



FAUGIER PRODUCTS SYNONYMOUS WITH MARRONS

It was the year 1882: the local economy of the Ardèche region experienced a crisis, caused by an epidemic in its silkworm breeding industry, and Clément Faugier, a young man of the *terroir*, opened the first marrons glacés (candied marron chestnuts) factory, at Privas. He put to use both the abundance of marron chestnuts produced in the region and the labour force of unemployed workers accustomed to painstaking work that had become available due to the closing of numerous textile industries.

The history of Les Etablissements Clément Faugier became inextricable from that of the marron. The know-how was passed on by the children, notably Charles Faugier, master confectioner, whose son Jean became allied with the Boiron family, principal supplier of marrons. Since 1970, Claude Boiron and, today, his son Jean-David Boiron have presided over the company's destiny, carrying on the tradition started by Clément FAUGIER. Linking the two ends of the chain, from the châtaigne (regular chestnut) and the high-quality marron to a confectionary process respectful of traditions, Les Établissements Clément Faugier today tell a story of passion and consistency, where the joining of two professional practices, like personal destinies, have blended to perfection.

A unique product is born in 1885 - Crème de Marrons de l'Ardèche

The making of marrons glacés is a very delicate process with many marrons breaking at various stages of production. Clément Faugier had the idea of collecting these broken bits, crushing them, then mixing them with marron pulp, sugar, confectioner's syrup and a little vanilla, producing *Crème de Marrons de l'Ardèche*. The recipe will never change! Crème de marrons Faugier: suggested retail price \$5.50/250 g.

First tin of vacuum-packed marrons glacés in 1890

It is to an anecdote from another century and the gourmandise of a resident of Privas that we owe the pleasure of being able to consume marrons glacés Clément Faugier throughout the world. Before leaving for Zanzibar, Mr. Pershier asked his friend Clément Faugier to send him some marrons glacés from the Ardèche for Christmas. He already knew that this was an impossible challenge that his friend could not pass up. Clément Faugier worked for many weeks and developed three prototypes. These prototypes not only allowed him to preserve marrons perfectly, but also to ship them to the four corners of the Earth without their suffering from time and temperature changes. Thus, vacuum-packed marrons first saw the light of day. Marrons glacés Faugier: suggested retail price of \$39.95/200 g.

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Crème de Marrons de l'Ardèche available in a 78-g tube since 1952

Clément Faugier sensed the consumers' need to be able to eat Crème de Marrons (marron paste) on the go. The tiny tube developed consumer demand for Crème de Marrons Faugier in some

unlikely places. It was a staple on many expeditions (polar, Himalayan, speleological, ...). Easy-to-use and resealable, sports enthusiasts just loved it. Now that snacking has become a part of daily life, it is clear: Clément Faugier was a man ahead of his time. Crème de marrons en tube Faugier: suggested retail price of \$2.90/78 g.

Faugier products are distributed in Canada by The Qualifirst Group, a leading importer and distributor of exotic, gourmet food products used and/or carried by more than 1500 restaurants, 1000 retailers and hundreds of specialty shops across Canada. For a complete list of the products distributed by The Qualifirst Group, visit www.epicureal.com.

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For more information or to request review samples of Qualifirst products available on www.epicureal.com, contact:

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