

# Patis'info

e-mag of the French pastry trends  
**November - December 2019**

## **Trend :**

- Storytelling :  
Sharing a story

## **Products focus :**

- Patis'Pain d'Épices
- Patis'Cannelé

## **New :**

- Praliné Almond-Hazelnut 55%  
French Origin

## **Recettes :**

- Mandarine Nonettes
- Christmas Cannelés
- Chocolate Bonbon
- Paris Brest



Instagram

PatisFrance\_Export\_Officiel

## STORYTELLING

### SHARING A STORY

**Sharing the story of a product with consumers means creating a bond of trust with them. A bond which remained broken for a long time and which artisans are currently seeking to re-establish by providing more transparent and clearer communication about the origins of their products and ingredients.**

Food is at the heart of the preoccupations of French people, both for reasons of taste as well as issues around health. This is why more and more consumers are turning towards brands that supply products which are healthy, simply made and most of all provide transparency regarding their origins. No more mysteries, today's consumers want to know everything! Indeed, according to our Taste Tomorrow study carried out in 2019, 91% of French consumers read information about the products they buy (wrapper, label...)

“ Stories about  
our products are something  
we have plenty of ”

Interesting stories about our products are something we have plenty of!

It is therefore important for artisans to ensure that they provide their customers with all necessary information in a clear and transparent way. This amounts to lifting the veil and revealing the story that lies behind the bread, pastries or cakes that customers come to buy. And this is good news because interesting stories about our products are something we have plenty of!

To create this “storytelling» and to take the consumer on a journey with you requires good communication about your products and your sales site. In this edition, Puratos will showcase a selection of ingredients around which you can build your communication in order to reassure your customers and create a strong bond with them.





# Trend



IN FRANCE

## KEY STATISTICS



## PATIS'PAIN D'EPICES

**With Patis'Pain d'Epices, a baking preparation for different types of gingerbread, you will bring back some delicious memories for your customers!**



### CHARACTERISTICS

- Balanced range of spices: cinnamon, badian (star anise), cloves and cardamom.
- Contains yeast for an authentic flavour

Available in 10-kilo bags.

Minimum shelf life of 9 months.



### ADVANTAGES FOR YOU

- Long conservation of finished products
- Simple to use and efficient, with only three ingredients to weigh
- A moist and melting texture for your gingerbread
- A single preparation for making different types of gingerbread (cakes, decors, nonnettes...)
- If you follow the specified recipe, you can label your products as «gingerbread with honey» or «Dijon gingerbread» if you wish





## MANDARINE NONETTES

Par : Eric Rogard  
Quantité : pour 90 pièces

### GINGERBREAD

<b>Patis'Pain d'épice PatisFrance</b>	<b>1000 g</b>
Honey	550 g
Water	250 g

Mix the 3 ingredients with the leaf beater for 3 minutes at medium speed.

### MANDARIN MARMALADE

Candied mandarin	400 g
Imperial mandarin	25 g

With the robot cut, crush all the mandarins.

### WATER GLAZE

<b>Fondant Véga PatisFrance</b>	<b>250 g</b>
Icing sugar	450 g
Glucose	150 g
<b>Starfruit Mandarin PatisFrance</b>	<b>100 g</b>
Imperial mandarin	30 g

Heat up the Starfruit and the glucose and mix with the others ingredients.

### ASSEMBLY AND FINISHES:

Arrange the gingerbread in cubic molds and then put inside the marmalade.

Bake at 160 °C during around 20 minutes.

Glaze the Nonettes.



## PATIS'CANNELE

**Patis'Cannelé preparation allows you to make delicious, crisp and moist canelés in no time at all!**



### CHARACTERISTICS

- Allows you to make crisp canelés with a moist centre
- Contains natural "Bourbon vanilla" flavouring and vanilla seeds.
- Formule Clean(er) label because it only contains "beta-carotene" as a colouring
- Available in 5-kilo bags.
- Minimum shelf life of 9 months.



### ADVANTAGES FOR YOU

- Easy and quick to use with only 4 ingredients to weigh.
- Reduced resting time
- Maximum success rate
- Consistent quality
- The finished products can be frozen. To defrost them, they simply need to be put into the oven for 8 to 10 minutes at 200°C to recreate their initial crispness.





## CHRISTMAS CANNELES

By : Eric Rogard

### CANNELES PASTE

<b>Patis'Cannelé PatisFrance</b>	<b>450 g</b>
Butter	50 g
Hot water (50-60°C)	500 g
<b>Orange aroma PatisFrance</b>	<b>10 g</b>
<b>Rhum pâtissier 54% PatisFrance</b>	<b>50 g</b>
Gingerbread spices	10 g

Mix ingredients with a whisk for 10 minutes at medium speed. Cool down minimum 1 hour at 5°C.

Garnish the molds and bake at 200 ° C in a convection oven or 225°C in the deck oven.



# Praliné Almond-Hazelnut 55% French Origin

**A praline with an intense flavour and a unique texture produced using 100% French ingredients and processed in our factory in the Vosges.**

**NEW  
PRODUCT**

**AVAILABLE IN  
DECEMBER**



### PRODUCT CHARACTERISTICS:

- Made using roasted almonds and hazelnuts from cooperatives in the south of France
- Made using caramelised brown sugar from France's overseas departments and territories
- Processed in our factory in Charmes, in the Vosges, on a production line using an artisanal method
- A specific cooking technique, in a copper basin, and grinding technique using a granite grindstone, providing the praline with an intense flavour and grainy texture
- Available in 5-kilo buckets.
- Minimum use-by date of 9 months
- To be stored in a cool and dry place (<20°C).



### ADVANTAGES FOR CONSUMERS:

- The promise of an authentic flavour and texture
- A local product, 100% French



### BENEFITS FOR YOU:

- Storytelling for your customers with this 100% French product
- A unique flavour that stands out
- A wide variety of applications for your pastries/chocolates.



## CHOCOLATE BONBON

By: Bertrand Balay  
Quantity: 1 8mm tray

### PRALINE FRANCE

**Almond-Hazelnut Praline 55% French**  
**Origin PatisFrance**

1010 g

**CroustiCrep PatisFrance**

120 g

**Cocoa butter PatisFrance**

110 g

**Milk Chocolate PatisFrance**

230 g

Fleur de sel (optional)

6 g

Mix the praline with the Crousticrep.

Add the cocoa butter (26°C) and the chocolate (31°C) then mix again.

Blend the mixture up to 28°C maximum.

Pour into a tray of 34 x 34 x 0.8cm and leave to crystallise for at least 6 hours.

Coat entirely with a thin layer of milk chocolate then cut into 28 x 28mm pieces.

When the cores are at 22-24°C, coat with **Dark Chocolate PatisFrance**



## PARIS BREST

By Mathias Gautron

Quantity: 4 cakes

### HAZELNUT STREUSEL PASTRY

Butter	344 g
Brown sugar	168 g
Vergeoise sugar	95 g
<b>Ground Hazelnut PatisFrance</b>	<b>440 g</b>
Fleur de sel	5 g
Flour T55	308 g

Rub all of the ingredients together. Place a 3mm layer of pastry into an 18cm baking ring. Roll the remaining pastry to a thickness of 1.8 mm so you can cut out small discs with a diameter of 4cm. Cook the 18cm baking rings in the oven at 145°C for 10 minutes.

### HAZELNUT FINANCIER (150G)

<b>Frianvit PatisFrance</b>	<b>290 g</b>
Water	145 g
Beurre noisette	145 g
<b>Pralirex Hazelnut PatisFrance</b>	<b>40 g</b>

Melt the butter to make beurre noisette. Use a flat beater to mix the Frianvit, the butter at 60°C and the water for 3 minutes at medium speed. Add the Pralirex Noisette. Pour 150g of the hazelnut financier onto the Hazelnut Streusel pastry. Cook together at 160°C for 20 minutes.

### PASTRY CREAM

Milk	500 g
Vanilla	1 pc
Egg yolk	125 g
Caster sugar	100 g
<b>Elgel PatisFrance</b>	<b>45 g</b>
Butter	50 g

Infuse the vanilla with the milk. Beat the egg yolk with the sugar until white then add the Elgel powder cream. Make the pastry cream and add the butter. Set aside.





# Recipe

## PRALINE CRÈME MOUSSELINE

Pastry cream	300 g
Butter	200 g
<b>Almond-Hazelnut Praline 55% French Origin PatisFrance</b>	<b>120 g</b>
<b>Pralirex Hazelnut PatisFrance</b>	<b>30 g</b>
Fine salt	0.1 g

Using a flat beater, mix the pastry cream with the Praline, the Pralirex and the salt. Add the softened butter and emulsify all of the ingredients together.

## CHOUX PASTRY

Water	250 g
Full-fat milk	250 g
Caster sugar	10 g
Salt	10 g
Butter	225 g
T55 flour	275 g
Egg	500 g

Boil the water and milk along with the butter, salt and sugar. Add the sieved flour and dry the dough. Add the eggs gradually. Place a disc of hazelnut streusel into a Flexipan® mould (1031G42) and make a choux pastry shell. Place another disc of hazelnut streusel on top. Put into the oven at 210°C and reduce the oven temperature to 185°C for 30 to 35 minutes.

## TERROIR ICING

<b>Milk Chocolate PatisFrance</b>	<b>350 g</b>
Grape seed oil	60 g
<b>Pralirex Hazelnut PatisFrance</b>	<b>5 g</b>
<b>Toasted Chopped almonds PatisFrance</b>	<b>60 g</b>

Melt the chocolate. Add the oil and the Pralirex Hazelnut then blend. Add the toasted chopped almonds. Set aside and use at 32°C.

## ASSEMBLY AND PRESENTATION:

Ice the streusel disc and hazelnut financier with some terroir icing on the sides.

Use a Saint Honore piping nozzle to pipe the top of a financier with some crème mousseline.

Decorate the top of the choux pastry with some Pralinor France and place some hazelnut crème mousseline on top of this.

Place seven choux pastry shells on the hazelnut crème mousseline.

