



Production site La Guerche-de-Bretagne.



Denis Pinault, Traiteur de Paris founder

Traiteur de Paris

Made by Chefs for Chefs.

Traiteur de Paris reinforces international leadership in the quality pastry market with a €12 million investment

Traiteur de Paris, expert in frozen high quality pastry for the catering industry, which currently employs 400 employees and has a turnover of €44 million, launches a large-scale investment programme in its production sites in La Guerche-de-Bretagne (Ille-et-Vilaine) and Fécamp (Seine Maritime).

Denis Pinault founded the company 22 years ago after his encounter with passionate pastry Chef Yann Le Moal. Today, Traiteur de Paris sells the French «Art de vivre» throughout the world. It all began in a small food laboratory in Marne-la-Vallée with fresh product creations and a catering supply for Parisian cocktails. Very quickly, the business grew and it became an expert in frozen high quality pastries for catering professionals.

Today, the family business accounts for more than 400 employees and has 2 production sites in La Guerche-de-Bretagne (Ille-et-Vilaine) and Fécamp (Seine Maritime). Traiteur de Paris' major asset is the fact that it has found the right balance between product innovation, automation and traditional manufacturing. Its product range includes approximately 80 individual cocktail delicacies and quality desserts, branded in more than 60 different countries across the world (Europe, USA, Asia...) via its distributor network. 40% of its turnover is made abroad.

High aspirations for development

To support the ongoing growth and further leverage its production capacity, Traiteur de Paris launches a €12 million investment programme over 3 years. In this way, the company plans to triple the surface of its production site in La Guerche-de-Bretagne, to continue the automation of production lines in Fécamp and to successfully manage its digital transformation.



Haute Couture Petits fours



Yann Moal, pastry Chef and Vice-President, Head of Product Innovation and Denis Pinault, Chairman and founder of Traiteur de Paris.

« Our ambition is to become a model for others to follow in the field of French pastry designed for grand hotels across the world. To accompany this growth, we must ensure to rely on a modern tool, while preserving our traditional «Savoir-faire» which is the foundation of our genuine profession. Our 400 employees are fond of their creations being served in more than 60 countries and the quality of their work being appreciated. In the coming months, after having been trained in the specifics of the profession, 50 new colleagues will join our team'» CEO Denis Pinault says.

The choice of excellence

With the help of the company's eight-member R&D Team, directed by pastry Chef Yann Le Moal, caterer Traiteur de Paris places product innovation and the quest for excellence at the heart of its strategy. The major challenge is to manufacture, on a large scale, great classics of the French pastry, to deliver them in excellent conditions to the other end of the world thanks to modern freezing technologies and to always comply with the quality constraints of each country.

Key features

Sales 2017: €44 M.

Staff: 400 employees

Registered office in Rennes

Founded in: 1996

2 production sites:

La Guerche-de-Bretagne (Ille-et-Vilaine): 7800 m²
(after extension)

Fécamp (Seine Maritime): 10.000 m²

Production capacity : 400 000 Petits Fours/per day

www.traiteurdeparis.co.uk



Press Contact