

150
YEARS

OF EXPERTISE
INSPIRING
your imagination



150
YEARS

— Founded

150 years ago,

Maison Rougié made a name for itself by nurturing and reimagining the best traditional delicacies from its home region: Le Périgord Noir. In just one and a half centuries, it has also evolved into **the fine dining gold standard in more than**

65 countries with its signature product: **duck foie gras**. **Since 1875** Maison Rougié has been on an endless pursuit for quality and excellence **and is now extending its range to include duck, goose and seafood products**.

— 150 years of expertise in achieving excellence

A pioneering spirit, guided by **a constant thirst for innovation, close partnerships with our local families of farmers** to ensure impeccable quality, an **unwavering commitment towards chefs** in our quest for excellence throughout the entire supply chain:

these are Maison's secrets to achieving high-quality duck meat and foie gras. Always on the lookout for exceptional dishes, we have branched out into exploring seafood products to offer our own range to inspire your creations and impress your guests.

— 150 years of always offering you the very best

For us, quality is the key to the future. Every link of the supply chain must do its part. That's why we've committed to an approach that is ever more respectful towards our producers, our employees, our livestock and our land. An approach which is reflected on a daily basis in **our strong commitment to animal**

welfare and the environment, but also in our close relationship with our producers who are local to the region and in working alongside chefs, both now and in the future, because passing on our knowledge is one of our core values. With the same ambition as always: creating the future of gastronomy together.



“Celebrating our 150th anniversary comes with both great pride and responsibility. An honor, as it is an opportunity to take stock of how far we've come, the products we've carefully curated, and the relationships we've formed with producers and chefs. But we also have a responsibility—to commit to always going one step further to serve our industry, strive for excellence and impeccable taste, so we can write our future history together.

Audrey Estival,
Rougié Marketing Director

”



☆☆☆ La Maison Rougié at a glance



The world's best duck
and the gold standard for foie gras

for food industry professionals¹

Serving **65 countries across 5 continents**

111 employees, 16 of whom are culinary advisors
(11 in France and 5 worldwide)

4 parts to the business:
rearing, selecting, processing and marketing

2 processing sites:
Maubourguet in the Hautes-Pyrénées
and Les Herbiers in the Vendée

389 partner family farms in the southwest
and west of France

90% sales in the out-of-home catering sector, including
635 Michelin-starred establishments, 9,000 gastronomic or bistronomic (gourmet bistro-style) establishments,
33,000 traditional establishments and 45,500 catering companies?



63%

of French people believe that **foie gras** should be
an option on all restaurant menus
all year long

Duck: delicious,
quintessential French cuisine³

91% of French people eat foie gras.
Duck breast, is France's 2nd favorite dish, alongside
raclette, surpassed only by prime rib.

¹ Nova Consulting study surveying 1,004 chefs in France, December 2023

² Nova Consulting study, 2019

³ Kantar, 2024



An iconic brand, a beacon of French gastronomy across the globe

It all started in 1875 in Cahors, when Léonce Rougié opened a shop selling his foie gras and quickly became the go-to for gourmet products in the southwest of France. Now, Maison Rougié has earned worldwide recognition, renowned for its expertise and exceptional products.

We look back on 150 remarkable years of blending tradition and innovation, with taste guiding every step.



150 years of history and excellence

As the small-scale can business founded in 1875 by Léonce Rougié in Cahors quickly gained momentum, his son, Jean, took to the helm after the Second World War. The 1950s saw the company expand internationally, exporting its products to five continents. Firmly **established as an icon of French gastronomy across the globe**, Maison Rougié celebrated its 100th birthday in 1977 and moved to Sarlat.

Now and ever since, Maison Rougié has never stopped **broadening its horizons** to offer highly innovative products and work in tandem with chefs. As a historical partner of the Bocuse d'Or world culinary championships and a founding member of the Bocuse d'Or Winners association, we also created the École du Foie Gras (Foie Gras School) to share our expertise, and the Jean Rougié Trophy to nurture the next generation of upcoming talent.

For a long time, Maison Rougié has been **the brand of choice for a multitude of restaurants across the globe** and is found everywhere from palaces to restaurants and delis. The most renowned chefs trust us in 65 different countries, while our duck products have become the number one brand worldwide. Now celebrating 150 years of hard work, Maison Rougié still aspires to raise the profile of fine dining.

Though our early focus was on land-sourced specialties, over the years we have cultivated a growing reputation for our seafood products. Whether it's the raw lobster we've proudly offered since 2013 or the finesse of our scallops, our teams bring the same passion, uphold the same high standards and share the same desire to impress with absolutely impeccable quality.



The promise of pioneering expertise

The secret to Maison Rougié's success is primarily rooted in tradition, which we have been able to uphold, refine and elevate. In our facilities, **everything we do is to the highest standard**, from rearing and fattening the ducks, and selecting the most promising livers, to cooking them to release their qualities, and the many other skills that Rougié has honed that make all the difference.

Our history is punctuated by cutting-edge innovation. One of the most iconic examples is our **IQF (Individually Quick Frozen) raw foie gras**. This freezing technique happens just moments after the livers are removed to preserve the qualities of the fresh delicacy, including its pale color and supple texture.

Other creations have also marked our journey, such as our **raw, shelled, frozen lobster and charcuterie terrines**, with original combinations of flavors and textures. Not to mention our **brand-new range of seafood products**, of course, which are bound to win over both chefs and their customers.

Just like the early days, Maison Rougié is dedicated to delivering the highest standards, constantly ensuring **quality, practicality and convenience**. As the primary link between producers and chefs, we have been a trendsetter, aiming to offer an exceptional range of products and formats to satisfy industry professionals, giving them free rein to express their creativity to the fullest, with pure simplicity.



Maison Rougié's journey: key dates

1875

In Cahors, southwest France, foie gras aficionado Léonce Rougié opens his **first shop**, where it all began.

1912



Léonce Rougié and his wife move to **Souillac**, in the Périgord region. 34 years later, their **son, Jean Rougié** takes over the small-scale can business. Driven by a team of 10 employees, the company builds a reputation that extends beyond France. Maison Rougié begins its international expansion.

1987



Rougié works with the **Bocuse d'Or**, the most prestigious culinary championship in the world, to provide high-end ingredients.



2005

Rougié's École du Foie Gras is founded in Lescar to share our passion and expertise for the culturally iconic delicacy.

2003

For the Bocuse d'Or, Rougié comes up with the **Best Commis award** to highlight the vital role of their work.

2002

Maison Rougié becomes a part of **Euralis**, a landmark cooperative based in southwest France, to strengthen its roots in the agricultural sector and its relationship with farmers.

2000

Rougié co-founds the **Bocuse d'Or Winners Academy**, later renamed the Bocuse d'Or Winners Association.

1999

Milestone moment: Maison Rougié creates the ready-to-use **IQF raw foie gras escalope**, which is met with immediate success.

2010

In conjunction with Maison Pebeyre, a truffle specialist, and Sarlat Town Hall, Rougié launches the **Jean Rougié Trophy** for future chefs.



2012

The king of crustaceans makes an entry: **raw, shelled, frozen lobster**, made from a state-of-the-art high-pressure preparation process.

2014

Rougié releases its **charcuterie terrines** with and without foie gras, marrying traditional expertise with culinary versatility.

2014/2017

The ducks used to make our fresh foie gras and raw duck breast receive no antibiotic treatments from birth. Phytotherapy and probiotics are used instead.



2023

Maison Rougié decides to promote a lesser-known sector: **goose from southwest France**, in the form of IQF raw foie gras escalopes.

2022

Constantly in search of new territory to break into, Rougié releases frozen **wild French scallops**, as well as a **specialty duck confit burger**.

2025

Maison Rougié celebrates its **150th birthday** and still has some surprises up its sleeves for those with a penchant for premium delicacies.

150
YEARS





A name and reputation defined by outstanding products



Renowned for its expertise, Maison Rougié produces and selects the finest raw materials, which it transforms into exceptional dishes. Our ducks are born, raised, fattened and prepared in France.

Our seafood products are sourced from responsible fishing. Having developed innovative methods that uphold tradition, Maison Rougié has full control of the entire supply chain, from farm or fishing boat to fork.

The historic *fattened duck* industry

By the time Maison Rougié selects its ducks, they have already been reared for about **3 months** by our producers who are committed to providing the very best. The ducks are fed a varied diet every day, comprised of 100% French ground grains that are free from GMOs (<0.9%)*. Maison Rougié is constantly looking for ways to improve animal welfare and is always reviewing its working methods

and standards to ensure the quality of its products. The ducks have access to an outdoor yard and can take shelter in spacious, airy, natural structures, with twice as much space available than regulations require. We guarantee that Rougié's foie gras and duck breasts are free from antibiotic treatment.



Unique expertise

Maison Rougié excels in the art of offering premium products. Every member of staff has in-depth knowledge of the rules. In our never-ending quest for excellence, we have developed **signature techniques**, to get the best out of our products.

— Warm deveining

This technique, which requires extensive training, consists of **removing the main vein without the foie gras falling apart**, to ensure its structural integrity is preserved for creating high-quality dishes.

— IQF

(Individual Quick Freezing)

We were the first to use this technique, which preserves the **supple texture, beautiful color and ensures it holds up to cooking perfectly**.

— Manual slicing

Successfully executing this technique with precision is testimony to our specialists' expertise and requires months of training. Whether it's our foie gras or our seafood delicacies, **slicing is a crucial step**, revealing the perfect shape of a beautifully plated foie gras escalope or the refined texture of smoked fish.

— Confisage

At Maison Rougié, our duck confit is triple-cooked. It is first **pre-cooked** to make it golden and crisp the skin. It is then **salted using dry salt**. Finally, comes the **confisage** stage which lasts four hours, providing an unparalleled melt-in-the-mouth texture.

— Cold smoking

Our cold smoking method using Mediterranean pine cones **preserves the delicate marine flavors of the meat**, without using aggressive heat, resulting in an authentic, definitively high-range **specialty**.

— Ice glazing

This technique involves applying a **thin layer of ice** onto the scallops to protect their delicate meat during packaging and storage, guaranteeing a quality equal to that of fresh scallops.

*Ducks fed on a varied diet with at least 67% grains (including a minimum of 65% ground grain), plants, vitamins, minerals, trace elements and occasionally probiotics.



A fresh approach: *seafood specialties*

Increasingly **selective about our suppliers**, Maison Rougié has chosen to partner with responsible fishing specialists and stakeholders committed to protecting biodiversity. Since 2012, we have been pouring all our skills into transforming exquisite seafood products.

— *Lobster*

Caught in the cold Canadian waters between May and June, our lobster undergoes **high-pressure processing**, a process developed by Maison Rougié. This method allows the shell to be easily removed from the tail and the claws, by separating the meat from the shell, while preserving the lobster's integrity, texture, flavors and nutrients. It is then quick-frozen to lock in its freshness and superb qualities.



— *French scallops*

Our scallops are caught in Normandy, outside of the breeding season, between October and mid-December, to obtain a white, coral-free scallop. Landed live on the same day, then selected and de-shelled by hand, they are IQF (Individually Quick Frozen) to guarantee freshness and ensure a high-quality product is available all year round. A thin film of ice is applied to the scallop to protect the delicate meat until it is ready for further processing.

New for 2025

— *Smoked fish*

In 2025, Maison Rougié made the decision to build a first-rate smokehouse dedicated to fish meticulously chosen for their outstanding flavor. The fish are expertly processed using a rare artisanal cold smoking process with Mediterranean pine cones, creating a delicacy like no other. We carefully select the best fish from reputable fishing areas. The fish are then filleted by hand at our processing facility, and the bones are manually removed using tweezers to ensure the fillets remain intact. They are then rubbed with salt to draw out excess water and facilitate curing, before being cold smoked with Mediterranean pine cones to add a distinct flavor. This is performed at a cold temperature (maximum of 4°C) to protect the fillets. Finally, our Rougié experts slice or create a different type of cut from them.



Overview of Maison Rougié's product ranges

Delicacies from both land and sea. Whether rooted in tradition or infused with creative flair, they all share the same unmistakable taste for authenticity and excellence. The variety of the Rougié range means there is something for everyone.



Grand Chef

A premium range of products

We offer a range of exceedingly high-quality base products, designed to add that special something to the most refined culinary creations. Hand-picked for their texture and consistent size, our exquisite delicacies ranging from fresh duck foie gras wrapped carefully in paper and Normandy scallops, to shelled lobster and more, promise unparalleled quality every time. Exquisite raw materials designed for you to make your own and reveal their full potential in your signature dishes.



Service

Our ready-to-use range

Designed to save time while maintaining uncompromising culinary standards, this range offers ready-to-use products that can be easily divided into equal portions. They have been designed to answer chefs' prayers by not only saving them time, but also offering a quick, practical solution that doesn't compromise on quality. They are an endless source of inspiration in your kitchen for both simple and more elaborate dishes.



SÉLECTION — bistro —

Gastronomy meets bistronomy with Rougié's Bistro Selection, offering a range of traditional charcuterie terrines with a firm focus on taste and indulgence. We use traditional know-how and the finest ingredients, including duck meat and foie gras, goose, pigeon, rabbit and even chestnuts and chanterelle mushrooms, all processed without preservatives. Practical and simple to use, these products will save you precious time while offering high-end bistronomic starters.



SÉLECTION

Comprised of professional-standard products, our Selection range will elevate your menu with French duck and first-rate seafood products. Designed for chefs aiming to impress with generous, gourmet dishes, these products are easy to work with as they have already had input from specialists in terms of their appearance, texture and portions and sizing. With this range you can take back control of your time in the kitchen, making room to give your creativity free rein.



“

Renowned for 150 years of expertise in duck produce, we have always prioritized taste and innovation. Our products have won over restaurateurs across the globe by combining quality and practicality.

—

Vincent Brunet, R&D Director
at Maison Rougié



”

Iconic products

FRESH OR FROZEN foie gras

This premium delicacy has been central to Maison Rougié's expertise for 150 years.



OUR RAW AND PROCESSED duck meat

is hand-cut to perfection to add that special something to any dish.

OUR RAW AND COLD SMOKED seafood products

are meticulously selected by Maison Rougié to elevate your exceptional creations.





A brand linking producers and chefs

Maison Rougié is proud of its unique relationships with producers and chefs, and the pivotal role it plays in bridging the two. With a close connection to our breeders, we promote a responsible approach to impeccable quality. We work side by side with chefs and support their work by offering products that unleash their culinary imagination. The goal is to work together to open up new horizons, driven by a bold attitude and a taste for excellence.

Upstream: our breeders and producers

Alongside Maison Rougié, **389 family farms** located in the southwest and west of France are dedicated to producing only the finest products. Our ducks are born and raised in France and have access to grassy runs, specially designed areas and high-quality feed. Our Rougié breeding technicians follow and monitor a strict set of best practices which undergo regular checks by an independent body.

Throughout its journey, Maison Rougié has provided **unwavering support** to its breeding partners. This ranges from financial support for getting set up, to technical support for their business, as well as specialist training days. Not to mention guaranteeing a stable income throughout the year. Our **day-to-day support** allows them to run the farm efficiently while ensuring quality products.

Since 2006, a “Jeunes Agriculteurs” (Young Farmers) charter has been in place, specifically to support new farms setting up.

This close relationship with farmers also ensures **traceability and guarantees transparency**. Furthermore, since 2010 we have been including the names of our producers and breeders on our fresh raw foie gras wrapped in paper, ensuring complete traceability and impeccable quality from farm to fork.

Maison Rougié and its producers share the same values: **to control the entire supply chain and provide full transparency**, so chefs know where their produce is coming from.



Finally, to strengthen its roots in the agricultural world and stay close to farmers, **Rougié joined Euralis** in 2002.

Founded in 1936, this farming and food cooperative, which supports producers in southwest France, is a **key player** in the duck industry. Together, Maison Rougié and Euralis are committed to promoting local expertise, while providing chefs with their dream products.



And downstream: the chefs

For a long time now, Maison Rougié has been the chosen supplier for chefs, from the biggest names to grassroots talent. Wherever you are, you can count on the expertise of **Rougié's 16 culinary advisors** to help you elevate your creations. This close relationship allows us to have a conversation expert to expert, to advise, share, discuss and ultimately push culinary boundaries.

Maison Rougié has also been supporting the **Bocuse d'Or**, the most prestigious gastronomy championship in the world and high-caliber kitchen, by providing high-quality ingredients since 1987. Committed to promoting current and future talent, we also became a founding partner of the Bocuse d'Or Winners in 2000, an association which brings the winners together, and have been awarding the prize for best commis since 2003.

Furthermore, to showcase rising stars in the world of gastronomy, Maison Rougié created the **Jean Rougié Trophy** in 2010 with Maison Pebeyre, a truffle specialist, and Sarlat Town Hall. This competition featuring a panel of renowned chefs, is aimed at young talent accompanied by their tutors. **In the spirit of sharing**, it invites them to showcase two quintessential French delicacies: foie gras and truffles.

Founded 20 years ago, l'Ecole Rougié trains and supports both established and upcoming chefs to pass on our expertise through exceptional culinary delicacies, whether in-house, in culinary schools or within chef associations. There are some exciting new developments in store for 2025, which the school will announce soon.



16 culinary advisors in France and across the globe

Our culinary advisors know Maison Rougié's products inside out and share their expertise and techniques with chefs to help elevate their culinary creations with duck, goose or seafood products.

From the early stages of breeding and production, to practical use in the kitchen, their main goal is to share—passing on their knowledge and expertise to working professionals and the next generation of chefs.



of farms have been working with us
for over 10 years



A company with a longstanding commitment to CSR *with its eyes firmly on the future*

Respect for our breeders, our employees, our animals and our environment has been Maison Rougié's philosophy since day one. Driven by a 150-year-old never-ending search for excellence, its approach to CSR is reflected in 6 main values. We aim for a sustainable approach that respects tradition and ensures the longevity of products that are a part of our gastronomic culture.

— Promoting the French fattened duck industry

For Rougié, social responsibility is primarily about supporting our **partner producers**. We have been working with 70% of our 389 farms in southwest and western France for at least 10 years. Mutual trust has led to lasting relationships, ensuring prosperity for prized French culinary tradition.

Supporting them means guaranteeing fair pay, which is a priority for Maison Rougié. These families also benefit from the advantages of a cooperative organization which pools

together resources and offers optimal support. This helps the farms run better and ensures **the long-term future of the fattened duck industry**.

— Ensuring animal welfare

Animal welfare is a top priority for Maison Rougié, as reflected in its rigorous ethical practices. That's why all of our partner breeders are members of the **PalmiGconfiance program** launched by the foie gras trade association (CIFOG), of which Rougié is an active member. It takes into account animal welfare, hygiene, biosafety and the environment.

Our ducks are also reared in **optimal living conditions**. They enjoy large open spaces. Their bedding is changed often and they have access to fresh water which is regularly tested. Their varied diet, with 100% French grain free of GMOs (<0.9%), is specially designed to ensure healthy development.



- **5 ducks** per square meter, i.e., half the amount required by industry standards.
- **15 to 20 days of protection** for young ducks to ensure healthy development.
- **0% GMOs** in their feed, in line with regulations.



Our core values

- **To sustain and promote** the French fattened duck industry.
- **To ensure** the welfare of our animals.
- **To reduce** our carbon footprint.
- **To always listen.**
- **To support** younger generations.
- **To guarantee** exceptional quality for all our products.



Reducing the carbon footprint of our activities and our products

Maison Rougié is making every effort to reduce its environmental impact. Following a carbon audit carried out in 2022 to consolidate its approach, in 2024 it signed up to ADEME's "Act Pas à Pas" certification program. Now, **70% of the company's investment** goes towards CSR projects.

Maison Rougié is also involved in a **wide range of initiatives**, including protecting biodiversity on farms, improving energy efficiency, saving water, recycling waste, the circular economy, reducing the use of plastic, eco-designed packaging, shopping locally and responsibly, and more.

- **16,938** trees planted in 2023.
- **100%** recyclable packaging by 2030.
- **€4.2 million** invested every year in CSR (70% of total investments).



Always listening to chefs and responding to their needs

Working with chefs around the world, Maison Rougié's goal is to **support the culinary community** in promoting both traditional and future French gastronomy. To do this, not only do we offer exceptional products, but also a personalized service that is always attentive to your needs.

We are the only company in our sector to have a team of **16 culinary advisors available—Rougié chefs** who travel around France and throughout the whole world to work with professionals or share their knowledge with young generations through outreach programs in culinary schools and Chefs' associations.



— Nurturing future talent

Maison Rougié's story is one of **passing on expertise**, which it intends to continue for many years to come. Its goal is to inspire, share, support and encourage innovation around duck, goose and seafood products.

It is with this in mind that Maison Rougié launched the **Jean Rougié Trophy**, aimed at nurturing young talent and supporting up-and-coming chefs. In addition, co-founding the **Bocuse d'Or Winners** association has pooled and boosted creativity beyond the famous competition. On a day-to-day basis, Rougié strives to play a driving role in passing on its skills to future generations.



— Always striving for excellence

Cultivating excellence from the very beginning, Maison Rougié's mission is to offer **the best of France's cultural heritage**, while constantly innovating. From breeding to processing, our products comply with rigorous specifications, with regular checks to ensure they are applied.

The **IFS certification** (International Food Standard) of our sites is further testimony to our commitment. A nutritional charter also allows us to constantly improve our recipes to create a healthy, balanced diet.



Scan for further
details about
our values.



We INNOVATE, *You* CREATE

About Maison Rougié

Maison Rougié: 150 years of working with chefs

For one and a half centuries, Maison Rougié has been committed to providing exceptional products. Founded in 1875, it has stood the test of time, never failing to evolve its product range and always guaranteeing excellence with its duck, goose and seafood products. Being in a partnership with almost 400 French family farms means we have full control over our duck supply chain, from egg to plate. Maison Rougié's ducks are all born, raised and prepared in France. Over the decades, Maison Rougié's expertise, combining tradition and innovation, has made us a preferred partner.

rougie.com





PRESS CONTACT:
Gulfstream Communication

Vanessa Lai
+33 (0)6 03 51 61 89 - vlai@gulfstream-communication.fr