



## Main Products

Butter biscuits, dry biscuits, sandwich biscuits, wafers, sponge fingers, ladyfingers, cookies, chocolate coated biscuits, organic biscuits, sweet biscuits, assortments, cakes (marble, chocolate chip, fruit cakes, etc.), Madeleines, ready-to-fill products and more.

French toasts, toasts and mini toasts, toasted breads, Swedish breads, crackers, soft breads, sweet breads, buns and more.

Corn flakes, puffed rice, puffed wheat and more.

# Cereal Products \*

**A MULTITUDE OF FLAVOURS AND TEXTURES**

*France's infinite variety of biscuits, cakes, breadmaking products and ready-to-eat or ready-to-prepare cereal is the fruit of many different types of know-how, taken from family cooking traditions, and is proof of endless imagination and innovation to adapt to consumers' changing tastes. The cornucopia of recipes and formats offers an extremely wide range of grain products that tingle the tastebuds of both children and adults every day, at every moment of their lives.*

## Biscuits and cakes: where traditional recipes and innovation converge

Dry biscuits, egg biscuits, wafers, pastry biscuits, chocolate biscuits, Madeleines, fruit cakes, waffles, spice breads, filled cakes and breads, pound cakes and Genoise sponge cakes... France's family of biscuits and cakes is particularly vast. From the most classic recipes to the latest innovations, this range of products has just what it takes to whet your appetite and make any occasion fun and deliciously memorable.

If you have more of a penchant for crispy cakes, you'll fall for thin wafers, crispy crepes, butter cookies or Provence croquets. For an afternoon with the girls, take out your Reims Biscuits and meringues. For a quick coffee with friends, don't forget the gingerbread cookies. If you prefer the softness of cakes, give into the temptation of our fruitcakes, Madeleines and pound cakes. Have you got a soft spot for chocolate? Our marble cakes, cookies and filled cakes will become your favourite snacks. If you love fruity, exotic flavours try one of our coconut tarts or macaroons...and if you still don't know, sink your teeth into a Cat's Tongue cookie!

## Baked goods and sweet pastries celebrated worldwide!

The French population's love of bakery items and sweet pastries has given rise to a powerful industry able to offer its finest products all around the world: French-style breads, different types of sandwich loaves and a variety of sweet pastries are today widely distributed outside France. Their quality and authenticity is what makes them so popular. This range has quickly adapted to meet new consumer demands for healthier products and organic baked goods.

Today, many chains are spreading this French know-how to a growing number of countries and several French bakery/pastry franchises have made a name for themselves all across the globe. Age-old artisan guilds train bakers in many countries the world over.

## A never-ending range of crispy and soft baked products

Bran rusks, multi-grain rusks, brioches, braised breads, whole-grain bread, wheat germ breads, unsalted breads, toasted breads, melba toasts, shaped breads (e.g. Cracottes and Pailletines), table crackers, toasts, croutons, unleavened breads, rice wafers and so much more... France's wide range of crispy goods has something to satisfy every taste and craving. Served plain or with a topping, they are the perfect addition to any meal.

Loaf breads, bake-at-home breads, table breads, brioches, milk bread rolls, chocolate croissants, raisin bread rolls, croissants, pre-packaged breads... the list goes on and on. France's range of soft breads is both extremely diverse and incredibly delicious. A true pleasure for the taste buds and a feast for the eyes, these soft baked goods are soft to the touch, sweet to the palate and are a pure delight from the very first bite.

## Breakfast cereals: a bowl of delicious vitality

Today, France offers more than 50 types of ready-to-eat or ready-to-prepare breakfast cereals made from various grains (wheat, rice, corn, oats, barley and more), in a variety of shapes (rounds, flakes or mueslis), with delicious natural toppings (chocolate, honey, caramel or fruits) and excellent nutritional virtues (high fibre and whole wheat). With such a vast array of flavours, shapes and textures, everyone can have just the kind of breakfast they want.

These many different cereals are handy, fun to eat and easy to serve. High in carbohydrates and low in fat, they are an excellent source of protein and fibres and are rich in vitamins and minerals. With the wide range of flavours and nutritional benefits, everyone from children to senior citizens can find a cereal that tastes great and provides the vitamins and nutrients they need.

## Ready-to-eat and ready-to-cook products: true know-how

Making **ready-to-eat** or **ready-to-cook** biscuits, cakes, breadmaking products and cereals requires true know-how. Industry professionals closely monitor quality at every step of production, from the selection of the ingredients - thanks namely to an agreement on soft wheat flour with La Meunerie - to the use of packaging designed to seal in the freshness and flavour of the products.

## An active, responsible industry

To meet consumers' nutritional needs and prove that good health and delicious food go hand in hand, French manufacturers have been working to increase the amount of cereals and fibres in their recipes and to make their products more nutritious. The biscuits and cakes sectors were thus the first in France to take steps to significantly reduce the levels of trans fats (TF) in all of their products (less than 1 g of TF per 100 g of finished product) while maintaining all of their organoleptic qualities.

The sugar and salt content in a wide variety of breakfast cereal, biscuit, cake and crispy breadmaking products has been significantly reduced. Codes of ethics have been developed for product quality, customer information and nutritional education.

## Useful websites

Biscuit and Cake Manufacturers of France  
[www.biscuitsgateaux.com](http://www.biscuitsgateaux.com)

The Soft and Crispy Bread Makers' Association  
[www.panification.org](http://www.panification.org)

The Federation of French Bakery and Pastry Industry Companies  
[www.boulangerie.org/](http://www.boulangerie.org/)

The French Association of Ready-to-Eat and Ready-to-Cook Cereals  
[www.matinscereales.com](http://www.matinscereales.com)

Grain Passion - the Grain Industry Organization  
[www.passioncereales.fr](http://www.passioncereales.fr)

## Key figures

**Biscuits and cakes:**  
109 companies, 455,500 tonnes  
and € 2.2 billion in sales

**Breadmaking:**  
17 companies, 441,700 tonnes  
and € 1.2 billion in sales

**Ready-to-eat  
or ready-to-prepare cereals:**  
10 companies, 120,151 tonnes  
and € 654 million in sales

**Bakery items & sweet pastries:**  
230 companies  
and € 5 billion in sales

