



# CANELÉS DE BORDEAUX SPECIALIST



# The emblem of Bordeaux

1519

The origin of the 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

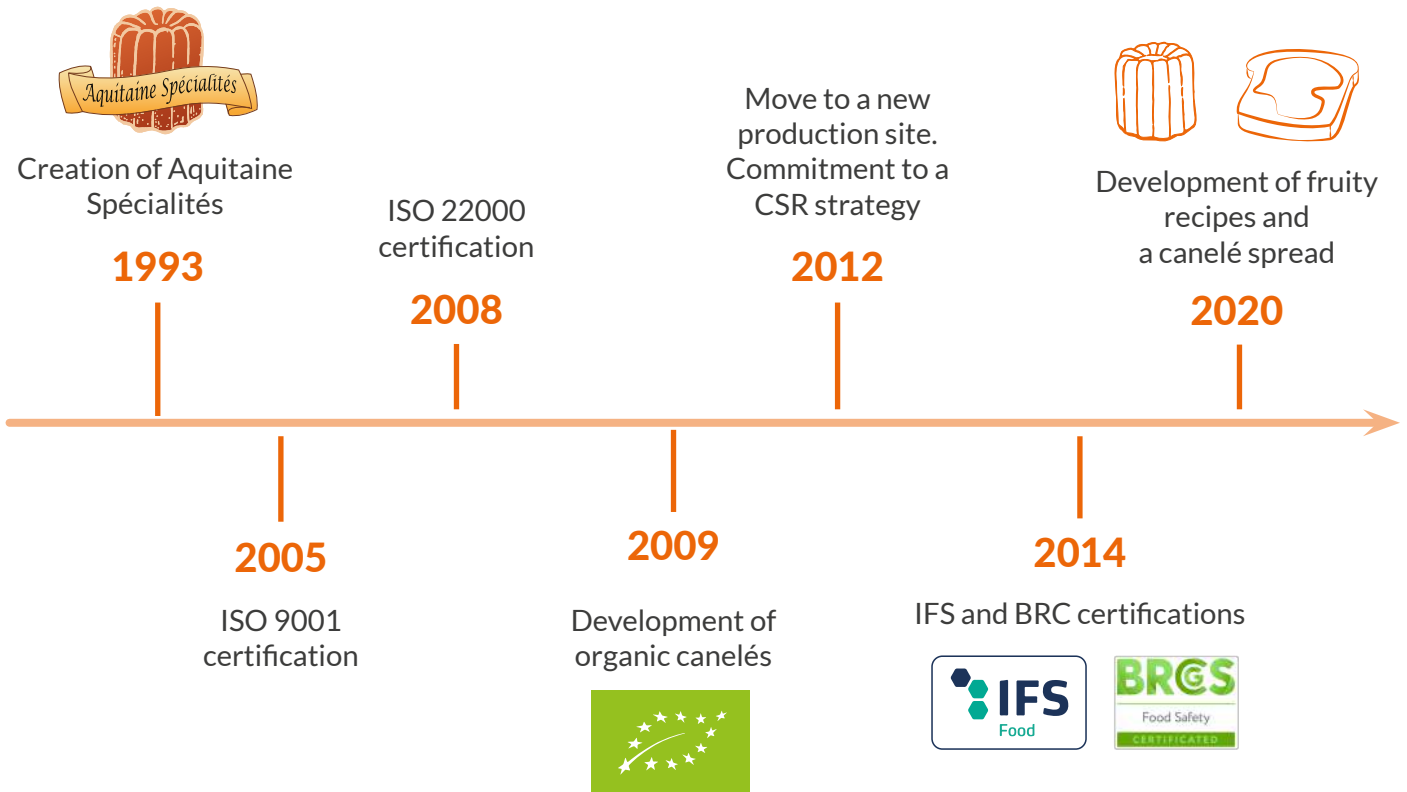
The canelé became one of the gourmet symbols of Bordeaux and finds its way in all fine patisseries in the city.



## ABOUT US

Aquitaine Spécialités is the **global leader in Bordeaux canelé production**. Located in the Bordeaux region and founded by Mr. Bernard Lussaut, the family business has expanded and become a key player in the production of canelés de Bordeaux.

From small-scale production in the early 1980s, Aquitaine Spécialités now uses a high-performance production tool to expand its presence throughout the rest of France and worldwide. Today, we offer **many varieties of canelés to suit all tastes** and any occasion.



## KEY FIGURES

1

unique set of  
**EXPERTISE**

**62 MILLION**

canelés made each year

**30 YEARS**

of experience

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

of production unit space

Sold in

**17 COUNTRIES**

**58 PEOPLE**

dedicated to customer  
satisfaction

## OUR COMMITMENTS

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In order to meet consumer expectations, we have **complied with the criteria of several labels:**

- IFS and BRC certifications are essential to be referenced by major supermarket chains and some catering companies in France and abroad. They are the **most demanding reference labels in agrifood** and are the two certifications that attest to our mastery of the product.
- we have been **certified Organic** since 2009, which has allowed us to be present in specialised organic distribution, as well as the organic sections of conventional supermarkets.
- the PME+ label has a **more human and environmental aspect**, allowing us to rethink our daily actions to be more in tune to our priorities, which are customer satisfaction through the manufacture of a safe, high-quality product that respects the environment and those who make it.



We have developed an organic canelé recipe. We rigorously select the raw materials to guarantee the AB label.



IFS Food certification is aimed at companies that strive for excellence in food safety, quality and customer satisfaction.



The label for companies committed to: putting people at the heart of the company, promoting employment and solidarity in their region, protecting the environment and ensuring “clean”, safe and high-quality products for consumers.



The BRC aims to establish a common base of food safety requirements for manufacturers of private label products in the UK market and also to standardise audits.

## PROFESSIONAL CUSTOMER SERVICE

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Professional and attentive customer support



High-quality canelés



Logistical optimisations tailored to each market

# OUR CSR POLICY

Every day, Aquitaine Spécialités is committed to **offering safe and tasty canelés, a value our customers hold dear**. We are dedicated to ensuring a safe environment for the people who work here and the resources available to us. 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.

« **Future generations will always have the same canelé with its distinctive taste, this special way of making it and our social values** »

*Bernard WISSAUT*



### 1. Well-being in the workplace

- Systematic root cause analysis of reported work-related accidents and near misses
- New fittings (individual offices, optimised Sales Management/ CSR/Quality and Production offices, extension of social premises)



### 2. Controlled supply chain

- Supplier audit every 2 years for non-IFS/BRC or FSSC 22000 certified suppliers
- Transporters tracked with thermobuttons
- Raw materials from France: flour, sugar, conventional rum, organic flour and milk



### 3. Innovation

- Variations on the original canelé recipe: Clean Label canelé, Lighter canelé, fruits canelé, canelé spread, etc
- Implementation of integrated management software in the production workshop: optimised production, logistics and stock management



### 4. Controlled consumption of resources

- Heat recovery from baking ovens to heat water for the production workshop and sanitary facilities
- Management of wastewater by sending it to be methanised to produce renewable energy locally



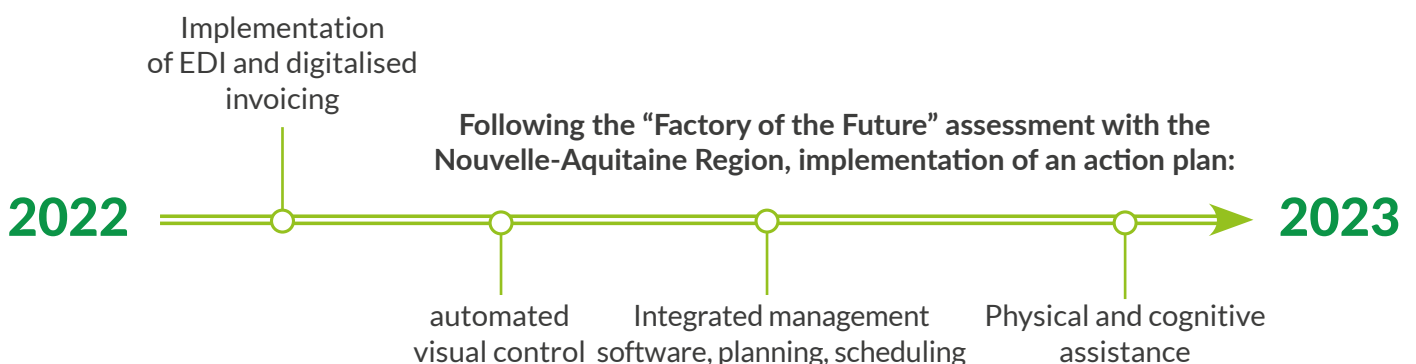
### 5. Recycling

- Creation of an anti-waste channel by reusing our rejected canelés for the canelé crumbs used in pastries and spreads
- 35% reduction in cardboard consumption per tonne of canelé
- Delivery of our raw materials in bulk



### 6. Regulations

- Subscription to a monthly Quality, Health, Safety & Environment legal survey
- Annual PME+ audit according to a reference system inspired by the ISO 26000 standard: label for independent French companies run on a human scale, applying ethical and responsible practices



# Our delicious recipes



Bouchée - 17 g

Lunch - 30 g

Large - 60 g

We have developed several **ambient and frozen ranges** to meet the needs of both clients and consumers, and liven up food shelves!

For quality purposes, our products are **without GMO, coloring, conservative nor additive.**

## The Classic

Delicately flavoured with rum and vanilla.

## Natural flavourings

Made with premium raw ingredients.

## Fruits recipes

A range of fruity flavours for maximum punch.

## Rum-free

These specific recipes offer delicious, mild flavours.

## Long shelf-life

Perfect for long-term storage to be enjoyed any time.

## Snack formats

Perfect to be enjoyed anywhere, any time.

## Spread

All the delicate flavour of our canelé in spread form.

## Anti-waste

A reflection of our environmental approach, ideal for enhancing your recipes.



# The classics



## TRADITIONAL CANELÉ

**INGREDIENTS:** water, sugar, **wheat** flour, rum, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **egg** powder, vanilla flavour.

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt. Shelf life of 20 or 40 days for individual wrapping.



PET box



Sleeve



Individually wrapped

**FROZEN:** shelf life 1 year



Bulk packaging



PET box



Sleeve



Individually wrapped

## LIGHTER CANELÉ



**INGREDIENTS:** water, sugar, **wheat** flour, rum, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **egg** powder, vanilla flavour.

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt. Shelf life of 20 or 40 days for individual wrapping.



PET box



Individually wrapped

**FROZEN:** shelf life 1 year



Bulk packaging



PET box



Individually wrapped



# Natural flavourings



## ORGANIC CANELÉ

**INGREDIENTS:** water, sugar\*, wheat flour\*, rum\*, skimmed milk\*, whole eggs powder\*, natural vanilla flavour\*. Possible traces of soy and mustard.



\*Organically grown ingredients

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt. Shelf life of 20 or 40 days for individual wrapping.



PET box



Sleeve



Individually wrapped

## CLEAN LABEL CANELÉ

**INGREDIENTS:** water, sugar, wheat flour, rum, lactose and milk proteins, whole eggs powder, natural vanilla aroma, natural cream and milk aroma.

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt. Shelf life of 20 or 40 days for individual wrapping.

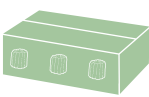


PET box



Individually wrapped

**FROZEN:** shelf life 1 year



Bulk packaging

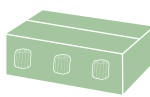


PET box



Individually wrapped

**FROZEN:** shelf life 1 year



Bulk packaging



PET box



Individually wrapped

# Fruits recipes



## RASPBERRY CANELÉ

RUM FREE

**INGREDIENTS:** water, sugar, **wheat flour**, **lactose** and **milk** proteins, sweet raspberry puree (5,6%) (raspberry (90%), sugar), **eggs** powder, raspberry natural aroma, **cream** and **milk** natural aroma.

## LEMON CANELÉ

RUM FREE

**INGREDIENTS:** water, sugar, **wheat flour**, **lactose** and **milk** proteins, sweet lemon puree (5,6%) (lemon juice with pulp (90%), sugar), **eggs** powder, lemon natural aroma, **cream** and **milk** natural aroma.

## RUM-COCONUT CANELÉ

**INGREDIENTS:** water, sugar, **wheat flour**, rum (6,7%), **lactose** and **milk** proteins, sweet coconut puree (5,6%) (coconut puree (90%), sugar), whole **eggs** powder, coconut natural aroma, **cream** and **milk** natural aroma.

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt. Shelf life of 20 or 40 days for individual wrapping.

**FROZEN:** shelf life 1 year



PET box



Individually wrapped



Bulk packaging



PET box



Individually wrapped

# Rum-free



## VANILLA FLAVOURED CANELÉ

**INGREDIENTS:** water, sugar, **wheat** flour, dairy blend (**wey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla aroma.

## HONEY CANELÉ

**INGREDIENTS:** water, sugar, **wheat** flour, honey (11%), dairy blend (**wey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder.

## CHOCOLATE CANELÉ

**INGREDIENTS:** water, sugar, **wheat** flour, gourmet chocolate (10%) (cocoa paste, sugar, low fat cocoa powder), dairy blend (**wey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla aroma.

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt. Shelf life of 20 or 40 days for individual wrapping.

**FROZEN:** shelf life 1 year



PET box



Individually wrapped



Bulk packaging



PET box



Individually wrapped



# Long shelf-life



## JAR OF CANELÉS (x2)

**INGREDIENTS:** syrup (69%): sugar, water, glucose syrup, rum (12%). Canelés - 2 portions (31%): water, sugar, **wheat** flour, rum, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla aroma.  
Residual alcohol: < 4,9 units per volume.

2 canelés Bouchées (17g) in a rum syrup:  
shelf life 2 years



## JAR OF CANELÉS (x4)

**INGREDIENTS:** syrup (55%): sugar, water, glucose syrup, rum (12%). Canelés - 4 portions (45%): water, sugar, **wheat** flour, rum, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla aroma.  
Residual alcohol: < 4,8 units per volume

4 canelés Bouchées (17g) in a rum syrup:  
shelf life 2 years



## JAR OF ORGANIC CANELÉS (x4)

**INGREDIENTS:** syrup (55%) : sugar\*, water, glucose syrup\*, rum\* (12%). Canelés\* - 4 portions (45%): water, sugar\*, **wheat** flour\*, rum\*, skimmed **milk**\*, whole **eggs** powder\*, natural vanilla aroma\*. Possible traces of **soy** and **mustard**. \*Organically grown ingredients  
Residual alcohol: < 4 units per volume.

4 canelés Bouchées (17g) in a rum syrup:  
shelf life 2 years



## CANNED CANELÉ

**INGREDIENTS :** water, sugar, glucose syrup, rum, **wheat** flour, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla aroma, citric acid.

1 canelé Gros (60g) in a rum syrup:  
shelf life 2 years

# Snack formats



AVAILABLE  
FOR ALL OUR  
RECIPES

## INDIVIDUALLY WRAPPED CANELÉ

**INGREDIENTS:** water, sugar, **wheat** flour, rum, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla flavour.

**AMBIENT:** shelf life of 20 or 40 days

Large x1  
Lunch x1  
Bouchée x1

Also available in other packaging (x2, x3...)

**FROZEN:** shelf life 1 year

Large x1  
Lunch x1  
Bouchée x1

Also available in other packaging (x2, x3...)



AVAILABLE  
ONLY FOR THE  
TRADITIONAL  
RECIPE

## BREAK-AWAY CANELÉ

**INGREDIENTS:** water, sugar, **wheat** flour, rum, dairy blend (**whey** powder, vegetable fat (copra), **milk** protein, skimmed **milk** powder), whole **eggs** powder, vanilla flavour.

**AMBIENT:** shelf life of 50 days from manufacture, 30 days from receipt

Sizes available:  
Pack of **Large** x6  
Pack of **Lunch** x6  
Pack of **Bouchée** x6



**Bouchée - 17 g**



**Lunch - 30 g**



**Gros - 60 g**

*Some packaging formats are subject to minimum order quantities. Please contact us for details.*

# Canelés spread



## CANELÉS SPREAD

**INGREDIENTS:** canelés (43%) (water, sugar, **wheat** flour, rum, **lactose** and **milk** proteins, vegetable fat (copra), whole **eggs** powder, aromas), water, sugar, glucose syrup.

**AMBIENT:** shelf life 1 year

**STORAGE:** mix well before use until smooth. Store at room temperature. After opening, store in the refrigerator and consume within 5 days.

# Anti-waste



## REJECTED CANELÉS\*

**INGREDIENTS:** water, sugar, wheat flour, rum, lactose and milk proteins, vegetable fat (copra), whole eggs powder, aromas.

**FROZEN:** shelf life 18 months



Bulk  
packaging

## CANELÉ PASTE\*\*

**INGREDIENTS:** water, sugar, wheat flour, rum, lactose and milk proteins, vegetable fat (copra), whole eggs powder, aromas.

**FROZEN:** shelf life 1 year



Bucket

## CANELÉ CHIPS\*

**INGREDIENTS:** water, sugar, wheat flour, rum, lactose and milk proteins, vegetable fat (copra), whole eggs powder, aromas.

**FROZEN:** shelf life 1 year



Bulk  
packaging

\* Also available in an organic version. \*\* Also available in a Clean Label version. Contact us for details





Les Canelés à partager  
12 Canelés de Bordeaux Lunch en sachet individuels

Saveur traditionnelle

12 x 30 g

Fabriqué en France  
Made in France

Sans additifs, colorants, conservateurs

**COMING SOON !**

## AMBIENT PACKAGING

PACKAGING	PALETTIZATION	INSTRUCTIONS	STORAGE
<b>Canelés</b>			
<b>PET box</b>	In trays hermetically sealed in a protective atmosphere / PET box of 6 Large size - 8 Lunch size in a box of 12 PET boxes / Tray of 12 Bouchées in a box of 18 PET boxes	48 boxes/pallet	Remove packaging. Preheat oven to 220°C. Heat the product for 5 to 10 minutes so that the canelés regain their crispness. Leave to cool and enjoy.
<b>Sleeve</b>	Sleeve of 8 Lunch sizes in a box of 12 PET boxes		
<b>Long shelf-life</b>			
<b>Jar</b>	Jar of 4 canelés - Box of 24 jars/Jar of 2 canelés - Box of 32 jars	102 boxes/pallet	Open the jar or tin and enjoy.
<b>Canned canelé</b>	Tin of 1 canelé - Box of 49 tins	60 boxes/pallet	
<b>Snack formats</b>			
<b>Individually wrapped</b>	Box of 50 Large canelés (60g) / Box of 100 Lunch canelés (30g)	48 boxes/pallet	Remove packaging and enjoy.
<b>Break-away</b>	Break-away Large x6 = 12 CSU* / Break-away Lunch x6 = 15 CSU* / Break-away Bouchée x6 = 18 CSU* (*1 CSU = pack of 6 break-away canelés)		
At room temperature.			

## FROZEN PACKAGING

PACKAGING	PALETTISATION	INSTRUCTIONS	STORAGE
<b>Canelés</b>			
<b>PET box</b>	PET box of 6 Large - 8 Lunch - 12 Bouchée	48 boxes/pallet	Remove canelés from packaging. Leave to defrost for 5 hours between 0 and 4°C, then leave out at room temperature for 10 minutes. You can also put them in a hot oven without defrosting for 5 to 10 minutes at 220°C. Allow to cool before eating.
<b>Bulk packaging</b>	Box of 75 Large - 150 Lunch - 200 Bouchée	72 boxes/pallet	
<b>Sleeves</b>	Sleeve of 4 Large - box of 6 sleeves Sleeve of 9 Lunch - box of 8 sleeves Sleeve of 12 Bouchées - box of 10 sleeves	119 boxes/pallet	
<b>Snack formats</b>			
<b>Individually wrapped</b>	Box of 50 Large canelés Box of 100 Lunch canelés Box of 100 Bouchée canelés	48 boxes/pallet	Leave to defrost for 5 hours between 0 and 4 °C, then leave out at room temperature for at least 10 minutes.
<b>Break-away</b>	Box of 50 Large canelés Box of 100 Lunch canelés Box of 100 Bouchée canelés		
Store at -18°C. After defrosting, store at 4°C and consume within 2 days for PET boxes, 4 days for sheath pack and Bulk packaging formats. Never refreeze a defrosted product!			
<b>Anti-waste</b>			
<b>Rejects, Paste and Chips</b>	Rejected canelés, Large, Lunch, Bouchée - Boxes of 5 kg Canelé crumbs - 5 kg box Canelé paste - 5 kg bucket	Leave to defrost for 5 hours between 0 and 4°C.	Store at -18°C. After defrosting, store at 4°C and consume within 4 days. Never refreeze a defrosted product

Some packaging formats are subject to minimum order quantities. Please contact us for details.

## NOTES



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