



food consulting
strategy, communication and advertising
open innovation

R&D for the food industry

by JARDIN & CUISINE

editorial design and production

faire la cuisine plutôt que faire à manger,

parce que cuisiner c'est vivre mieux



#1 Advertising consultancy

Nespresso / B2C-B2B
CHEF / NESTLÉ Professional / B2B
MÖVENPICK / B2B
COOP SR / Fine Food & Naturaplan /B2C
ROUGIÉ / B2B - B2C
TARTARE / Bongrain Suisse/ B2C
Shangri-La / Shanghai /Jade on 36/ B2C
Pierre Hermé / B2C
BAGATELLE / B2B
CAILLER Cuisine / NESTLÉ Suisse / B2C
Champagnes Nicolas Feuillatte / B2B
BRIDOR / fresh-frozen breads and pastries
BAGATELLE / premium flours
Miss Chef / cooking and baking apple
The Pink Lady apple's spin-off brand of apples, specially marketed for cooking and pastry-making.

#3 Food consultancy

BAGATELLE / Danish and sweet dough pastry line
CAILLER Cuisine / recipe creation and food design
COOP Fine Food / recipe creation and food design
COOP Naturaplan / recipe creation and food design
CHEF / NESTLÉ Professional / recipe creation and food design
Häagen-Dazs / recipe creation and food design
MÖVENPICK / recipe creation and food design
Nespresso / recipe creation and food design
Pierre Hermé / designing cakes and cookies

#2 Editorial design

. design and production of ready-to-print books

*Tomato (1999),
Potato (2003),
Uncooked (2004),
Vegetables by Joël (2005),
Egg (2006),
Piège at the Crillon, at Home (2007)*

#4 Training and cooking courses

. themed cookery lessons, group or individual,
in the **JARDIN & CUISINE** trial kitchens or elsewhere

. recipe creation for:

Le Larousse du Chocolat
edited by Pierre Hermé

Le Grand Larousse gastronomique
edited by Joël Robuchon

a selection of our work...



Question: How could **Nespresso** generate press and media coverage when the brand is present with the **Nespresso Bar** in the various events that **Nespresso** promotes in its sports and arts partnerships?

Answer: **Nespresso's** authority as a premium brand, with its strong avant-garde brand positioning in design and gastronomy, provided the scope for creating a series of cocktails, the **Nespresso Sensory Cocktails**, some soft and some containing alcohol, using avant-garde cuisine techniques such as gelling and spherification.

Each cocktail explores the particular flavour of a **Nespresso Grand Cru**. Visually, the idea was to enhance the appeal to all of the senses with a "beauty" treatment of the cocktails; touch, sight, smell and sound, they all play their role in the pleasure felt in the perception of these cocktails.



BLACK PEARL

Raspberry liqueur,
pink champagne
and Espresso Forte caviar *



■ ■ ■ BLACK PEARL SOFT
(alcohol free cocktail)

Classic premium lemonade,
Espresso Forte caviar *



// CLAP

A shot of Brana pear liqueur,
topped up by lychee jelly cubes
with a Ristretto filling *



Question: How could NESTLÉ Professional (NP) promote the new premium market positioning for NESTLÉ Professional's CHEF brand culinary aids and ensure that the various NP national marketing teams acquire a complete and shared understanding of the new brand image?

Answer: JARDIN & CUISINE, after listening to the descriptions of each NP CHEF market manager during an international workshop, recommended a new segmentation for CHEF products. Les Classiques, Les Signatures and Les Collections are the names of the new segments, which cover the whole range of existing CHEF products and will incorporate those to come. J&C designed and produced the Brand Communication Book, a premium brochure, which explains the brand essence, the brand architecture, the brand policy and the brand properties.

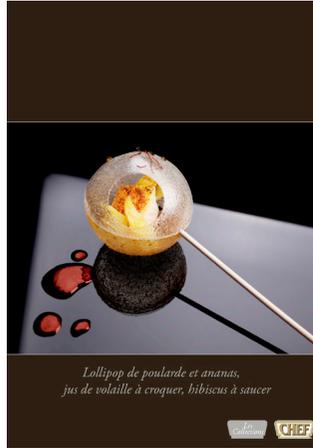


Duck liver foie gras

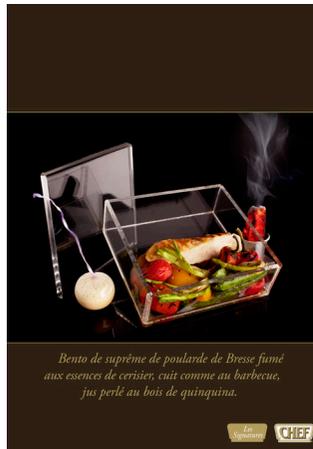
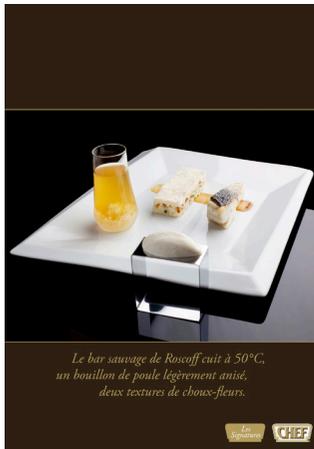
Wild Sea Bass

Poularde de Bresse

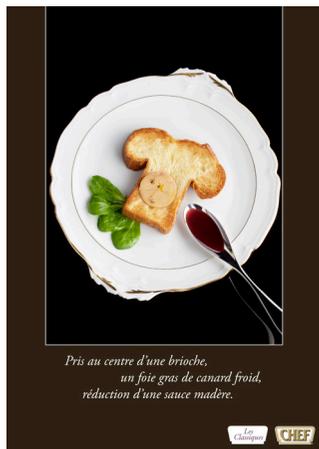
Les Collections



Les Signatures



Les Classiques



Question: How could NESTLÉ Professional give Jardin&Cuisine's new product segmentation for NP CHEF a pertinent and premium environment?

Answer: JARDIN & CUISINE, with the expertise of one of our MOF chef consultants, put the new segmentation into a culinary picture illustration to demonstrate the various types of dish and plating for each segment.

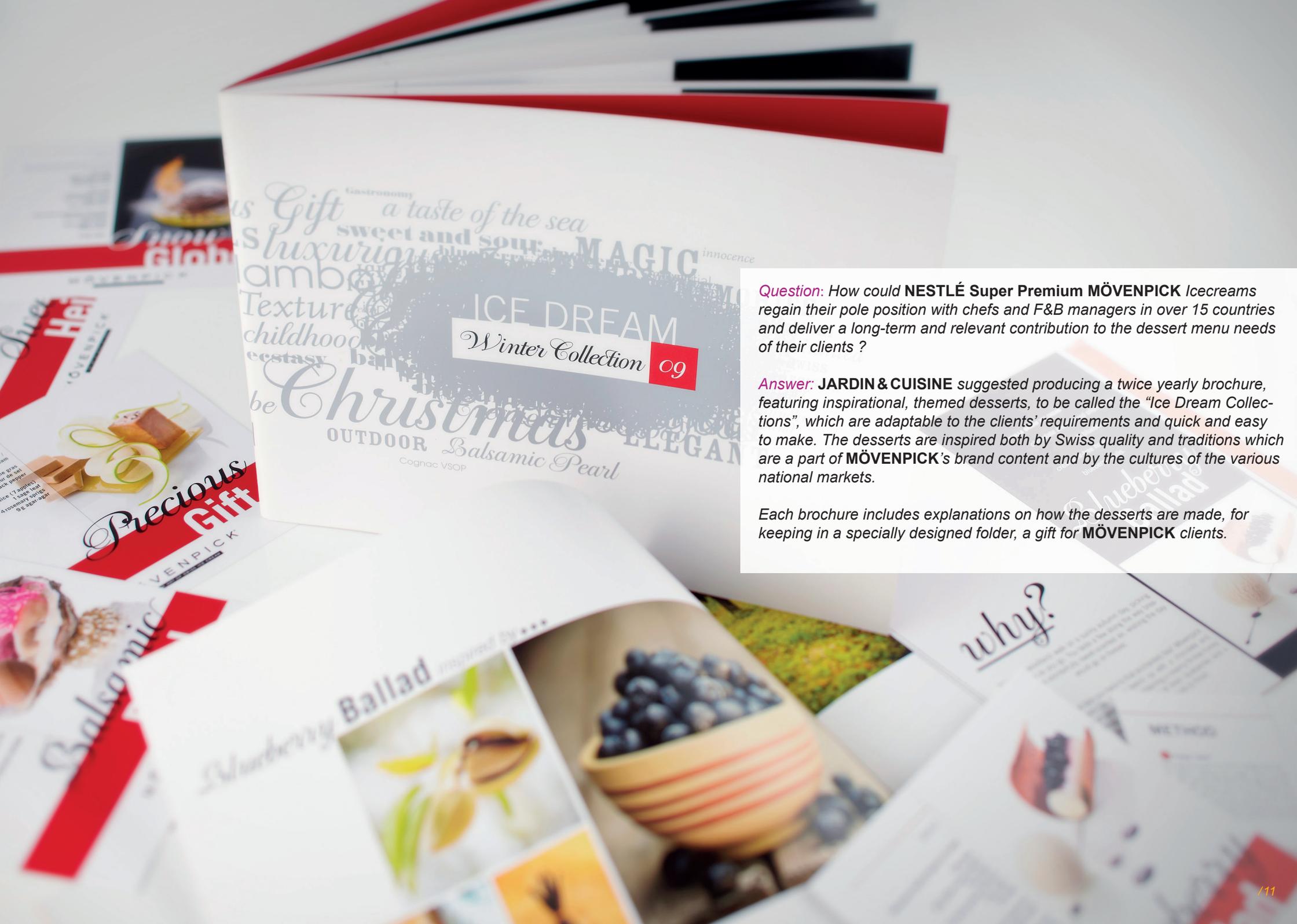
We recommended using the three same ingredients: duck liver foie gras, wild sea bass, poularde de Bresse.

They are shown here prepared in three different ways: in a classic style to illustrate the Les Classiques segment, in a contemporary style to illustrate the Les Signatures segment and in an avant-garde style to illustrate the Les Collections segment.



Question: How could **Häagen-Dazs** attract customers at breakfast time with a special cake and pastry offering for eating on the premises or for take-away?

Answer: Create a new, attractive, easy-to-eat product, incorporating familiar flavours and textures. Muffins and brownies sell better than classic pastries, inspiring the idea **JARDIN & CUISINE** came up with: the **Bruffin®**, a brownie and muffin mix.



Question: How could NESTLÉ Super Premium MÖVENPICK Icecreams regain their pole position with chefs and F&B managers in over 15 countries and deliver a long-term and relevant contribution to the dessert menu needs of their clients ?

Answer: JARDIN & CUISINE suggested producing a twice yearly brochure, featuring inspirational, themed desserts, to be called the "Ice Dream Collections", which are adaptable to the clients' requirements and quick and easy to make. The desserts are inspired both by Swiss quality and traditions which are a part of MÖVENPICK's brand content and by the cultures of the various national markets.

Each brochure includes explanations on how the desserts are made, for keeping in a specially designed folder, a gift for MÖVENPICK clients.



Question: How could the major Swiss retailer **COOP** promote the retailer's premium brand **Fine Food**, a range of over 300 exceptional foodstuffs sourced from all over the world, at special events held by **COOP** such as their wine fairs?

Answer: **JARDIN & CUISINE** designed and produced the Spring/Summer and the Autumn/Winter **Fine Food** Collections, which mirror the seasonal timings of the twice yearly events, with a food and wine pairing for each item served in a Collection. **J&C** used the tapas principal to give easy-to-serve and eat, finger-food type dishes, each using several **Fine Food** ingredients. Shown are dishes from the first Collections, New Gourmet Tastes and Sweet Pleasures.



collection FINE FOOD & WINE
2008 printemps.été



invitation
personnelle

collection FINE FOOD & WINE
2008 printemps.été

Water melon, tomato and basil gaspacho



Tomato, strawberry and rose-water gaspacho

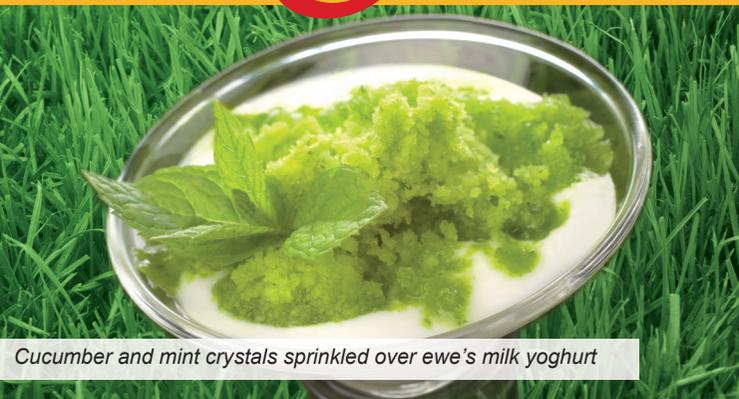


Naturaplan ketchup sherbet



Fizzy sherbet

GASPACHO ICE BAR



Cucumber and mint crystals sprinkled over ewe's milk yoghurt

GASPACHO ICE BAR naturaplan

ICE BAR

SORBET AU KETCHUP NATURAPLAN

SORBET FRAMBOISE ET CLAIRETTE DE DIE

SORBET POMME-POMME

NEIGE DE CONCOMBRE À LA MENTHE FRAICHE sur un yaourt nature.

GLACE MINUTE AU YAOURT ET À LA BANANE saupoudrée de noisettes hachées ou de copeaux de chocolat.

Pour le bio sans compromis naturaplan

coop Pour moi et pour toi.

Ice Bar menu



Question: How could COOP best promote its bio range of products, marketed under the brand name Naturaplan, at special events held in Switzerland during the summer?

Answer: JARDIN & CUISINE designed a pop-up, travelling restaurant serving gaspacho/cold soups and ice creams, with tastes specially formulated by J&C to showcase Naturaplan products. The short menu with a special mention for children-friendly flavours and a fresh fruit and vegetable emphasis draws young and old alike. All the soups and ice-creams are made exclusively with Naturaplan products. All the ice creams and sherbets are made on site, just before serving, thanks to an array of Pacojets, the leading kitchen specialist for these desserts. J&C is responsible for training the staff to make and serve the food.

Le foie gras se met à table...



ROUGIÉ

LES INTÉRIEURS DU BIEN-ÊTRE*

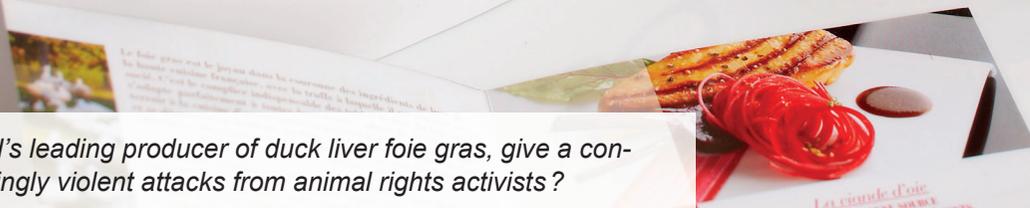


LE BIEN-ÊTRE DU CUISINIER
Le foie gras Rougié a une excellente tenue à la cuisson. Le ratio lipides/protéines est de 4.4 (Bon < 6).

LE BIEN-ÊTRE SENSORIEL
Déguster du foie gras Rougié offre de multiples sensations de plaisir.

ROUGIÉ
FOIE GRAS ET GASTRONOMIE DEPUIS 1825

Single page advert



La viande d'oie est un bon produit de qualité.

Commercial leaflet



Question: How could **ROUGIÉ**, the world's leading producer of duck liver foie gras, give a convincing and far-reaching reply to increasingly violent attacks from animal rights activists?

Answer: **JARDIN & CUISINE**'s strategy, adopted by **ROUGIÉ**, was to take a two-direction but complementary approach with a press kit made up of twenty-odd cards for media use and for chefs and a print campaign for the restaurant trade. The press kit, entitled "Le foie gras se met à table" ("Foie gras spills the beans") with the cards inside tackling a wide range of subjects such as the science and physiology of webbed-footed migrating birds, social and cultural habits of the duck cross-breed massively raised for foie gras, as well as diet and nutrition factors. The print campaign promoted a well-being concept fundamental for successful results with foie gras, be it for the animal, the chef or the consumer.

MÉNARD MARCON
ESNAULT CITRIN
ISHIDADANJOU
LEUNGSTIANSEN
SOMANYSTEPPE
ROTHBARBAGLINI

SIRHA BOCUSE D'OR 2011 - LYON 22-26 JANVIER



Cover of recipe card folder

Question: How could **ROUGIÉ** best show the culinary potential of the brand's star product, the fresh duck liver foie gras, to chefs attending the **Bocuse d'or 2011**, which **ROUGIÉ** sponsored, to enable them to understand that this product is a choice ingredient for all types of cuisine?

Answer: **JARDIN & CUISINE** recommended an international communication concept: **Le ROUGIÉ WORLD TOUR '11**.

We advised **ROUGIÉ** to invite a dozen chefs, French and various other nationalities, to demonstrate foie gras's capacity to fit seamlessly into cooking the world over. The demonstrations were held on the Rougié stand, designed by **J&C** as an amphitheatre to give the best viewing.

J&C also designed and produced the recipe cards of the recipes that the chefs cooked during the demonstration events.

AUBERHAFTER
GENUSS



À LA POINTE
DE LA GOURMANDISE



www.tartare.ch

“Rêve du Jardin...
... aus dem Herzen der Natur,
die **NEUE** Kreation von Tartare
mit knackigem Knoblauch und
frisch geernteten Kräutern.
Augen zu...
und sofort genießen!”



... IN SEINER NATUR

les Créations de
TARTARE

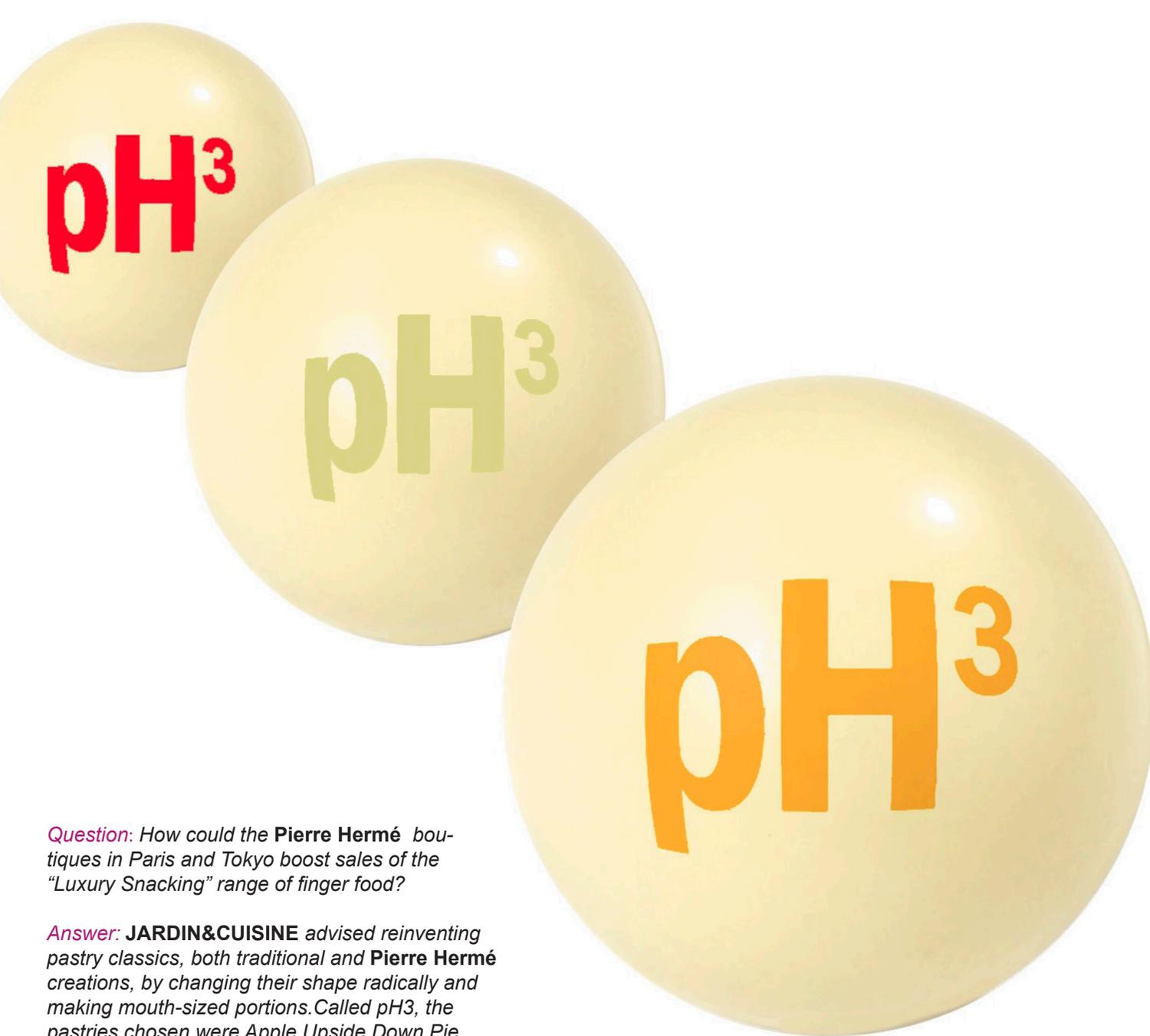
“Rêve du Jardin...
...au cœur de sa corolle,
la **NOUVELLE** Création de Tartare,
à l’ail croquant et
aux herbes fraîchement cueillies.
À savourer des yeux...
à déguster maintenant!”



TARTARE, LE GOÛT EST DANS SA NATURE

Question: How could **BONGRAIN Suisse** launch a new premium range of flavoured cream cheeses, “Les Créations de Tartare” as well as the first product of the range to go on sale, “Rêve de Jardin”, while remaining faithful to the brand image and avoiding any confusion with the brand’s leading product, **Tartare** Garlic and Fresh Herbs cream cheese?

Answer: **JARDIN & CUISINE** recommended marketing “Les Créations de Tartare” as the most gourmet of cream cheeses while remaining true to **Tartare’s** brand content of freshness and naturalness, with a sensual and feminine appeal in the pictures and layout of the magazine and poster print campaign.



Question: How could the **Pierre Hermé** boutiques in Paris and Tokyo boost sales of the “Luxury Snacking” range of finger food?

Answer: **JARDIN&CUISINE** advised reinventing pastry classics, both traditional and **Pierre Hermé** creations, by changing their shape radically and making mouth-sized portions. Called pH3, the pastries chosen were Apple Upside Down Pie, Ispahan, SAINT HONORÉ and PARIS-BREST with all three sold in a blister pack.



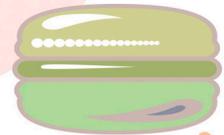
...next page :
collection 'KAWAI' (japanese for cute)

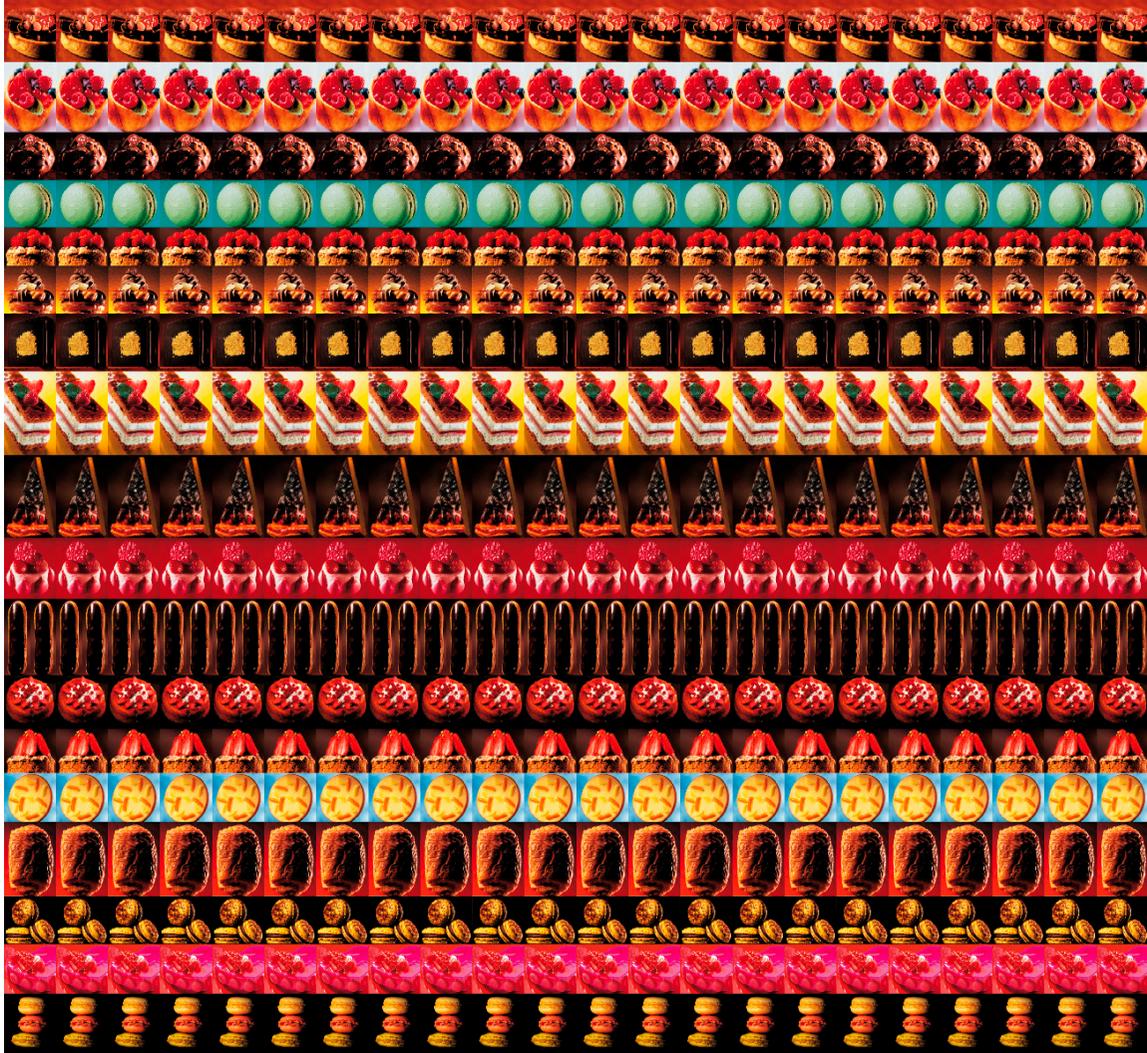
Question: What could be a theme for **Pierre Hermé**'s spring-summer collection of cakes and pastries that would have as much impact in Paris as in Tokyo?

Answer: The Japanese influence in fashion, design, comic-strip books (mangas), cuisine, etc. was a natural choice and inspired the collection, created in Paris but completely at home in Tokyo.



pH³
pH³
pH³





Corporate image for Pierre Hermé, press kit cover

PIERRE HERMÉ
PARIS



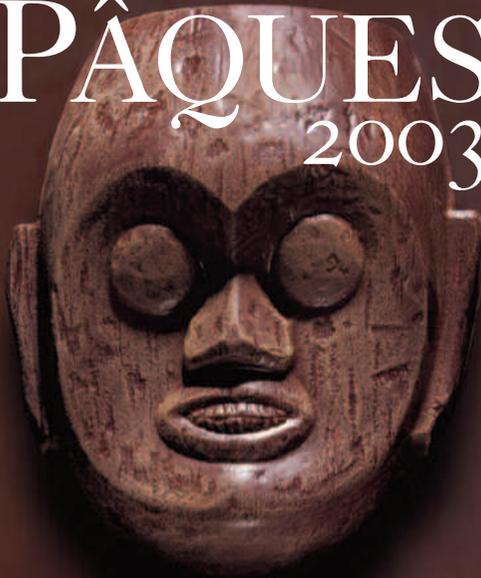
Lapin de Pâques

(Moulé en chocolat noir ou chocolat au lait, et garni)

Moule traditionnel ayant appartenu à l'aïeule-grand-père de Pierre Hermé (pâtissier à Colmar). Le lapin, dans la tradition germanique, est le gardien de "l'esprit du blé" durant les mois d'hiver. En repeuplant les campagnes, le lapin réincarne symboliquement les champs et augure les bonnes récoltes de l'automne.

Prix : 92 € LR 810

PÂQUES 2003



72, RUE BONAPARTE 75006 PARIS
 THE NEW OTANI - 4-1 KIOI-CHO, CHIYODA-KU, TOKYO 102-8578
 319, IKSPIARI 1-4 MAIHAMA - URAYASU-SHI, CHIBA-KEN 279-8529

Question: Could Easter chocolate shapes be reinvented?

Answer: Inspired by the collection of masks and objects on show at the new Museum Quai Branly, **JARDIN&CUSINE** recommended works of art chosen from the collections to be moulded in chocolate. The chocolate reproductions are faithful to the originals and each is made with chocolate using coco beans originating from the same part of the world as the original work of art.

PAGE DE COUVERTURE
 Masque de Bornéo
 (Moulé en chocolat noir
 pure origine Java)

Masque en bois polychrome des peuples Kenya Kayan de l'île de Bornéo, utilisé lors des rituels pour assurer de bonnes récoltes au village.

Prix : 115 € LR 810



CETTE PAGE
 Divinités des Sources
 (Moulé en chocolat noir
 pure origine Java)

Statuette de protection des points ou des fontaines, en bois, provenant des collines moyennes du Népal.

Prix : 115 € LR 810



Senoufo
 (Moulé en chocolat noir
 pure origine Ghana)

Détail de statuette originnaire de Côte d'Ivoire (région de Korogo) représentant un petit personnage féminin, utilisée dans les cultes domestiques.

Prix : 115 € LR 810

Remerciements à la Galerie Panchinello (Collection Jacques Lebrat).



Question: How could the Bagatelle brand of specialist baking flours launch a new, premium flour specially formulated for making puff and flake pastry?

Answer: JARDIN & CUISINE recommended that Bagatelle should market a new premium pastry segment for the flour: "La Haute Viennoiserie Française", using the Red Label awarded to the T45 quality flour to further the impact. J&C also recommended top pastry chef Sebastian Bauer as the brand's ambassador.

Sebastian Bauer is one of a generation of young pastry chefs who trained with Pierre Hermé who is probably France's most acclaimed pastry chef. Bauer embodies all the essential brand attributes: professional, focused and very creative.

J&C and S. Bauer worked together closely to create a pastry collection using the special T45 flour. The collection is designed to be a source of inspiration for self-employed pastry chefs and bakers. They are the core target for the trade advertising campaign.



la nouvelle viennoiserie le 20 janvier à 9h30

Question: How could **BAGATELLE**, and the brand's new T45 premium pastry flour, attract press and media attention?

Answer: **JARDIN & CUISINE** recommended that **BAGATELLE** should invite journalists to a gourmet breakfast, held in Paris at the Salon Angelina. This would be the appropriate occasion for introducing the brand while guests sample the brand's Haute Viennoiserie Française ambassador **Sebastian Bauer's** pastries.

A CD featuring the brand statement and the brand's background, the new advertising campaign, a press release and pictures of the new pastries as well as a gift selection of the pastries was given to all those attending.

guenais, on craqué pour elle !

Question: How could the Bagatelle consortium implement a recruiting drive?
Answer: JARDIN & CUISINE advised the consortium to draw on its existing client pool of small-business and self-employed bakers who had already chosen to sell quality bakery and pastry. The strategy became a print campaign in the trade press with a driving argument to become a member of the consortium's affiliate bakers.



Trade magazine double page spread

À Vitré, on a craqué pour elle !



“Avec BAGATELLE, notre chiffre augmente chaque année... depuis 6 ans déjà!”

Laurence et Olivier Meslier, La Petite Marquise, 35500 Vitré.

Pour en savoir plus sur BAGATELLE et rejoindre les boulangers et leurs meuniers qui ont fait le choix de la qualité,

composez le 01 42 68 34 10



La Baguette



IM MAISON CAILLER IN BROCC...
RE BLEIBT UNVERGESSLICH...

URNÉE À LA MAISON CAILLER
/GRUYÈRE NE S'OUBLIE PAS...

n Maison Cailler steht
svolle Augenblicke.
en die Geschichte, die
die Rezepte aufleben,
okolade Cailler einen
nt haben. Hier können
llung der legendären
ngen, einer Spezialität
tischen Kakaobohnen
n frisch verarbeiteten,
Kühe aus der Region.

Visiter la Maison Cailler, c'est vivre
de savoureux instants à travers
l'histoire, les hommes et les recettes
qui ont fait la légende du chocolat
Cailler. Ici, vous pourrez regarder la
ligne de production des Branches au
chocolat, une spécialité confec-
tionnée avec le généreux lait des vaches
de la région, collecté frais chaque
jour et mélangé aux plus aromatiques
fèves de cacao.

CŒUR COULANT



Degré de difficulté
= 5 g



Préparation : 15 min.
Réfrigération : 1 h.
Cuisson : 7-9 min.
Matériel :
4 petits moules en forme de
cœur ou ramequins de
6 à 7 cm de diamètre
Recette pour 4 personnes

- 125 g de Cailler Cuisine Noir 64%
- 60 g de beurre + beurre et farine pour beurrer les moules
- 70 g de sucre en poudre
- 30 g de farine
- 3 œufs

1. Beurrer l'intérieur des moules et les placer au réfrigérateur le temps de la prépa-
ration de la pâte à gâteau.

MOUSSE CRAQUANTE
AU CHOCOLAT AU LAIT



Degré de difficulté
= 5 g



Préparation : 20 min.
Réfrigération : 2 h.
Matériel :
4 verres ou ramequins
de 6 à 7 cm de diamètre
Recette pour 4 personnes

- 150 g de Cailler Cuisine Lait
- 10 cl de lait entier
- 20 cl de crème liquide 35% MG
- 60 g de mélange craquant
(selon votre goût : biscuits, pistaches, amandes ou
noisettes caramélisées etc.)

CRUMBLE AU CHOCOLAT NOIR
ET AUX POIRES CARAMELISÉES



- 160 g de Cailler Cuisine Noir 64%
- 230 g de beurre
- 90 g de sucre e
- 50 g de poudre d'amandes
- 1 pincée de fleur de sel
- 50 g de farine
- 6 poires Williams
- Le jus de 1 citron
- 5 g de cannelle en poudre
- 10 cl de lait ent

1. Préchauffer le four à 170°C



Question: How could Cailler Swiss Chocolate Manufacturers appeal to home cooks in Switzerland to use their new line in cooking chocolate, Cailler Cuisine, to make delicious, easy-to-make and attractive chocolate desserts?

Answer: JARDIN & CUISINE suggested creating and producing recipes which could be posted online and feature on the inside of the chocolate bar wrappings, in advertorials, on recipe give-aways, etc.

The agency recommended a seasonal approach for the recipes, staying in touch with the newest trends in desserts but keeping in mind the Swiss consumer's preferences.





Question: How could **Nicolas Feuillatte** Champagnes show wine professionals, in an original and attractive way, the various grape blends and wine-making methods used in **Nicolas Feuillatte's** different champagnes, as well as the appropriate wine/dish pairings for these champagnes?

Answer: Instead of showing the wine/dish match in a typical serving situation, **JARDIN&CUISINE** designed dream-like portraits of the various champagnes with the food pairings recommended for each of them, to highlight the association of various flavours well suited to the champagnes.





SHASHIMI DANDELION... ?



LEMON & LEMON TART... ?



JUMBO SHRIMP... ?



POMODAMORE... ?

FOOD by Paul Pairet
DECOR by Adam D.Tihany
VIEW by Shanghai

Jade on 36 *unexpected the expected*

For dinner reservations please call 6882 3636
Level 36, Grand Tower



CARROT CAKE... ?

FOOD by Paul Pairet
DECOR by Adam D.Tihany
VIEW by Shanghai

Jade on 36 *unexpected the expected*

For dinner reservations please call 6882 3636
Level 36, Grand Tower



PEANUT VERY FRESH LOLLIPOP... ?

FOOD by Paul Pairet
DECOR by Adam D.Tihany
VIEW by Shanghai

Jade on 36 *unexpected the expected*

For dinner reservations please call 6882 3636
Level 36, Grand Tower



Question: How could the Hotel Shangri-La Pudong's restaurant, Jade on 36, relaunch eighteen months after opening?

Answer: After working on a strategy evaluation of the restaurant for the Shangri-La Group, the concept "unexpected the expected" was selected as appropriate. The claim will appear in all existing and future communication, ranging from the web-site to an ordinary match-box and including the prestige brochure, plasma screens, magazine and newspaper advertisements as well as a precisely-targeted international PR strategy.

COCA COLA... ?



POMODAMORE... ?

"The most common interpretation of Chinese design concepts in modern interiors take the form of combinations between sleek contemporary interiors with some traditional pieces of furniture and décor."

-- Adam D. Tihany

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

FUTURISTIC DESIGN by Adam D. Tihany

JADE 翡翠36
RESTAURANT+BAR

Prestige brochure

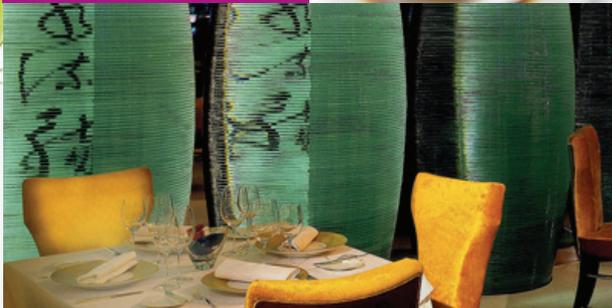
COCA COLA... ?



LEMON &
LEMON TART... ?

RESTAURANT...

7 TREASURES
ANCIENT TOWN !



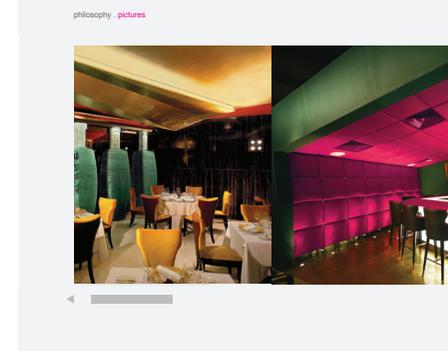
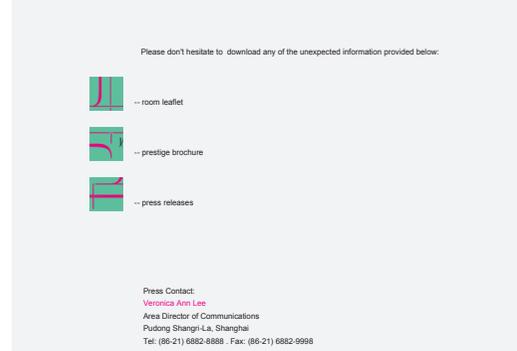
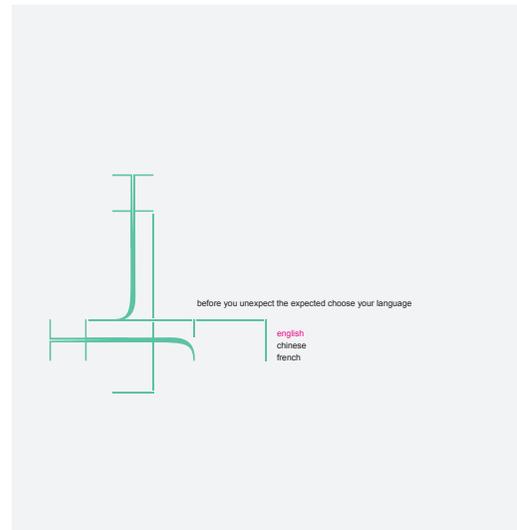
click to enter

JADE on 36
翡翠 36
RESTAURANT + BAR

NAN
JING
ROAD !



SWEET BENEDICT... ?



Question: How could **Provins**, Switzerland's foremost wine distributor, improve brand awareness in shelf displays of their *Charte d'Excellence* range of wines and ensure optimal product recognition and enhanced visual impact?

Answer: **JARDIN & CUISINE** used the block print illustrations for each type of grape used in the wine-making of the range, illustrations taken from the previous labels used by **Provins** (see upper right corner, showing the range before the visual overhaul). This was done to convey the authentic style of the Swiss Valais wine-making region, which is where the wines come from, while bringing a modern and appealing touch with the use of color, each type of grape having its particular shade used throughout the bottle dressing, to identify the wine.



Before visual overhaul...





POS



ET SI MANGER
DU **PAIN COMPLET**
DEVENAIT
UN **PLAISIR ?**



Le **pain complet** issu exclusivement de BLÉS CRC® certifiés (Culture Raisonnée Contrôlée), cultivés en FRANCE et conservés SANS TRAITEMENT INSECTICIDE.

www.brundeplaisir.com

Trade magazine double page spread

Question: How could a new brand of wholemeal flour and bread make an original and relevant statement?

Answer: As a general rule, the wholemeal flour and bread segments tend to opt for the health and wellness strategy for communication purposes. **JARDIN&CUISINE** advised **Moulins Foricher**, a top-end miller, to implement a pleasure and self-indulgence strategy for their new wholemeal flour and bread brand, «Brun de Plaisir». Only CRC (Controlled Resources and Crops) certified wheat is used for the «Brun de Plaisir» flour, also used to make the «Brun de Plaisir» loaf of bread. And last but not least, the appeal to pleasure seeking, although mostly neglected for communication purposes for this type of product, is appreciated by consumers.



JARDIN&CUISINE created the brand name «Brun de Plaisir», the logo and the B2B & B2C communication.



Cuisine & Pâtisserie

Viennoiserie & Pâtisserie

La Farine T55

La Farine T45

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- Soufflés
- Tartes brisées
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- Croûtes
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Pour le plaisir et l'émotion du "fait maison".



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CUISINE, PÂTISSERIE & ÉMOTIONS

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POS/press ad

Question: How could Club Le Boulanger leverage the fast-growing home bakery segment to launch a new range of flours for the Bagatelle brand?

Answer: JARDIN&CUISINE advised combining two strong trends in food communication:

1. the boom in homemade cooking
2. the emotional impact of food, both in the making of and the sharing of

This premium range of flours is for traditional and top-of-the-market outlets.

The new packs, designed by Jardin&Cuisine, with, to start, two packs for two different types of white flour, show on the four sides of the pack illustrations and a list of the various uses recommended for each type of flour.



Packaging designs



Question: How could **Pink Lady Europe**, the top quality apple brand, add value to the annual 20% of harvested apples that do not make the grade for sale under the **Pink Lady** brand? ?

Answer: market these apples as cooking apples under their own brand, specially dedicated to pastry making and cooking. **JARDIN&CUISINE** suggested **Miss Chef** as the name. **Miss Chef** will be marketed in both the B2B and the B2C segments. The B2B launch was held at the SIRHA 2015.



brand logo



some of the recipes developed, styled and shot by Jardin&Cuisine /32



Question: how could the Bridor brand bring better consistency and more harmony to its communication mix, whilst asserting itself in Bridor's international markets and making a statement for Bridor's premium product positioning in the bread and frozen Viennoiserie pastry segments?

Answer: JARDIN&CUISINE began by assessing the brand name and the brand design, which led to the idea of using the suffix «de France», here synonymous for quality and luxury lifestyle products, for which France is famous. Thus the new name **BRIDOR de France**, approved by Le Groupe Le Duff, to affirm Bridor's new positioning.



Bridor's booth at the Sirha 2015



labelling

BRIDOR de FRANCE
La solution Pain & Viennoiserie plaisir !

Menu viennoiseries croust BRIDOR x 120 pièces

Garma de croissants BRIDOR
Exemple de prix:
Croissant au A.O.P.
Charentais-Poitou 60g

Petit pain cobaltes
Une Recette (IN)CITE Professional
BRIDOR x 15 pièces

Garma de pain au chocolat BRIDOR
Exemple de prix:
Pain au chocolat au A.O.P.
Charentais-Poitou 70g

Petit pain rustique
BRIDOR x 30 pièces

Petit pain Finador
Une Recette (IN)CITE Professional
BRIDOR x 30 pièces

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embroidered logo





Some of the books written and designed by Lyndsay & Patrick Mikanowski

Awards

IACP (International Association of Culinary Professionals) '09
At the Crillon and at home : Finalist Best Chefs Recipe book

IACP (International Association of Culinary Professionals) '08
Egg : Design Award

James Beard Foundation Awards '08
Egg : Nomination Best Photography

METRO Cash & Carry Awards '07
Piège, Côté Crillon, Côté maison : Best Recipe Book

Gourmand World Cookbook Awards '06
Oeuf : Best Single Subject Food Book

James Beard Foundation Awards '06
Uncooked : Nomination Best Photography

IACP (International Association of Culinary Professionals) '06
Uncooked : Finalist Best Photography/Food Styling

Gourmand World Cookbook Awards '04
Cru : Best Cover + Best Photography for a Food Book

Gourmet Media World Festival '04
Patate : Gold Award

Gourmet Media World Festival '04
Cru : Silver Award

Gourmand World Cookbook Awards '99
Tomate : Best Recipe Book



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