

Mademoiselle DESSERTS

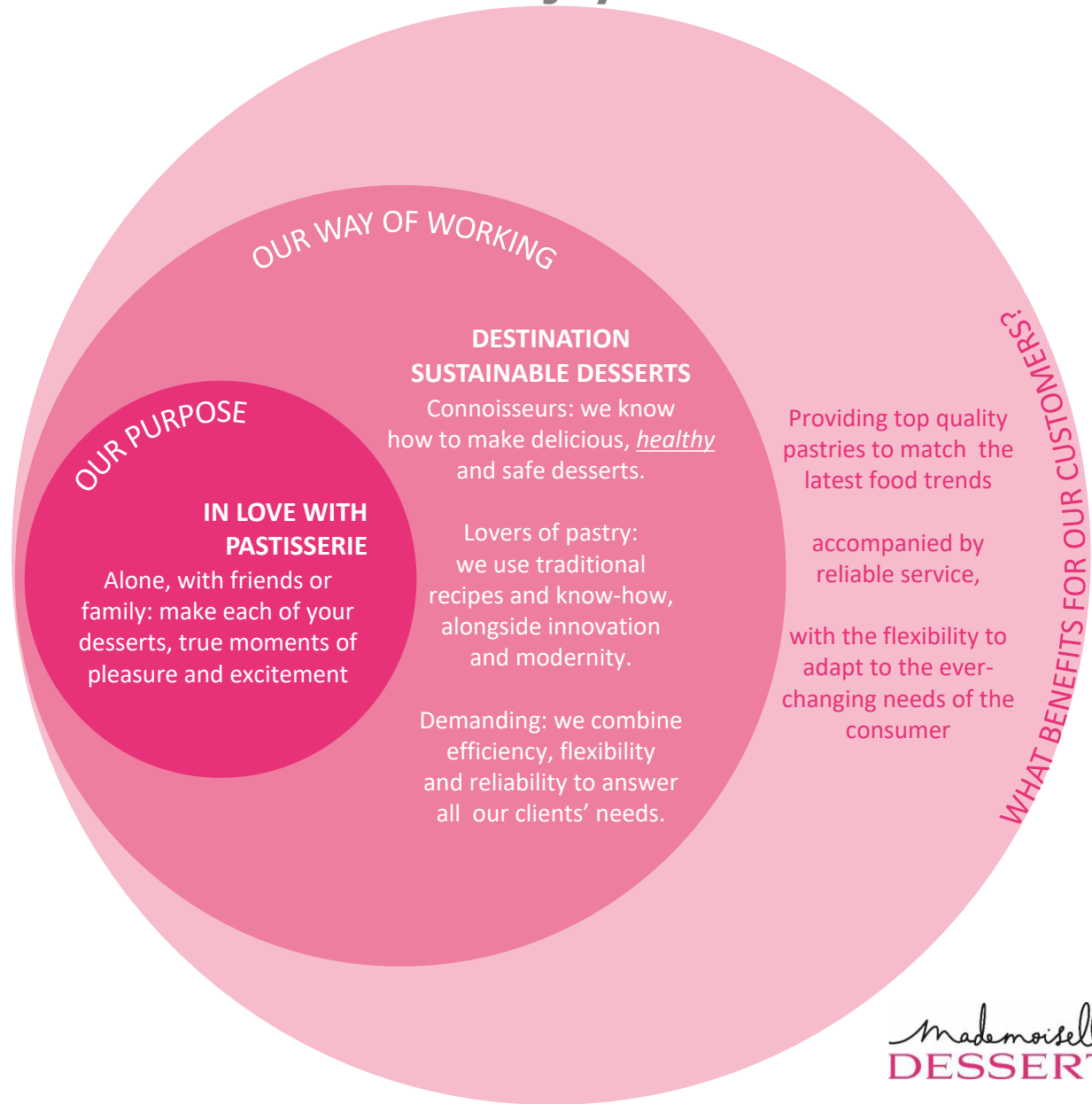
▪ IN LOVE WITH PATISSERIE ▪



Bringing you the best tasting cakes and desserts



For those who love to enjoy

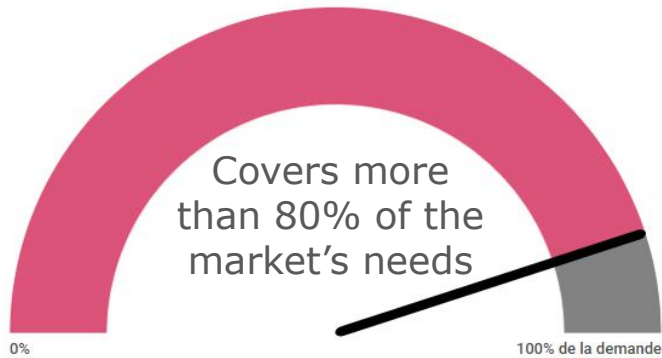


mademoiselle
DESSERTS

And help others enjoy great cakes & desserts

Who is

Mademoiselle
DESSERTS ?



From pastry **bases** to **ready-to-sell** products

Our Clients :



Restaurants, caterers, artisans, distributors, manufacturers, supermarkets, pastry chefs



2 BtoC brands
A real **category management** approach



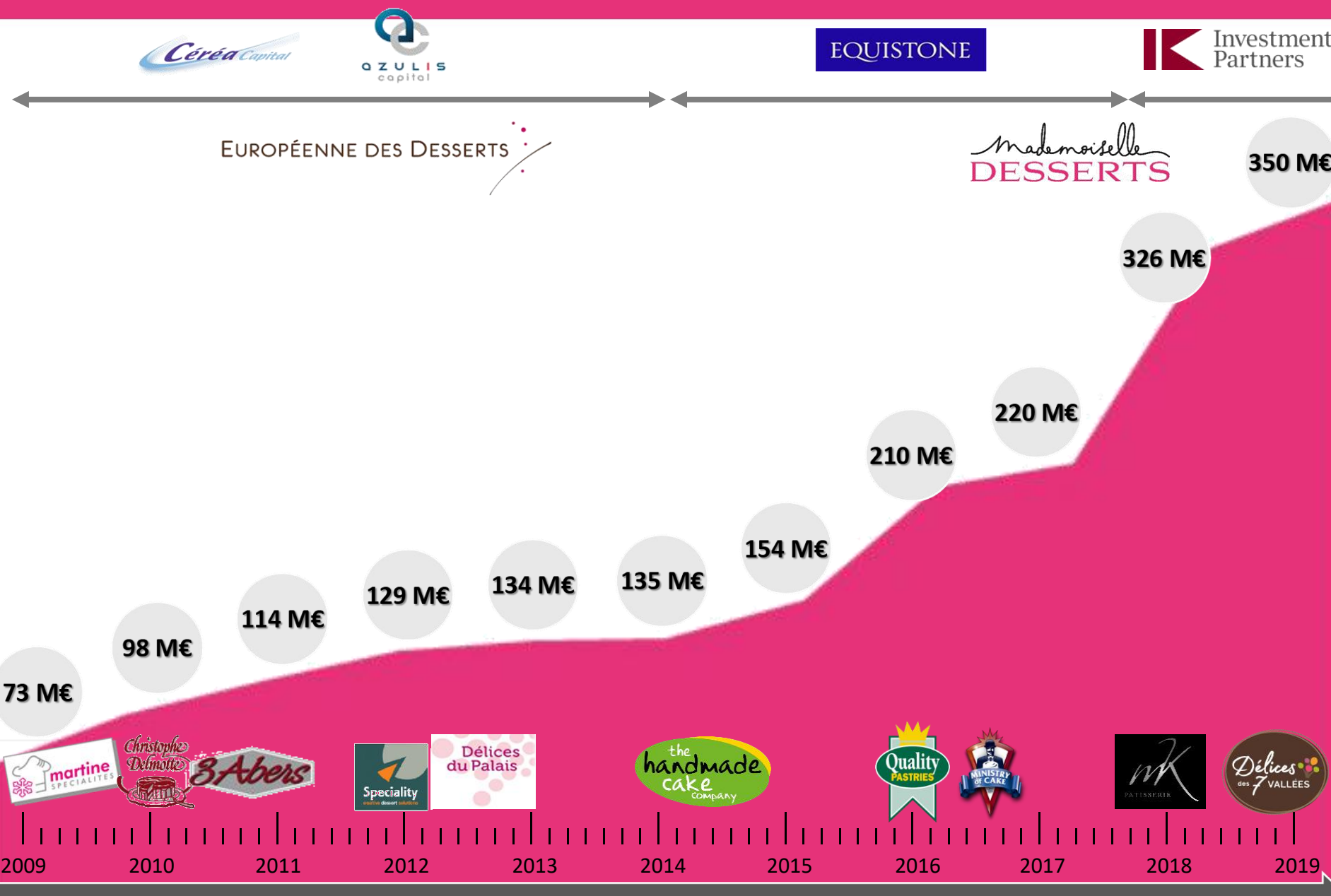
Innovation is a driver: **10%** of turnover is made with products that are less than one year old

Mademoiselle
DESSERTS

Our values



Group evolution



Céréa Capital

AZULIS
capital

EQUISTONE

Investment Partners

EUROPÉENNE DES DESSERTS

mademoiselle
DESSERTS

350 M€

326 M€

220 M€

210 M€

154 M€

135 M€

134 M€

129 M€

114 M€

98 M€

73 M€

martine
SPECIALITES

Christophe
Delmotte

3 Abers

Speciality

Délices
du Palais

the
handmade
cake
company

Quality
PASTRIES

MINISTRY
OF CAKE

nk
PATISserie

Délices
des 7
VALLÉES

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

A wide range of French & British desserts



PASTRY BASES



LES FEUILLETÉS

PUFF PASTRY



Disques, Bouchées,
Tartes, Tartelettes,
Plaques, Bandes ...

*Rounds, vols-au-vent,
tarts, mini-tarts, sheets,
strips...*

LES PIZZAS

PIZZAS



Boules, Plaques,
Disques ...

Balls, sheets, rounds...

LES BRISÉS

TART PASTRY



Tartes,
Tartelettes ...

*Tarts,
mini-tarts...*

LES SUCRÉS

SWEET PASTRY



Tartes,
Tartelettes, Vides,
Semi-garnies ...

*Tarts, mini-tarts,
unfilled,
partially filled...*

CHOUX PASTRY



Ready-to-fill choux pastry



EN UN ÉCLAIR
faîtes vos éclairs !

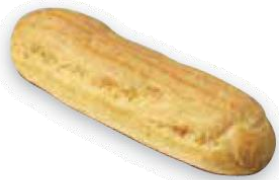
PREPARE YOUR ECLAIRS IN A FLASH!



Mini éclair
Mini éclair



Eclair lunch
Lunch éclair



Eclair normal
Eclair normal



Eclair géant
Giant éclair



Mini chou
Mini choux puff



Chou lunch
Lunch choux puff



Chou normal
Original choux puff



Chou géant
Giant choux puff

Filled choux pastry



PASTRY STRIPS & SHEETS



Charlotte sponge strips original



Decorated joconde sponge sheets



Sponge Sheets



KITS



Kit charlotte nature individuel 80 mm
Original charlotte kit, individual serving (80 mm)



Kit charlotte nature 180 mm
Original charlotte kit (180 mm)



Kit charlotte nature 220 mm
Original charlotte kit (220 mm)



Kit charlotte nature 260 mm
Original charlotte kit (260 mm)

DÉCOR BULLES
cacao
COCOA BUBBLE

DÉCOR BULLES
roses
PINK BUBBLE

DÉCOR VICHY
rose
PINK GINGHAM

DÉCOR VICHY
cacao
BROWN GINGHAM



FLANS



- Ready-to-bake, fully-baked, original or gourmet



- All shapes, sliced or not



TARTS



Mini tarts



Tarts



Puff Pastry for sharing



Puff Pastry sheets for sharing



DESSERTS



Desserts Strips



More & more Clean Label Recipes

Half Block Desserts



Block Desserts



Round Desserts



Individual Desserts



MILLEFEUILLES



UN FEUILLETAGE CROUSTILLANT
A crunchy puff pastry



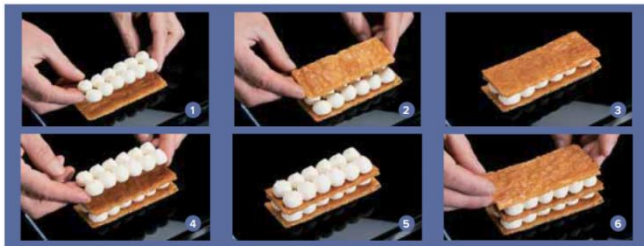
UNE CRÈME FONDANTE
AU MASCARPONE
A smooth mascarpone cream



SNACKING
D'OR
BY FRANCE SNACKING
2016



MONTAGE MINUTE *READY IN MINUTES*
"pour un croustillant inimitable"



mademoiselle
DESSERTS

SNACKING



The "Palmier"



Le chausson à la compote de pommes
Apple turnovers



La paille
The "Paille" (puff pastry straw)



Le sacristain (torsade de pâte feuilletée)
The "Sacristain" (puff pastry twist)



Mini tartelette tatin
Mini Tart Tatin



Moelleux au chocolat 70 mm
70 mm chocolate lava cake



Beignets



Financiers



Madeleines



Cookies



Muffins



Le sablé nantais
Nantes-style shortbread

Ready-to-bake chouquette



CAKES, TRAYBAKES, LOAF CAKES & MINI'S



GATEAUX, CHEESECAKES, SPONGES, TORTES & PIES



SPECIAL EVENTS



Mousse or buttercream yule logs: Stars of Christmas! For sharing or individual, traditional or more contemporary



Individual products: Iconic Christmas shapes, Santa's hat, Christmas tree, square with festive finish



Special products through the year for Valentine's day, Mothers' Day, Easter...

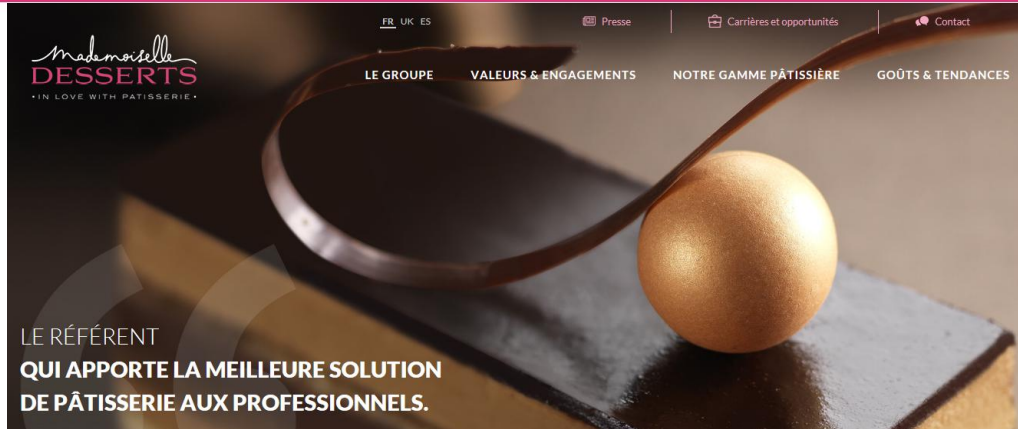


Galettes: from classic frangipane to almond premium, available in different sizes

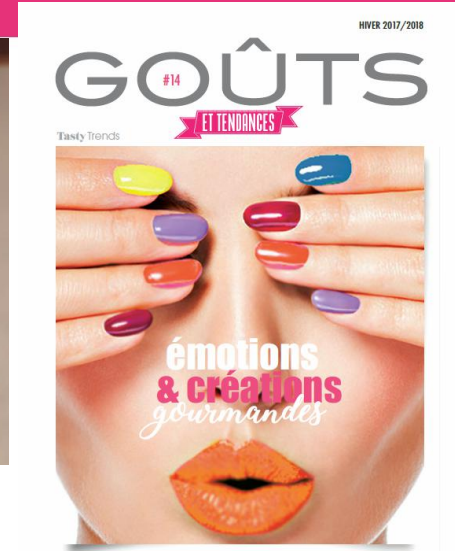


Mademoiselle
DESSERTS

A large communication



www.mademoiselledesserts.com



Tasty Trends
SPRING-SUMMER 2014
COLLECTION

goûts
& TENDANCES N°9



Tasty Trends
2015 SPRING-SUMMER
COLLECTION

goûts
& TENDANCES N°12



Tasty Trends

goûts
& TENDANCES N°12



HIVER 2016/2017

GOÛTS
#13
ET TENDANCES



Flexibility & Solutions for all our Customers

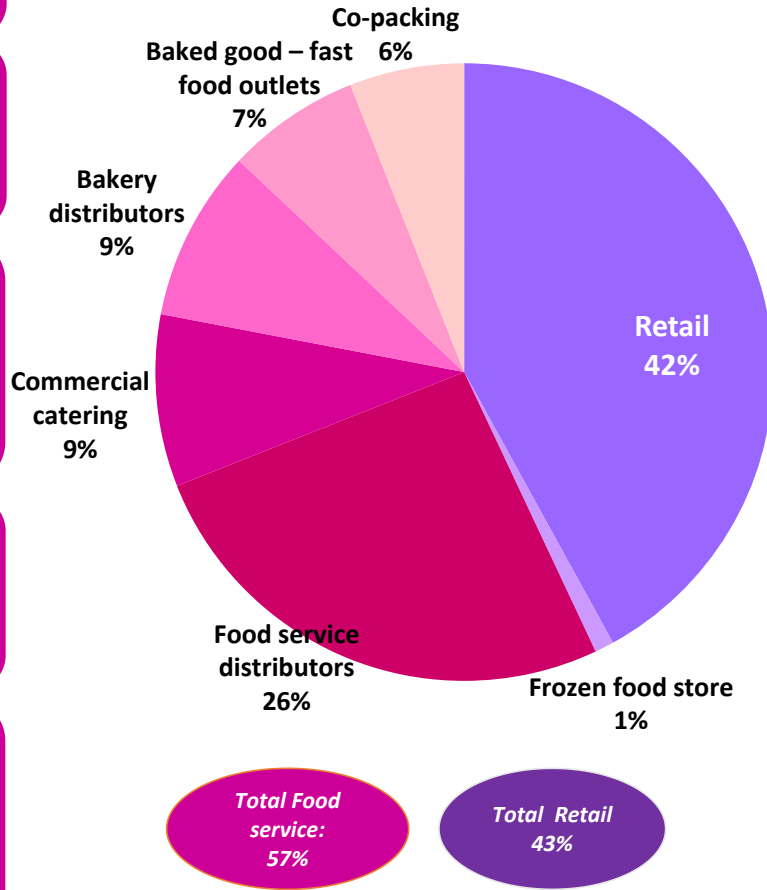
Commercial catering

Manufacturers

Baked goods and fast food outlets

Bakery and specialized distributors

Foodservice distributors



Retail

Freezer Centers / Home service

The reasons for our CSR commitment



Social progress

- ✓ Protecting Employees' Health and Safety at Work
- ✓ Banish discrimination (ethical charter)
- ✓ Maintaining a good social climate

Societal progress

- ✓ Buy responsibly
- ✓ Making good, healthy and safe products
- ✓ Be recognised as a 'best in class' employer



Environmental progress

- ✓ Reduce our energy consumption
- ✓ Sort and recycle our waste
- ✓ Reducing our greenhouse gas emissions



Network France
WE SUPPORT

A proactive and sustainable project:

Natural, simple, local products, origin and health – these are terms used by consumers as their criteria for choosing food.

“Eating well” is now a factor of purchasing.

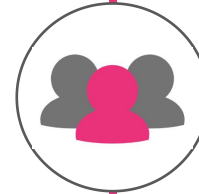
That is why we have launched the CLEAN M project in 2017



Clean M: More “Sustainable” pastries with even **shorter** and **cleaner** ingredient lists

- **Shorten ingredient lists** : Fewer additives, cleaner raw materials, 100% cream, removing unsustainable palm oil, using natural flavourings and colorings
- **Suppliers CSR evaluation** on quality, environmental and social criteria.
- **Local raw material** when possible, reducing our food miles
- **Sustainable sourcing** (Fairtrade, RSPO, etc.)

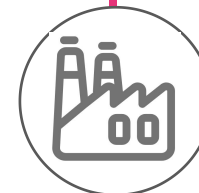
Flexible performance tool



1 900
COLLABORATORS



12
BAKERIES
8 IN FRANCE, 3 IN ENGLAND,
1 IN NETHERLANDS



74 150 M²
OF PRODUCTION AREA

... 1900 dedicated staff at your service

IN LOVE WITH

 Desserts

 Innovation

 Ingrédients



 Quality & Security

 Environnement

 Industrial Excellence

▪ IN LOVE WITH PATISSERIE ▪