



Products

- Beet or cane sugar, in powder, lumps, cubes and other forms
- Chocolate bars, candies, nuggets and bites; cocoa powders and more
- Vosges Honey, Corsican Honey, Provence Honey, Gâtinais Honey, Lavender Honey and more
- Coffee beans, ground coffee, instant coffee, instant coffee packets and decaf
- Black tea, green tea, flavoured tea and more
- Camomile, linden, verbena, mint, red fruit herbal teas and more
- Cooked sugar candies, suckers and lollipops, gummy candy, caramels, chews and more
- Sweet cocktail snacks (mixed dried fruits)

Sweet Groceries*

FRANCE - THE LAND OF SWEET DELIGHTS

In France, you can find a great variety of cakes and desserts on dinner tables at any celebration or other opportunity to satisfy the sweet tooth so characteristic of the locals. Sugar is used in an ever-increasing number of different forms, and French honey is the perfect reflection of the country's unique regions and the diversity of their flora. The country is home to many chocolate makers and confectioners, who are often highly inventive and strive to showcase the quality of the raw materials they use and variety of flavours they cook up.

Sugar: a noble ingredient

As a basic element of the food we enjoy, sugar which is naturally contained in sugar beet and sugar cane, is primarily blended with other ingredients. The moulded "lump of sugar" is specific to France, unlike in many other countries around the world where it is often used as a powder. It can also be found in fun shapes, small cubes, - sometimes in odd-shapes for white or brown sugar - candy sugar sticks, decorative sticks or packets of powdered sugar, and a host of other forms. It can thus be used to pleasantly sweeten hot drinks such as coffee, tea, herbal tea and chocolate. It is also essential for producing syrups, soft drinks, pastries and desserts.

French sugar comes primarily from processing sugar beets, namely those grown in the Nord and Picardie regions of northern France. Brown and white cane sugars are produced in Réunion, Guadeloupe and Martinique, three islands that are part of France's overseas territories.

France celebrates chocolate

Since it was brought to France in the 17th century, chocolate's success and popularity has never ceased to grow. Chocolate is mainly consumed in the form of bars, powder (cocoa), candies, castings or spreads. It is also used in a wide variety of pastries (namely chocolate eclairs), biscuits and chocolate-coated confections. It is the main ingredient in desserts for children and adults alike. It is enjoyed in even larger quantities at certain specific times of the year, primarily the Christmas and New Year's holidays and Easter. France's master chocolate makers offer a mouth-watering multitude of original creations and gift packs, true masterpieces that can be given as presents or shared together as a family.

In addition to the main multinational chocolate companies, France has maintained a great number of small and medium sized producers that combine traditional craftsmanship, high quality and modern technology.

Smooth and sweet, honey is the king of France's forests and countryside

Today, honey is enjoyed in an infinite variety of ways and is used in the boldest of recipes, which blend its sweetness with foods typically associated with savoury or sweet flavours. French honey supply is adapted to new consumer needs and desires, offering a palette of diverse aromas, flavourful blends and above all new packaging formats tailored to its various uses. *Miel de Sapin des Vosges* (Vosges Pine Honey) and *Miel de Corse* (Corsican Honey) are protected by a



Controlled Designation of Origin (*Appellation d'Origine Protégée* or AOP), whereas *Miel d'Alsace* (Alsace Honey) and *Miel de Provence* (Provence Honey) come under Geographical Protected Indication (*Indication Géographique Protégée* or IGP). Recognised as a natural product, manually collected, honey is making a strong comeback at French dinner tables!

Coffee, tea and herbal tea

Though coffee continues to be the hot drink of choice in France, recent years have seen a renewed interest in high-quality tea, brought about by retail chains that combine teas and various flavours from around the globe to make uniquely delicious blends. French coffee roasters are also in on the action, and are going all out to offer consumers true gems for the palate with a wide range of flavours. According to connoisseurs, Arabica Bourbon, produced in very small quantities on the island of Guadeloupe, is one of the world's best coffees. The french sector developps innovativ concepts in order to produce a high quality offer with a responsible approach to their business (sustainable development and fair trade).

Herbal teas are most often enjoyed at the end of the day. Whether you are looking for a bit of well being or a short spell of relaxing peace and quiet, the range of herbal teas made using plants, fruits and spices is increasingly wide

The boom in French confections

We could simply not imagine rounding out this presentation of France's sugary delights without mentioning the seemingly endless varieties of sweets and candies beloved by children and adults alike! More than 600 candy specialities come from a specific region, take us on a veritable *Tour de France*, giving us a delicious taste of all the best the country has to offer.

Some of these sweets - including *Bêtises de Cambrai*, *Nougat de Montélimar*, *Calissons d'Aix* and *Bonbons des Vosges* - are protected by a Controlled Designation of Origin (AOC). These colourful, creamy, crunchy, crispy delicacies, whose origins go far back into the country's history, delight today a growing number of consumers around the globe.

Useful websites

Centre for Sugar Documentation and Studies
www.lesucre.com

Chocolate Makers Association
www.chocolats.org

Chocolate Exhibition
www.salon-du-chocolat.fr

French Honey Association
www.syndicatfrançaisdesmiels.fr

National Confectionery Association
www.confiserie.org

Key figures

Europe's leading producer of sugar, number 7 worldwide

The world's leading producer of beet sugar, with 4.7 million tonnes of beet sugar and 250,000 tonnes of cane sugar (2009/2010)

French chocolate production totals approximately 390,000 tonnes

20 varieties of sweets and candies, and more than 600 regional speciality confections.

French confections: nearly 100 companies and thousands of artisans, sales of € 1.06 billion and 163,300 tonnes produced in 2009

French chocolate and confection exports in 2009: € 800 million in chocolate and € 120 million in confections.

69,600 beekeepers, 1.4 million beehives and 1,750 farms with more than 150 hives (2009). French export: € 18 million (2009)