



CÔTE d'AZUR
FRANCE

A BRAND THAT'S BECOME A WHOLE COLLECTION



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EMBLEMATIC OF THE CÔTE D'AZUR AND PROUD OF IT, THE COMPANIES LICENCED UNDER THE CÔTE D'AZUR FRANCE LABEL USE THEIR TALENTS AND KNOW-HOW TO SHOWCASE THE CÔTE D'AZUR AS A DESTINATION, IN FRANCE AND ABROAD.

Launched for the first time in spring 2018, the CÔTE d'AZUR FRANCE collection quickly met great success, both with companies and the general public. Deployed by Côte d'Azur France Tourisme, this program has driven a virtuous dynamic by creating solid, local public-private partnerships with the aim of enhancing the Côte d'Azur as a destination with and through their talents and creators.

Since the beginning, this initiative has won over emblematic companies and brands such as Fragonard, Galeries Lafayette, Nicolas Alziari, Confiserie Florian and even the Brasserie du Comté... and is enriched as and when new partners join. Six years later, the CÔTE d'AZUR FRANCE collection proudly displays all the colours and authenticity of our land.

The Côte d'Azur **elegance and art of living** are embodied by craftspeople with globally recognized skills, such as the famous Grasse parfumeur **FRAGONARD**, the glass artists of Biot, including the **CENTRE DU VERRE CONTEMPORAIN**, and even the manufacturer **AQUI D'AÏA** with its perfumed candles. Not to mention the centuries-old company **BARBIER**, which enhances the art of entertaining.

Sweet treats take pride of place with the famous **CONFISERIE FLORIAN** and its irresistible sweets based on flowers and citrus fruit, the **BISCUITERIE D'AZUR** and its crunchy palet biscuits with Menton lemon, not forgetting **MAISON GANNAC**, which gives the Menton lemon centre stage by creating sharp and tasty recipes based on the citrus fruit from its gardens. For those with a sweet tooth, we can also cite the craft chocolates with Côte d'Azur flavours from **CHOCO MON AMOUR**.

The tasty celebration is available in savoury versions from the **HUILERIE SAINT-MICHEL** and its olive oil with Menton lemon created by the three-star chef Mauro Colagregco, not forgetting the Nice olive oil (PDO) from **NICOLAS ALZIARI** and the prestigious menu from **PAVILLON TRAITEUR**. We can also cite **SOCCA CHIPS®**, which accompany any Nice-style aperitif worthy of this name!

Lastly, the CÔTE d'AZUR FRANCE products accompany you throughout the day with, for a great morning, the organic pure arabica coffee with floral notes from **MALONGO**, the leading name in organic and fair trade coffee, and for later in the day an original recipe organic Côte d'Azur beer, subtly flavoured with lemon and bergamot, created by the **BRASSERIE DU COMTÉ**. Prefer grapes to hops? The **DOMAINE DE LA SOURCE** has created a wine of character, produced with passion on the hills exposed to the Côte d'Azur sunshine. Everything you need to take your tastebuds on a truly tasty journey to the heart of the Côte d'Azur!

The "CÔTE d'AZUR FRANCE" product collection includes images created specially by the local artist **ERIC GARENCE**, whose illustrations hark back to the timeless and elegant imagination of our destination.

Consequently, an entire Côte d'Azur-style art of living is available on the CÔTE d'AZUR FRANCE theme "Je Sublime tout ce que je touche / I enhance everything I touch", to be discovered on www.cotedazurfrance.com/collection.

Alexandra BORCHIO FONTIMP,
President of Côte d'Azur France Tourisme

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THE CÔTE D'AZUR FRANCE BRAND AND ITS PARTNERS

CÔTE d'AZUR
FRANCE

THE CÔTE D'AZUR FRANCE BRAND

Launched in spring 2018 by Côte d'Azur France Tourisme within the framework of its brand strategy, the "CÔTE d'AZUR FRANCE" licencing programme has brought together over twenty partner brands since its launch, and almost 200 references in the fields of fashion, jewellery, perfumes, luggage, decor, arts and crafts, and even fine foods. The royalties received by Côte d'Azur France Tourisme, spearheading the brand, contribute to the overall communication plan for the Côte d'Azur as a destination, thus creating a virtuous promotion circle by the companies and institutions.

CÔTE d'AZUR
FRANCE
TOURISME

CÔTE D'AZUR FRANCE TOURISME, Manager of the Côte d'Azur France Brand

Côte d'Azur France Tourisme is the official institutional body in charge of implementing the promotional strategy for COTE d'AZUR FRANCE as a destination, on the national market and on foreign markets. Comprising three operational marketing departments (Offer Marketing, Communication & Brand, and Network & BtoC Operations), Côte d'Azur France Tourisme deploys some hundred promotional actions every year in France and abroad. Côte d'Azur France Tourisme works in close collaboration with all the tourism stakeholders, both institutional and professional, within the framework of a territorial marketing approach that benefits the entire region. As the brand manager, Côte d'Azur France Tourisme is also responsible for developing the regional brand strategy and its licencing programme.

www.marque-cotedazurfrance.com - #CotedAzurFrance @VisitCotedAzur @ProCotedAzur

arboresens

ARBORESENS, Côte d'Azur France Brand Licencing Agent

Arboresens is an independent French agency, and a leader since 2011 in accompanying French institutions and regions in defining their brand extension strategy and developing derived products. The agency specializes in the creation of brand universes, collaborations and co-branding, licencing programmes, partnerships, and online and in-store retail experiences. Arboresens has become the leader in intangible asset management for some of the most emblematic French brands: Elysée-Presidence of the Republic, Air Force and Space Agency, City of Paris, National Museum of Natural History.

www.arboresens.fr



VICTORIA LICENSING & MARKETING, Licencing Agent for the Côte d'Azur France Brand and By Côte d'Azur in Italy

An Italian consultancy firm specialized in the licencing and strategic marketing fields, it offers a consulting and assistance service in order to define and implement a protection and development strategy suited to the brand, identify potential partners, conduct negotiations and supervise the marketing activities during the launch of licenced products. Eleonora Schiavoni, the CEO of the company, and her team, manage important licencing and merchandising projects for prestigious brands and work with the best national and international companies on the Italian and European market.

www.victorialicensing.it

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THE CÔTE D'AZUR FRANCE CO-BRANDING AND LICENCING STRATEGY IN A FEW WORDS

TWO CÔTE D'AZUR FRANCE BRANDS ARE THUS DEPLOYED, in accordance with the origin of the references marketed:

In order to improve the collective value of CÔTE D'AZUR FRANCE as a destination, while optimizing the institutional and private promotional budgets, an innovative regional marketing strategy has been implemented by Côte d'Azur France Tourisme since 2018, in order to federate brands, businesses and chains that best represent and embody the emblematic values of the Côte d'Azur around CÔTE d'AZUR FRANCE brands.

Through its licencing agent **ARBORESENS**, responsible for deploying the brand, the Côte d'Azur France Tourisme thus proposes that local, national and international companies and brands use **the CÔTE d'AZUR FRANCE and BY CÔTE D'AZUR brands** and their graphic charter to develop and market official derivative products. In return for this use, the partners pay royalties on the amount of turnover generated by the sale of these products or services.

Since 2022, this approach has been exported to Italy with the support of **VICTORIA LICENSING & MARKETING**, a partner of ARBORESENS, to deploy the brand in Italy.



**"CÔTE D'AZUR FRANCE,
je sublime tout ce que je touche®"**

[I enhance everything I touch] is the main brand and stems from being "made in France". It values the skills of local businesses and items "made in France".



"By Côte d'Azur®"

is the brand inspired by the Côte d'Azur, applied to products that are not manufactured in France.

THE CÔTE D'AZUR FRANCE GRAPHIC CHARTER

The brand's tool for expression that conveys and broadcasts its positioning, the CÔTE D'AZUR FRANCE graphic charter presents itself as follows:

THE COLOURS: these play a major role in our brand's world. A destination symbolized by light, the richness of colours, plant life, markets, etc. The CÔTE d'AZUR FRANCE brand shines thanks to flexible palettes, to be used with a view to aesthetics and harmony (blue, ochres, purples, green).

THE GRAPHIC FRAMEWORKS: these are at the heart of the brand's spirit, graphically portraying the atmospheres and allowing the Côte d'Azur imagination to be reinterpreted and modernized: timeless, creative and inspired. They also express its character and diversity, by adapting to every theme: sport, nature, innovation, art, design, fashion, etc.

THE ILLUSTRATIONS for the charter have been created by an artist and illustrator from Nice, **Eric GARENCE**, famed for his Côte d'Azur-inspired posters. Lemons, mimosas, palm trees, umbrellas, swimming pools, yachts, olive trees and the Côte d'Azur architecture, etc. Everyone can adorn, decorate and recreate the world for the product to be marketed under the brands **Côte d'Azur France, je sublime tout ce que je touche®** and **By Côte d'Azur®**. This graphic world is enriched every year by new illustrations in order to meet the demand from partners.



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THE CÔTE D'AZUR FRANCE BRAND: HISTORY, KEY FIGURES AND NEWS

HISTORY

- **July 2017:** Registration with the INPI of the two figurative brands according to their use «CÔTE D'AZUR FRANCE, Je sublime tout ce que je touche» and «By CÔTE D'AZUR».
- **April 2018:** Launch in Paris of the very first CÔTE d'AZUR FRANCE COLLECTION, bringing together 12 companies under licensing or co-branding contracts for nearly a hundred available product references. Creation of the e-store www.boutique-cotedazurfrance.fr.
- **April 2019:** Launch in Paris of the second CÔTE d'AZUR FRANCE COLLECTION with 16 companies under licensing or co-branding contracts and 100 available product references. New Riviera companies joining the programme: SoccaChips® x SoccaApéro®, Nicolas Alziari, Au Pays du Citron and Choco Mon Amour.
- **June 2019:** Creation of a first Côte d'Azur France pop-up store: from 17 to 30 June 2019 at Cap 3000.
- **June 2020:** Launch of the third CÔTE d'AZUR FRANCE COLLECTION with two new licensed brands: Brasserie du Comté and La Biscuiterie d'Azur. Expansion of the delicatessen range. Deployment of references among Côte d'Azur motorway service area stores.
- **December 2020:** The CÔTE d'AZUR FRANCE Collection makes its entrance into the Christmas catalogue of Salon Made in France.
- **July 2021:** Launch of the fourth CÔTE d'AZUR FRANCE Collection: two new iconic brands from the Côte d'Azur join the licensing programme: Malongo and Verrerie de Biot. Expansion of the collection with new product references offered by Confiserie Florian, the chocolatier Choco Mon Amour, jewellery store La Plaia, Pierini Verre Contemporain.
- **June 2022:** Recruitment of a licencing agent in Italy to extend and develop the licencing and co-branding programme on the Italian market.
- **1st half of 2024:** 5 new brands join the licencing programme: Maison Gannac, Domaine de la Source, Socca Chips®, Aqui d'Aïa and Barbier. European registration of the By Côte d'Azur brand with the EUIPO.

THE CÔTE D'AZUR FRANCE LICENSING PROGRAMME IN FIGURES:



PARTNERS 2024:

ANAÏK, AQUI D'AÏA, BARBIER, BISCUITERIE D'AZUR, BRASSERIE DU COMTE, CENTRE DU VERRE CONTEMPORAIN, CHOCO MON AMOUR, CONFISERIE FLORIAN, DOMAINE DE LA SOURCE, ERIC GARENCE, FRAGONARD, HUILERIE SAINT-MICHEL, MAISON GANNAC, MALONGO, NICOLAS ALZIARI, PAVILLON TRAITEUR, SOCCA CHIPS®.

WHAT'S NEW AND COLLECTION HIGHLIGHTS

MENTON LEMON CELEBRATED BY MAISON GANNAC

Maison Gannac has created two box sets exclusively for the CÔTE d'AZUR FRANCE brand, each giving pride of place to the Menton Lemon PGI with 3 products in each box. Every year, Maison Gannac produces 25 tonnes of fruit, including the famous Menton lemon PGI, which it offers in tasty and freshly sharp creations in these box sets. Spread, cream, lemon bergamot jam, Menton lemon jam or limoncello...give in to temptation!

A WINE BRIMMING WITH THE CÔTE D'AZUR SUNSHINE BY THE DOMAINE DE LA SOURCE

Domaine de la Source has produced a young French wine with a distinct character. Just like the entire vineyard, this wine is worked without pesticides or chemical fertilizers, in order to guarantee a 100%-organic crop and craft production. For 3 generations, the Domaine de la Source has, thanks to its 7 hectares of vines, played a role in preserving the heritage of Nice, its history and its wines.

CANDLES WITH THE SCENTS OF GRASSE FROM AQUI D'AÏA

Specialized in natural cosmetics for people on the go, Aqui d'Aïa, established in the Upper Var, has been creating products from local ingredients for 25 years. Having earned the "Grasse Expertise" label, the company has created a range of Côte d'Azur France candles with flower fragrances emblematic of the Pays de Grasse, with a decorative tuberose candle and a box set of candles with jasmine, orange flower and mimosa fragrances.

SOCCA CHIPS®, TO ENJOY A 100% CÔTE D'AZUR APERITIF

Socca Chips®, the delicious crisps made from gram flour was already available in 4 flavours: plain, pepper, rosemary and garlic, as well as in an organic plain version. In 2024, the chef Luc Salsedo is choosing to develop his limited edition plain Socca Chips® in partnership with the Côte d'Azur France brand, in packaging with Côte d'Azur colours, illustrating the famous Cours Saleya market, and of course, its socca vendor. Ideal for sharing when it's time for an aperitif!

BARBIER, THE ART OF ENTERTAINING IN THE DNA

Established in 1830, Barbier has specialized in the art of entertaining for almost 200 years. In 2024, the company is launching an exclusive "By Côte d'Azur" collection in a Côte d'Azur colour palette that will bring the sunshine and light so characteristic of the Côte d'Azur to any table. Salad bowls shaped like a mango tree, a breakfast set, placemats, trays and even glassware, the entire "By Côte d'Azur" range stands out with brightly coloured illustrations.

THE COLLECTION IS GROWING, THE BRANDS DIVERSIFYING

The Fragonard perfumer is continuing the development of its range of CÔTE d'AZUR FRANCE beauty treatments and perfumes, created using Côte d'Azur essences. A hand cream (75 ml) with notes of verbena, grapefruit and jasmine has joined the collection for 2024. Following on from its beer with lemon and bergamot extracts, the Brasserie du Comté invites you for a refreshing break with its organic Côte d'Azur France lemonade. Packaged in cans, you will be delighted by its collection of four exclusive cans in Côte d'Azur colours.

A COMPLETE REDESIGN OF THE PACKAGING FOR THE CÔTE D'AZUR ÉPICERIE FINE RANGE

The entire Épicerie Fine collection has been visually redesigned and all packaging will now be available with new illustrations of Riviera landscapes, created by Eric Garence. The collection now has a graphic unity that reflects the destination: authentic, timeless and elegant.



THE CÔTE D'AZUR FRANCE
PARTNER COMPANIES

P10 Fragonard PARFUMEUR	P11 NEW AQUI D'AÏA	P12 CENTRE DU VERRE CONTEMPORAIN	P13 NEW Barbier GROUPE PENGO
P14 ERIC GARENCE	P15 PAVILLON TRAITEUR	P16 Malongo	P17 NEW DOMAINE DE la Source
P18 BRASSERIE DU CONTE NISSA	P19 NEW SoccaChips	P20 NICOLAS ALZIARI	P21 Huilerie St Michel Depuis 1896
P22 NEW MAISON GANNAC Agrumiculteurs à Menton	P23 FLORIAN CONFISEUR DEPUIS 1921	P24 choco Mon Amour	P25 Biscuiterie d'Azur Fabrique artisanale



FRAGONARD, PERFUMERY FOR TRUE GRASSE ELEGANCE

THE BRAND: FRAGONARD

A FAMILY STORY. Founded in 1926, Fragonard is one of the oldest perfumeries in Grasse. Its choice of the name of the famous painter originally from Grasse, Jean-Honoré Fragonard, is a tribute to the town of Grasse and the refined arts of the 18th century. This choice also marks the desire of founder Eugène Fuchs to carry out his business while respecting tradition.

The spirit of the company has been faithfully maintained by the following 3 generations, who infused the brand with a cultural dimension. Today, the Fragonard perfumery has 22 shops in France, 3 Perfume museums in Paris and 3 museums in Grasse (the Provençal Costume and Jewellery Museum, the Jean-Honoré Fragonard Museum, and the Perfume Museum).

Today, it's the founder's great-granddaughters, Anne, Agnès and Françoise Costa, who carry on this wonderful family story and manage the company's future. From a renowned perfumer, Fragonard has diversified by launching a lifestyle line for the home. With Provence and the Riviera at its core, Maison Fragonard shares in all its home, fashion, decoration and perfume collections, the wonderful lifestyle of the Côte d'Azur. The Costa sisters present a refined identity in their collections, inspired by distant journeys or Riviera getaways.

In 2018, the know-how linked to perfume in Pays de Grasse was listed as UNESCO Intangible Cultural Heritage, an award bringing together cultivation of the perfume plant, knowledge of natural raw materials and their transformation, and the art of composing perfumes.



THE CÔTE D'AZUR FRANCE RANGE

Maison Fragonard has always shared a great bond with the scents of the Côte d'Azur. From the sea spray on the shores of the Mediterranean to the flower-covered hills of the upper and middle country, everything is a source of inspiration for creating scents in the greatest French tradition. Naturally, Fragonard pays honour to the emblematic flowers of Grasse in its creations, such as jasmine, rose and mimosa. Grown in Grasse since the 16th century, jasmine is an emblematic flower of the Côte d'Azur region that can be found in the CÔTE D'AZUR FRANCE eau de toilette. Also find a soap fragranced with mimosa in this range, and even a rose indoor perfume diffuser. A hand cream (75 ml) with notes of verbena has joined the collection for 2024.

|| In 2018, the Grasse region was listed as UNESCO Intangible Heritage, an accolade that says a lot about the symbolism of perfume. At Fragonard, we promote the sunny, joyful, generous side of the Côte d'Azur. Our company represents much more than an experience of the Côte d'Azur, which is why Fragonard is an ambassador for the CÔTE D'AZUR FRANCE brand. We have created an exclusive range of scented products in tribute to our beautiful region. ||

Agnès Webster, President and CEO of PARFUMERIE FRAGONARD



NEW

AQUI D'AÏA



AQUI D'AÏA, NATURAL COSMETICS TO LOOK AFTER YOURSELF

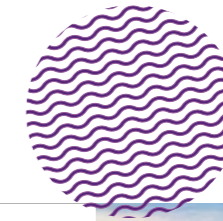
THE BRAND: AQUI D'AÏA

LIKE AN INVITATION TO A JOURNEY IN THE HEART OF THE CÔTE D'AZUR. Aqui d'Aïa - an expression that means "from here and elsewhere" - is a natural cosmetic brand, using perfumes from Grasse.

Candles, bar and liquid soaps, balms and other cosmetics; the products are created as if they were promises that aim to enhance everyday care and render this more responsible. Aqui d'Aïa are firmly set on creating products that restore a Côte d'Azur-style art of living by ensuring respect for a region and partner producers. Deeply rooted in ancient French skills and using quality ingredients, the products highlight an approach that is both sensory and aesthetic.

Established in the Upper Var, between the sea and mountains, vineyards and flower fields, Aqui d'Aïa has relied on its loving expertise on aromatic plants and natural perfumes for 25 years. The factory is developing know-how and seeks traceable and local ingredients.

Suppliers are carefully selected and share similar values - Beauty, Well-being, Natural quality, Responsibility - as well as a joint passion for the treasures of the Côte d'Azur region. Partners join a tradition and an ecological, local and responsible charter that is as essential as the quality of the products offered.



THE CÔTE D'AZUR FRANCE RANGE

Having earned the "Grasse Expertise" label, Aqui d'Aïa selects local ingredients from historic and preferential suppliers, as well as short circuits and neighbouring operators. With its range of CÔTE D'AZUR FRANCE candles, the company highlights the emblematic flowers of the Côte d'Azur region with a decorative tuberose candle and a box set of small candles with the scents of Grasse: jasmine, orange flower and mimosa. Everything is packaged in a box in the colours of the Côte d'Azur, with 4 key values: solarly, generosity, responsibility and natural quality.

|| After several years in the Luxury industry and abroad, we have chosen to invest ourselves in the service of historically recognized expertise, and local production, by favouring short circuits, all with an environmentally friendly culture. Our products are made traditionally by enhancing the richness of our beautiful region between land and sea. ||

Karine and Frédéric Brunel-Acquaviva, Creators of AQUI D'AÏA



CENTRE DU VERRE CONTEMPORAIN

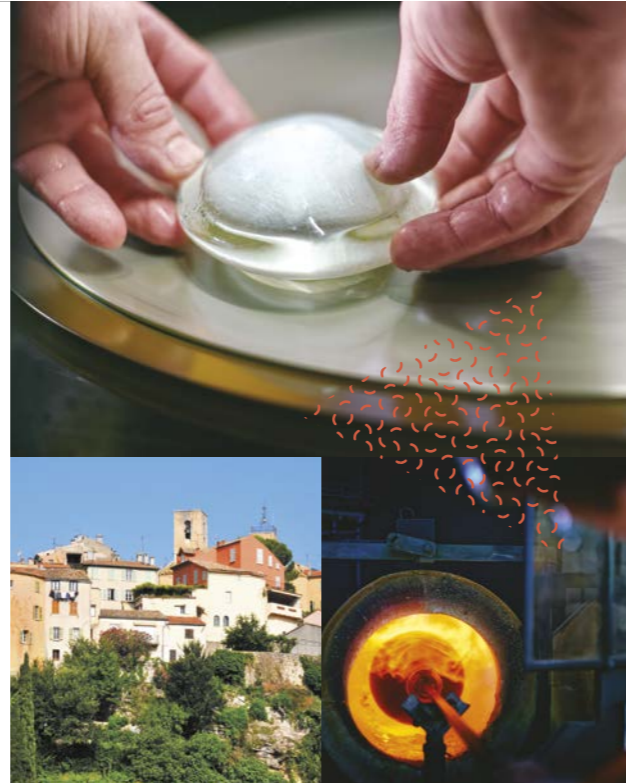
CENTRE DU VERRE CONTEMPORAIN PIERINI, THE EXPERTISE OF A MASTER GLASS MAKER FROM BIOT

THE BRAND: CENTRE DU VERRE CONTEMPORAIN PIERINI

A FAMILY PASSION AND AN ART PASSED DOWN FROM FATHER TO SON. Antoine Pierini, son of glass artist Robert Pierini, today continues the family legacy. A true enthusiast, he is totally devoted to glass, such a fascinating material, and has given a new lease of life to his place of creativity and exhibition. This heritage is that of cane-blown glass, brought back to prominence in 1980 by Robert Pierini. From 1990, then aged 10, Antoine Pierini began to master the material. Attracted and captivated by his father's work, he began to use the cane, mallet and shears.

Located in a 15th-century oil mill, Centre d'Art du Verre Contemporain Pierini can boast an exceptional setting, where the historical and artistic heritage of Biot combines harmoniously. It's here, in this building built from the stones of the ancient fortress of Biot, that the works of Antoine Pierini are created and contemporary glassblower-sculptor artists exhibit their work.

The Centre aims to promote the work of world-renowned glass design artists, as well as exchange and renew the techniques and knowledge of glass art. The site brings together an international community of creators and students who explore the use of glass in art and design. Creation, experimentation and sharing are at the heart of the philosophy of the Centre du Verre Contemporain Pierini.



THE CÔTE D'AZUR FRANCE RANGE

Inspired by the Côte d'Azur, Antoine Pierini has designed an exclusive collection of cane-sculpted glass pebbles which come in different sizes (small, medium or large version), finishes (diamond, honeycomb, hammered, mottled, spotted, smooth) and several colours. These exclusive pieces of art are available individually or in sets of three.

“I'm lucky to have been born on the Côte d'Azur, where the infinite mountain landscapes opening onto the immense blue of the sea is an inexhaustible source of inspiration. Influenced by my mother who is an ecological activist, I am, however, aware of the fragility of this ephemeral beauty. I like to stage my works in the great outdoors, where they seem to have grown like improbable, colourful fruits. You can find rock in the raw dimensions of my pieces, which readily embrace driftwood, roots and stone.”

Antoine Pierini, Owner and master glassmaker at CENTRE DU VERRE CONTEMPORAIN Pierini



NEW

Barbier

GROUPE

PENGO SPA

BARBIER, THE TRENDY FORMULA FOR THE ART OF ENTERTAINING



THE BRAND: H&H LIFESTYLE – BARBIER SA

“CREATE YOUR UNIVERSE, CHOOSE YOUR STYLE” Founded in 1830, Barbier Sa (Sorigny, France) specializes in the distribution of products for the table and the home.

Since 2016, the company has been part of the family-run European distribution group Pengo Spa (Bassano del Grappa, Italy).

After almost 200 years in business in the art of entertaining, the company has been able to endure, to adapt and, moreover, to grow over the years. The permanent and capsule collections are the result of a constant search for innovation and collaboration with designers, the guarantee of items that are always original and, for some, sold as limited editions.

The product is at the heart of the company's activity, with specific attention paid to all the items distributed under the H&H Lifestyle brand. Always on the lookout for new trends, Barbier Sa travels across the continents in order to be a pioneer and offer original and quality products with an iconic design every season.

As for the company Pengo Spa, in over 70 years it has developed a truly European vocation. It has been able to develop and expand, thus becoming an essential in the house and home universe while seeing its family heritage thrive.



THE CÔTE D'AZUR FRANCE RANGE

As the table is a true place for meetings and friendship, Barbier Sa has created an exclusive “By Côte d'Azur” collection based on the art of entertaining, with everything needed for breakfast, plus salad bowls, glassware and even flasks and freezer bags, true essentials for enjoying the icons of the Côte d'Azur at any time of year. Whether its a holiday souvenir or a sudden desire for colour and brightness, this collection will offer all the happiness and charm of the iconic Côte d'Azur landscapes.

“As a native of Antibes, this attachment to the Côte d'Azur is expressed in full with this partnership between H&H Lifestyle and By Côte d'Azur. An incredible colour palette inspired by the beautiful Côte d'Azur landscapes, colourful decorations and illustrations that will bring a warm and authentic ambience directly to your table.”

Christian Ortis, Managing Director of BARBIER SA – PENGO GROUP





ERIC GARENCE BRINGS OUT THE BEST OF THE CÔTE D'AZUR THROUGH HIS POSTERS

THE PARTNER : ERIC GARENCE

WELCOME TO THE CÔTE D'AZUR FRANCE POSTER! Eric Garence is a contemporary illustrator and visual artist born in Nice in 1980. After starting his career in Paris, the illustrator returned to the Nice region in 2016, where he created his own publishing company and designed a series of posters with a contemporary look.

In 2017, the CÔTE D'AZUR FRANCE brand noticed his illustrations and placed its first orders. The enthusiasm of the general public, other brands and regions for his posters was immediate, which allowed him to increase his exhibitions and orders both in France and abroad. Appointed ambassador of the "CÔTE D'AZUR FRANCE" brand, he designed the illustrations appearing on more than 160 of the brand's products.

Passionate about art and new technologies, his inspiration comes from poster artists and advertisers from the beginning of the last century such as Roger Broders and Savignac, as well as from the group of new realists like Arman, Raymond Hains or Yves Klein.



THE CÔTE D'AZUR ON DISPLAY!

Nice and its Promenade des Anglais, Cannes, Antibes Juan-les-Pins, the perfume capital Grasse, Menton, Saint-Tropez, the Mimosa route, the Estérel, and even the hilltop villages of the Côte d'Azur... Through their incredible evocative power, Eric Garence's illustrations take us on a journey through a joyful and timeless Côte d'Azur where the bright light and sparkling colours suggest dolce vita. To be discovered in partnership with Côte d'Azur France Tourisme, the book "La Côte d'Azur d'Eric Garence" published by Editions Giletta is an assembly of snapshots of the Côte d'Azur between sea and mountains that are touching for their optimism, modernity and poetry.

// One day I wanted to draw what photography doesn't allow me to produce: a blue horizon with a sailboat in the right place, a town without electricity pylons... then I refined my technique by adding just the details characteristic of the place. Today, I am only interested in emotions; I'm looking to enhance places in just one image. I only draw what I know, which is why all my own productions are essentially based around the Côte d'Azur! When I work to order, I attach great importance to knowing the history of the place, and to feeling the emotions it gives off before portraying them in my own way. The brands and regions that come to see me purchase a drawing, but they leave with a piece of their history as told by an artist //

Eric Garence, Illustrator and CÔTE D'AZUR FRANCE Ambassador



PAVILLON TRAITEUR, A FAMILY STORY FOR A WARM WELCOME AND FLAVOURS OF THE CÔTE D'AZUR FRANCE

THE BRAND: PAVILLON TRAITEUR

LOVERS OF FRENCH TRADITIONS AND LOCAL PRODUCE. Since the end of the 1930s, the Lavergne family has been successfully operating in the hospitality and gastronomy professions. It all began in 1929 in Paris, with the opening of a brasserie by the great-grandparents of Virginie and Fabrice Lavergne, great lovers of French traditions. Four generations of bakers, restaurateurs and caterers followed one another between Paris and the Côte d'Azur.

Riviera gastronomy is fully part of the company's DNA, managed today by Fabrice Lavergne. A fervent defender of the diversity of flavours of French cuisine and the benefits of balanced consumption, the CEO of Pavillon Traiteur promotes the use of raw materials from production and breeding that respects the environment and local lands.

The fundamental values of the company? Creative, refined cuisine combined with quality service. With a production laboratory of more than 2000sqm located in Mouans-Sartoux and artisanal production with no industrial machines, Pavillon Traiteur today caters for the most prestigious receptions on the Côte d'Azur.



THE CÔTE D'AZUR FRANCE MENU

Mozzarella bar event, revisited salad Niçoise, fillet of beef, pressed potatoes and seasonal vegetables, vanilla choux prepared like a plated cake... Pavillon Traiteur and the CÔTE D'AZUR FRANCE brand are joining forces to present a catering offer imbued with the rich cultural and culinary heritage of the region. This menu brings out the best of local products and shares with its customers a passion for southern cuisine.

// More than anything, I'm from the Riviera and very proud to live in this great setting, where since the late 1930s, my family has successfully worked in the hospitality and catering professions. For my teams and me, it's about claiming our roots in the Côte d'Azur. We share the same values with the CÔTE D'AZUR FRANCE brand. Confirming this makes sense. And then, as entrepreneurs, we must stand up for our destination //

Fabrice Lavergne, Chairman and CEO of PAVILLON TRAITEUR (Groupe Pavillon brand)



Malongo®

MALONGO, A CÔTE D'AZUR FRANCE COFFEE THAT'S ORGANIC AND FAIR TRADE

THE BRAND: MALONGO

QUALITY, FROM PLANTATION TO CUP. Founded in Nice in 1934, Malongo is today the leader in organic, fair trade coffees; roasted the old-fashioned way, using a traditional method that respects the aromas. Committed to quality, ethics and innovation, the company supports the development of cooperatives and leads projects that help improve the living conditions of farming communities around the world. To limit its impact, Malongo packages its ground coffee in metal boxes that preserve both the product and the environment.

Between nature and tradition, the Côte d'Azur reawakens all the senses, just like Malongo coffees – born in our region and headquartered in Carros. Recognised around the globe, the Côte d'Azur France evokes an elegant and timeless world of never-ending wonders. And that's why this Nice-based coffee roaster decided to create a tailor-made coffee for this unique destination.



THE CÔTE D'AZUR FRANCE RANGE

Mixing nature and tradition, the Côte d'Azur awakens the senses just like Malongo coffees, born in the region, whose headquarters are located in Carros. Internationally renowned, the CÔTE D'AZUR FRANCE calls to mind an elegant, timeless image where wonder is ever-present. That's why the Nice coffee roaster was interested in the idea of creating a tailor-made coffee for this unique destination. It all starts with the taste! This pure organic, fair trade Arabica coffee pays homage to the flavours of bitter orange trees, also called Seville orange trees, so iconic of the destination. For this special edition, Malongo has developed a tailor-made blend of several origins from fair trade and organic farming, two commitments rooted in the brand's DNA. It promises lovers of fine beverages an ethical, gourmet tasting thanks to this tangy coffee with its notes of citrus and flowers. The blue iron box, infinitely recyclable, protects the flavours of this round, full-bodied coffee which stands out for its beautiful finish. Coming soon: Côte d'Azur France coffee beans.

|| We're delighted with this collaboration with the CÔTE D'AZUR FRANCE brand and very proud of our local roots! The Côte d'Azur lifestyle incorporates a wide range of local know-how, as well as a true cultural and gastronomic heritage ... like our coffees which come from all over the world, which we roast the old-fashioned way to rediscover every day and with every cup the quality of these exceptional beverages. And all with passion, because coffee is a gourmet product, a blend of flavours, an invitation to travel and human adventures. This dimension is what we value in our approach, favouring great coffee from fair trade and organic farming. ||

Jean-Pierre Blanc, Managing Director of MALONGO



www.malongo.com

NEW

DOMAINE DE

la Source

DOMAINE DE LA SOURCE: WINES BRIMMING WITH CÔTE D'AZUR SUNSHINE

THE BRAND: DOMAINE DE LA SOURCE

VINEYARDS BETWEEN THE SEA AND THE MOUNTAINS. 10 minutes from the Bay of Angels, nestled in the Nice hills, the Domaine de la Source benefits from a preferential environment between the sea and the mountains, which fully make up the specific nature of the Côte d'Azur region. For 3 generations, the Domaine de la Source has been passionately reflecting the family spirit that plays a role in protecting the heritage of Nice, its history and its wines. This family run establishment only has 7 hectares of vines, which makes it one of the smallest French vineyards. The estate extracts its richness and its rarity from its limited scope.

Spread across the most westerly slope of the Bellet appellation, the land belonging the Domaine de la Source benefits from wide sun exposure and a temperate climate, with the Mediterranean as its southern horizon and the Mercantour in the north. The grapes in the fields thus ripen all year long on slopes bathed in the Côte d'Azur sunshine, which gives this southern wine all its character.

The estate stands out for traditional know-how combined with an unequalled love of the vine, which gives rise to great organic wines. The unique varieties, Rolle for white, Braquet for rosé and Folle Noire and Grenache for red, reflect the typicity and character of these rare wines, which have benefitted from the "Bellet Wine" CDO since 1941. Red, white or rosé, all the wines from the Domaine de la Source are produced organically and embody the balance and elegance that reveal this unique land between the sea and the mountains.



THE CÔTE D'AZUR FRANCE RANGE

A new company licenced in 2023, the Domaine de la Source has created a CÔTE D'AZUR FRANCE French wine that is young and with a distinct character. Just like the entire vineyard, this wine is worked without pesticides or chemical fertilizers, in order to guarantee an environmentally friendly 100%-organic crop and craft production. The CÔTE D'AZUR FRANCE vintage stands out with a variety that is 95% Folle Noire and 5% Braquet. A ruby red, it has a spicy and gourmet nose, and is fruity and well-balanced in the mouth. It's an ideal wine to drink as an aperitif or to accompany red meat, cheese and spicy dishes. Ready to drink, it can be kept for 3 to 5 years.

|| This partnership, which highlights our skills, our trade as a winemaker and our heritage, allows us to show that there is a quality wine on the Côte d'Azur, and helps us to promote it. The CÔTE D'AZUR FRANCE brand represents our region and our products actively and with quality, and it is an honour to be part of this licencing programme that enhances local know-how. ||

Carine Dalmasso, Manager of the DOMAINE DE LA SOURCE



www.domainedelasource.fr



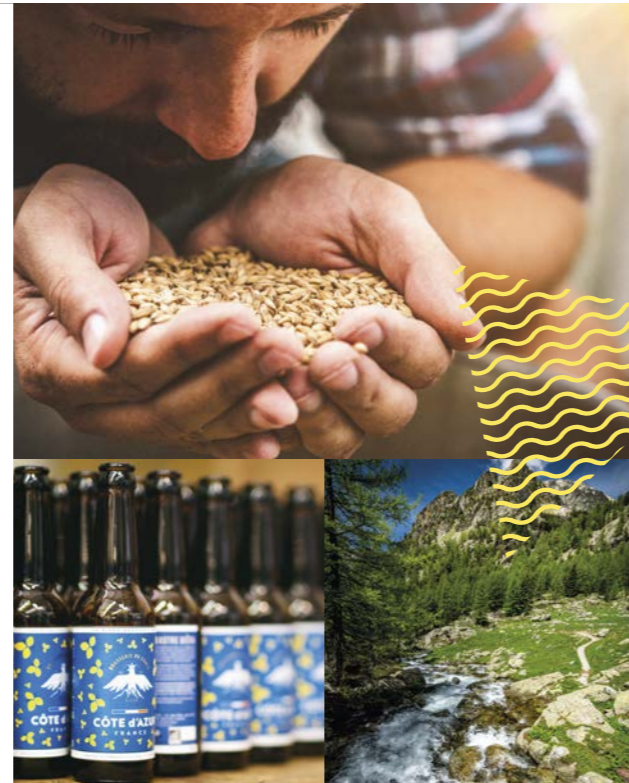
THE BRASSERIE DU COMTÉ: A BEER AND AN ORGANIC LEMONADE WITH CÔTE D'AZUR FLAVOURS

THE BRAND: THE BRASSERIE DU COMTÉ

ASSERTED ROOTS IN THE CÔTE D'AZUR UPLANDS. The Brasserie du Comté is one of the oldest local organic craft breweries in the Alpes-Maritimes. Established in 2012 in Saint-Martin-Vésubie, it states its local affiliation as being the mountain region of Mercantour.

Strongly attached to its heritage, passionate about brewing and having the fortune to benefit from natural spring water (an essential element in beer making), the team from the Brasserie du Comté adds value to all these resources, offering quality craft beers with unique flavours. The beers are produced in the tradition of craft brewers. Contrary to most industrial beers, these beers are neither filtered nor sterilized so as to allow enthusiasts to appreciate all the flavours when drinking.

The team from the Brasserie du Comté state their identity as being from Nice and the Côte d'Azur, with a pronounced feel for the mountains, nature, outdoor sports, and the culinary and cultural traditions of the Comté de Nice, as well as organic production. We clearly find these values in their slogan: "The best beers are those shared between friends!" In 2024, the range was enriched with an organic lemonade available in cans and adorned with a series of magnificent Côte d'Azur illustrations.



THE CÔTE D'AZUR FRANCE RANGE

Produced as a limited edition, the COMTÉ X CÔTE d'AZUR FRANCE BEER is a light and fruity organic white beer with lemon and bergamot. It is perfect for drinking by the water's edge to appreciate the entirety of the gentle way of life on the Côte d'Azur, a region rich in emotion where authenticity meets creativity. And lastly, so that everyone can enjoy a refreshing break, an organic lemonade will supplement the range as of summer 2024, with a collection of four cans bearing colourful illustrations of the Côte d'Azur.

|| Portraying the image of our region, and the fierce defence of its culture and its riches is part and parcel of the customs of the Brasserie du Comté. In joining the CÔTE d'AZUR FRANCE brand, the challenge forms a continuation of this philosophy, and we intend to defend the colours of our region loudly and proudly, and to play a part in its national and international influence. We have therefore created an original recipe based on a white beer - light and fruity - harmoniously flavoured with lemon and bergamot, and all brewed solely using organic ingredients. This refreshing identity is also available in our lemonade. Discover the flavour of the Côte d'Azur in a bottle! ||

Edwards Dilly, Managing Director and Partner in the BRASSERIE DU COMTÉ



NEW



SoccaChips®

A CHEF, A TRADITION AND A 100% CÔTE D'AZUR APERITIF TREAT

THE BRAND: SOCCA CHIPS®

FOR A CÔTE D'AZUR APERITIF! It all began in 2014, when the chef Luc Salsedo, owner of a restaurant in Nice, improvised small crisps from some leftover Socca, the famous pancake made from gram flour. To him, nothing is wasted, everything can be transformed.

The feedback from the first customers, who appreciated the originality of the product, proved that he was right to do so. He would therefore work on, refine and test his recipe. After multiple tests, the correct formula was finally found in June 2014. The product was then marketed under the brand Socca Chips®. The crisps with the authentic socca flavour are original, different, unique and created from 100% natural ingredients.

The success was immediate. Luc Salsedo knew that this product, hitherto unseen in the world of French aperitifs, would find its place. Today, produced next to Nice and distributed in over 1,500 points of sale, Socca Chips® allows you to rediscover the oh-so Mediterranean taste of socca, this delicious speciality of the Côte d'Azur, or really of Nice! Socca Chips® is now available in a variety of formats and comes in 4 flavours (Plain, Pepper, Rosemary and Garlic) and is also available in an organic plain version.

Over time, and under the entity "Créations Luc Salsedo®", the chef continues to come up with new products based on our wonderful culinary traditions.



THE CÔTE D'AZUR FRANCE RANGE

In 2014, Luc Salsedo chose to develop his limited edition Socca Chips® in partnership with the Côte d'Azur France brand. "We have a true common aim: have our wonderful traditions travel!" The colourful, positive and dynamic illustration on the packet thus highlights the famous Cours Saleya market, with its socca vendor of course! And for the more informed, a clue is hidden in the Château hill. There too, a great local tradition that stands out among others: aperitif time.

|| Renewing our partnership with the CÔTE d'AZUR FRANCE brand was clear to me, considering their commitment to add value to local producers and craftspeople. With Socca Chips®, I am continuing the journey of our rich and globally recognized culinary traditions. Among them, is socca, the gram flour pancake cooked on a wood fire that embodies sharing, friendship and is a true treat for the tastebuds! The same is true of Socca Chips®, which, through this new limited edition, invite you to feel the warmth and joie de vivre of the Côte d'Azur. And if that were happiness. ||

Luc Salsedo, Managing Director of SOCCA CHIPS®





NICOLAS ALZIARI, TOP QUALITY OLIVE OIL SINCE 1868

THE BRAND: NICOLAS ALZIARI

AN EXCEPTIONAL PRODUCER FOUNDED IN 1868, Maison Nicolas Alziari produces "grand cru" olive oils, AOP Nice oils and oils grown organically. Both a producer with an estate of more than 60 hectares on the Côte d'Azur, a miller with two olive oil mills as well as an olive confectioner, Maison Nicolas Alziari has kept its ancestral know-how alive to produce and select unique varieties since 1868. This dual expertise of producer and miller results in high standards in terms of quality.

Bought in the 1990s by the Piot family, Maison Alziari is today the largest producer in the region (in the number of olive trees exploited) with work carried out all year round, mainly by hand in terraces, so typical of the Riviera landscape. Despite its success, the company remains a small family structure of around twenty people whose priority is the quality of its products and satisfaction of its customers.

Maison Nicolas Alziari markets its products for direct sale in the shop adjoining the historic mill in the Madeleine district of Nice (the last stone mill in Nice), as well as in the shop in Vieux-Nice since 1936 and online. Its products are also distributed in the finest delicatessens in France and around thirty countries internationally.



THE CÔTE D'AZUR FRANCE RANGE

All the excellence of the two specialities of the estate are brought together in an exclusive box: the CÔTE d'AZUR FRANCE Pack. It's an opportunity to discover, savour and offer loved ones a jar of Cailletier variety olives, along with a can of Nice AOP olive oil obtained from this same variety in a pack that brings together all the flavours of this fruit. This small pack is practical for carrying and putting in your luggage when returning from a stay on the Côte d'Azur.

By partnering with CÔTE d'AZUR FRANCE, Alziari is expressing its deep attachment to the Côte d'Azur and its desire to promote the values and authenticity of this iconic region. This collaboration represents a unique opportunity for Maison Alziari to share its centuries-old heritage and unique know-how with a wider audience, while strengthening its identity rooted in Provençal tradition.

Vincent Piot, Deputy Director of NICOLAS ALZIARI



HUILERIE SAINT-MICHEL, THE TASTE OF TRADITION, THE CREATIVITY OF THE GREAT CHEFS

THE BRAND: HUILERIE SAINT-MICHEL

PASSION AND LOVE. Founded in 1896 in Menton, on the shores of the Mediterranean, the Saint-Michel oil factory is a family business which for four generations has perpetuated its know-how and high standards, allowing it to offer its customers the best that olive oil can offer. With real passion, Karim Djekar and his wife continue this work daily, a real quest for new creations and flavours, perpetually searching for these new tastes which can both surprise and give pleasure. With love, they cultivate and skilfully blend authenticity and tradition in their know-how.

The most talented chefs work with Huilerie Saint-Michel, starting with Mauro Colagrec, three-star chef at the Mirazur restaurant in Menton; Patrick Raingear, starred chef at La Table de Patrick Raingear – Hôtel du Cap Estel**** in Eze; Marcel Ravin, executive chef at the Monte-Carlo Bay Hotel & Resort and starred chef at the Blue Bay restaurant; the Tourteaux brothers from Flaveur in Nice (2*); Antonio Salvatore, Michelin-starred chef at Rampoldi in Monaco, and many others...

The perfumed oils offered by Huilerie Saint-Michel come from rigorously selected fresh plants macerated in sweet extra-virgin olive oil, with no additives or preservatives. The extraction technique allows the subtle flavours of the plants to be extracted while preserving the richness of the olive oil. Partner producers select the best varieties of plants, picked according to the changing seasons to best preserve their taste and freshness and so release all their aromas.



THE CÔTE D'AZUR FRANCE RANGE

Huilerie Saint-Michel has combined the unique flavours of its extra-virgin olive oil with Menton PGI lemon for a Côte d'Azur France culinary creation designed and prepared in collaboration with Mauro Colagrec, three-starred chef from Restaurant Mirazur in Menton, voted best restaurant in the world in 2019 and 2020. Packaged in a 500 ml carafe, 50 ml miniature or 250 ml can, this oil offers a unique marriage of flavours to discover for dishes bathed in CÔTE d'AZUR FRANCE sun.

Olive oil is an integral part of the gastronomy of our wonderful destination. Collaborating with the CÔTE d'AZUR FRANCE brand means firstly respecting the land where the olive trees grow, supporting the farmers from our region and highlighting our know-how which promotes authenticity and passion for the land. Through this collaboration, it was essential that we convey the love we put into promoting this unique marriage of flavours from our beautiful region.

Karim Djekar, Manager of HUILERIE SAINT-MICHEL



NEW



MAISON GANNAC, MENTON LEMON PGI IN THE DNA!

THE BRAND: MAISON GANNAC

ENHANCING A REGION BY EXTRACTING THE BEST OF IT. It's an understatement to say that, for the Gannac family, the passion is passed on from father to son. Laurent Gannac came to Menton in 1988 and found his corner of paradise on the Côte d'Azur: opposite the sea in the Menton hills. A landscape gardener, he created the Domaine Gannac, an extraordinary garden where exotic plants, flowers and exceptional citrus fruits combine. One citrus fruit in particular: the Menton Lemon PGI.

Laurent Gannac planted his first lemon tree in 1991, the year his son Adrien was born. This was all that was needed for the lemon to form part of the latter's DNA and for him to follow in his father's footsteps. With 25 tonnes of fruit produced every year (orange, Meyer lemon, yuzu, Menton lemon, etc.), they both represent the spearhead of citrus farming in the Menton area. Laurent in his orchards, where he grows organically and maintains 850 trees, of which 400 in production, and Adrien in the transformation workshop, where he develops the range of fine foods.

In 2015, the Menton lemon obtained the precious European PGI (protected geographical indication) label, which places value on a region and an expertise. The citrus enjoys the microclimate of Menton, which gives it a sweet taste, intense flavour and moderate acidity. Maison Gannac boasts 7 orchards, one of which is open to the public: the Domaine Gannac. Backed up against this orchard is a nursery unlike any other, where Laurent maintains some thirty citrus varieties. And in the midst of the Domaine, a small cabin where jams, limoncello, olive oils and other treats are on sale and just waiting to be tasted.



THE CÔTE D'AZUR FRANCE RANGE

For the CÔTE d'AZUR FRANCE brand, Maison Gannac has created two box sets with Côte d'Azur illustrations, each comprising three products that give pride of place to the Menton lemon. What will be your favourite product? Spread, cream, jam or limoncello? The choice is yours!

|| Citrus fruits have a huge transformation potential. With the cream, we have enhanced the mesocarp, a little used citrus matter that is, however, very luxurious, especially in the Menton lemon. The Limoncello is prepared with the fruit zest loaded with essential oils. In the jams, it's the fresh fruit we use, whereas it is dried in the spread. Nothing is wasted, everything is transformed from the citrus fruit of the Côte d'Azur! ||

Adrien Gannac, CEO of MAISON GANNAC



www.maisongannac.com



FLORIAN

CONFISEUR DEPUIS 1921

FLORIAN, FRUITS AND FLOWERS FOR SUNNY TREATS

THE BRAND: CONFISERIE FLORIAN

100 YEARS OF GOURMET TRADITION. Confiserie Florian is above all a century of wonderful history, know-how, traditional and family values in the service of a product of true excellence. Since 1921, Confiserie Florian, based at the Port of Nice and in the Gorges du Loup, has specialised in the delicate processing of fruit and flowers from Pays de Grasse (rose, jasmine, violet) into delicious treats that have been delighting the taste buds of gourmets for generations.

At the heart of this outstanding site, the know-how of Confiserie Florian has been passed down and improved. Here, between the Gorges du Loup torrent and the mountains of the hinterland, the golden fruits of the Côte d'Azur are transformed into delicacies. These candied fruits are always a feast for the eye and the palate of the greatest gourmets. In the Grasse region, roses, processed and transformed in the workshops of Confiserie Florian, also have their own input. And so, mixed with candy sugar and bathed for twelve hours in candy syrup, the petals of the Tango rose are transformed to produce delicious crystallised flowers.

The products are sold directly on the sites of the artisanal factories in Nice and Pont-du-Loup, as well as in shops located in Gourdon, Grasse and the Gorges du Loup with "La Boutique du Chocolat", a 100% chocolate shop with exclusive products.



THE CÔTE D'AZUR FRANCE RANGE

Candied flowers (rose, violet and jasmine), citrus jams (bitter orange, mandarin and 3-citrus fruits), candied clementines, calissons and chocolate-coated olives, etc., the CÔTE d'AZUR FRANCE line is illustrated by its finesse for sweet treats that are as delicate as they are sun-drenched. For its centenary in 2021 Confiserie Florian launched a completely new two-tone bar, the "Chocolate duo with Côte d'Azur citrus fruit", an exclusive reference under the CÔTE d'AZUR FRANCE brand combining dark chocolate with orange peel and milk chocolate with lemon peel for the very first time.

|| For 4 generations, Confiserie Florian has used and processed fruits and flowers from Pays de Grasse and the Côte d'Azur into confectionery products. Very attached to the values of the region, we're proud to offer a range of our specialities under the CÔTE d'AZUR FRANCE brand which is, for us, recognition of the quality of our products. ||

Frédéric Fuchs, Chairman and CEO of CONFISERIE FLORIAN



www.confiserieflorian.com



ARTISAN CHOCOLATIER
DE BELLET-NICE

CHOCO MON AMOUR, THE DELICACY AND SUBTLETY OF ARTISANAL CHOCOLATE

THE BRAND: CHOCO MON AMOUR

A COUPLE WITH A SHARED PASSION FOR CHOCOLATE AND THE COTE D'AZUR. Choco Mon Amour was born from the passion of a couple who wanted to share their know-how and flourish in the magical world of chocolate! Located on the famous Bellet hills, this Nice chocolate factory has all the charm of a local workshop where you can taste an authentic piece of artisanal chocolate combined with regional flavours.

The son of a pastry chef, Xenophon Kitsas grew up in an environment designed for tasting pleasures and enjoys reinventing traditional recipes by designing creations with unexpected pairings! In his quest for taste, he wants to help others discover the pleasures of real artisanal chocolate and only works with 72% cocoa chocolate combined with superior quality ingredients. Won over by her husband's passion, Sara Kitsas brings extra enthusiasm and works on the aesthetics of these products, so rich in local flavours.

Founded in 2014, the Choco Mon Amour chocolate factory has a strong attachment to the Côte d'Azur. The quality of its chocolate and initiative to create recipes based on Côte d'Azur specialities have helped it successfully establish itself in the hills of Bellet, and even inaugurate its new workshop-boutique in early 2023.



THE CÔTE D'AZUR FRANCE RANGE

Bite into the Côte d'Azur with unique box sets in the flavours of this region! Discover unique and original recipes where the generous and intense taste of the chocolate combines with local flavours such as Green Lérina from the Lérins islands, Orange Wine and Limoncello made from Menton lemons, and even Pastis from Nice. In 2022, the range was expanded with a range of disks with orange, lemon and citron peel drenched in the Mediterranean sun. In 2023, the factory consolidated its collaboration with the CÔTE d'AZUR FRANCE brand by launching a new chocolate reference: a chocolate bar available as dark or milk, carved with a famous Côte d'Azur landscape.

// With Côte d'Azur France Tourisme, we wanted to offer a Choco Mon Amour creation that could further promote our beautiful destination. What's wonderful about this job is being able to combine the delicacy of chocolate with aesthetic pleasure. This is precisely what we want to highlight in creating this chocolate with its Riviera landscape. //

Sara & Xenophon Kitsas, Managers of CHOCO MON AMOUR



BISCUITERIE D'AZUR, CRUNCHY, PURE SWEET TREATS FROM THE CÔTE D'AZUR !

THE BRAND: "LA BISCUITERIE D'AZUR"

ARTISANAL EXPERTISE TO GUARANTEE FRESHNESS AND FLAVOUR. Located in Châteauneuf de Grasse in the Alpes-Maritimes, Biscuiterie d'Azur is one of the rare factories where the notion of craftsmanship is elevated to a matter of principle. For more than 20 years, its workers have combined their experience and love of the Côte d'Azur to offer their customers quality products and the very best of service. From preparing the dough to packaging the products, everything is done by hand in the workshop on a human scale. The production department prioritises quality. Storage never exceeds more than 7 days. The small Riviera factory offers canistrelli, almond biscuits, crown and navette biscuits with Mediterranean flavours (aniseed, almond, orange blossom, lemon...) prepared with love and the greatest respect for tradition.



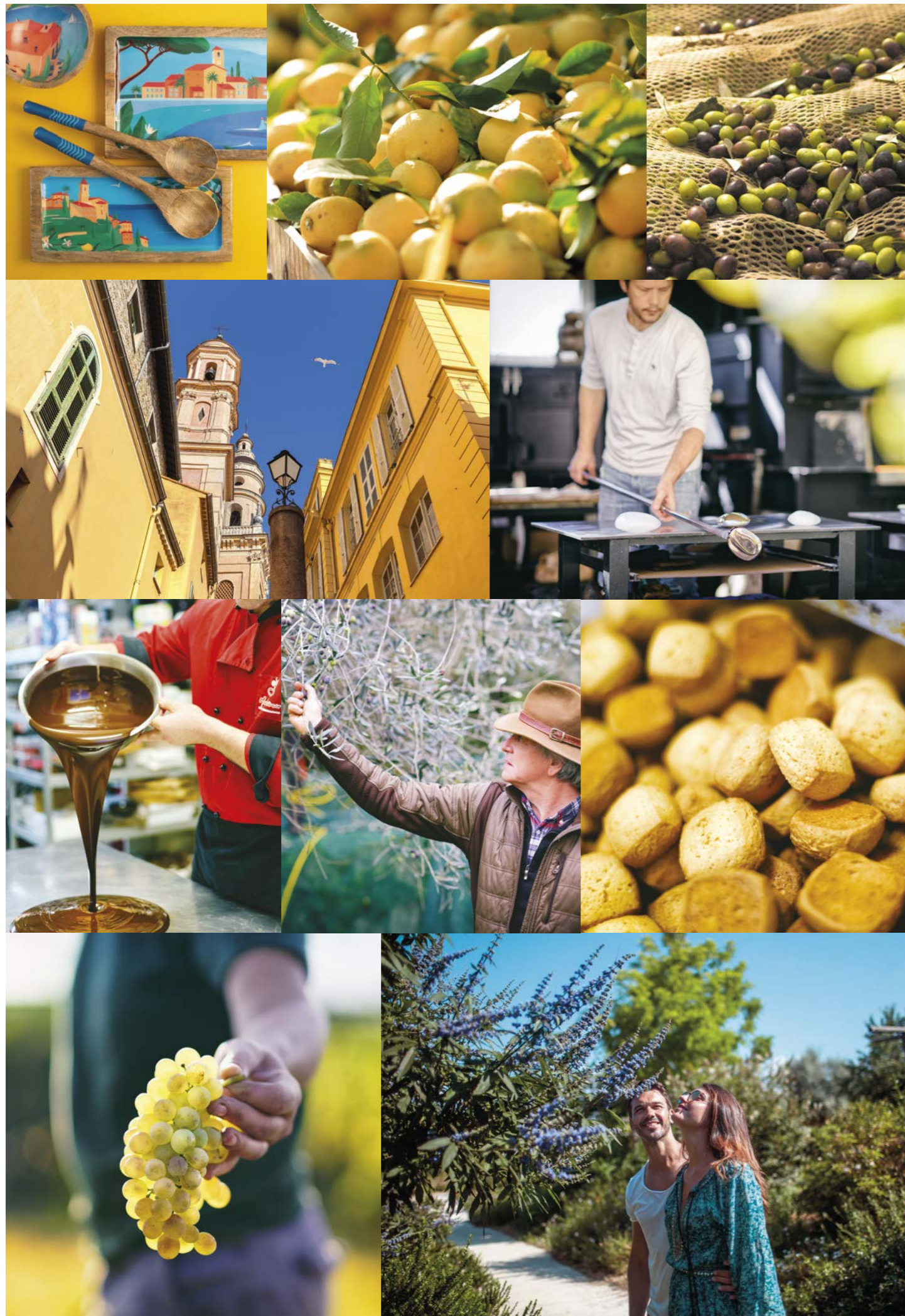
THE CÔTE D'AZUR FRANCE RANGE

Delicious treats with the flavours of the Côte d'Azur... Decorated by Riviera artist Eric Garence in the colours of the CÔTE d'AZUR FRANCE brand, the elegant metal box contains succulent crunchy palet biscuits delicately scented with lemon and made in the heart of the Côte d'Azur. From preparing the dough to shaping the product, and finally packaging, everything is done by hand using artisanal know-how, to guarantee authenticity, freshness and flavour.

// We're delighted to work with the CÔTE d'AZUR FRANCE brand for several reasons. First of all, this brand embodies the spirit and charm of the beautiful Côte d'Azur region. By working together, we're able to highlight and promote the culinary heritage of this iconic region. //

Clementina Bento, Manager of BISCUITERIE D'AZUR





CÔTE d'AZUR
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JE sublime TOUT CE QUE JE TOUCHE



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