

ARTISAN

CHOCOLATIER TORRÉFACTEUR

A. MORIN

CHOCOLATIERS DE PÈRE EN FILS DEPUIS 1884

EN DRÔME PROVENÇALE



The Chocolate factory



For the Morin, chocolate is a family affair.

The *chocolaterie* is located on the family property, in the heart of orchards and lavender fields in the village of Donzère, in the South of France. The family farm has been partly transformed into a traditional chocolate factory. The Chocolaterie A. Morin grows its own orchards, sheltering more than 5000 trees — almond trees, morello cherry trees and hazelnut trees. This cultivation allows having a complete mastery of the raw materials which are being used in the confectioning of the fine chocolate bonbons.



Ten permanent employees work in the chocolate factory, four of whom are part of the Morin family.

It is in this family atmosphere that the cocoa beans, grown in these far away cocoa producing countries, will be transformed with passion and *savoir-faire* into chocolate.



One story, many generations



Remodeling of
the family farm

Creation of the
CHOCOLATERIE
A. MORIN



The first almond trees
are planted



Franck Morin,
4th artisan
chocolate maker

1884

1924

1943

1958

1966

1973

1980

2000

2030

André Morin, in turn, works at
the Chokolaterie d'Aiguebelle

Jean-François starts
working at the family
chocolate factory

Jean-François
succeeds his father

Paul Morin, 5th
generation ?

Gustave Morin is confectioner and
chocolate maker at Aiguebelle

The *chocolaterie* is the fulfilment of a passion, handed down from father to son since 1884.

At that time, Gustave Morin worked with the monks as a confectioner and chocolate maker in a chocolate factory, the Aiguebelle abbey. He quickly became responsible for the candies and chocolate production at the abbey, considered to be one of Europe's most modern chocolate factories at the time.

Gustave conveyed his passion to his son André Morin who, after working in different chocolate factories to improve his knowledge, replaced him at the Chokolaterie d'Aiguebelle.

But the growth of the company and the resulting industrial-like work did not please him anymore. It is thus quite naturally that he decided to have his own traditional chocolate manufacture and that, in 1958, the Chokolaterie A. Morin opened its doors.

He inherited the family farm and gradually transformed it into a traditional confectionery workshop – to keep on living from his passion while fulfilling his wish to make high quality products.

This objective has remained the company's priority year after year. In fact, this is what led him to start growing fruit trees all around the *chocolaterie* – like apricots, pears, or apples – to master raw materials so that their quality would be irreproachable.

André taught his son, Jean-François, who also decided to expand the tree production by growing almond trees, hazelnut trees and morello cherry trees to make pralines, almond paste or even nougat.

Time came to improve the chocolate making process, starting from the cocoa bean. It took Jean-François a little while to find more performant second-hand machines that would allow him to keep the tradition and quality he wanted to make chocolate the best possible way. Once he was equipped, as tradition wants it, he took out his grandfather's recipes notebooks and started working intensively on transforming cocoa beans into chocolate.

The story did not stop there and what was bound to happen did happen : Jean-François' children got their « hands dirty » from an early age and also fell in love with chocolate. Having worked in the chocolate factory his whole youth, Franck Morin studied Alimentary Industry and Trade, to cope with his ambition of working the chocolate with passion.

At the end of his studies, he spent 4 months in a small cocoa plantation in Sao Tomé and Príncipe, in the Gulf of Guinea, in order to improve his « cocoa culture » and understand more in depth the transformation on the spot.

In 2001, back from his African journey and enriched by this new experience, Franck had discovered the importance of terroir, cultivation practice, cocoa post-harvest processing... This is when he decided to focus more on producing chocolate based on the origin of the cocoa beans.

Something tells us that this story is not about to end here.. A new Morin son is born!

From bean to bar

Once the cocoa beans have been harvested in the plantations, it is time for them to go through the fermenting and drying processes on the spot.

The dry beans are then sent to Donzère to be transformed in the Chocolaterie A. Morin's factory.



First, the beans are roasted and passed through the Cocoa Crush Machine to separate the bean from its skin and ground.

The fine cocoa powder obtained is then "conched" – mixed and heated for more than 20 hours – to obtain the long-awaited product : chocolate.



Then liquid, the chocolate is poured into moulds, depending on the desired use : chocolate bars, couverture chocolate, napolitains (small testing squares).

It is also used in the enrobing machine to coat the various chocolate bonbons.

The finished product, whatever its form, will then be wrapped and packed on site.

This process is what we call "from bean to bar".

The growers, *the Chocolaterie*

A strong and privileged relationship



« It is our passion to reveal the best of what nature has to offer »

It is in the Chocolaterie's DNA to be willing to be close to cocoa producers.

Participating in various development projects and sharing knowledge as much as possible with the growers to support them in their development is one way to do so.

Working hand in hand with the producers also helps conveying a message that is important to the Chocolaterie A. Morin : preserving old varieties and producing while respecting nature and biodiversity.



The wide chocolate range highlights cocoa grown in different parts of the world, different plantations, which all have unique aromatic profiles.



There is a wide variety of taste within cocoa. It can be explained by the tree variety but also by the cultivation and processes for fermenting and drying the beans that the growers use. The whole approach aims at preserving the raw material specificity, i.e. the cocoa beans. In that sense, *savoir faire* is then deployed to closely monitor the recipes, temperatures and tools used for the production.

Cocoa being a natural material, its characteristics greatly depend on variable parameters like climate, sunshine or irrigation. It is thus logical to have a variation in typicity and taste, depending on the harvests.

This richness and diversity is what the Chocolaterie likes to highlight. And without this collaboration with the producers, the work on chocolate wouldn't be as qualitative.



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In 2004, an encounter marked a turning point concerning Peruvian cocoa for Franck Morin. He explains :

« We met a Franco-Peruvian couple in 2004. They told us about their project of creating an import chain of cocoa. Their aim was to make organic chocolate bars out of this cocoa, with a social and ethic dimension. It was a very special encounter : we understood each other right away and we are now very good friends. I already knew about the potential of some Peruvian cocoa beans and was also very happy to find people who were also concerned about the necessary well-balanced relationships between suppliers and growers, people for whom organic culture made sense : I was instantly convinced.

Together, we defined a few criterias and ideas to help us search for interesting planters. We looked for small structures, working with ancient orchards, growing under shade trees, plantations that had been sown, not grafted. Indeed, a sown tree is genetically unique and always better adapted to its environment. Another important criteria was to find people to whom we could provide something positive.

We eventually found a cooperative, the one which supplies us our « Chanchamayo » cocoa. This cooperative used to sell its cocoa on the local market for the production of powder and butter. They couldn't correctly promote their production because the cocoa was neither fermented nor dried.



We brought them this expertise and our experience in cocoa cultivation and post-harvest treatment. After a few attempts, we finally came up with a very interesting result. Afterwards, we isolated some producers from the cooperative who had different production techniques or different terroirs, in order to discover the influence of the environment and cultivation practices.

During our following travels we met other producers, some of whom had heard about what we had done, and they offered us their cocoa. »

An approach that the Chocolaterie tries to repeat as much as possible with the cocoa growers.

Chocolates & Co.

The Chocolaterie Morin's *savoir-faire* is not limited to chocolate bars and couverture chocolate.



A great variety of chocolate bonbons is also produced in the factory each year. Among them are the renowned « *petits rochers* », the must-have product of the Chocolaterie A. Morin : praliné covered with dark chocolate and roasted silvered almonds.



Other appetising delicacies - almost always covered with chocolate - are manufactured in the Chocolaterie : almond paste, truffles, caramel, nougat, princiérs, pralines, hazelnuts, fruit paste, liqueur-filled chocolates. The ingredients are carefully selected and some even come from the Chocolaterie A. Morin's own orchards. It is the case for all the bonbons made of almonds, hazelnuts and morello cherries.

The recipes are Gustave's and André's – some are more than 120 years old.

The products contain few additives because using high quality raw materials allows not adding flavoring substances and the manufacturing process allows not adding preservatives.



For the product to be respected, the transformation process is still done the traditional way.



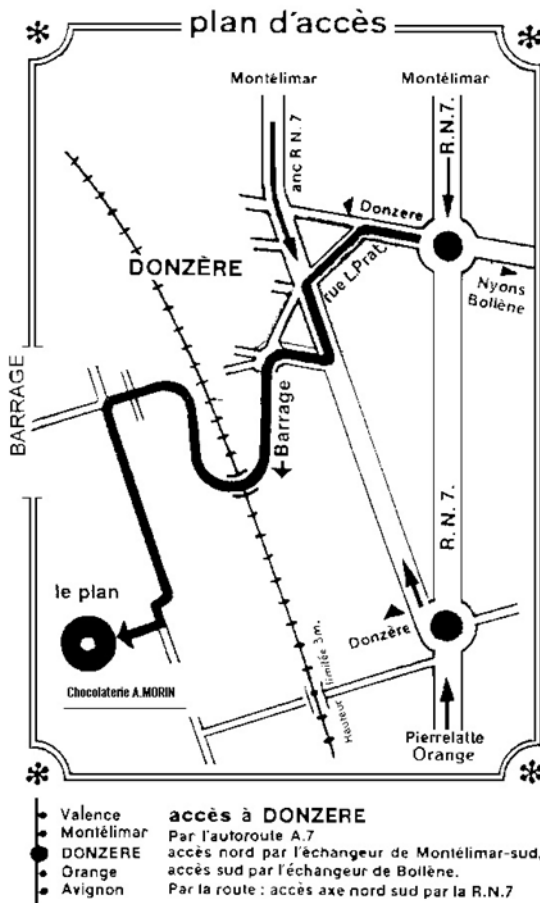
Where to find us

CHOCOLATERIE A.MORIN

Fabrication artisanale

Le Plan - 26290 DONZÈRE

Tél: 75 51 60 76



Chocolaterie A.MORIN

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26290 Donzère

France

GPS coordinates : Lat : 44.433348 ; Long : 4.701773

Opening hours :

Monday to Friday - 2 p.m. to 6 p.m.

Saturday - 9 a.m. to 12 a.m. and 2 p.m. to 6 p.m.

www.chocolaterie-morin.com



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