

AU PETIT PRINCE

— PÂTISSIER • CHOCOLATIER • MACARONS —



INTERNATIONAL PARTNERSHIP
≡ BECOME OUR AMBASSADOR ≡

BORN IN BRITANNY, OPEN TO THE WORD



Creativity &
Authenticity



Unique
Know-How



Excellence
& Quality



Pleasure
& Aesthetics



Modern
& profitable
concept



MAËLIG GEORGELIN Relais Desserts International

From my native Brittany, since I was little, pastry has punctuated my life.

On my 16th birthday, I started my 'CAP course' in Pastry and learned high standards and rigor alongside the Meilleur Ouvrier de France, Georges Larnicol. My pastry diploma will quickly be supplemented by its equivalent in chocolate, where this time I would have the chance to learn with Mr Henri Le Roux.

My journey into the world of 'gourmandise' and excellence begins, it takes me to beautiful establishments in my region and then takes me to Corsica, Courchevel, the West Indies, London, Geneva...

In 2009, I made my dream come true and opened my first store in Étel in Brittany, the AU PETIT PRINCE adventure, translation of my first name into Breton, began.

It was the time for me to express my creativity and my passion for this profession. Surrounded by my team, I continually seek the best, and daily nourish myself with new challenges and work.

At 29, I am honored by the recognition of my peers who integrated me at the prestigious 'Relais Desserts International', from now on, I share my passion with the greatest: Pierre Hermé, Jean-Paul Hévin, Vincent Guerlais.

Our original and different creations, often inspired by Brittany, attract the attention of the public. From 2018, I was pleased to be invited on

television sets and participate in several shows that highlight French pastry. AU PETIT PRINCE will be particularly highlighted when we win, with my team, the 2019 season of the Best Professional Pastry Chef.

After the spotlight, many curious people push the doors of our stores and we are delighted to welcome more and more foreign visitors.

Determined to write new pages in the history of Au Petit Prince, I continue to imagine, create and dare every day.

To further nourish my inspiration, I want to reach new horizons and feel ready to open up to the world to share my love of the 'Haute Pâtisserie'.

Maëlig Georgelin



VAINQUEURS
SAISON 2019
**MEILLEUR
PÂTISSIER
PROFESSIONNEL**



**LE MEILLEUR
PÂTISSIER
CÉLÉBRITÉS**



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Entreprise
du Patrimoine
Vivant

L'excellence
des savoir-faire
français



Relais Desserts



le Collège
Culinaire
de France

PRECISION & PLEASURE

Born in Brittany, our pastries and 'gourmandises' are largely inspired by this land rich in gourmet treasures.

The success of our creations: quality ingredients selected with rigor, creative recipes that combine flavors and surprise our guests

Beautiful, good and fun!

OUR UNIQUE PASTRY CREATIONS



THE ICONICS INSPIRED BY OUR REGION



THE ART OF CHOCOLATE



OUR BOUTIQUES

We could have chosen to grow in major French cities, and through Paris, but we definitely wanted to make it different. Our choice was to develop our offer on our territory, and to convince every day our customers by creating different pastries and chocolates.

We are very proud to serve our local customers and visitors of around the world in our 5 boutiques.

WHAT DO WE DO FOR OUR GUESTS ?

Our business is not only to serve best quality pastries and chocolates in our boutiques, we also offer many other products and services. In our boutiques, you can also find fine bread and 'viennoiseries' from the day and a complete snacking offer. An important part of our business is also dedicated to professionals with a dedicated offer.

At Au Petit Prince, we also like to share our passion with our customers, this is why we offer 'Pastry masterclasses' or lives (on social networks).

As our offer is unique and creation endless, we have a dedicated catalogue and collection for each event : wedding cakes, Christmas or Easter time...



SHARING OUR PASSION FOR HIGH PÂTISSERIE

Getting international is a real ambition and wish for us. We are just at the beginning of our journey. Our project is to meet new partners to create new versions of Au Petit Prince abroad.

BECOMING AN AMBASSADOR

On our path we met several persons that changed us, challenged us and made us grow. At Au Petit Prince, we believe that finding the right partners will enable create and build the continuity of our story.

What *WE* bring

- Our Know-how
- Training and coaching
- Animation: organization Pastry show
- Store optimization
- Selection of Ingredients
- Creation of dedicated recipes
- Business plan

What *you* bring

- Your knowledge of the local market
- The Clientele
- Finding the best spot for the boutique
- Your knowledge for legal and financial

LET'S MEET!

You are interested in this project?
Come and visit us in 'Bretagne', we will welcome you and be glad to present you how we work.

When you visit us, we will present you our business model and projections for your market.





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