



  
**VALRHONA**  
Imaginons le meilleur du chocolat®

Christmas Collection  
2025

## OUR OPPORTUNITY : ANSWER THE NEED FOR **PLEASURE AND ENGAGEMENT**

### *Offer*

#### **Increase the perceived value of our advent calendar:**

- Evolution of the **assortment** to satisfy a more **adult target**;
- A **larger and more elegant** format for a stronger **impact on-shelf**;

#### **Two new products in small formats:**

- A **square box of Dark and Milk** to discover our iconic chocolates;
- An **assortment of Dark, Milk and Dulcey crispy bites** for the most gourmand palates;

### *Design*

#### **A more premium, elegant and refined design, that enhances the timeless codes of Christmas.**

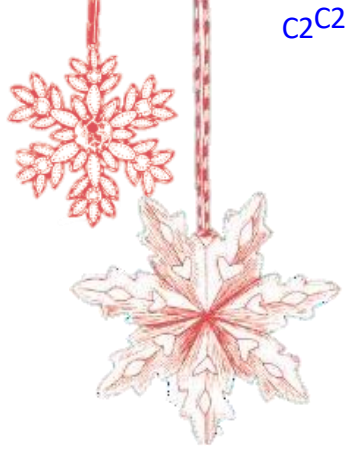
Our offer is aimed at connoisseurs and should be gifted and shared among gourmets with pride

### *Our engagement continues...*

- A new packaging entirely made of cardboard and therefore **fully recyclable**;
- A renewed partnership with the association **1% for the Planet** to donate 1% of the collection's sales to associations dedicated to **environmental protection**.



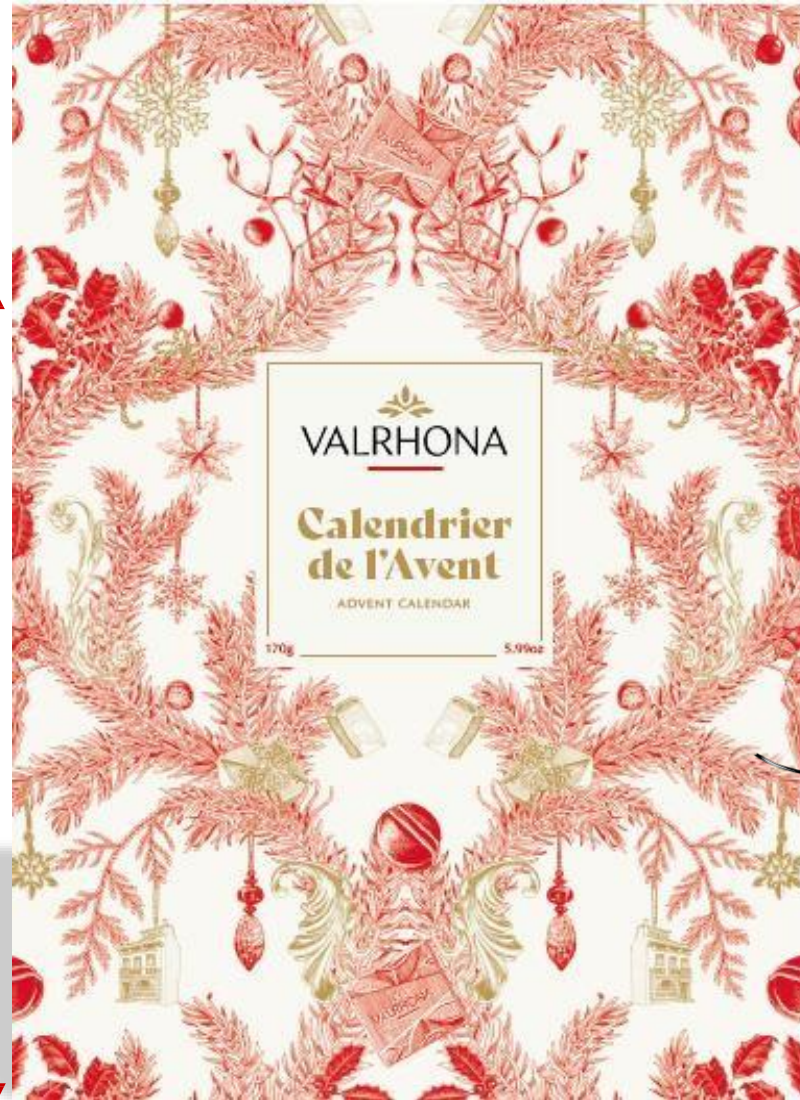
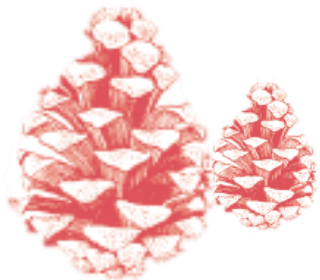
# Advent Calendar (outside)



- +20g of indulgence, 190g in total

31 cm vs 23cm

- A new format, higher and thinner for better visibility on shelf



- New chocolates in the assortment: Gianduja, Caramel bonbon, Jivara squares

New cardboard box, fully recyclable, no more plastic for a reduced carbon footprint

22 cm vs 21 cm



# Advent Calendar (inside)

FR and EN  
storytelling on our  
savoir-faire and  
engagements



Ganache Caramel Salé

New



Carrés Noir Guanaja



Carrés Lait Jivara

New



Amandes & Noisettes Noir

New



Amandes & Noisettes Dulcey\*



Céréales Croustillantes Lait



Pralinés fruité craquant



Pralinés amandes noisettes

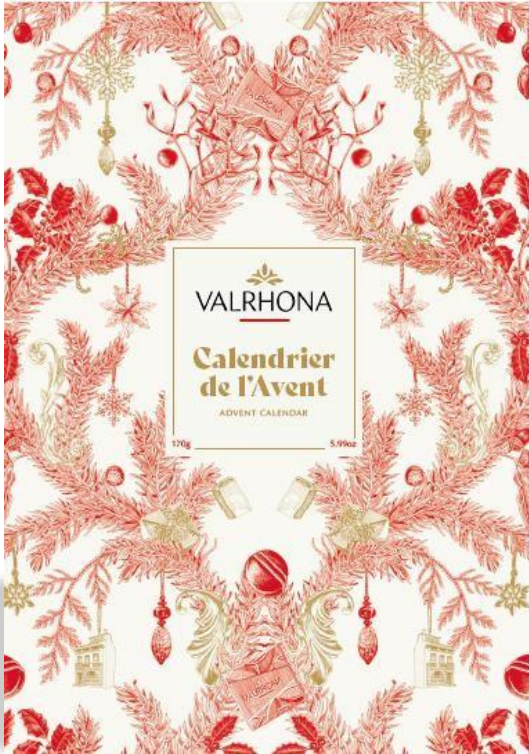


Gianduja

New



# Advent Calendar



## THE MASTERPIECE OF THE COLLECTION

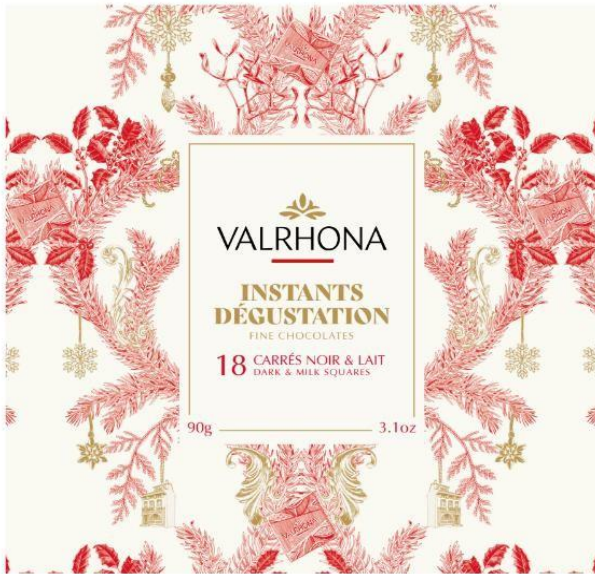
- **A new format** with greater **impact** thanks to its size and structure.
- **The finesse of a unique creation** that brings out the **warmth of Christmas** and the **excellence of the brand**.
- **Stands out** with the incorporation of **Valrhona's signature elements** and carefully crafted colours, enhanced with gold foil printing.
- **A story reminiscent of the brand's fundamentals** and aimed at a **upper socio-professional category**.
- **In 2024, TOP 2** in net invoiced revenue for the Christmas collection

## AN INDULGENT AND REFINED ASSORTMENT

- The equinoxes and croustibilles Dark, Milk & Dulcey **bring indulgence**
- The secrets and squares strengthen the range's **premium positioning**
- The salted-caramel ganache chocolate bonbon recall **the brand's historical know-how**
- Back of pack: product visuals to help the customer decide



# Fine chocolates



## A TASTING UNPRECEDENTED GOURMET BOX

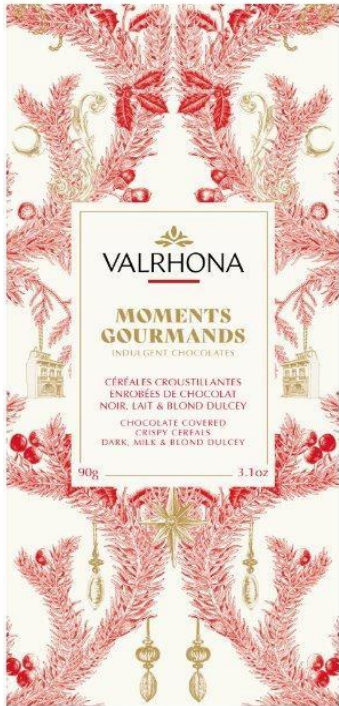
- **A new format** with greater **premiumness** for a 18 squares giftbox.
- **A product never before seen** in the seasonal collection.
- **The finesse of a unique creation** that brings out the **warmth of Christmas** and the **excellence of the brand**.
- **Stands out** with the incorporation of **Valrhona's signature elements** and carefully crafted colours, enhanced with gold foil printing.
- **An adult targeted product for tasting chocolate lovers.**

## A COMPLETE ICONIC ASSORTMENT

- 18 squares giftbox with a mix of 3 iconic references
- The Guanaja squares **to discover the perfect balance of this iconic blend**
- The Caraïbe squares **to discover the unique taste of sweet spices**
- The Jivara squares **to appreciate the fullness and deliciousness of milk chocolate**
- Inside of pack : tasting guidelines to ensure an exceptional experience



# Crispy treats



## AN AFFORDABLE AND ELEGANT BOX

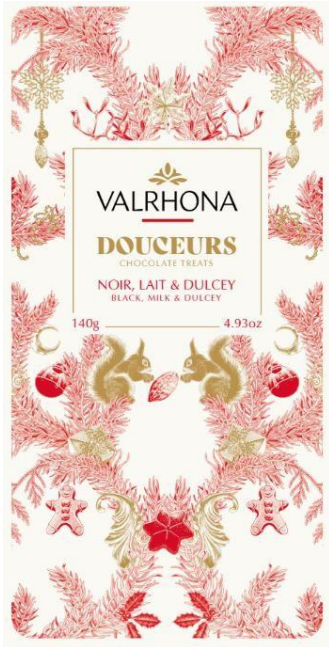
- A more **indulgent product**, that will satisfy adults as well as children
- Ideal **as a gift or to share** over the festive season.
- **The finesse of a unique creation** that brings out the **warmth of Christmas** and the **excellence of the brand**.
- **Stands out** with the incorporation of **Valrhona's signature elements** and carefully crafted colours, enhanced with gold foil printing.
- **An upper socio-professional category targeted product**.

## AN ASSORTMENT TO SHARE

- **A 100% dark, milk and Dulcey croustibilles** assortment to satisfy the entire family
- Chocolate balls are the 1st chocolate confectionery bought ahead of chocolate, mignonettes and equinoxes bites. ", study of the chocolate union.
- Back of pack : photos of the products to help the customer making a choice



# Chocolate Treats



## A MUST-HAVE BOX FOR CHRISTMAS

- **In 2024, Top 1 out of 7 in retail sales and Top 2 all BUs for the Christmas collection** (represents 29% of sold pieces in the Retail BU and 22% of sold pieces all markets)
- Ideal for sharing with the **family**, suits all tastes
- **The finesse of a unique creation** that brings out the **warmth of Christmas** and the **excellence of the brand**.
- **Stands out** for children with the incorporation of squirrels and snowman-shaped chocolate on the facing.
- A **low-price** range, affordable for all.

## AN ULTRA-INDULGENT ASSORTMENT FOR THE WHOLE FAMILY

- An **indulgent range** of 3 chocolate colors: Dark, Milk and Dulcey
- A **festive assortment** of Christmas tree, star and snowman-shaped chocolates...
- "Bare" products → **less packaging**
- On the back of the pack: photos of the products contained in the box to help the customer decide





# Ballotins Giftbox



*Gift wrapping paper*

## THE HISTORIC CHRISTMAS BESTSELLER

- **In 2024, Top 2 for sales in volume for the Christmas collection, TOP 2** in net invoiced revenue for the Christmas collection
- **Ideal for gifting and sharing** with the whole family for the festive season
- Distinguished by its **new ultra-premium gift wrapping paper** that strengthens the **gift's value**

## CHOCOLATE BONBONS, A MUST-HAVE GIFT

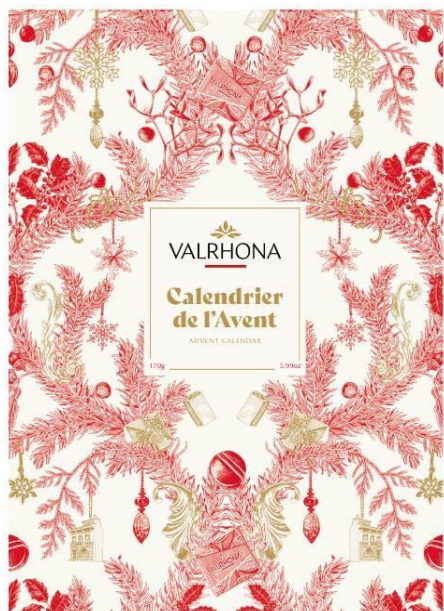
- A **varied, indulgent** assortment to suit all tastes
- This **refined selection** is a testament to **Valrhona's expertise**, including chocolate candies and seven varieties of chocolate bonbons, such as Carré Praliné Ivoire, Ganache Jivara Alize and even Granité fruité, etc.



# TECHNICAL INFORMATION

*New*

## Advent Calendar



Code: **51177**  
Weight: **190g**  
DLUO : **6 months**  
Cond. **x11 per box**

*New*

## Chocolate treats



Code: **51179**  
Weight: **140g**  
DLUO : **12 months**  
Cond: **x16 per box**

## Crispy treats



Code: **51176**  
Weight: **160g**  
DLUO : **10 months**  
Cond: **x15 per box**

*New*

## Fine chocolates



Code: **51178**  
Weight : **90g**  
DLUO : **14 months**  
Cond: **x16 per box**

## Chocolate bonbons



Code: **51180**  
Weight : **230g**  
DLUO : **10 months**  
Cond: **x12 per box**

