

Elevate your Gourmet selection with "The French Bag"

An elegant and reusable packaging with French cocoa truffles



A taste of France in a nice Pouch

To celebrate nine decades of chocolate excellence, Chocolat Mathez unveils "**The French Bag**." More than just a chocolate box, this mini-totebag is a vibrant tribute to the **French way of life**. Adorned with iconic illustrations, this "Frenchy" pouch contains **200g of our world-renowned cocoa dusted truffles** (available in Plain, Hazelnut, or Salted Caramel). Each bag is finished with an elegant cord and a dedicated leaflet containing all mandatory regulatory information, ensuring a clean, aesthetic design that stands out on any premium shelf.



Sustainability meets lifestyle

"The French Bag" is fully reusable, offering your customers a **stylish accessory long after the truffles have been enjoyed**. It is the perfect companion for: Travel, Leisure, Daily Essentials (makeup, jewelry...), Gifts.

The power of collective creativity

To celebrate our 90th Anniversary, "The French Bag" **was developed through a collaborative project involving 20 team members from various departments**. This human-centric approach has resulted in a packaging that resonates with authenticity and passion, perfectly **capturing the spirit of Mathez for the international market**.