



LA MAISON DU CHOCOLAT  
PARIS



## An exceptional savoir-faire, a craftsman of excellence



For over three decades, passion, rigour and savoir-faire have been the driving force of the work, creation and excellence that is the taste of La Maison du Chocolat, founded in 1977 by Robert Linxe.

From Parisian grand artisan to international luxury chocolatier, La Maison du Chocolat carries on the tradition of its grand classics, and each season, crafts new ephemeral chocolate collections, showing that the art of chocolate is ever evolving.

Nicolas Cloiseau, Master Chef of La Maison du Chocolat, Meilleur Ouvrier de France Chocolatier 2007, maintains a signature taste throughout his creations, even from the delicate chocolate covering, to the sumptuous ganache, following through to the chocolate pastries. Nothing is left uncovered.

La Maison du Chocolat typifies exceptional artisanal savoir-faire imbued with elegance and finesse, pushing the limits in search of new sources of taste, and degustation, always mindful of the subtleties of this noble material, chocolate. The authentic work of an alchemist to associate and reveal the aromatic qualities of grand cacao vintages in their ganaches and pralines with subtle flavours is an entirely one of a kind superiority.

For more than 35 years, La Maison du Chocolat has taken the science of balance and associations to an art form. Perfect harmony on the palate highlights the singularity of these signature creations of unique taste.

'Haute-couture' unique pieces testify the dreamy feeling that only the grande Maisons can create.  
Handbag made of chocolate.



Heart-shaped chocolates made with a cookie-cutter.

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Robert Linxe 'The Sorcerer of Ganache'.

## Robert Linxe and La Maison du Chocolat, history of a passion



Robert Linxe, founder of La Maison du Chocolat, dedicated his life to chocolate. Born in the French Basque region, he learned his trade of chocolaterie in Bayonne, before going to Switzerland to perfect his art.

A man with an exceptional palate, who was a great wine connoisseur, music aficionado with a penchant for opera, soul of an artist and lover of 'beauty', Robert Linxe has gathered and orchestrated flavours of chocolate like melodies of a symphony, each displaying his distinct signature.

A visionary, he had the courage, so characteristic of entrepreneurs, to open in 1977 the first boutique dedicated exclusively to chocolate on the prestigious Faubourg Saint-Honoré in Paris.

He selected a boutique with a wine cellar, which provided ideal conditions to preserve chocolate. He also had his laboratory in the cellar for more than ten years.

Nicknamed 'The Sorcerer of Ganache', Robert Linxe put his stamp of nobility on chocolate as an exceptional ingredient and, in particular, the ganache; this silky texture made from chocolate and fresh cream, then enrobed in a fine layer of chocolate, resulting in intoxicating associations of delicate subtle flavours.

One of his secrets was to dare to do what no one else had done before; expose another side of chocolate, less sweet, less childlike, more adult, and liberated from the excesses of sugar and cream.

Because of his standards of taste, this visionary revolutionized the universe of chocolate and the mindset of an entire generation of chocolatiers after him. His followers are indebted to him for mastering chocolate with a balance of reinterpreted taste, ganache with precision to the millimetre, the birth of the French passion for dark chocolate and the art of degustation to be enjoyed anytime of the year.

For the first time in the history of chocolate, he found how to internationally showcase the exemplary savoir-faire of the French chocolatier, be recognized for innovation, but still respect the grand French tradition.

For more than 35 years, the ganache of La Maison du Chocolat has been emblematic of the luxury chocolate *à la française*.

Today, under the impetus of Nicolas Cloiseau, Master Chef of La Maison du Chocolat, Meilleur Ouvrier de France, La Maison du Chocolat is committed to uphold the excellence of this renowned ganache and celebrate its uniqueness. With such savoir-faire, la Maison has become **the** brand of reference for luxury chocolate around the world.

# Nicolas Cloiseau, Master Chef of La Maison du Chocolat



Heir to the artisanal savoir-faire of Robert Linxe, Nicolas Cloiseau will continue the artistic heritage of the signature taste of La Maison. With his exceptional craftsmanship, he will put his creative mark, front and centre, on all chocolate and pastry collections.

Nicolas Cloiseau, Meilleur Ouvrier de France Chocolatier\* has worked since 1996 for La Maison du Chocolat. Robert Linxe immediately took notice of this pastry chef-chocolatier, grand chocolate perfectionist with an innate artistic sense. In 2000, he created a position just for him to craft exceptional pieces, a new discipline in the heart of creation.

Known and renowned for his sense of detail and tireless devotion to chocolate, he was awarded the highly acclaimed title of Meilleur Ouvrier de France Chocolatier. He viewed this award as the achievement of a personal challenge rather than an end in itself.

For the past ten years, Nicolas Cloiseau has brought chocolate to life with his delicate artistic creations, always faithful to the detail of chocolate. With his stamp of elegance and artisanal prowess, he has crafted an entire dreamlike universe at La Maison du Chocolat, offering aficionados the opportunity to taste an art in its own right.

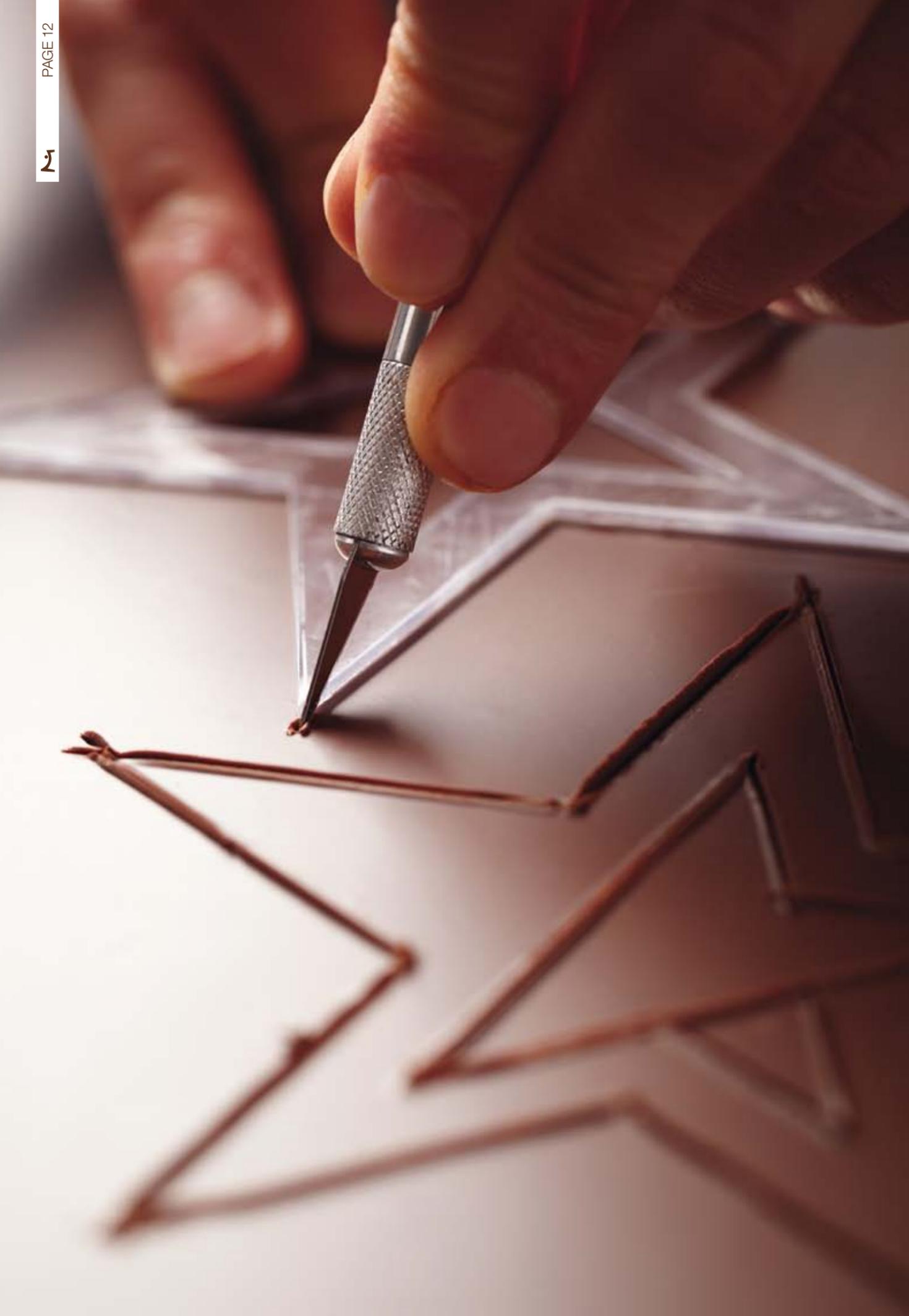
Since 2011, La Maison du Chocolat recognizes his contributions to the signature flavours of all his chocolates and seasonal collections. A full-time effort to research and achieve perfect balance and flavour; he refines his art every day with over 200 recipe test trials a year.

He shares with Robert Linxe this constant challenge of crafting chocolate that could always be just a tad better or reinterpreted in a different way, 'I create chocolates just like Robert would have created them today.' Such is the spirit that guides Nicolas Cloiseau to bring the exceptional savoir-faire of la Maison ever higher.

*\*Best Craftsman Chocolatier of France.*

Nicolas Cloiseau, Meilleur Ouvrier de France Chocolatier 2007\*,  
Master Chef of La Maison du Chocolat.





## Chocolate, noble and artistic ingredient



In an incessant quest for new sensations in the degustation of chocolate, La Maison du Chocolat cultivates unique savoir-faire as the cornerstone of its creations. The art of assemblage, from the subtlety of balances to the elaboration, offers an infinite palette of possibilities and creations.

### THE ART OF ASSEMBLAGE

In partnership with its suppliers, La Maison du Chocolat has always sought out the most exclusive cacao plantations in Venezuela, Ecuador, the Caribbean, Africa and Madagascar, selecting only the finest cacao beans and best vintages according to the organoleptic profile desired.

To obtain the unique character, complex taste, and finish, and encourage the expression of the infinite variations of chocolate, La Maison du Chocolat uses its own assemblages of cacao vintages, otherwise known as 'blends', to achieve a unique exclusive couverture.

Because grand cacao is becoming extremely rare, as soon as an occasion presents itself, Nicolas Cloiseau goes to the *terroir* to meet the producers and men who work the sources of cacao. From these voyages to the plantations, he paints a gustatory landscape revealing the notes and flavours of cacao in its pure state but also the passion of the producers and the beauty of working the lands.

At La Maison du Chocolat, the creation of a new 'chocolate couverture of reference' requires more than a year and a half of work of fine-tuning between Nicolas Cloiseau, the couverturier and his teams. This work requires total dedication to achieve the perfect balance between bitterness, acidity, and fruit or floral aromatic intensity. Then the waiting game begins for the moment for the full range of aromas to appear.

Finally with these exclusive couvertures, La Maison du Chocolat commences the art of assemblage of its chocolates. Up to four different couvertures might be used to obtain the balance between grand cacao vintages, and the richness and nuance of the unique taste of a ganache. This art of chocolate is reminiscent of the universe of wine and the work of a Cellar Master, who elaborates vintages with constant blending.

The same rigorous standards for the raw materials apply to all products used. From hazelnuts and almonds in the pralines, fruits, and spices to fresh cream in the ganaches... only the finest ingredients are used in the recipes.

### SUBTLETY OF BALANCES, ART OF THE DEGUSTATION: THE INGREDIENTS OF A SIGNATURE UNIQUE TASTE

Since its creation, La Maison du Chocolat has been on a quest to craft chocolates synonymous with the perfection of balance and excellence of taste.

To achieve the perfect nuance in the balance of taste from the first to the last bite, look to the subtlety. This is the linchpin of the finesse of the construction of taste of La Maison du Chocolat.

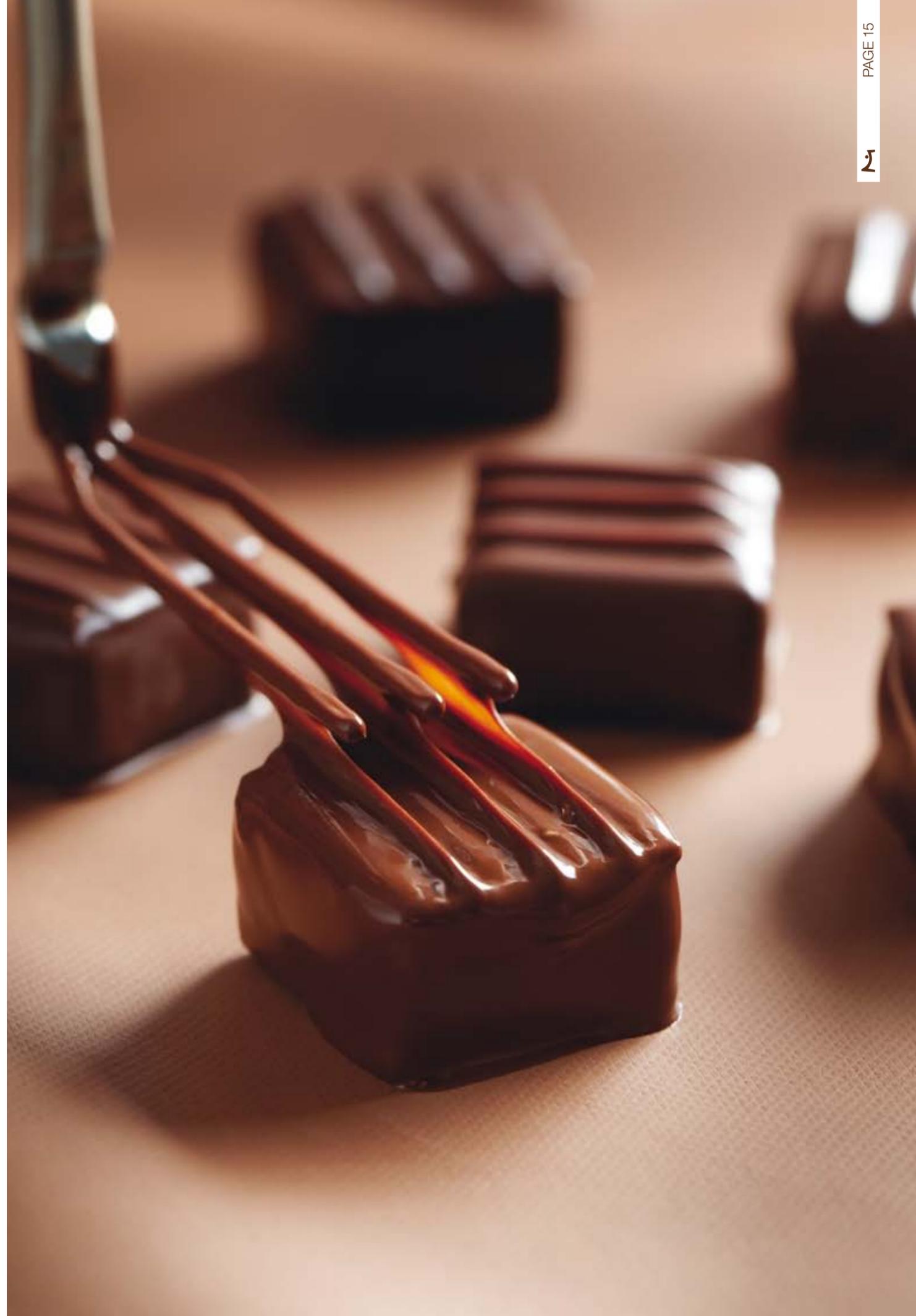
The science of balance is revealed at the perfect proportion between the flavour (fruit, spice, infusion...) and the chocolate. An alliance of sensations measured in proportions with great finesse. Fruits of precision, patience and passion, the creations spring to life after innumerable trials of combinations with the infinite nuances of chocolate.

Respect of the ingredients, subtlety of the balance and richness of taste offer a palette of flavours that lead us to the Art of Degustation Maison style in three steps. At La Maison, the sensations should succeed one and other, not overpower or overshadow each other. The taste must always end on a note of chocolate: 1- chocolate 2- fruit, spice, or infusion 3-chocolate.

The ten master tasters at La Maison du Chocolat guarantee this signature 'chocolate' balance of the brand. These specialized tastings allow each taster to put a name to each sensation to bring us to new heights in the degustation.

The finish on the palate, flavour, force, roundness, intensity, silkiness, moistness, and smoothness are all part of the lexicon of the degustation of a chocolate.

All chocolates from La Maison are decorated by hand, one by one.  
Finishing touches realized with a decorating fork.





The plasticity of the chocolate offers a palette of infinite nuances.  
Here the metallic brush gives the impression of the grains and grooves of wood on a block of chocolate.

## THE SAVOIR-FAIRE OF AN ARTISAN-CREATOR

The level of mastery required for chocolate accounts for the exceptional savoir-faire and skills used. The chocolates are made by hand in an artisanal tradition in the atelier in Nanterre, outside of Paris, and then shipped to the boutiques in France and worldwide.

Made in small quantities of 30 kg to respect the integrity of the recipes, the ganaches and pralines require constant attention, patience and savoir-faire of experienced professionals. Each texture is poured and smoothed out on La Maison marble by hand, cut to the millimetre by hand, carefully enrobed and decorated chocolate by chocolate with a cornet or fork, controlled and selected, sampled and tasted, piece-by-piece.

During the crystallisation phase, special dedication is paid to the temperature ranges necessary to reveal the flavours. Patience is a must with this noble material; time to rest, time to dry and time for craftsmanship.

The quality of artisanal craftsmanship with chocolate is made evident in the finesse of the coating, the brilliance and regularity of the chocolate and the layering of chocolate in the moulds.

Veritable laboratories for brainstorming, the ateliers of La Maison are the birthplace of exceptional chocolate creations. Unique pieces, whether they are for custom-made editions, limited editions for holidays such as Easter and Christmas or other occasions, showcase the artistic passion of the brand. Comparable to 'Haute Couture', they express the quintessence of this noble material, chocolate, and demonstrate this invitation to dream, which is the hallmark of the grand Maisons.

Pieces are made in the atelier in Nanterre. The chocolatiers, under the direction of Nicolas Cloiseau, craft their works of art, which require weeks of team work to sculpt and decorate the pieces for various occasions, a testimony to the versatility of chocolate.

Due to its artisanal savoir-faire, perfectionism, and dedication to innovation, La Maison du Chocolat was admitted in 2000 to the prestigious Comité Colbert, a group of Maisons representing the French *art de vivre*, in a continuous renewal bred by ever evolving creations.



## Chocolate, the starting point



La Maison du Chocolat is the place to find chocolate in all its forms. Chocolate bonbons, pastries, confections, chocolate tarts, macarons with ganache, *éclairs*, ice creams and sorbets, iced or hot chocolate... all crafted in a spirit of refinement, perfect balance of flavours, surprising creations and reinterpreted classics, La Maison always offers a new interpretation of chocolate as the starting point of its creations.

The permanent collection of chocolate bonbons includes a selection of thirty recipes: plain ganaches, ganaches with fruit, ganaches with spices, and pralines in dark or milk chocolate.

The delicacies, fruits enrobed in a fine layer of chocolate, rochers suisses with nougat, traditional mendiants, fruit pastes and caramels complete the broad range of gourmet delights.

Instantly recognizable, the chocolate assortments of La Maison du Chocolat are composed primarily of dark chocolates, packaged in luxurious boxes with grained paper, tied with ribbons in a palette of chocolate tones displaying the legendary codes of la Maison.



La Maison pastries equally embody the savoir-faire of the chocolatier. Authentic flavours contrast subtly with fruits or spices. As proof, the chocolate tarts and macarons showcase the timeless art of ganache, the éclairs reveal the varieties of grand cacao crus while the chocolate mousse is reminiscent of childhood favourites.

In addition to the grand holidays for chocolate in France such as Easter and the end of the year holidays, La Maison du Chocolat creates all year long to renew the pleasure of chocolate with seasonal collections highlighting new degustations.

Finally, being a chocolatier is also about making dreams come true. Each family holiday (Christmas, Easter Mother's Day...) is celebrated with exceptional pieces in chocolate, allowing the artistic savoir-faire to take centre stage, a feast for the eyes as well as the palate.

## The Maison spirit

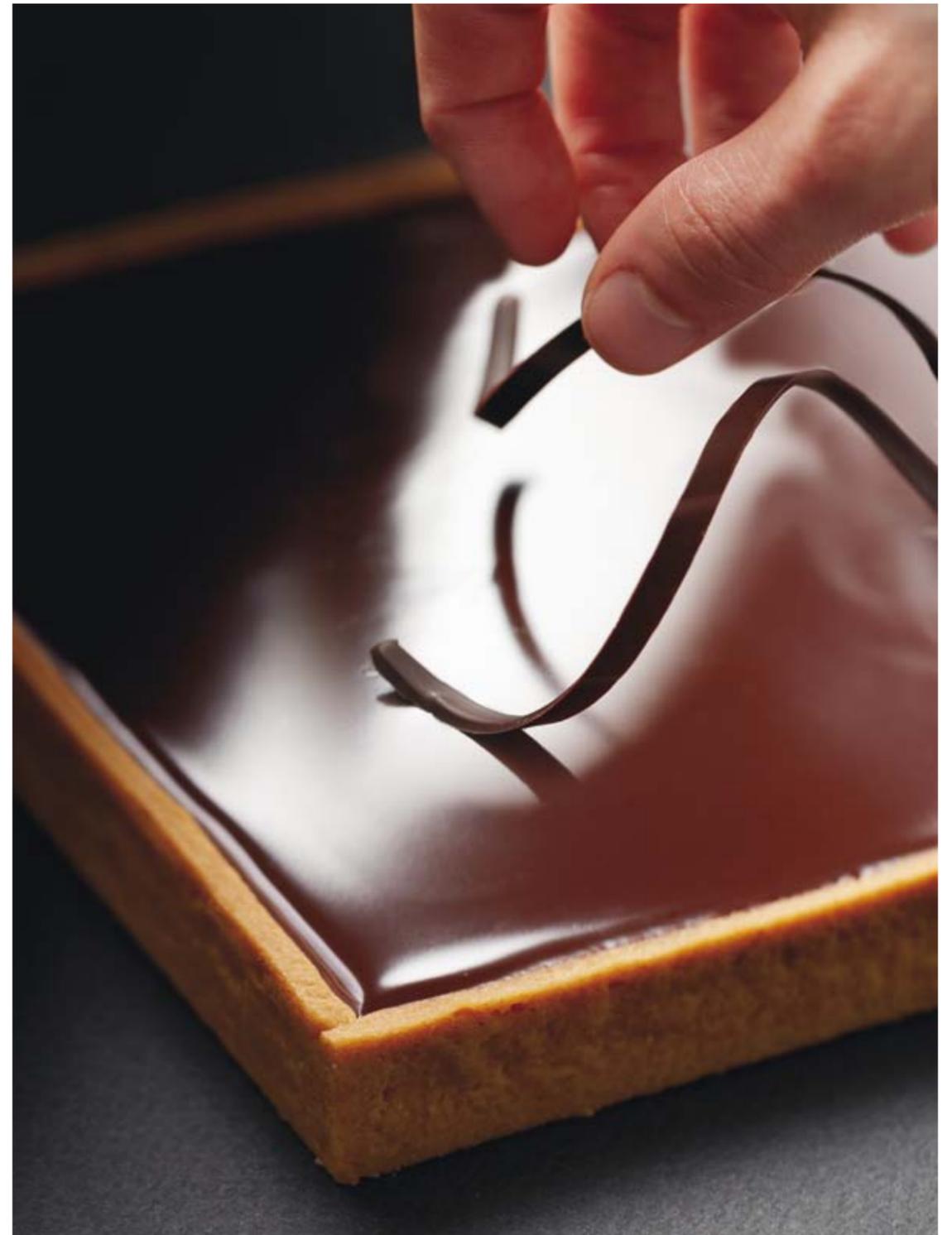


For more than thirty years, Robert Linxe has never ceased to share his passion for creation with chocolate aficionados well versed in its subtleties.

He imagined a moment spent in his boutique as an opportunity to share a unique experience of gourmandise and excellence.

This sharing and enthusiasm are part and parcel of the heritage of the Maison spirit, which keeps alive this generosity imbued in the Maison today.

A unique sensibility, a desire to share in the spirit of learning and discovering. A legacy to ensure that the pleasure of a good chocolate pursues.



The Chocolate Tarte, a worthy successor of the subtleties of the ganache.



## Live the experience of La Maison du Chocolat



La Maison du Chocolat lives each day with passion and commitment to offer a unique chocolate experience to its clientele all over the world.

The modern aesthetics of the boutiques worldwide reflects this unique sensorial experience. Clients are at liberty to explore the boutique at their own pace to discover the products and serve themselves or choose the moment they wish to be assisted by a sales associate.

Expressing the roots of La Maison du Chocolat, the décor displays this heritage in the noble materials used: light oak, bronze patina, and the chocolate colour create a warm, contemporary atmosphere.

Today la Maison is located in five countries (France: Paris, Cannes and Airports - UK: London - USA: New York and New Jersey - Japan: Tokyo and Osaka\* - Hong Kong) and has 31 boutiques with the most selective and prestigious addresses worldwide, in the heart of major cities, department stores, and retail areas of airports.

In order to respond to the requests of aficionados all around the world, every year La Maison du Chocolat opens seasonal boutiques in department stores or luxury malls for end of the year holidays, Valentine's Day, and Easter depending on the country.

# La Maison du Chocolat, important dates



17 September 1927

Birth of Robert Linxe in Bayonne. Apprenticeship and mastery during the 50's at the C.O.B.A. School in Switzerland.

1954 Marriage with Gisèle.

1955

At 28, Robert Linxe purchased a Pastry-Confection Shop La Marquise de Presles in Paris and developed a catering business there over a period of 20 years.

1977

On October 26, founding of La Maison du Chocolat 225, rue du Faubourg Saint-Honoré, Paris 8<sup>th</sup> replacing Caves Cosette.

1987

The second boutique opens at rue François 1<sup>st</sup>. The third opens at boulevard de la Madeleine in 1989.

1990

La Maison du Chocolat opens a boutique in New York.

1994

Grand opening of the boutique rue de Sèvres and avenue Raymond Poincaré in Paris.

1995

Geoffroy d'Anglejan is named General Manager of La Maison du Chocolat.

1998

The brand opens in Japan in Tokyo at Omote Sando.

2000

The brand is admitted to the Comité Colbert and opens in Rockefeller Center in New York.

2003

Opening of a first boutique in London in Piccadilly and a second in Tokyo in the Marunouchi neighborhood.

2006

Inauguration of new boutiques in Cannes and in Printemps Maison Haussmann in Paris.

2007

The brand celebrates its 30<sup>th</sup> anniversary, Geoffroy d'Anglejan names Gilles Marchal to succeed Robert Linxe. Openings at the Carrousel du Louvre and avenue Victor Hugo in Paris.

Robert Linxe is named Chevalier de la Légion d'Honneur.

Nicolas Cloiseau is awarded the title Meilleur Ouvrier de France Chocolatier.

2008

La Maison du Chocolat opens in Hong Kong in Pacific Place and Elements shopping malls and New York on Wall Street.

2009

Continues its expansion in Hong Kong in ifc mall and Prince's Building. Opening of its first airport boutique in Terminal 2E at Roissy Charles-de-Gaulle, Paris.

2010

La Maison du Chocolat opens a boutique with tea salon in the Matsuya department store in Tokyo in the Ginza neighborhood and opens at Selfridges in London. Two new boutiques in the airports at Orly and Roissy Charles-de-Gaulle, Terminal 2 F.

2011

Opening of the new concept of 'the Boutique coffret' in T2E terminal of Roissy Charles-de-Gaulle, Paris. Shopping Malls: The Lee Gardens in Hong Kong and at the mall at Short Hills in New Jersey, US. The 2011 Salon du Chocolat and profession of chocolatiers pay homage to the career of Robert Linxe.

2012

Geoffroy d'Anglejan names Nicolas Cloiseau to succeed Gilles Marchal as Master Chef of La Maison du Chocolat.

Openings in 2012: Roissy Charles-de-Gaulle, Paris: Terminal liaison AC (March) - Terminal S4 (July) - 'Boutique coffret' in Terminal T2F2 in the public area (September).

Galleries Lafayette Maison, Paris (May).

Umeda Hankyu Department Store in Osaka, Japan (end of 2012), The Plaza Food Hall at the Plaza Hotel, New York (Summer 2012).

The true work of an expert that requires several days of work to sculpt ephemeral creations.





The colour of a good chocolate should be mahogany brown and slightly glossy.

## A few figures

35 years of history as of 2012.

16 boutiques in France, 31 worldwide in five countries: France, UK, USA, Japan, Hong Kong.

450 employees worldwide with 350 of them in France.

La Maison pursues a policy each year to open seasonal boutiques during important times each year such as Christmas and Easter worldwide and in particular Valentine's Day in Japan.

## All about Chocolate



On an average, 35 types of chocolate are presented in the display cases in the boutiques, configured as follows: 9 pralines, 6 plain ganaches, 11 flavoured ganaches and 9 gourmandises. Each year about a dozen seasonal chocolates are offered destined for family holidays, seasonal coffrets, and prestigious pieces.

Among the 35 different types of chocolate 1/3 are made of milk chocolate and 2/3 of dark chocolate. Among these, the most emblematic chocolates of la Maison are:

### THE PLAIN GANACHES

Caracas\*: intense dark chocolate ganache,

Quito: semi-sweet dark chocolate ganache,

Guayaquil\*: dark chocolate ganache, infused with Bourbon vanilla.

### THE FLAVOURED GANACHES

Salvador: dark chocolate ganache with fresh raspberry pulp,

Andalousie: dark chocolate ganache with an infusion of lemon zest,

Zagora\*: dark chocolate ganache with an infusion of fresh mint leaves.

### THE PRALINES

Traviata\*: praline with roasted and caramelized almonds,

Figaro\*: praline in dark or milk chocolate with roasted almonds and hazelnuts.

Rocher dark or milk\*: praline with almonds and hazelnuts and slivers of roasted almonds.

\* For an introductory initiation to the signature chocolates of la Maison, we propose Guayaquil, Caracas, Zagora, a *petit rocher*, Traviata and Figaro for an ideal degustation.

### THE PASTRY

The pastry assortment is inspired from the chocolate grands crus specific to La Maison.

Eclairs, cakes, tarts, ice creams, macarons with ganache available in 11 flavours.

The best-selling products of Maison du Chocolat are the assorted chocolates coffrets

Maison, truffles, macarons with ganache and chocolate éclairs.

# Find La Maison du Chocolat at

[lamaisonduchocolat.com](http://lamaisonduchocolat.com)

Social Networks:

[facebook.com/lamaisonduchocolat](https://facebook.com/lamaisonduchocolat)

[youtube.com/LaMaisonduChocolat](https://youtube.com/LaMaisonduChocolat)

[twitter.com/maisonchocolat](https://twitter.com/maisonchocolat)

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La Maison du Chocolat is very grateful to its colleagues for their kind contribution.

September 2012

# Boutiques in France and worldwide

**WEBSITE & ONLINE BOUTIQUE: [lamaisonduchocolat.com](http://lamaisonduchocolat.com)**

## PARIS

225, rue du Faubourg Saint-Honoré, 75008 • Tel. (0)1 42 27 39 44

52, rue François 1<sup>er</sup>, 75008 • Tel. (0)1 47 23 38 25

8, boulevard de la Madeleine, 75009 • Tel. (0)1 47 42 86 52

Printemps de la Maison, 2<sup>ème</sup> étage, 64, boulevard Haussmann, 75009 • Tel. (0)1 42 82 61 77

19, rue de Sèvres, 75006 • Tel. (0)1 45 44 20 40

Galleries Lafayette, 40 bd Haussmann, rez-de-chaussée du magasin Lafayette Maison, 75009

120, avenue Victor Hugo, 75116 • Tel. (0)1 40 67 77 83

Carrousel du Louvre, 99, rue de Rivoli, 75001 • Tel. (0)1 42 97 13 50

Aéroport de Roissy Charles-de-Gaulle, Terminaux 2E-2E zone publique-E porte M-2 liaison AC • Tel. (0)1 48 62 02 20

Aéroport Orly Ouest Hall 2 • Tel. (0)1 49 75 11 10

## CANNES

87-89, rue d'Antibes, 06400 • Tel. (0)4 93 94 44 70

## LONDON

46 Piccadilly, W1J 0DS • Tel. +44 (0) 207 287 8500

Harrods, 87-135 Brompton Road, Knightsbridge, SW1X 7XL • Tel. +44 (0) 207 730 1234 - Ext: 3379

Selfridges and Co, 400 Oxford Street, W1A 1AB • Tel. +44 (0) 207 318 3341

## NEW YORK

1018 Madison Avenue, NY 10075 • Tel. (212) 744 7117

30 Rockefeller Center, NY 10020 • Tel. (212) 265 9404

63 Wall Street, NY 10005 • Tel. (212) 952 1123

The Plaza Food Hall, One West 58th Street, NY 10019 • Tel. (212) 546 5499

## NEW JERSEY

The Mall at Short Hills, 1200 Morris Turnpike, Short Hills, NJ 07078 • Tel. (973) 379 5065

## HONG KONG

Pacific Place, Shop 246, Pacific Place, 88 Queensway, Admiralty • Tel. (+852) 2522 2010

Elements, Shop 1025, First Level, Elements, 1 Austin Road West, Kowloon • Tel. (+852) 2196 8333

ifc mall, Shop 2006, Podium Level Two, 1 Harbour View Street, Central • Tel. (+852) 2801 4880

Prince's Building, Shop 109, 10 Chater Road, Central • Tel. (+852) 2801 4122

The Lee Gardens, Shop B03A, 33 Hysan Avenue, Causeway Bay • Tel. (+852) 2907 2002

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Ginza : Matsuya Ginza 1F - 3-6-1, Ginza, Chuo-ku - 104-8130 東京 • Tel. +81 (0)3 -3562-7707

## OSAKA - end of 2012

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