislative and regulatory conformity of our products in every country the Gourming website may reach.

More information at: [www.nsf-ecg.com/](http://www.nsf-ecg.com/) or [www.nsf-ecg.org](http://www.nsf-ecg.org)

### INTERTEK

More information at: [www.intertek-france.com/](http://www.intertek-france.com/)

## Annexe 2: Gourming partners

The Le Duff Group and Gourming work in collaboration with a number of carefully selected partners: France's leading providers of logistics solutions, e-commerce experts and international specialists in logistics, fresh agrifood transport, customer relations and B2B online payments. Together they form a high-performance ecosystem to match the high-reaching ambitions of the Gourming project.

## TECHNOLOGY, PAYMENT AND CUSTOMER SERVICES

### WEBHELP

Webhelp is a global leader in business process outsourcing (BPO), specialising in customer experience, payment management and sales and marketing services through voice, social and digital channels.

Active in 26 countries with more than 35,000 employees, Webhelp's aim is to improve client performance and conceive solutions that will sustainably transform operational systems and create competitive advantage. Clients include Sky, Shop Direct, Bouygues Telecom, Direct Energie, KPN, Vodafone, La Redoute, Michael Kors and Valentino.

More information at: [www.webhelp.com](http://www.webhelp.com)

### MIRAKL

Mirakl provides logistics solutions supporting B2C and B2B customers to launch and run their own Marketplace. Mirakl Marketplace B2C and Mirakl Marketplace B2B solutions allow Marketplace operators to showcase offers from a large number of sellers on a single platform, providing the most extensive range of produce, at a competitive price, and guaranteeing the very best customer experience.

Auchan, Best Buy Canada, Condé Nast, Carrefour, Darty, Galeries Lafayette, Halfords, Menlook and Truffaut are just some of the businesses working with Mirakl.

More information at: [www.mirakl.com](http://www.mirakl.com)

### EXPERTIME

Expertime offers digital solutions to major companies across every field, in France and worldwide. Launched in 2003, in 2016 Expertime realised a turnover of €14m and 20% growth, backed by a team of 140 employees across Paris, Nantes, Lille and Seattle. Retail and services account for half the company's turnover. Expertime was nominated 2016 Microsoft Partner of the Year.

The Group offers 5 key divisions: Expertime Consulting, Expertime Services, Expertime Business Intelligence, QuatrePointZero and Powell Software.

More information at: [www.expertime.com](http://www.expertime.com)





Established in 1976, the Le Duff Group is the world leader in the Café Bakery sector with a portfolio of major brands including Brioche Dorée, le Fournil de Pierre, Bruegger's and Kamps.

The Group is also prominent in France's more traditional restaurant sector with Del Arte, an Italian restaurant chain and Ker Soazig a chain of 100% organic creperie - restaurants. The Group also has operates two French speciality chains in the USA: La Madeleine and Mimi's.

The Group also has a manufacturing division with Bridor offering traditional French bakery, cakes and pastries, Recettes de la Ferme des Loges and Cité Gourmande.

Present in 90 countries across 5 continents, the Le Duff Group has a turnover of more than 2 billion euros and a workforce of more than 35,000 employees working in some 1,958 restaurants and bakeries.

Delivering good quality, healthy foods

“ Quality, well-being and traceability... ”

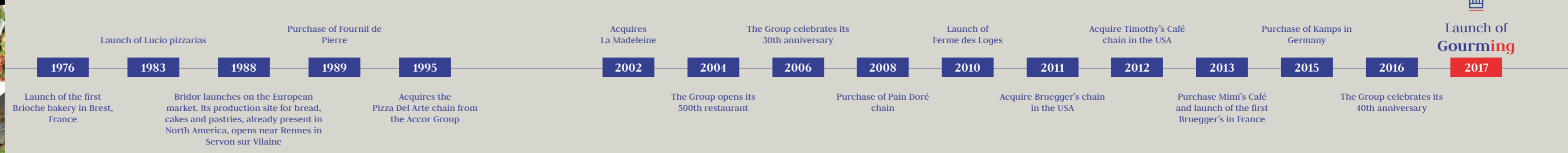
This is a positioning vehemently defended since the outset by Louis Le Duff, the Group's founder. All the recipes are prepared and fine-tuned in France by specialist Master Bakers, highly skilled industry professionals specialising in boulangerie, pâtisserie and catering.

For several years now their recipes have been created in close collaboration with specialist Meilleurs Ouvriers de France (MOF) and nutritionists. Committed to the well-being and good health of its customers, the Group has introduced a stringent food and food safety policy ensuring high food standards throughout the value chain to the end consumer.

KEY FIGURES :



THE LE DUFF GROUP, 40 YEARS OF SUCCESS:



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