

PIERRE MARCOLINI
CHOCOLATIER

Agenda

Company Background

Distribution & offering

Perspectives & Challenges



Pierre Marcolini, « The Artist driving the story »

- 1987/ 94 FAUCHON / WITTAMER / DEBALLEUIL
- 1988 AWARD « NATIONAL ARTISTIC PROUD »
- 1991 AWARD « INTERNATIONAL MANDARINE NAPOLEON AWARD»
- 1991 AWARD « ICE CREAM & PASTRY NATIONAL AWARD »
- 1992 VICE WORLD CHAMPION / PASTRY / TOKYO
- 1993 VICE WORLD CHAMPION / PASTRY/ LYON
- 1995 WORLD CHAMPION / PASTRY/ LYON
- 2000 EUROPEAN CHAMPION / PASTRY/ ROME



Pierre Marcolini, Company Milestones

- 1994 Incorporation of « CHOCOLATS de L'IRIS »,
First Workshop (30M²) and 1st Boutique in Brussels
- 1995 New « Factory » (500M²)
- 1996 Second Boutique in Brussels
- 1997 Boutique in the Historical Center of Brussels « SABLON »
- 1998 New Factory in Haren, North of Brussels (1500M²)
- 1999 3 new Boutiques / Brussels & Antwerpen
- 2001 Distribution Partnerships: Belgium (Liege, Namur), Uk & Japan
- 2003 Expansion in Tokyo (SECOND BOUTIQUE)
Opening in Paris, Rue de Seine, Rive Gauche
- 2004 Third POS in Tokyo, Flagship store in Brussels SABLON
- 2005 POS in New York
- 2006 Production of own Chocolate (Couverture) & POS in Kuwait
- 2007 Partnersip with NESTLE and NESPRESSO
New POS in Japan
- 2009 Paris rue de Scribe POS, EUROSTAR and New Antwerpen
- 2010 E-Boutique, Woluwe (Pop up).
- 2011 Pop-up Parly II and Louise, Taiwan opening
In-Sourcing of Co-Packing



Pierre Marcolini, from bean to bar



The cocoa bean farms, our partners



Mexico, Finca de la Joya

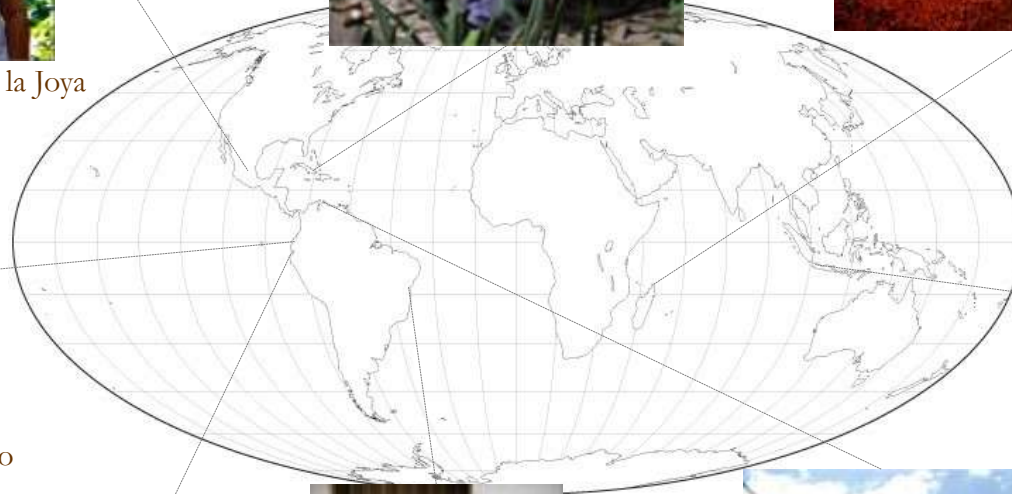
Cuba, Baracoa



Madagascar, Domaine Ambanja



Ecuador, Hacienda Puerto Romero



Java, Kendem Lembu



Peru, Plantacion Las Pampas



Brazil, Fazenda Sao Pedro



Venezuela, Hacienda Chuao

Pierre Marcolini, Innovation and Creation

Size of Praline

Flower base tastes

Pulp fruit base taste

Bitter chocolate, Origin “cru” of chocolate

Packaging, reinventing the “ballotin”

Tablet, palets fins..

Serigraphy

Pastry many, many new creations

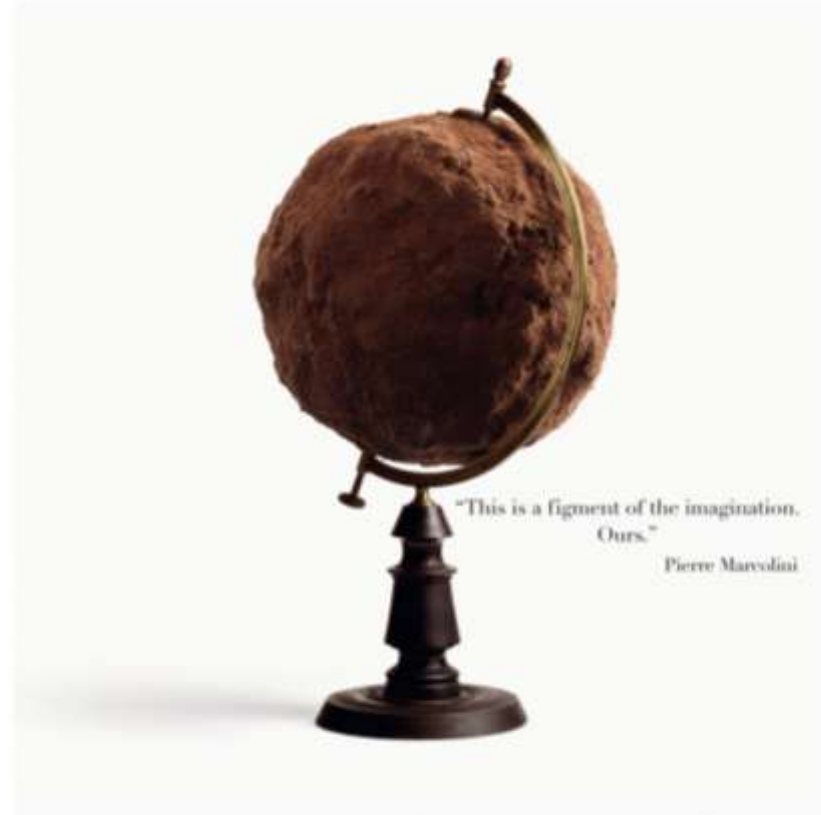
Jams (20% sugar),

Collections and season

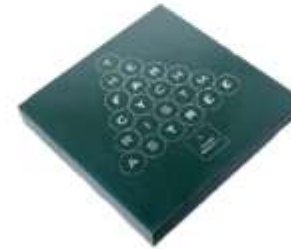
From Beans to finish product

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And Much More to Come



Collections – Christmas 2011



Collections - Valentine's Day 2012



Le cœur framboise en boîte ronde



La boîte de 25 cœurs



Macarons de St Valentin



Cache - coeurs



Collections – Easter 2012



Flat egg



Panier de Pâques



Les œufs et les oreilles



Les cloches de Pâques



Gâteau de Pâques



Plumier 10 petits oeufs



*Grande boîte ronde
41 oeufs*

Collections – Summer 2012



Rainbow Drops



Les Caramels de Pierrot



Cubes de Fruit



Ice Dream

Products – Bean to Bar approach



COMMENT LIRE NOTRE ETUI ? - HOE U ONS GEVAL LEZEN?
HOW TO READ OUR CASE?

Points de force de Carré 16
 The strengths of Carré 16
 Carré 16 is a small production of very delicate beans. The selection was based on the most delicate beans from the cocoa bean exchange.

Le cacao et le pays
 The cocoa and the country
 The cacao is from the region of Bahia, in the state of Bahia, Brazil. The cacao is from Bahia, in the state of Bahia, Brazil. The cacao is from Bahia, in the state of Bahia, Brazil.

Plantage et type de cacao
 The plantation and type of cocoa
 The plantation is from Bahia, in the state of Bahia, Brazil. The type of cocoa is from Bahia, in the state of Bahia, Brazil.

Grain de cacao
 The cocoa bean
 The cocoa bean is from Bahia, in the state of Bahia, Brazil. The cocoa bean is from Bahia, in the state of Bahia, Brazil.

Processus de fabrication
 The production process
 The production process is from Bahia, in the state of Bahia, Brazil. The production process is from Bahia, in the state of Bahia, Brazil.

Conditionnement et emballage
 The packaging and packaging
 The packaging is from Bahia, in the state of Bahia, Brazil. The packaging is from Bahia, in the state of Bahia, Brazil.

Historique de la marque
 The history of the brand
 The history of the brand is from Bahia, in the state of Bahia, Brazil. The history of the brand is from Bahia, in the state of Bahia, Brazil.

Notes de dégustation
 The tasting notes
 The tasting notes are from Bahia, in the state of Bahia, Brazil. The tasting notes are from Bahia, in the state of Bahia, Brazil.

BAHIA BRÉSIL · BAHIA BRAZILIE · BAHIA BRAZIL

GRAND CRU DE PROPRIÉTÉ VAN DE FAZENDA SAO PEDRO

Caractéristiques: La plantation "Fazenda São Pedro" est située dans la région de Bahia, au sud-est du Brésil. La propriété est gérée par Mr José Tenreiro, un vrai spécialiste de la post-récolte. Fermentation et séchage. Il cultive des cacaos de multiples variétés sélectionnées et sélectionne l'ensemble de son cacao pour sa production.

Type de cacao: Forastero
Présentation du cacao: 100%
Purcure: L'ensemble est séché. On obtient un cacao à la fois séché et légèrement acidulé (sans sucre ajouté).

"Un chocolat de grande qualité qui mettra en jeu vos sens et votre imagination en même temps."

GRAND CRU FROM THE FAZENDA SAO PEDRO

Characteristics: Fazenda São Pedro is a plantation in the Bahia region in the Southeast coast of Brazil. The estate is managed by Mr José Tenreiro, a real specialist in post-harvesting and drying the beans after harvesting. The cocoa has been in a very laborious way, selecting very specific sugarcane which would increase the yield.

Cocoa bean type: Forastero
Cocoa content: 100%
Taste: Highly acidic
Purcure: A slight under flavor, with a dried side and a few yellow fruit notes (vanilla and pineapple).

"It is very high quality chocolate which is an excellent introduction to grand cru from the world's great estates."

PR & Communication



PR & Communication



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Pierre Marcolini – Products Offering

Products lines		Buying Type	
Pralines	Prepack	34 tastes +	Gift
	« sur mesure » / bespoke	Same, various sizes...	For-me
Gourmandises	Prepack	10 sorts	For-me
Tablets	Packs	About 20 sorts, LE	Both
Saveurs du Monde & Palets fins	Prepack	10 M	Both
Pastry	LM and some shops	12+ different sorts	Both
Biscuits	Cakes, macarons...		Both
Miscellaneous	Jam, caramels...		Both
Seasonal & Collections		4 to 6 collections/year	Both



Pierre Marcolini, Distribution Network

COUNTRY	# of POS
BELGIUM	9 + X
FRANCE	2 + X
JAPAN	7+ X
TAIWAN	1
UK	1
KUWAIT	1
E-Boutique	NA
TOTAL	23+

Pierre Marcolini Boutiques – Belgium, Sablon (Brussels)



Chocolate Flagship Store

Pierre Marcolini Boutiques – Belgium, Antwerp



Pastry & Chocolate Boutique

Pierre Marcolini Boutiques – Belgium, Temporary Boutique



*Chocolate
Boutique*

Pierre Marcolini Boutiques – France, Paris (6^{ème}, 9^{ème})



Chocolate Boutiques

Pierre Marcolini Boutiques – Japan



Chocolate, Pastry and Ice Cream Boutiques

Pierre Marcolini Boutiques – Taiwan, Taipei Xinji



Chocolate Boutique & Salon de Thé

Pierre Marcolini Boutiques – Coming Soon



Pierre Marcolini Boutiques – Coming Soon



Pierre Marcolini Boutiques – Coming Soon



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Premium Chocolate in a Growing Market

The Premium chocolate market becomes competitive, nevertheless Pierre Marcolini has a unique brand mix and a product offering that will allow him to position the brand everywhere ahead/above most competitors

- VISIONARY CREATOR
(art director: Pierre Marcolini)
- IDENTIFYING TASTE
(own chocolate production line, creation)
- EXCLUSIVE CHARACTER & GLOBAL UNIVERSE OF LUXURY



A project in line with New Market Aspirations

- Healthy Food, Lower Sugar level and better fat contents
- Premium & Gourmet Products
- New & Innovative Flavours & Perfumes
- Seasonal & Limited Edition Products
- Everyday sharing products
- Experience and Discovery Consumption
- Snacking, Tasting, Eating on the go
- Ethical Products
- Matching Taste & Emotion

... And so much in preparation



Wrap Up & Conclusions

