

COLLECTION
Prestige





A BRAND OF LUXURY CHOCOLATE
CREATED BY AU PETIT PRINCE



Fine, glossy
coating



Exceptional
know-how



Innovation
& originality



High-quality
raw materials



Customer Care
Sales Recommendations
POS



Local
& artisanal

WHY?

OFFERING EXCEPTIONAL
QUALITY AND LOCAL
SKILL



FOR WHOM?

BAKERS
PATISSIERS
CATERERS
RESTAURATEURS
DELICATESSENS

...



MAËLIG GEORGELIN

AU PETIT PRINCE

Relais Desserts International

Following a career with Meilleurs Ouvriers de France and Michelin-starred chefs, in 2009 Maëlig returned to settle in his native Brittany.

Today, he runs 4 shops in Étel, Baud, Auray and Carnac-Plage, a Pastry School and an online shop. He also works as an instructor at the École Nationale Supérieure de la Pâtisserie Yves Thuriès et Alain Ducasse in Yssingeaux.

He is frequently to be found alongside Cyril Lignac on French television.



Author of the book
"MES ATELIERS DE PÂTISSERIE"

KEY DATES

1983

Born in Lorient

2001

BEP CAP Pastry Chef (First)

2002

CAP Chocolatier (First)

2007

London Tasting Awards

2008

1st Price for Sugar Work Bijoux-Genève

MARCH 2009

Opening of the Boutique Au Petit Prince in Étel

SEPTEMBER 2009

Gold Medal at the Gastronomy Trophies for the Bonbon Tempête

FEBRUARY 2010

Maison de Qualité, Chevalier de l'Ordre de Saint Fortuna, Club Gastronomique Prosper Montagné

OCTOBER 2010

Creation of the Atelier du Petit Prince (Pâtisserie School) in Étel

SEPTEMBER 2012

Relais Desserts International

JANUARY 2013

Elected Best Newcomer in the Morbihan 2012

MAY 2013

Opening of the second boutique in Baud

JUNE 2013

Winner of the Innovation Trophies for the creation of sugar-free and allergen-free Desserts and Confectionery

NOVEMBER 2013

Opening of the online store

DECEMBER 2013

Public Award for the Best Chocolate Tree in Valrhona chocolate and 2nd Professional Prize

FEBRUARY 2014

Departmental Winner of Stars & Métiers competition - Global Innovation Strategy Category

JULY 2014

Opening of the 3rd Boutique in Auray

SEPTEMBER 2014

Awarded the EPV Label Entreprise du Patrimoine Vivant

OCTOBER 2016

Publication of the 1st book: "Mes Ateliers de Pâtisserie" by Editions Chocolats & Macarons

NOVEMBER 2016

1st prize in the Auray Amateur Pastry Contest

JULY 2017

Opening of the 4th boutique in Carnac-Plage & opening of the New Laboratory in Pluvigner

NOVEMBER 2017

2nd prize in the Auray Amateur Pastry Contest

SPRING 2018

Recording of several TV shows for the BBC & M6

OCTOBER 2018

3rd prize in the Auray Amateur Pastry Contest

OCTOBER 2018

Broadcasting of the programme "Le Meilleur Pâtissier" on French television, jury alongside Cyril Lignac and Mercotte

JANUARY 2019

Broadcasting of the programme "Le Meilleur Pâtissier Chefs & Celebrities", Maëlig coaches the famous singer Gilbert Montagné

JANUARY 2019

Broadcasting of the programme "Les Rois du Gâteau" on French television, jury alongside Cyril Lignac and Frédéric Bau, the winner chosen by Maëlig gets to sell his cake in the Au Petit Prince boutiques for one month!



MAY/JUNE 2019

Winner of the programme "Le Meilleur Pâtissier Professionnel: Le Choc des Nations" where he leads the Au Petit Prince team with Célia Cuminet and Valentin Le Nerse against formidable international teams in a competition judged by the famous Pierre Hermé, Cyril Lignac and Benoit Blin

OCTOBER 2019

4th prize in the Auray Amateur Pastry Contest

NOVEMBER 2019

1st participation at the Salon du Chocolat in Paris with a 25m² stand + live demonstrations and sculptures

DECEMBER 2019

Regional Winner of the Stars et Métiers Prize, Business Strategy Category

FEBRUARY 2020

Beginning of export of chocolate to the United Arab Emirates

MARCH 2020

Renewal of the State EPV Label Entreprise du Patrimoine Vivant by the Minister of Labour

APRIL 2020

Complete website redesign

MAY 2020

Launch of JOA, the brand of chocolate specially for bakers and retailers

NOVEMBER 2020

Opening of 2 new boutiques in Belz and Local-Mendon



PRALINÉS

OUR PRALINES ARE MADE FROM FINELY CRUSHED CARAMEL, ROASTED DRIED FRUIT AND A SECRET, THE ADDITION OF A PRECISE QUANTITY OF FLEUR DE SEL FROM GUÉRANDE.

Pralinés



PRL1

CRAQ'AMANDE

ALMOND PRALINE 50% MILK CRUNCH 36%

*A soft, crunchy centre
Gourmet notes with sweet roasted
and crushed almonds*



PRN1

CRAQ'AMANDE

ALMOND PRALINE 50% DARK CRUNCH 70%

*A soft, crunchy centre
Gourmet notes with sweet roasted
and crushed almonds*



PRL2

CRAQ'NOISETTE

HAZELNUT PRALINE 50% MILK CRUNCH 36%

*A soft, crunchy centre
Gourmet notes with sweet roasted
and crushed hazelnut*



PRN2

CRAQ'NOISETTE

HAZELNUT PRALINE 50% DARK CRUNCH 36%

*A soft, crunchy centre
Gourmet notes with sweet roasted
and crushed hazelnut*



PRL3

CROUESTY AMANDE

ALMONDS PRALINE 50% MILK CRISP 36%

*An intense, lucious centre
The crispness of the famous Breton lace crepe*



PRN3

CROUESTY AMANDE

ALMOND PRALINE 50% DARK CRISP 70%

*An intense, lucious centre
The crispyness of the famous Breton lace crepe*



CROUESTY NOISETTE
HAZELNUT PRALINE 50% MILK
CRISP 36%

*An intense, luscious centre
The crispyness of the famous Breton
lace crepe*

PRL4



CROUESTY NOISETTE
HAZELNUT PRALINE 50% DARK
CRISP 70%

*An intense, luscious centre
The crispyness of the famous Breton
lace crepe*

PRN4



GUÉRANDE
FLEUR DE SEL PRALINE
MILK 36%

*Finely balanced
Almonds and hazelnuts seasoned with a
touch of Fleur de Sel de Guérande*

PRL5



GUÉRANDE
FLEUR DE SEL PRALINE
DARK 70%

*Finely balanced
Almonds and hazelnuts seasoned with a
touch of Fleur de Sel de Guérande*

PRN5



PETIT DEJ'
FLAKY COFFEE PRALINE MILK 36%

*A warm taste of coffee, almonds and lace crepe
The spirit of breakfast*

PRL6



PETIT DEJ'
FLAKY COFFEE PRALINE 70% DARK

*A warm taste of coffee, almonds and lace crepe
The spirit of breakfast*

PRN6



SAINT-CADO
ALMOND/NUT ROCHER MILK 36%

*Hints of dried fruit
Topped with roasted almonds*

PRL7



SAINT-CADO
ALMOND/NUT ROCHER DARK 70%

*Hints of dried fruit
Topped with roasted almonds*

PRN7



PRALI BREIZH
GRILLED BUCKWHEAT PRALINE MILK 36%

*The unmistakable taste of Breton buckwheat
Temperament and softness*

PRL8



PRALI BREIZH
GRILLED BUCKWHEAT PRALINE DARK 70%

*The unmistakable taste of Breton buckwheat
Temperament and softness*

PRN8



GANACHES

OUR GANACHES ARE MADE BY EMULSIFYING CREAM AND/OR FRUIT PURÉES, A GRAND CRU OF CAREFULLY SELECTED CHOCOLATE AND BRETON BUTTER. THE RESULT IS A MELT-IN-THE-MOUTH TEXTURE WITH A PRONOUNCED NOTE OF CHOCOLATE.

Ganaches



GAL1

CARA'SEL

GANACHE CARAMEL FLEUR DE SEL MILK 36%

*Made with milk chocolate for a sweet treat
The magic of fleur de sel de Guérande*



GAN1

CARA'SEL

GANACHE CARAMEL FLEUR DE SEL DARK 70%

*Made with milk chocolate for a sweet treat
The magic of fleur de sel de Guérande*



GAL2

PASSIONELLA

MILK PASSION GANACHE 36% MILK

*The freshness of passion fruit
The sweetness of Latin American milk chocolate*



GAN2

PASSIONELLA

MILK PASSION GANACHE DARK 70%

*The freshness of passion fruit
The sweetness of Latin American milk chocolate*



GAL3

RASPBERRY GANACHE

INTENSE RASPBERRY GANACHE MILK 36%

*The power of wild Breton Raspberry
A classic combination*



GAN3

RASPBERRY GANACHE

INTENSE RASPBERRY GANACHE DARK 36%

*The power of wild Breton Raspberry
A classic combination*



GANACHES PURE ORIGIN

TERROIR SHINES THROUGH INTENSELY IN THESE GANACHES MADE ONLY
WITH GREAT PURE ORIGIN CHOCOLATE.

Ganaches pure origin



GANACHE EQUA

**DARK GANACHE SINGLE ORIGIN ECUADOR 76%
(COATING DARK 70% ONLY)**

*Arriba Nacional and Trinitario beans
Bitter and cocoa notes, slightly fruity*

GCN1



GANACHE MADA

**DARK GANACHE SINGLE ORIGIN MADAGASCAR 67%
(COATING DARK 70% ONLY)**

*Forastero and Criollo Beans
Cocoa and roasted notes with a soft red fruit aroma*

GCN2



GANACHE GHANA

**MILK GANACHE SINGLE ORIGIN GHANA 40%
(36% MILK COATING ONLY)**

*Forastero beans
Sweet milky and creamy notes*

GCL1



AUTHENTIQUES

THIS IS A VISUAL AND TASTY COLLECTION OF PRALINES, GIANDUJAS AND COUVERTURE CHOCOLATES.

ITS ORIGINAL, ULTRA-GOURMET LOOK REVEALS THE DIFFERENT LAYERS AND TEXTURES THAT MAKE THE MAGIC OF THESE CHOCOLATES.

Authentiques



P'TI COCO

ALMOND/COCONUT PRALINE, MILK CHOCOLATE 36% AND ROASTED COCONUT

Exotic and sweet

Sweet, toasted aroma of coconut and almonds

AUCO



TOTAL DUJA

GIANDUJA HAZELNUT AND MILK CHOCOLATE 36%.

Soft and creamy

Bewitching taste of chocolate spread

AUDU



100% HAZELNUT

HAZELNUT PRALINE

Le Piedmont in milk and dark

Crunch, hazelnut, milk and dark chocolate

AUNO



ORANGE

ORANGE PRALINE AND DARK GIANDUJA

The strength and character of orange

Tasty aroma of candied oranges and the power of dark gianduja

AUOR



GRIGNOTAGES

CHOCOLATE CLASSICS FOR EATING ANY TIME
WITHOUT HOLDING BACK!

Grignotages

MENDIANTS

WAFFER THIN CHOCOLATE DISKS TOPPED WITH DRIED FRUIT

Topped with roasted almonds and hazelnuts, pistachios, candied oranges, cranberries, raisins.



WHITE 34%

MENDB



MILK 36%

MENDL



DARK 70%

MENDN



ORANGETTES

ULTRASOFT CANDIED ORANGE PEEL COATED
WITH 70% DARK CHOCOLATE

ORN1

P'TITS CRAQUANTS

AN ALLIANCE OF BRETON LACE CREPE
AND CHOCOLATE



MILK 36%

PCR1



DARK 70%

PCR2



A BOUCHÉE FOR EVERY EVENT!

ABOUT 50 TO 80G OF PURE DELIGHT! A CRUNCHY OR CRISPY PRALINE, AN ORIGINAL AND CREATIVE VISUAL THAT VARIES WITH EACH HOLIDAY OF THE YEAR!
(VALENTINE'S DAY, EASTER, MOTHER'S DAY, FATHER'S DAY, END OF SCHOOL YEAR, HALLOWEEN, CHRISTMAS, NEW YEAR).

A bouchée for every event!

Examples of bouchées



FATHER'S DAY BOUCHÉE



CHRISTMAS MEDALLION



MOTHER'S DAY BOUCHÉE



VALENTINE BOUCHÉE



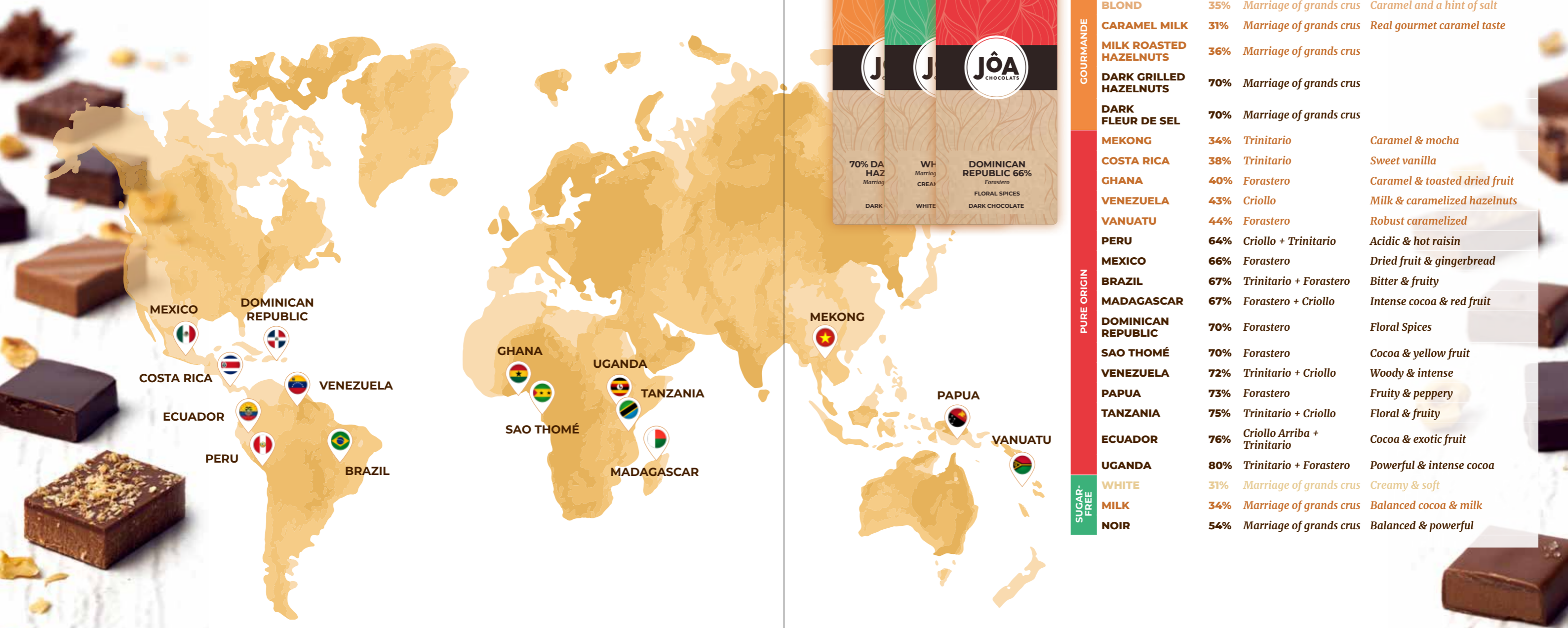
BOUCHÉE SCHOOL'S OUT



EASTER BOUCHÉE

JOA TABLETS

A WORLD OF CHOCOLATE

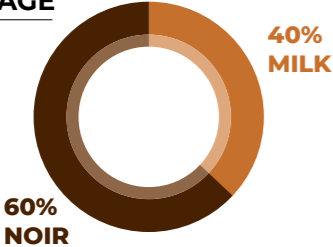


ORIGIN	BEANS	AROMATIC NOTES
GOURMANDE	WHITE	34% Marriage of grands crus Intense Milk
	BLOND	35% Marriage of grands crus Caramel and a hint of salt
	CARAMEL MILK	31% Marriage of grands crus Real gourmet caramel taste
	MILK ROASTED HAZELNUTS	36% Marriage of grands crus
	DARK GRILLED HAZELNUTS	70% Marriage of grands crus
	DARK FLEUR DE SEL	70% Marriage of grands crus
PURE ORIGIN	MEKONG	34% Trinitario Caramel & mocha
	COSTA RICA	38% Trinitario Sweet vanilla
	GHANA	40% Forastero Caramel & toasted dried fruit
	VENEZUELA	43% Criollo Milk & caramelized hazelnuts
	VANUATU	44% Forastero Robust caramelized
	PERU	64% Criollo + Trinitario Acidic & hot raisin
	MEXICO	66% Forastero Dried fruit & gingerbread
	BRAZIL	67% Trinitario + Forastero Bitter & fruity
	MADAGASCAR	67% Forastero + Criollo Intense cocoa & red fruit
	DOMINICAN REPUBLIC	70% Forastero Floral Spices
	SÃO THOMÉ	70% Forastero Cocoa & yellow fruit
	VENEZUELA	72% Trinitario + Criollo Woody & intense
	PAPUA	73% Forastero Fruity & peppery
	TANZANIA	75% Trinitario + Criollo Floral & fruity
	ECUADOR	76% Criollo Arriba + Trinitario Cocoa & exotic fruit
SUGAR-FREE	UGANDA	80% Trinitario + Forastero Powerful & intense cocoa
	WHITE	31% Marriage of grands crus Creamy & soft
	MILK	34% Marriage of grands crus Balanced cocoa & milk
	NOIR	54% Marriage of grands crus Balanced & powerful

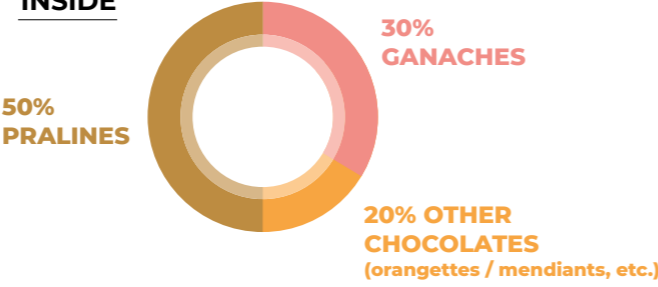
RECOMMENDATIONS

IDEAL SHELF PROPORTIONS

ENROBAGE



INSIDE



ESSENTIAL FOR STARTERS

GANACHES	SINGLE ORIGIN GANACHES	PRALINES
 CARA'SEL GANACHE CARAMEL MILK GAL1	 GANACHE MADA GANACHE DARK MADAGASCAR GCN2	 CROUESTY ALMOND PRALINE ALMONDS FLAKY MILK PRL3
 CARA'SEL GANACHE CARAMEL DARK GAN1	 GANACHE GHANA GANACHE MILK GHANA GCL1	 CROUESTY ALMOND PRALINE ALMONDS FLAKY DARK PRN3
		 SAINT-CADO PRALINE ROCHER MILK PRL7
		 SAINT-CADO PRALINE ROCHER DARK PRN7

TO GO FURTHER

GANACHES	PRALINES	GRIGNOTAGES
 GANACHE RASPBERRY GANACHE RASPBERRY DARK GAN3	 PRALI BREIZH PRALINE BUCKWHEAT DARK PRN8	 PETIT DEJ' PRALINÉ CAFÉ DARK PRN6
 PASSIONELLA GANACHE PASSION MILK GAL2	 GUÉRANDE PRALINE FLEUR DE SEL MILK PRL5	 CRAQ'NOISETTES PRALINE CRUNCHY NUT DARK PRN2
		 MENDIANTS MENDB-MENDL-MENDN

JOA ADVANTAGES

KEEPS FOR 120 DAYS

3 months guaranteed shelf life from product shipment between 16 and 18 degrees and 60% humidity.
4 months guaranteed shelf life for tablets from product shipment between 16 and 18 degrees and 60% humidity.

DELIVERED DIRECTLY IN DISPLAY CELLS

SALES LABELS WITH COMPOSITION AND DESCRIPTION

FREE POS ADVERTISING







BOXES OF 900G
























INDEX

CHOCOLATE BONBONS

		PRODUCT NAME	CHOCOLATE	REF.	UNIT WEIGHT (IN GR)	PACKAGING	SHELF LIFE* (IN MONTHS)
PRALINES		CRAQ'AMANDÉ	MILK	PRL1	8	900 G	4
		CRAQ'AMANDÉ	NOIR	PRN1	8	900 G	4
		CRAQ'NOISETTE	MILK	PRL2	8	900 G	4
		CRAQ'NOISETTE	NOIR	PRN2	8	900 G	4
		CROUESTY AMANDÉ	MILK	PRL3	8	900 G	4
		CROUESTY AMANDÉ	NOIR	PRN3	8	900 G	4
		CROUESTY NOISETTE	MILK	PRL4	8	900 G	4
		CROUESTY NOISETTE	NOIR	PRN4	8	900 G	4
		GUÉRANDE	MILK	PRL5	8	900 G	4
		GUÉRANDE	NOIR	PRN5	8	900 G	4
		PETIT DEJ'	MILK	PRL6	8	900 G	4
		PETIT DEJ'	NOIR	PRN6	8	900 G	4
		SAINT-CADO	MILK	PRL7	8	900 G	4
		SAINT-CADO	NOIR	PRN7	8	900 G	4
		PRALI BREIZH	MILK	PRL8	8	900 G	4
		PRALI BREIZH	NOIR	PRN8	8	900 G	4

*SHELF LIFE: SHELF LIFE

CHOCOLATE BONBONS

		PRODUCT NAME	CHOCOLATE	REF.	UNIT WEIGHT (IN GR)	PACKAGING	SHELF LIFE* (IN MONTHS)
GANACHES		CARA'SEL	MILK	GAL1	8	900 G	3
		CARA'SEL	NOIR	GAN1	8	900 G	3
		PASSIONELLA	MILK	GAL2	8	900 G	3
		PASSIONELLA	NOIR	GAN2	8	900 G	3
		RASPBERRY GANACHE	MILK	GAL3	8	900 G	3
		RASPBERRY GANACHE	NOIR	GAN3	8	900 G	3
PURE ORIGIN GANACHES		GANACHE EQUA	NOIR	GCN1	8	900 G	3
		GANACHE MADA	NOIR	GCN2	8	900 G	3
		GANACHE GHANA	MILK	GCL1	8	900 G	3
AUTHENTIQUES		P'TI COCO	-	AUCO	8	900 G	4
		TOTAL DUJA	-	AUDU	8	900 G	4
		100% HAZELNUTS	-	AUNO	8	900 G	4
		ORANGE	-	AUOR	8	900 G	4
GRIGNOTAGES		MENDIANTS	WHITE	MENDB	8	900 G	2
			MILK	MENDL	8	900 G	4
			NOIR	MENDN	8	900 G	4
		ORANGETTES	NOIR	ORN1	2	900 G	4
		P'TITS CRAQUANTS	MILK	PCR1	8	900 G	4
			NOIR	PCR2	8	900 G	4

*SHELF LIFE: SHELF LIFE

TABLETS

		PRODUCT NAME	CHOCOLATE	REF.	UNIT WEIGHT (IN GR)	PACKAGING	SHELF LIFE* (IN MONTHS)
GOURMANDE		WHITE	34%	TG01	100	10 x 100 G	4
		BLOND	35%	TG02	100	10 x 100 G	4
		CARAMEL MILK	31%	TG03	100	10 x 100 G	4
		MILK ROASTED HAZELNUTS	36%	TG04	100	10 x 100 G	4
		DARK GRILLED HAZELNUTS	70%	TG05	100	10 x 100 G	4
		DARK FLEUR DE SEL	70%	TG06	100	10 x 100 G	4
PURE ORIGIN		MEKONG	34%	TP01	100	10 x 100 G	4
		COSTA RICA	38%	TP02	100	10 x 100 G	4
		GHANA	40%	TP03	100	10 x 100 G	4
		VENEZUELA	43%	TP04	100	10 x 100 G	4
		VANUATU	44%	TP05	100	10 x 100 G	4
		PERU	64%	TP06	100	10 x 100 G	4
		MEXICO	66%	TP07	100	10 x 100 G	4
		BRAZIL	67%	TP08	100	10 x 100 G	4
		MADAGASCAR	67%	TP09	100	10 x 100 G	4
		DOMINICAN REPUBLIC	70%	TP10	100	10 x 100 G	4
		SAO THOMÉ	70%	TP11	100	10 x 100 G	3
		VENEZUELA	72%	TP12	100	10 x 100 G	3
		PAPUA	73%	TP13	100	10 x 100 G	3
		TANZANIA	75%	TP14	100	10 x 100 G	3
		ECUADOR	76%	TP15	100	10 x 100 G	3
		UGANDA	80%	TP16	100	10 x 100 G	3
SUGAR FREE		WHITE	31%	TS01	100	10 x 100 G	3
		MILK	34%	TS02	100	10 x 100 G	3
		NOIR	54%	TS03	100	10 x 100 G	3

*SHELF LIFE: SHELF LIFE



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