

  
**REYNAUD**  
DRAGÉES & CHOCOLATS

FABRIQUÉ EN PROVENCE  
DEPUIS 1956

## PRESS KIT

reynaud dragees  
over 60 years  
alchemy between  
modernity and  
tradition



## IDENTITY RECORD

- Established in Marseille
- President: Mrs. Manon GORI
- 2016 turnover: 3.9 M €
- 450 tons produced / year
- Labeled company of living heritage

## Dragees Reynaud: more than 60 years of subtle alchemy between modernity and tradition

*Denise and André Reynaud founded the Reynaud factory in Marseille in 1956. **They are therefore far from imagining that the ceremonies market on which they are launching will undergo profound changes in the decades to come.** And yet, 60 years later, the Reynaud company is flourishing: it is one of the leaders in the sugared almonds market and is a quality benchmark in the chocolate coated market. The key to success: listening constant market trends, and the desire for noble respond with innovations developed from materials.*

### 1956 : foundation of chocolate market. the company in Marseille.

This location in the land of Provence is legitimate: the cradle of French almonds, it is also a region of tradition of quality confectionery in which the company is part. The old confectionery, which then only made sugared almonds, quickly became a renowned artisan workshop.

### 1980s: export development.

Faced with a mature domestic market, and at a time when confectionery is still a very Franco-French market, Denise and André Reynaud are among the pioneers to embark on export fairs. They are developing their sales internationally, in countries where the wedding market is still dynamic. This culture continues in the company since more than 20% of its turnover is today made in the 40 countries in which it is present. She will be represented in 2017 in many exhibitions international.

### 90s : dragees to chocolate and Marlet pastry chef.

If the range of colors and shapes has already expanded to meet the desire for variety of young parents and married, it is now fantasy that they want. An idea takes shape: if the workshops can coat almonds in sugar, they will know how to coat chocolate interiors. The range is then enriched with dragees, hearts and chocolate feasts all made from inside 70% cocoa.

At this time, the Reynaud company also turned to the market for pastry decorations, developing silver, golden, pearly, multicolored pearls, etc.

The company is progressing and gaining market share. Today of the more than fifty dragee factories in activity when it was created, it is one of the five survivors - over twenty people in the on the French market.

### Years diversification 2000 on : the

Michel Reynaud, the son of the creators, takes the reins of the company and perpetuates this culture of innovation.

To compensate for the maturity of the dragee market and seasonally adjust the company's activity, he decided to enter a growing segment: chocolate confectionery. His good idea: to rely on the company's historical know-how - the coating of interiors in giant turbines - to extend it to this new market.

By choosing to work with both products for which the company has historically mastered sourcing, and quality chocolate (dark and extra fine milk), Michel Reynaud launches its first chocolate almonds.

They meet the expected success and the chocolate workshop is expanding; it benefits from constant investments, including € 250K in 2015 (which complement a program of € 900K in total). The range is expanding with hazelnuts, fruits and cereals coated with chocolate, but also with regional products such as olivettes, mogettes or seagull eggs.

**These constant innovations have enabled the company to experience 5% growth in turnover in 2016, a very honorable performance for a company launched 60 years ago in a market which is still undergoing profound changes..**



## Dragees Reynaud: IN THE HEART OF PROVENCE

*Located in the hills of Pagnol, the Reynaud factory perpetuates the confectionery tradition of this region with modernity and excellence. The company affirms loud and clear its belonging to Provence of which it is one of the florets.*

### LOCATED IN THE HILLS OF PAGNOL

The Reynaud factory is located in the district Camoins in Marseille near La Treille, the neighborhood where grew up Marcel Pagnol (in English uniquely, the author and director child of Provence).

This former village of Camoins - one of the 111 districts that shaped the city of Marseille - located to the east of the city, at the foot of the Sainte Baume massif, is still relatively preserved from the urbanization of the second largest agglomeration in France. . It offers an environment conducive to traditional craftsmanship.

Like this place steeped in history, the company has preserved and perpetuated for two generations a unique know-how: the manufacture of sugared almonds. This master's degree has earned it the label since 2014 French Heritage Living by the state Company: recognition of know- the excellence of its how.

### THE PROVENCE A EARTH OF CONFISEUSE TRADITION

The company's location in Provence is legitimate: the region of origin of the French almond, it is also a high place of tradition of quality confectionery. Calissons, nougats, berlingots are indeed the most famous local specialties.

This tradition of excellence in which the company is part does not prevent it from remaining inventive. Thus renewing part of its range every year, ten years ago, the Reynaud company diversified into the artisanal manufacture of chocolate.

Relying on its know-how, the coating of interiors in giant turbines, the company then invests successfully the segment of chocolate specialties.

### OLIVETTE, FLAGSHIP PRODUCT OF THE RANGE, SYMBOL OF THE PROVENCE

Today one of the specialties that make up the range is the olivette. It is made of a toasted almond coated with chocolate (dark for the blacks and black and white for the green ones).

What tree symbolizes this region better than the olive tree? Let yourself go to reverie under your shadow while listening to the cicadas: what a beautiful evocation of the Provençal sweetness of life!

### A ORIGIN PROVENCE AFFIRMED UNTIL ON THE PACKAGING

Two new boxes were created in 2017, anchoring Reynaud products in their land of origin. This is the Douceurs de Provence / Sweets of Provence packaging. White for sugared almonds and confectionery, dark for chocolate specialties, they are adorned with a pattern reminiscent of the radiance of the Mediterranean sun and a "Made in Provence" label symbolized by an olive tree.

These two packaging come to complete an already existing range which celebrates this beautiful region. A magnetic case box decorated with sprigs of lavender, or even boxes that represent the cities of Marseille, Avignon or the Côte d'Azur.



#### THE MEDITERRANEAN: CRADLE OF THE DRAGEE

The dragee is said to be one of the oldest confectionery.

The word dragee comes from the Greek "Tragema", delicacy and designates a dish served at the end of the meal, as a dessert.

It would therefore be at the time of Ancient Greece that the dragee appeared in its first form.

We also find traces of it in the Roman period (around 170 BC). Julius Dragatus, confectioner of the Fabius family, would have invented it for the baptism of the son of a Roman patrician. He would have knocked down unfortunately an almond in a jar of honey!

Faced with the success of his clumsiness, he then prepared "dragati", composed of almonds, walnuts and spices coated with honey, sweets offered to the people on feast days.





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