



MAISON
CAFFET



PRESS KIT

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INTRODUCTION

«I called Jean-Christophe a year ago, telling him that amidst exceptional growth, I needed a strong professional like him,» explains Pascal Caffet. «I've always appreciated his charisma, personality, simplicity, and wisdom.»

«Woow,» exclaims Jean-Christophe Jeanson with a laugh. «You really caught me off guard there, I must admit. I thought after 18 years at Lenôtre, I would end my career there...»

«Well, you were wrong!» Pascal Caffet continues. «In just 2 months, he convinced his wife and children to leave Paris and settled in Troyes on March 1, 2022!»

«He wants, he does, he has!» That sums up Pascal Caffet's life path for the past 60 years.

CHAPTER 1

« CHOCOLATE WARRIORS » :
The Explosive Encounter of Two MOFs:
Pascal CAFFET & Jean-Christophe
JEANSON

Chapitre 1 « CHOCOLATE WARRIORS »

Pascal and Jean-Christophe: The Alliance of Two 'Well-meaning' Culprits.

With constant humor, unwavering professionalism, overflowing creativity, and a complete absence of bad moods!

«The fortunate thing about joining Pascal, because it's mutual,» continues Jean-Christophe Jeanson, «is that he offers me a fantastic alternative to the routine of my previous life. He arrived at the right moment, and I also admire the man—wholehearted, meticulous, rigorous, always prioritizing taste above all. It's a refreshing change! I was genuinely not disappointed when I visited the company.

«It completely mirrors the man and

his teams! All of this weighed heavily in my decision, and to top it off (if I may say so!), I love challenges. And here, I know I'm in for a real treat!»

One of the talents of this tireless duo is their ability to instill their dynamism and incredible work ethic into the 103 employees of Maison Caffet.

Working at Pascal Caffet's is more than just a job—it's embracing a way of life, HIS philosophy. This Meilleur Ouvrier de France Pâtissier (Best Craftsman of France Pastry Chef) is a visionary builder. Nothing escapes the piercing blue of his eyes. As attentive to the outside world as he is to the well-being of his teams, everything is a source of inspiration for him.

When you step into their premises, what strikes you is the startup atmosphere: sleek black walls, wooden floors, a foosball table, and a racing circuit 21!»

«Of course,» explains Pascal Caffet with a smile, «the average age here is around 31. At that age, isn't it normal to still play?»

This facade of impertinence conceals immense kindness and great sensitivity, undoubtedly stemming from his artistic side.

«I received an exceptional welcome when I arrived here,» adds Jean-Christophe. «Vanessa had prepared a whole list of the best restaurants, delicatessens, and the most beautiful shops. Their kindness hasn't wavered even 7 months later.

It's truly a meeting of minds, and that's why we're going to go a long way together.»

A large portrait of Pascal dominates the central corridor, accompanied by an array of copper pots and pans. Megalomania? Certainly not. There's always that touch of humor and selfless self-deprecation.

But the tone is set: you're stepping into a true universe. The hallmark of a winning duo !

CHAPTER 2



MAJOR ART OF PASCAL CAFFET :
« Sans Doute les Meilleurs Pralinés du Monde® »

Chapitre 2 MAJOR ART OF PASCAL CAFFET

According to Wikipedia: «Praliné is the result of a complex process involving roasting hazelnuts and almonds to which water and sugar are added. The resulting nougatine is then ground and mixed until a smooth, liquid texture is achieved. The chocolatier then adds cocoa butter to create praliné.»

In other words, it's not quite simple, as it involves several stages (and potential risks) that must be mastered to achieve this royal composition envied worldwide.

But Pascal Caffet knows how! For over 30 years, he has refined, tested, invented, reinvented, always in search of unique flavors. He meticulously selects each raw material, favoring the purest origins: Italian hazelnuts (from Piedmont)

and Spanish almonds (from Valencia). His in-house roasting is renowned and recognizable to all chocolate enthusiasts. Indeed, his artistry is so well-honed that quantity never compromises quality.

Pursuing Excellence Without Borders!

Against the current, he elevates traditional praliné to such heights that it is internationally recognized as 'Perhaps the world's finest pralines@,' a trademark he has now made indispensable.

An incomparable taste, easily identifiable, with freshness guaranteed through daily production.

In the world of chocolate, trends come and go. At one point, praliné

fell out of favor and became obsolete.

Refusing to succumb to these arbitrary dictates, Pascal Caffet never abandoned this distinctive and flavorful taste.

On the contrary, he strengthened its presence through the products of his Maison.

SOME SIGNATURE PRODUCTS OF MAISON CAFFET: Chocotartiné® and Chocopraliné® spreads, the famous all-chocolate éclair or the blackcurrant-violet, the cherry macaron, the legendary «mortier d'or» (puff pastry praliné in homage to an iconic place in Troyes), the Yuzu Dome, and specially developed chocolate bars with Chocolaterie de l'Opéra 001 (70% dark) and 002 (36%

milk)...

NOUNOURS FOR EVER

1962 was certainly a prolific year with two major births that are still talked about today.

The first is Pascal Caffet's (undeniably impactful!), and the second is the legendary small chocolate bear invented by Michel Cathy for the Cémoi brand.

Sixty years later, Pascal Caffet revisits this emblem of French confectionery by adding his gourmet and perfectionist touch. Alongside his partner Jean-Christophe Jeanson and their entire team, they create the PRALINÉ MARSHMALLOW BEAR. Pastry chefs and chocolatiers alike contribute with pride and dedication to the R&D efforts at Maison Caffet.

Marshmallow wonderfully soft and traditional praliné, a secret mastered only by Pascal Caffet, creating a mouthfeel of voluptuous flavor and subtlety...

We all have memories tied to this universal treat, whether from childhood or shared among colleagues at the office. Every generation finds joy in it, from past to present.

Shouldn't the chocolate bear be declared «Of Public Utility»?

Warning! Addiction ahead...

CHAPTER 3

ONE SINGLE CREDIT: TASTE !

Chapter 3 ONE SINGLE CREDIT: TASTE!

«I never stop tasting my products,» declares Pascal Caffet, «because the foundation is ensuring that what we create always tastes exceptional. Naturally, I am biased. So when Jean-Christophe (who tasted all our products in less than 2 months) said to me, 'Hey, there's an incredible taste quality in your creations,' coming from such a seasoned professional like him, it further reinforced our commitment to quality!»

While Pascal Caffet finds reassurance in the words of his new right-hand man, Jean-Christophe Jeanson, it's because he embodies the simplicity and honesty of greatness. As a seasoned creator and responsible business leader, he has every right to have doubts—doubts about a successful year,

knowing that each one unfolds uniquely without repetition. « Le doute fait partie intégrante de nos vies, renchérit Jean-Christophe, et là où il est intéressant c'est qu'il permet la remise en cause de chacun, donc d'avancer et surtout de ne pas s'endormir sur des acquis. »

Very concerned about the quality of his products, Pascal Caffet spares no expense on his raw materials.

«Oh, you know, when you start producing large volumes, there can be temptation to lower the quality of chocolate in favor of better profitability,» he explains. «But crossing into the industrial world is just inconceivable to me! My absolute priority is that whether we make 200 or 10,000 macarons, they must all taste the same! Zero

tolerance! Just because we produce a lot doesn't mean it should be any less delicious! Absolutely not! In fact, the true essence of the artisanal world lies in the raw materials and our methods of work.»

But the pursuit of excellence comes with a price: daily consistency.

«My teams deserve tremendous credit; they are exceptional. We perform together every day, all year round. We never let up. People walk into our stores to treat themselves, and it's our duty to satisfy and respect their expectations,» continues Pascal Caffet.

«In fact, what struck me most when I joined Pascal was this sense of pride and loyalty to the boss. It reminded me of the atmosphere

at Lenôtre. Whether it's the pastry chef creating the cake or the salesperson packaging it for the customer, both know just as much about the product. It's incredible! It takes years to build these skills and only a short time to destroy them if we're not vigilant. Only rigor allows us to maintain the level of excellence we strive for,» emphasizes Jean-Christophe.

Defining taste ?

'Impossible,' continues Jean-Christophe. 'Palates cannot be directed. They have a precise and personal definition for each of us. The only thing that can be educated is a company's memory of a tasting. You'll remember that a certain cake had a certain taste, and when you taste another, the information you've

previously memorized will allow you to form an opinion. Palates vary in development and sensitivity among individuals, which determines whether you say, 'I like it' or 'I don't.'

THE PASCAL CAFFET TROPHY: ARTISANS AND MASTER CHOCOLATIERS OF TOMORROW

Driven by the intention to create a culture of excellence in the French tradition, Pascal Caffet has long been interested in nurturing the talents of tomorrow. As he likes to say, «To err is human; what matters is to rise, continue, seek, and persist. That's how we succeed.»

The Pascal Caffet Trophy was born from a strong desire to promote the craft of chocolatiering and to showcase emerging talents.

This now essential competition naturally finds its place at the Salon de la Gastronomie held annually in Troyes. Each year, it fosters a poignant encounter between past and future winners. Transmission, always transmission, remains Pascal Caffet's key focus.

As a talent scout, this Trophy has recently crowned: Julien Boutonnet, MOF and master instructor at the renowned École Hôtelière de Lausanne, Angelo Musa, pastry chef at the Plaza Athénée (Paris), Frédéric Hawecker, MOF Pastry Chef, and Quentin Bailly, World Pastry Champion.

CHAPTER 4

TOMORROW BEGINS TODAY

Trust is the invisible cement that leads a team to victory.

Pascal Caffet understands this well. At 60 years old, one of his greatest treasures is his friends: «Recently, I celebrated my birthday, and my best gift was having 10 couples of true friends with whom we celebrated for 3 days.»

This deeply sensitive person operates on emotions. His teams are like his grown children, whom he watches over as protectively as his own.

«I have always been very present for my 3 children, and I intend to continue to be. Otherwise, everyone here knows they can talk to me whenever they want. The door to my office is always open. And when

there is a misunderstanding, I start from the principle that I am surely 50% at fault. So, only half remains to be resolved, and it goes quickly! With an average age of 31, there are plenty of ideas buzzing around. I see myself as the conductor of all these budding talents.»

Not stopping at the doors of his workshop, he also encouraged Vanessa Soffietti-Pereira to enter the MOF Graphic Design competition. Here too, success was guaranteed through mutual trust.

Chez lui, anticiper c'est juste un way of life.

«'What is important,' he explains, 'is preparing the company for tomorrow. As a business leader, I have many decisions to make,

which is normal. The key is not to have more than 5 decisions to make at the same time. Beyond that, stress sets in. The reflection period naturally involves doubts. However, once decisions are made, that's when happiness comes. We follow the direction we've chosen and don't deviate from it.'»

How do you practically approach the future then?

'Never be caught off guard by anything,' asserts this resolutely optimistic visionary. 'In fact, we have a calendar with the main holidays of the year: King's Day, Valentine's Day, Easter, Mother's Day, Father's Day, and Christmas. That's what sets the rhythm and sequence of our agenda. By mid-February,

we're already starting on creations for the following year. In February 2023, we'll start on those for 2024, and so on. And by the end of July, everything is finalized! All recipes are set, all creations and their photos are finished, packaging is ordered—everything is under control. We're one of the most organized companies in France, and I'm very proud of that.'»

WHEN IS THE NEXT GENERATION TAKING OVER ?

«'So, once something excites us and works really well, there's no age to stop. Do you agree, Pascal?' Jean-Christophe interjects.

'Affirmative, my colonel!' Pascal Caffet responds with a smile.

Here's to a long life for this brilliant, charming, dynamic, innovative, and incredibly inspiring duo !

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