

# AQUITAINES SPÉCIALITÉS

Unique know-how  
for over 30 years



CATALOGUE 2024



BtoB





# The Canelé, **the emblem of Bordeaux**

## Contents

---

The Canelé, the emblem of Bordeaux .....	<b>3</b>
About us .....	<b>4</b>
Key figures .....	<b>6</b>
Our commitments .....	<b>7</b>
Our CSR policy .....	<b>8</b>
Our Gourmet range .....	<b>10</b>
Our Genuine recipes	
Traditional .....	<b>12</b>
Lighter, Clean Label, Organic .....	<b>12</b>
Our Creations	
Raspberry, Lemon, Rum & Coconut .....	<b>14</b>
Vanilla, Honey and Chocolate Flavours .....	<b>15</b>
Matcha .....	<b>16</b>
Our Delicatessen range	
Canelés Spread .....	<b>18</b>
Bag of 10 Canelés to share .....	<b>18</b>
Sleeve .....	<b>18</b>
Jar of Canelés .....	<b>19</b>
Our Snacking range	
Flow pack .....	<b>20</b>
Canned Canelé .....	<b>21</b>
Break-away Canelé .....	<b>21</b>
Our Eco friendly range	
Canelés Puree .....	<b>22</b>
Rejected Canelés .....	<b>22</b>
Canelés Chips .....	<b>23</b>
Packaging .....	<b>24</b>
New: Max'Energie .....	<b>26</b>

## 1519

The origin of Canelé remains a mystery. Legend has it that it was created by the nuns at the **Annonciades convent**, located behind the church of Sainte-Eulalie. They would collect wheat from the port that had fallen out of the holds of boats or from torn sacks and egg yolks from the cellars of the Quai des Chartrons, the whites being used in the fining of wine.

## 17<sup>th</sup> century

History tells us that it was in the heart of Bordeaux that the first canauliers made “canaules”, the ancestors of canelés. The recipe was simple: **flour and egg yolks**.

## 1785

So many canelés were eaten that there were no fewer than 39 canauliers!

## 20<sup>th</sup> century

A pastry chef gave the canelé **its characteristic shape resembling the Doric columns of the Grand Théâtre in Bordeaux!** He created the 12-flute mould and improved the recipe with rum and vanilla.

## 1980

The canelé became one of the gourmet symbols of Bordeaux and founds its way in all fine pastry shops in the city.

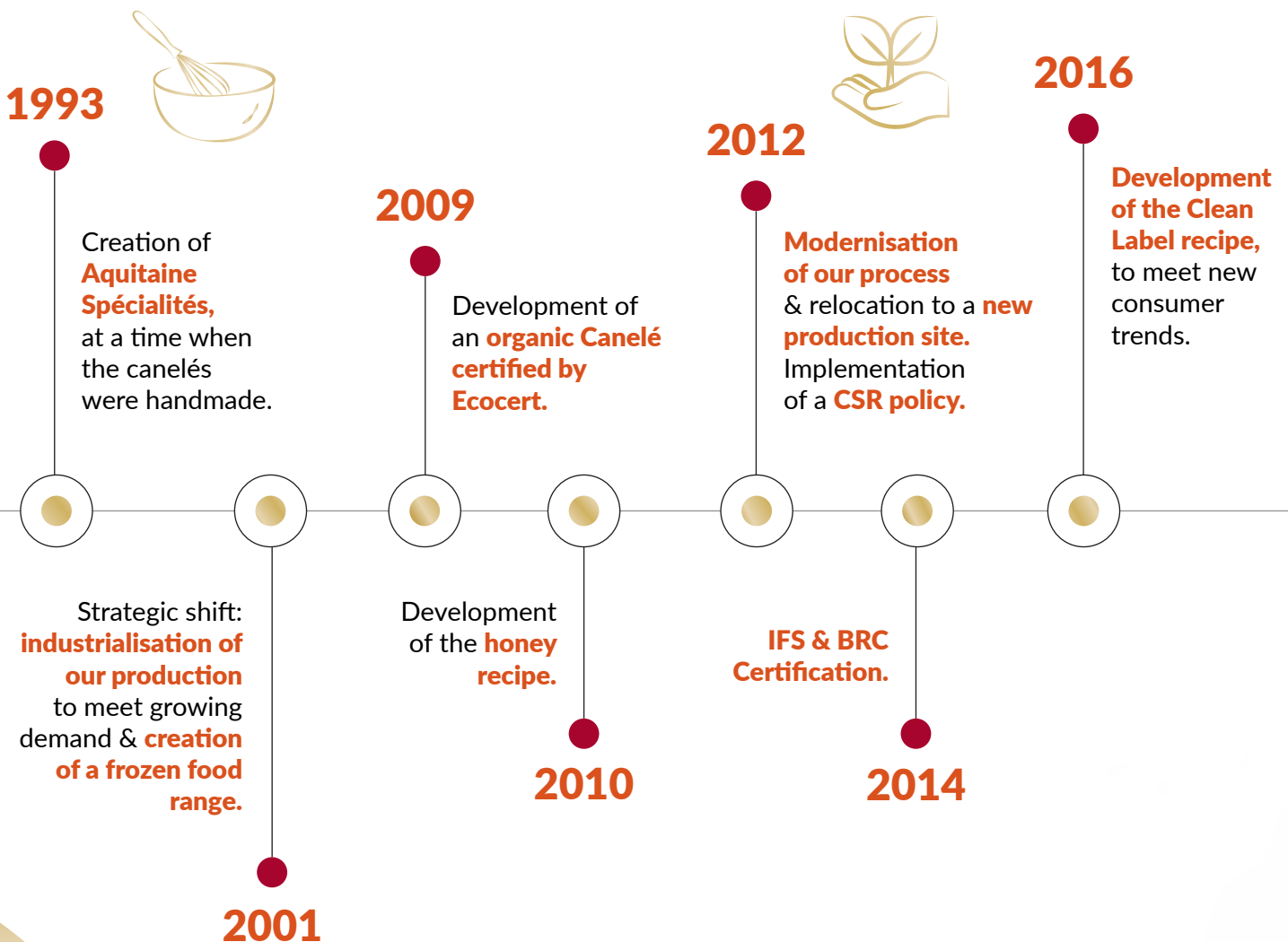
# About

## US

Aquitaine Spécialités is the **world leader in the production of Canelé de Bordeaux**. Located in the Bordeaux region and founded by Mr. Bernard Lussaut, the family-run company has grown to become a key player in the production of Canelé de Bordeaux. Aquitaine Spécialités started out as a small-scale manufacturer in the early 80s, and has since built up a high-performance production facility to expand its presence in France and around the world. Today, we offer **a wide range of Canelé products for every taste** and every occasion.

Aquitaine Spécialités is more than a company: it's a living heritage, **a tribute to the culinary wealth of our region**.

That's why every Canelé we create, as a tribute to our gastronomic heritage, involves **meticulous monitoring** and **strict adherence to quality standards** at every stage of the manufacturing process, to ensure an incomparable taste experience.





SAINT-LOUBÈS

2019

Launching of **chocolate and vanilla flavoured** recipes.

2022

New product: **Bag of 10 Canelés to share.**

2023

New product : **Matcha Canelé.**

New **R&D workshop.**

2017

Creation of **fruit recipes, Canelés spread and jars of Canelés.**

2020

Creation of a new range: **Eco friendly,** including our new product: **Canelés chips.** Opening of a **2<sup>nd</sup> production site.**

2024



# Visit

# Key figures

# 1

UNIQUE  
Know-how



# 80 MILLION

Canelés produced per year



# 30 YEARS

of experience



# 5000+ m<sup>2</sup>

of production unit space



Sold in

# 15 COUNTRIES



# 60+ PEOPLE

dedicated to customer satisfaction

# Our Commitments

In order to meet our customers' expectations, we have **complied with the criteria of several labels.**

**IFS Food** and **BRC** certifications are essential for us to be referenced by major players in the supermarket and catering sectors, both in France and abroad. These are **the most demanding standards in the food industry**, and both certifications attest to our ability to consistently deliver top-quality products and services.

For the organic recipe in particular, we take great care in selecting our raw materials to guarantee our customers the **AB label.**



## Professional customer service



Personalised  
and expert  
support



High quality  
canelés



Logistical  
optimisations tailored  
to each market

# Our C.S.R. policy

Every day, Aquitaine Spécialités is committed to **offering a healthy Canelé, a value our customers share.**

We are committed to ensuring a safe environment for the people who work here and to protect our resources.

We aim to promote a local product both within and outside the region, to manufacture it at the fairest price in order to offer everyone a sustainable, delicious product.

**"We are committed to perpetuating the precious culinary heritage of Canelé by showcasing our unique know-how and ensuring that our expertise is passed on to future generations."**

*Bernard WSSAUT*

Founding Chairman







### 1. Well-being at work

- Developing a risk analysis culture and implementing measures to prevent social and environmental risks
- Systematic analysis of the root causes of reported workplace accidents and near-misses
- New developments (individual offices, optimisation of some existing offices, enlarged break room)



### 2. Supply management

- Supplier audit every 2 years for non-IFS/BRC or FSSC 22000 certified suppliers
- Tracing conveyors with temperature data loggers every year
- Raw materials from France: flour, sugar, non organic rum, organic flour and milk



### 3. Innovation

- Variations from the original Canelé recipe: Clean Label, Lighter and fruits Canelés, Canelés spread...
- Implementation of integrated management software in production: production optimisation, logistics, inventory management, etc.



### 4. Resources management

- Heat recovery from baking ovens to heat water for the production workshop and sanitary facilities
- Managing our waste by sending it to methanation to produce renewable energy
- Installation of an ultrasonic cleaning system for our moulds
- 97% of recycled waste



### 5. Eco-design

- Creation of an anti-waste channel by reusing our rejected Canelés for the Canelés Chips used in pastries and in Canelés spread.
- Drawing up an eco-design plan :
  - 50% reduction in label size
  - 15% reduction in thermoforming film thickness
  - Bag of Canelés to share size reduced by 7%.



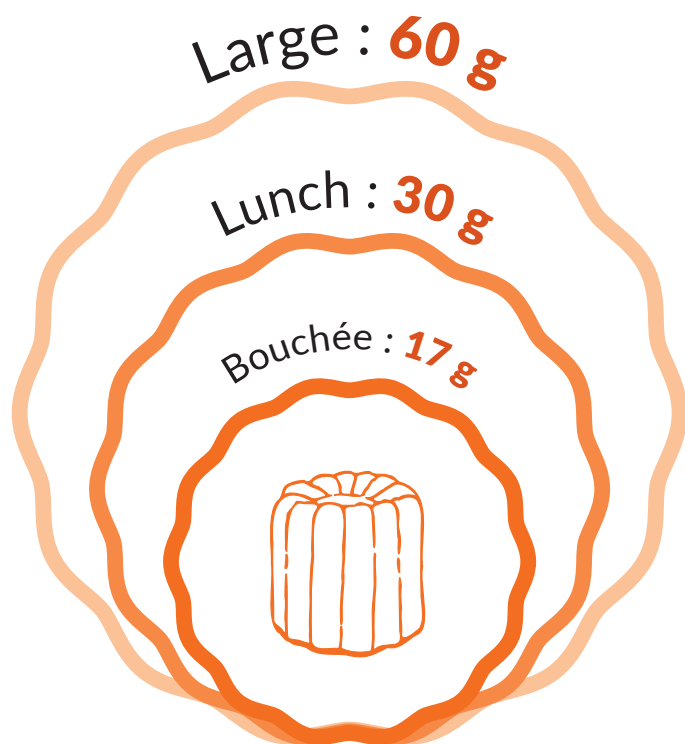
### 6. Regulations

- Subscription to a monthly legal watch on Quality, Health, Safety and the Environment
- Strengthening our Food & Safety Culture
- Annual Ecovadis audit to measure environmental, social and ethical impact according to CSR principles

# Our gourmet Ranges

We've developed a number of **ambient and frozen ranges** to meet the expectations of our customers and consumers, so there's something for everyone!

With quality in mind, our products are **free from GMOs, coloring, conservatives and additives.**



Our 3 sizes of Canelés

**NO COLORING,  
CONSERVATIVES,  
ADDITIVES  
NOR GMOs**



Made in  
**SOUTHWEST  
OF FRANCE**

Some packaging sizes are subjected to minimum order quantities. Please contact us for further details.

For more information on available packaging, please refer to the table on p. 24.





Our Genuine recipes p. 12



Our Creations p. 14



Our Delicatessen range p.18



Our Snacking range p. 20



Our Eco friendly range p.22

# Our Genuine recipes

---



The traditional recipe will seduce you with its rum and vanilla flavours and caramelised colours. Ideal for any occasion, it will reveal all its uniqueness with tea or coffee, as a dessert, snack or for your events!

## Traditional

INGREDIENTS	AMBIENT	DEEP FROZEN *
water, sugar, <b>wheat</b> flour, rum, food preparation ( <b>whey</b> powder, vegetable fat [copra], <b>milk</b> protein, skim <b>milk</b> powder), whole <b>egg</b> powder, vanilla flavoring.	<b>Shelf life from 20 to 50 days, depending on the type of packaging</b> see p.24/25.	Shelf life <b>1 year.</b>

## Lighter

**Less sugar, less rum!**

INGREDIENTS	DEEP FROZEN *
water, sugar, <b>wheat</b> flour, rum, food preparation ( <b>whey</b> powder, vegetable fat [copra], <b>milk</b> protein, skim <b>milk</b> powder), whole <b>egg</b> powder, vanilla flavoring.	Shelf life <b>1 year.</b>

## Clean Label

- **Vegetable fat free**
- **100% natural vanilla flavour**
- **Free-range eggs**

INGREDIENTS	DEEP FROZEN *
Rehydrated semi-skimmed <b>milk</b> powder, sugar, <b>wheat</b> flour, rum, semi-skimmed <b>milk</b> powder, powdered free-range <b>eggs</b> (eggs) 0.6%, natural vanilla flavor.	Shelf life <b>1 year.</b>

## Organic

 **\*Organically grown ingredients**

INGREDIENTS	AMBIENT	DEEP FROZEN *
water, sugar*, <b>wheat</b> flour*, rum*, skimmed <b>milk</b> powder*, whole <b>egg</b> powder*, natural vanilla flavor*. May contain traces of <b>soy</b> and <b>mustard</b> .	<b>Shelf life from 20 to 50 days, depending on the type of packaging</b> see p.24/25.	Shelf life <b>1 year.</b>

# Our Creations

Original variations with fruity, gourmet notes, as well as rum-free recipes specially developed to meet the various expectations of our customers.



Natural aromas & Free range eggs

## Raspberry

**Rum-free**  
A delicious raspberry taste and a pretty pink color, reminiscent of the summer season.

## Lemon

**Rum-free**  
A lovely sour note for a new version of Canelé.

## Rum & Coconut

**French rum**  
An explosion of sweetness with this tropical mix.

**AMBIENT**  
Shelf life from 20 to 50 days, depending on the type of packaging

**DEEP FROZEN \***  
1 year Shelf life.



## Vanilla flavour

### Rum-free

With the same great vanilla taste, this is an ideal alternative that adds the perfect touch of elegance to a coffee or refined dessert.

## Honey

### Rum-free

A tasty revisit thanks to honey, a naturally sweet ingredient full of character, which adds a subtle taste.

## Chocolate

### Rum-free

A Canelé that reveals the perfect union of crispiness and chocolate sweetness. For those who love intense pleasures!

### AMBIENT

Shelf life  
from 20 to 50 days,  
depending  
on the type  
of packaging

### DEEP FROZEN \*

1 year Shelf life.

# Matcha Canelé

NEW!

On the road to the Orient we introduce you our Matcha recipe. Between the fusion of our traditional know-how and the promise of "Umami" flavour, Canelé matcha spreads its herbaceous notes and bright color from Europe to Asia.





# 抹茶

## Matcha

It was a monk, the Japanese cleric Eichû (743- 816), who first brought back tea to Japan (imported from China).

In those days, only the elite and the emperor consumed this rare and expensive beverage.

In 1191, the Buddhist monk Eisai (1141-1215) brought back from China a new way of drinking tea that is today's Matcha: powdered green tea mixed in hot water with a bamboo whisk. Matcha preparation is part of the Japanese tea ceremony.



- An age-old recipe with an Asian twist
- French know-how & manufacturing
- No coloring, additives or conservatives



**DEEP FROZEN \***

**1 year** Shelf life.

# Our **Delicatessen** range

We know that every detail counts, that's the reason why we offer you our fine food shops range, with optimised packaging and storage conditions to guarantee freshness and quality for your customers.

## Canelés spread

A unique spread for fine food shops or to use in foodservice for cake and ice topping, crepe or waffle filling.

Stir well to have an homogenous texture.

Available in Traditional and Clean Label recipes.



### AMBIENT

1 year Shelf life.

### STORAGE

Store at **room temperature**.  
After opening, keep **refrigerated** and  
**consume within 5 days**.



## Bag of 10 Canelés to share

Our bag of 10 individually wrapped Canelés is a premium take away.

Perfect for a gourmet break to share...

### AMBIENT

50 days shelf life.

### STORAGE

Store in a chill,  
dry place.

## The Sleeve

### Traditional recipe

Our great classic in a packaging suitable for the most refined shelves!

### AMBIENT

50 days shelf life.

### STORAGE

Store at room temperature.  
After opening keep **refrigerated**  
between **0 and 4°C** and consume  
**within 48 hours**.



## Jars of Canelés

Rum lovers' guilty pleasure!  
2 or 4 Canelés de Bordeaux  
soaked in rum syrup.



Jar of  
Canelés (x2)

2 years Shelf life.



Jar of  
Canelés (x4)

2 years Shelf life.



Jar of organic  
Canelés (x4)

2 years Shelf life.



\* Organically  
grown ingredients

# Our Snacking range

A range designed for easy access to our gourmet products; between preservation, taste and transportability, they are easy to take away.



## The Flow pack

### Available for all our recipes

All our recipes at your fingertips, thanks to our flow pack. This easy to carry out pack offers a longer shelf life while keeping the unique taste of Canelés. For breakfast, lunch, coffee or just for pleasure, the flow pack has it all!

#### AMBIENT

Between 20 and 40 days  
shelf life.

#### DEEP FROZEN \*

1 year  
shelf life.



## The Canned Canelé

### With rum syrup

Our Canelé de Bordeaux soaked in rum syrup. Optimum protection and ease of transport, for the ultimate in taste pleasure!

#### AMBIENT

1 Large Canelé (60g) in rum syrup  
2 years shelf life.



## The Break-away Canelé

### Only available in traditional recipe

Packaging to preserve all the Canelé's qualities and optimise logistics and distribution.

#### AMBIANT

50 days  
shelf life.

# Our Eco friendly range

Food waste in France represents 10 million tons of products per year, 21% of which is generated during the processing phase! With this in mind, Aquitaine Spécialités has created an Eco friendly range. A committed range that keeps on innovating every year to save even more products.

## Rejected Canelés

They are non compliant Canelés because of their appearance. Collected from production we offer them in bulk in order to limit food waste, they can be re-used in pastries, chocolates, arranged rums...

DEEP FROZEN \*

2 years shelf life.

## Canelés Puree

This product, made directly from our rejected canelés, is a tasty puree that can be easily used in pastries to give that inimitable taste and offer an alternative to more traditional flavours.

FROZEN \*

1 year shelf life.



Discover our  
cookbook!  
[aquitaine-specialites.fr](http://aquitaine-specialites.fr)



**NEW!**

## Canelés Chips

Canelés Chips are made from Canelés that have been crushed and then oven-dried, giving them maximum caramelisation and crispness.

**Made exclusively from Clean Label Canelés.**

Product manufactured under subcontract by Gironde Pâtisserie (production site which is not IFS and BRC certified).

**AMBIENT**

**3 months**  
shelf life.

# Packaging

## FROZEN / DEEP FROZEN \*

## 

	Bulk	PET Box	Flow pack	Printed Case
<b>Our Genuine recipes</b>				
Traditional	●●●●	●	●●	●
Clean Label	●●●●	●	●	
Lighter	●			
Organic	●●●●			

	PET Box	Flow pack
	●●●●	●●
		●
	●	●

	Bulk	PET Box	Flow pack
<b>Our Creations</b>			
Raspberry	●	●	●
Lemon	●	●	●
Rum & Coconut	●	●	●
Chocolate	●	●	●
Vanilla flavour	●	●	●
Honey	●	●	●
Matcha	●		●

	PET Box	Flow pack
	●	
	●	
	●	
	●	
	●	
	●	

	Bulk	PET Box	Flow pack
<b>Our Delicatessen range</b>			
Canelés Spread			

	PET Box	Flow pack

	Bulk	PET Box	Flow pack
<b>Our Eco friendly range</b>			
Canelés puree			
Canelés Chips			
Rejected Canelés	✓		

	PET Box	Flow pack





- NEW -

THE FIRST ENERGY STICK MADE OF CANELÉ!

# MAX-ÉNERGIE

## CANELÉ INTENSE

by La Toque Cuiérée®

Recipe

**CANELÉ DE BORDEAUX  
AND CAFFEINE**

**STICK FORMAT:**

Convenient  
to take away!

Keep at

**ROOM  
TEMPERATURE**

Only good ingredients!

**NO COLORING,  
NO CONSERVATIVE**



Sticks • Sticks  
**10x**  
Sticks • Sticks



# Our canelés all over the world



If you have any queries, please do not hesitate to contact our sales team, who will be delighted to help you with your projects.

Monday to Friday, 9am to 12am and 1pm to 5pm.

**FRANCE**

+33(0)5 56 74 71 30

[service.commercial@aquitaine-specialites.fr](mailto:service.commercial@aquitaine-specialites.fr)

**EXPORT**

+33 (0)5 56 74 59 30

[export@aquitaine-specialites.fr](mailto:export@aquitaine-specialites.fr)

