



French delicacies from
Normandy



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My story...

I have often wondered where this passion for baking and cooking has come from. I think it originates in my childhood with my grandmother's tales of the stews and desserts she made when she worked in a boarding house and of how everyone loved to come and enjoy themselves savouring the dishes she put on the table.

In the Normandy countryside where I grew up, I grew vegetables and, every evening, I would go to the neighbouring farm where I would sit by the barn and wait for the cows to be milked and then head back home with the milk still warm in my pitcher. My mother used to prepare some very tasty, slowly cooked dishes and exceptionally delicious desserts. I often watched her and smelt the yummy smells of her cooking and her pastries, prepared with eggs, butter and cream from the farm. I loved tasting her preparations before they were baked and watching the cakes rise in the oven: I can still smell those smells to this day! I also have fond memories of the countryside and the joy it gave me to go looking for blackberries and mushrooms in the fields, blueberries and wild strawberries in the forest, chestnuts and walnuts picked from the trees. I would spend hours there. So, I now know why I am «passionate about baking and cooking»! My passion clearly stems from my Norman roots and it is safe to say that it has never left me.

Then life took me on another path, away from the kitchen and pastries. Despite this, my passion continued



to grow. Then, one day, my son said «Mum promise me that one day you will live from your passion, baking and cooking, but promise to make your chocolate mousse that I love, it's the best chocolate mousse ever, you are **«Une maman au chocolat»** (a chocolate Mum).

I therefore made this promise to my son because he was right. I was desperate to spend my days in the kitchen so much so that I had accumulated an incredible number of books by chefs on French pastries and gastronomy.

My son, who has been living in Tokyo for 10 years, has enabled us to discover Japanese culture, which we love. We have made more than 20 trips to Japan; we have hosted many Japanese friends in our home in Paris and they all loved my food. In Tokyo we also organized many dinners that I prepared for our friends and they always said «we love your cooking but especially your chocolate mousse».

Many years later, in 2014, I decided to leave my job to study cooking at the "Ecole Cordon Bleu" in Paris where I obtained my cookery diploma. I was so proud and passionate, that I then enrolled in the basic pastry course at "Cordon Bleu" where I obtained my pastry chef certificate.

In 2016, I took part in the competition for the «best amateur chocolate mousse in France», organized in Paris.

In the jury there were many great chefs such as



Catherine Bréard, a Tale of Normandy

Guillaume Gomez the chef of the Elysée Palace, Gilles Marchal former chef of the Hotel Bristol and the Maison du Chocolat and many others, specialized journalists and gastronomes, 12 jurors in total and:

they chose my chocolate mousse!



My son was right my chocolate mousse really is the best... So, I decided to continue, my passion taking over, and I enrolled at the Ecole de Boulangerie Pâtisserie in Paris and passed my «Pastry Chef» diploma.

When I was in the pastry labs, I felt like I was in my playroom, just so happy to be able to bake every day, I never felt tired I felt so good, and I got my Pastry Chef diploma.

And this is the story of how was the «Catherine Bréard» brand was born, a family business which I started with my husband.



A rapidly
growing,
young brand

which has already
benefited from
significant **MEDIA COVERAGE**
and **WEB NOTORIETY**



- Significant press coverage in Japan.
- Numerous publications, ITV and reports in the French media, the subject of a TF1 (French TV) documentary "Grand Reportage".
- Ongoing: production of a feature film on the story of Catherine Bréard.
- Brut: 7.5 million views.
- Strong presence on social networks Instagram-Facebook-Twitter and LinkedIn (with over 5,000 followers already!).



50 000 views



«**Your chocolate mousse warms hearts**»: this was what I was told one day by a Japanese lady in Tokyo. It sums up the commitment that I like to put into my recipes: I like to give people hope by showing them that anything is possible if they only follow their dreams.

Chef Catherine Bréard



2019

LAUNCH IN JAPAN

400 chocolate mousses are sold daily at events in Tokyo.

- Pop-up shop in major department stores in Tokyo and Osaka
- National Abazu, in the Japanese capital

2021/2022

LAUNCH FRANCE AND INTERNATIONAL

Strengthening development in Japan, in discussion with Taiwan. Launch in the USA, contacts for development.

Marketing of Catherine Bréard products in France, supported by the Normandy Regional Council.



The products on sale



Packaging under
development.
Caramel, passion,
simply chocolate.

Chocolate mousse with the true taste of Normandy

Homemade

Best chocolate mousse in France



CHOCOLATE MOUSSES

55g – Glass jar, white lacquered lid.

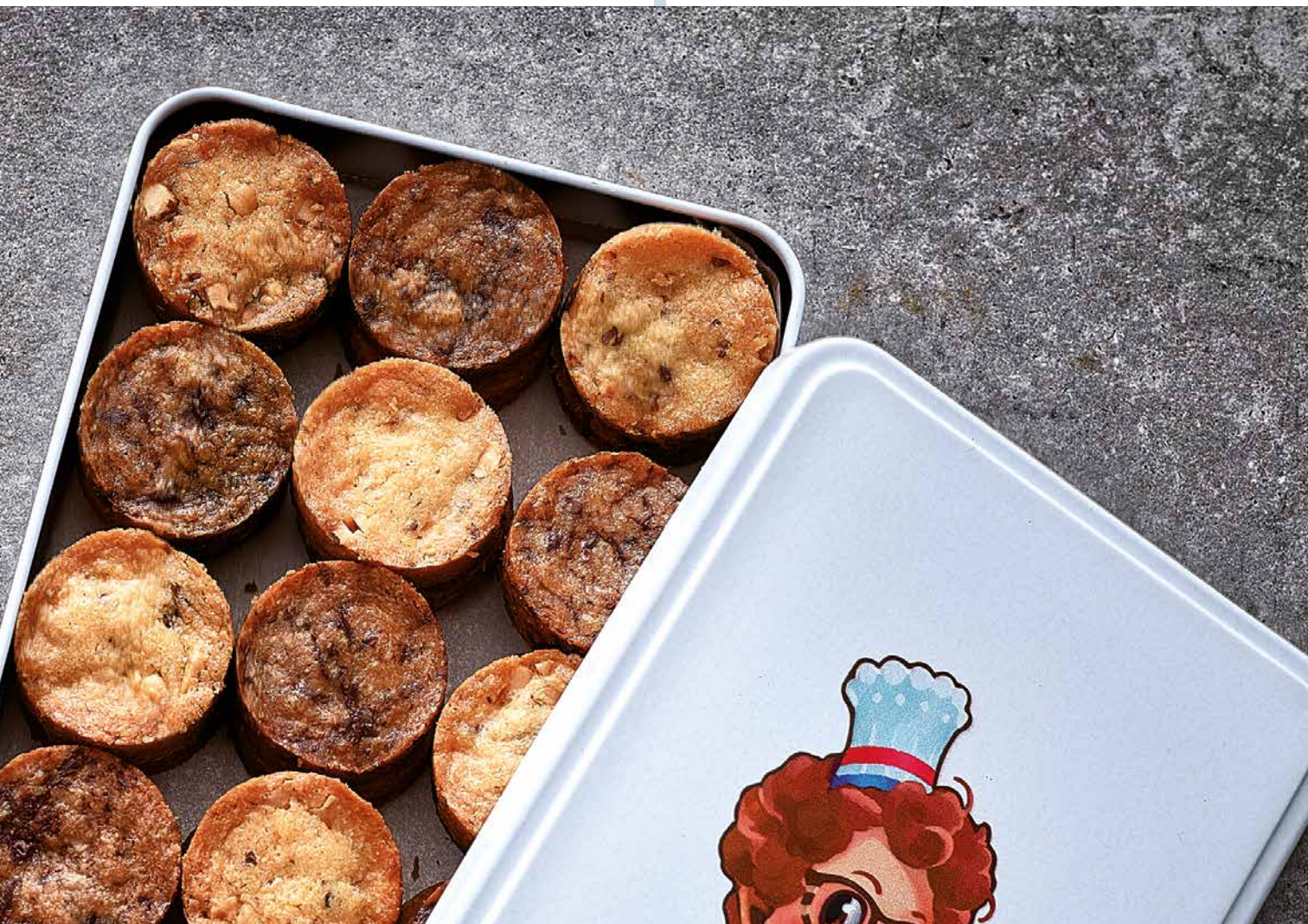


The products on sale

12 PALETS BOX

Handcrafted preparations
160g - Tin box.
Using organic brown sugar.

- **Chocolate chip palets.**
- **Roasted hazelnuts**
from Piedmont palets.



Delicious
soft chocolate-chip cookies

Homemade



6 PALETS BAGS

- Bag of 6 chocolate chips palets.
 - Bag of 6 roasted hazelnut from Piedmont palets.
 - Bag of 3 chocolate chips palets + 3 roasted hazelnuts from Piedmont palets.
- 80g

4 MINI PALETS BOX

Cardboard box containing 4 mini palets, 2 chocolate chips + 2 roasted hazelnuts from Piedmont.

30g







The team



CATHERINE BREARD-MOREL

CREATIVE DIRECTOR

Catherine is the soul of her delicious brand. Double graduate of the "Ecole Cordon Bleu" in Paris, she also graduated as Pastry Chef from the "Ecole de Boulangerie Pâtisserie" in Paris at, 1st prize for chocolate mousse in Paris in 2016. From a lineage of talented female cooks based in Normandy, she creates authentic French recipes.





PHILIPPE MOREL

BUSINESS MANAGER

With over 30 years of high-level management experience in French administration, Philippe leads the development of the company, from administrative and financial management to product distribution.



ALIX ZERO

BUSINESS DEVELOPMENT

With over 11 years' experience in business development in Japan, Alix brings a sharp vision, ensuring the adequacy of Catherine Bréard's offer to local requirements and provides support in marketing.



The Catherine Bréard brand
was born from love, giving childhood
a flavour of audacity.



Catherine & Philippe Bréard-Morel

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