



CHOCOLAT  
CHAUDUN





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MAISON CHAUDUN  
A CONNOISSEUR'S SECRET







## FROM MICHEL CHAUDUN TO GILLES MARCHAL —— PRESERVING —— THE HARMONY OF CHOCOLATE

SUBTLE AROMAS, PERFECTLY BALANCED FLAVOURS, COCOA VARIETIES THAT COMPLEMENT EACH OTHER BEAUTIFULLY, COVETED TRADE SECRETS, AND OUTRAGEOUSLY ELEGANT CHOCOLATES — *MAISON CHAUDUN* AND ALL ITS WONDERS HAVE LONG BEEN A CLOSELY GUARDED SECRET, RESERVED FOR PASSIONATE INSIDERS AND DISCERNING CONNOISSEURS.

AS MICHEL CHAUDUN PASSES THE TORCH TO GILLES MARCHAL, THE COMING TOGETHER OF THESE TWO DISTINGUISHED CHOCOLATIERES WILL SAFEGUARD A SIGNATURE TASTE THAT'S BEEN PERFECTED WITH INFINITE PATIENCE, WHILE ALSO ENSURING A BRIGHT FUTURE FOR A CHOCOLATERIE THAT CONTINUES TO PURSUE EXCELLENCE IN ITS CREATION OF HEAVENLY DELICACIES.

TO JOIN THE INNER CIRCLE AND UNCOVER THE SECRETS OF THIS LITTLE-KNOWN MAISON DE CHOCOLAT, INDULGE YOUR NATURAL INCLINATION FOR EXCEPTIONALLY FINE CONFECTIONS.





## ONCE UPON A TIME... THERE LIVED AN UNASSUMING MASTER CHOCOLATIER

When Michel Chaudun set up shop on Rue de l'Université in 1986, he had already earned a reputation for excellence. Having trained under Gaston Lenôtre, he worked for several years as chef chocolatier at *La Maison du Chocolat* alongside Robert Linxe. An entire generation of chocolate makers have learned their trade under Chaudun's tutelage. Alain Ducasse claims to have first "discovered" chocolate while working alongside him under *Lenôtre*, while Pierre Hermé, who also worked with Chaudun, has often spoken of his "craftsmanship and tenacity". The new store quickly became a success. "Originally, it was called 'Chocolate by Michel Chaudun', in much the same way as we'd say 'Perfume by *Christian Dior*'. Above all, I wanted to share my

love of fine food and my rather unique convictions in matters of flavour," he recalls with a hint of mischief. Today, serious chocolate lovers flock to Chaudun's boutique to snap up his chocolate bars, individual chocolates, and signature pavés (little ganache squares) – not to mention the House's selection of chocolate sculptures, available in a staggering variety of shapes for every occasion imaginable. Generations of Parisian children have stood captivated before his window displays, gazing dreamily at the treasures encased within. These treasures have also taken Japan by storm; it's a little-known fact that Michel Chaudun was the first French chocolatier to open a store there in 1991. He now has a boutique in Tokyo and another in Yokohama, in addition to several pop-up stores.



## BEHANCE & HARMONY

Working with methods and techniques devised over many years, Michel Chaudun has always sought to achieve the perfect equilibrium; his chocolate is not designed to shock, astonish, or jar the palate.

The one quality running through all of Michel Chaudun's creations is harmony, thus bestowing on him a unique place amongst the great French chocolatiers. Only a true chocolate lover could ever consider stepping into the shoes of such a master, while also preserving the priceless essence of a House known only to a happy few, many of whom travel from far and wide to sample its sublime creations...





## GILLES MARCHAL, — CUSTODIAN OF A — SOPHISTICATED SAVOIR-FAIRE

When the time came for Michel Chaudun to retire, a milestone that was richly deserved, Gilles Marchal seemed the obvious choice for his successor. Just like Michel, Gilles is fanatical about flavour. Starting off as pastry chef at Paris' iconic *Plaza Athénée* and *Bristol* hotels, he took over from Robert Linxe as Creative Director of *La Maison du Chocolat* before going on to open his own patisserie in Montmartre in autumn 2014. The two men, who have been in regular contact for 25 years, have now joined forces in their quest to delight their devotees with exquisite flavours, ever aware that it's the little details that make all the difference. As Michel Chaudun explains: "Instructing someone on the correct proportions for a recipe is easy; the real knowledge lies in the wealth of little secrets that can only be passed on in practice, secrets that take time to demonstrate in detail, as was the case with myself and Gilles. These details may seem trivial, but in fact

they're hugely important – like the precise temperature at which you add an ingredient, for example – because these little nuances are what create the subtle flavour I'm after. Having worked side by side with Gilles for the last few months and taught him everything I know, I'm completely confident that I'm leaving my House in expert hands."

Now the custodian of a veritable treasure trove of savoir-faire, in addition to the considerable experience and excellence that he himself has accumulated over the years, Gilles Marchal will continue to nurture and develop *Maison Chaudun* – to our immense pleasure. "*Maison Chaudun's* DNA will stay the same; it's merely a new incarnation of the same sensibility. All the cult classics will still be there, and we'll also be broadening our expertise to include confectionery, custom orders, pastries, and cakes," explains the pastry chef enthusiastically.





# CHOCOLATE

## ACCORDING TO CHAUDUN

For Chaudun, chocolate is an art form that's all about balance. An avid believer in assemblage (the blending process), he delicately combines various cocoa bean "vintages" from all the major chocolate producers (couvertureurs) – as if crafting a fine Bordeaux – to create a unique, perfectly balanced blend of chocolate.

"We're not looking for strong contrasts, sharp flavours, or dramatic sensations; that's simply not our style," explains Gilles. "We're all about finding subtle, more elegant notes, where the flavours complement each other and linger on the palate. It's more of a symphony than a fanfare! The very purpose of the assemblage process is to create new, more complex sensations. Single-variety chocolate may be in vogue right now, but as chocolatiers, we regard our savoir-faire as comparable to that of a perfumier, in that we can – and should – make use of each and every available note." Be it dark chocolate (a labour requiring

exceptional skill) or milk chocolate (a guilty pleasure of Michel Chaudun, who indulges every evening, as well as Gilles Marchal, who admits a soft spot for the House's whole nut chocolate bar), our research is always led by a sense of indulgence and a fine appreciation of flavour, with special attention paid to the raw ingredients.

Thus, only natural whole nuts are used in order to ensure full control over their roasting and shelling; almonds, hazelnuts, and walnuts are prepared with meticulous care before being incorporated into the chocolate. For the vanilla, that long-time accomplice and perfecter of chocolate, frosted Madagascar vanilla is the only type used, its intense, distinctive flavour caressing the palate with its sweetness. And as for the fruit, it's always fresh – you won't find any frozen or ready-made fruit purée in Chaudun ganaches or chocolates, and certainly no artificial flavours!







## — THE PAVÉ —

NOT TO BE CONFUSED WITH A TRUFFLE !

The pavé, a little square of ganache dusted with bitter cocoa powder, remains the signature of *Maison Chaudun*. Since its creation in 1991, it has perfectly embodied that combination of technical sophistication and elegant simplicity that characterises all Chaudun chocolate. For Gilles, “That first bite of a pavé is sheer ecstasy. The fresh, meltingly soft chocolate delicately fuses with the velvety texture of the fine cocoa for a flavour that’s strong without being cloying.” His ganache is made from a blend of three types of chocolate combined with whipping cream. Left to mature for 24 hours, it is cut into small squares using a guitar cutter, matured for another 24 hours, and then delicately coated in bitter cocoa. Particular care is taken to ensure the coating is as fine as possible. Free from preservatives, added sugar, and additives of any kind, this exceptionally fresh chocolate confection should be kept refrigerated and enjoyed within 10 days.


The secret for optimum enjoyment is to take your pavés out of the fridge 15 minutes beforehand; this preserves their unique, fresh effect in the mouth while still allowing the flavours to develop fully. Available in either dark or milk chocolate, it’s a sensation like no other.



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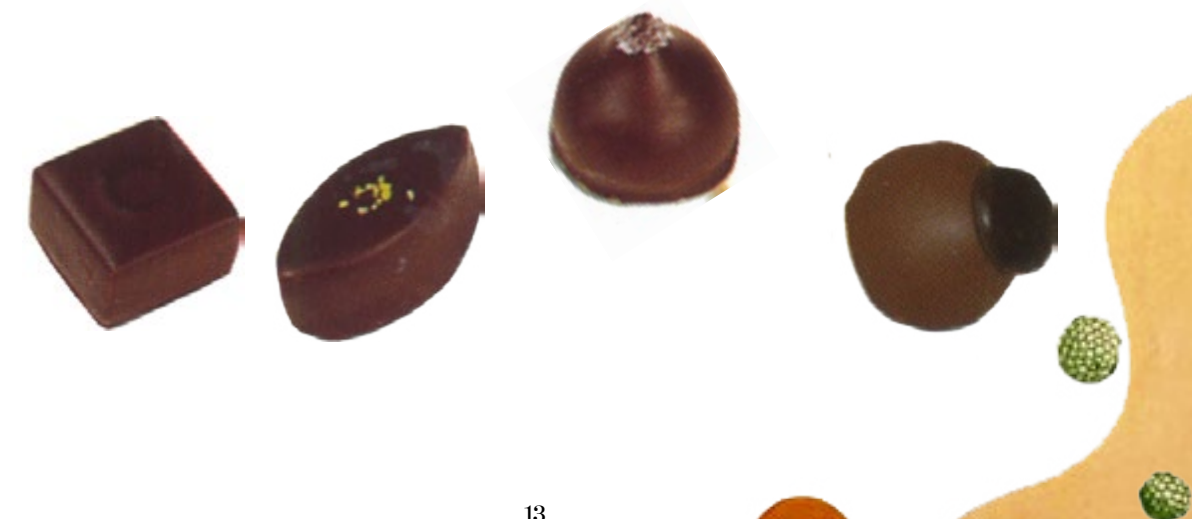


## AUTHENTIC — CHOCOLATE — WITH COCOA NIBS

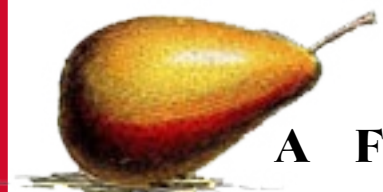


Not many people are aware that it was Michel Chaudun who invented the chocolate bar with cocoa nibs, and though attempts are often made to copy his creations, his partially secret method has ensured that his chocolate bars have remained inimitable. “It all began in 1993,” he explains, “when a customer asked for chocolate made with coffee beans. I tried freshly roasted coffee beans, which immediately gave me the idea of using cocoa beans. So I experimented with six different types of bean, watching them closely as they roasted.”

Gilles, now custodian of this secret recipe, emphasises the subtle difference of this chocolate in terms of quality and taste: “Many others work with pre-ground cocoa nibs, whereas here we only work with whole cocoa beans. The roasting, crushing, and manual shelling of the beans allows us to add the nibs to the melted chocolate straight away, which in turn means that it keeps its crunchy but smooth texture.”







## A FRUITFUL COLLABORATION WITH ALEXIA SANTINI

**M**aison Chaudun now also sells candied fruit. Produced in Corsica by Confiserie Saint-Sylvestre, these candied fruits are a well-kept secret among master confectioners and chocolatiers.

For 30 years, this family-run confectioner has specialised in all types of candied fruit, producing them just a stone's throw from where the fruit itself is grown. Their whole candied clementine is a true burst of sunshine, brimming with soft tangy flavours and a worthy example of authentic artisanal candied fruit. It can now be found on the shelves of *Maison Chaudun*, alongside the caramels and fruit jellies that they also custom-make for the store.

A close collaboration has thus been forged with Alexia Santini, chef chocolatier and daughter of Marcel Santini, founder of Confiserie Saint-Sylvestre. "When Michel

Chaudun came to Corsica to show me the precise quality of product he wanted, and to introduce me to his techniques, I was immediately struck by the similarities between Michel and my own mentor, Gérard Gautheron. A former winner of the prestigious Meilleur Ouvrier de France competition, Gérard is a confectionery chef at Lenôtre, where he trained under none other than Michel Chaudun himself! Despite the 40-year age difference, our work is based on the same values of precise attention to detail and a respect for the product in its most natural form. The quality of the product is paramount. We take the time we need, and we don't use artificial flavours, conservatives, or pasteurised fruit purées. We make all the candied fruit ourselves, with the focus always firmly on the flavour. It's a bit like how chocolatiers used to work in the past,



when flavours were given the time they needed to develop and reach perfection. Michel Chaudun has passed on his high standards and more especially his vision in terms of flavour, something that we will strive to uphold. The recipe is important, but a skilled touch is even more so. Some things cannot be written down, they can only be learned by doing – be it a specific movement, a tool or ingredient, a certain temperature, a particular way of marinating and caramelising raisins, or the precise cooking point of caramel according to Michel. The devil is in the detail – and it's the detail that determines whether or not a recipe is reproduced successfully. Learning from Michel ensures that the essence of the recipe is passed on consistently from one generation to the next."

And between Michel, Gilles, and Alicia, it is being passed on in a way that is entirely natural, centred on a set of shared values and a common passion.





## CAKES AND PASTRIES

### A RETURN TO OUR ROOTS

**M**aison Chaudun now also offers a select range of individual cakes and pastries. A natural progression, given that when Michel Chaudun first opened his store he sold cakes as well as chocolate. However, the success of his chocolate meant that he had to reluctantly leave his passion for pâtisserie to one side, more for reasons of space than lack of enthusiasm. Gilles Marchal was therefore eager to re-invent *Maison Chaudun's* cakes in homage to the store's famous pavés.

### — PAVÉ ENTREMETS —

Available as pavé noir (dark pavé) or pavé blanc (white pavé), *Maison Chaudun's* gourmet entremets (multi-layered cakes serving 4-6 people) mark a new genre in the world of desserts – those made by a chocolatier. With its layers of flourless, almond-paste Sacher sponge, dark chocolate truffle paste, sabayon made with two select varieties of chocolate, almond shavings, and a light dusting of cocoa, the pavé noir perfectly encapsulates the blending of Michel and Gilles' talents. One of Gilles' specialities, in fact, is the mythical dark chocolate and caramel sabayon, which he designed and created for the Bristol. For the pavé blanc, Sacher sponge is layered with crème mousseline flavoured with a hard caramel, almond, and icing sugar powder to give a lightly crunchy texture. Both of these exquisite desserts take the pavé experience to the next level, showcasing yet another facet of *Maison Chaudun's* creative expertise.



## CHOCOLATE SCULPTURES

### — MADE TO ORDER —

**O**ne of the reasons for *Maison Chaudun's* renown is the wealth of unique chocolate creations that regularly adorn its window displays. Since 1992, it has created over 800 types of chocolate sculpture. "Naturally, I started off with the usual classic sculptures, but then quickly moved on to miniature cars, then animals, lollipops, dominoes, and various other objects like handbags, baby bottles, and necklaces, depending on what it was that our customers wanted. Making our customers happy is an absolute pleasure for me, as is the satisfaction I get from pushing the boundaries technically, always looking for new ways of ensuring our chocolate sculptures look as much as possible like the real thing. We make the moulds ourselves, so the possibilities are endless."

The sculptures are now housed in their very own display cabinet at the back of the store, where they showcase the traditional savoir-faire and expertise that went into their making, while also providing inspiration for future custom-made creations.





# A MINIATURE WONDERLAND OF PURE INDULGENCE

Famed for its enchanting window displays and flamboyant chocolate creations, the store on the Rue de l'Université has recently been redesigned. With its soft wood panelling and wealth of confectionery products, the wonderland that is *Maison Chaudun* is at once discreet and sophisticated. This is an intimate, timeless space where customers are invited to linger as they take in the delicious aromas of chocolate, savouring the childhood memories that tumble forth as they pass through its doors. As lovingly tended to as always, the window displays are now designed by Soline d'Aboville, who will continue to recreate magical wonderlands of adorable animals and custom-made chocolate sculptures.

The boxes and packaging that encase *Maison Chaudun's* delicious confections are now all designed and made in France by Thibault Bergeron. The exquisite craftsmanship of his packaging perfectly complements the exceptional elegance of *Maison Chaudun*.







# Maison Chaudun

PARIS

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## SAMPLE PRICES

Pavés from €4.20 (6 chocolates) - Pavé entremets from €4 (single)  
Chocolate bars from €7 - Chocolate bars with cocoa nibs from €8.20  
Ballotin of chocolates from €35 (240 g)  
Caramels (sold by weight) €110/kg  
Candied fruit (sold by weight) €110/kg; or gift box from €26  
Moulded chocolates from €1.90  
Custom-made moulded chocolates (price on request)

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