

so good..

the magazine of haute pâtisserie #8 - JUNE 2012

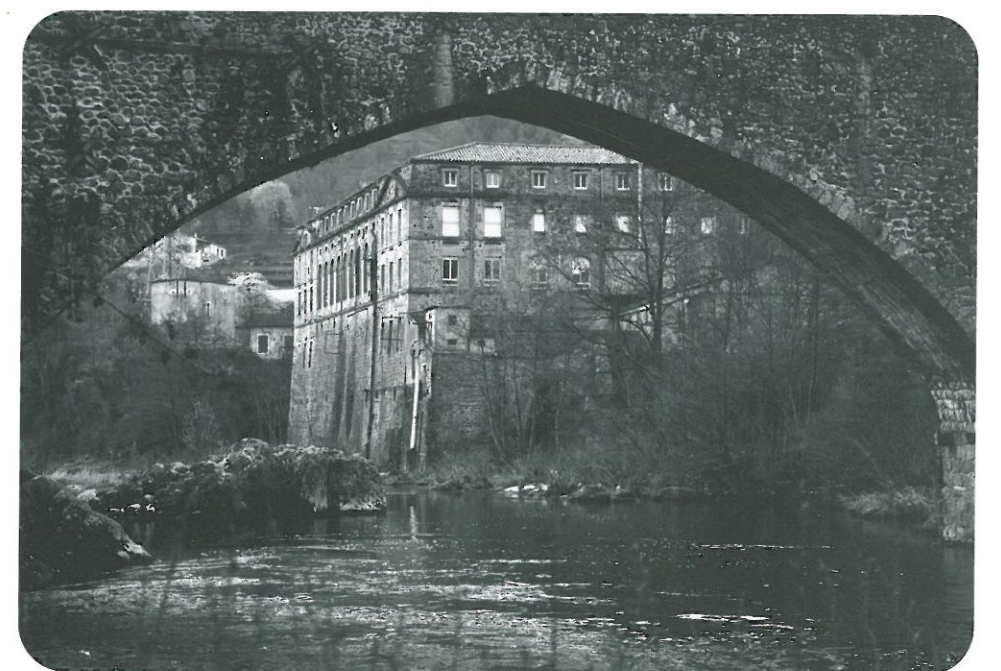
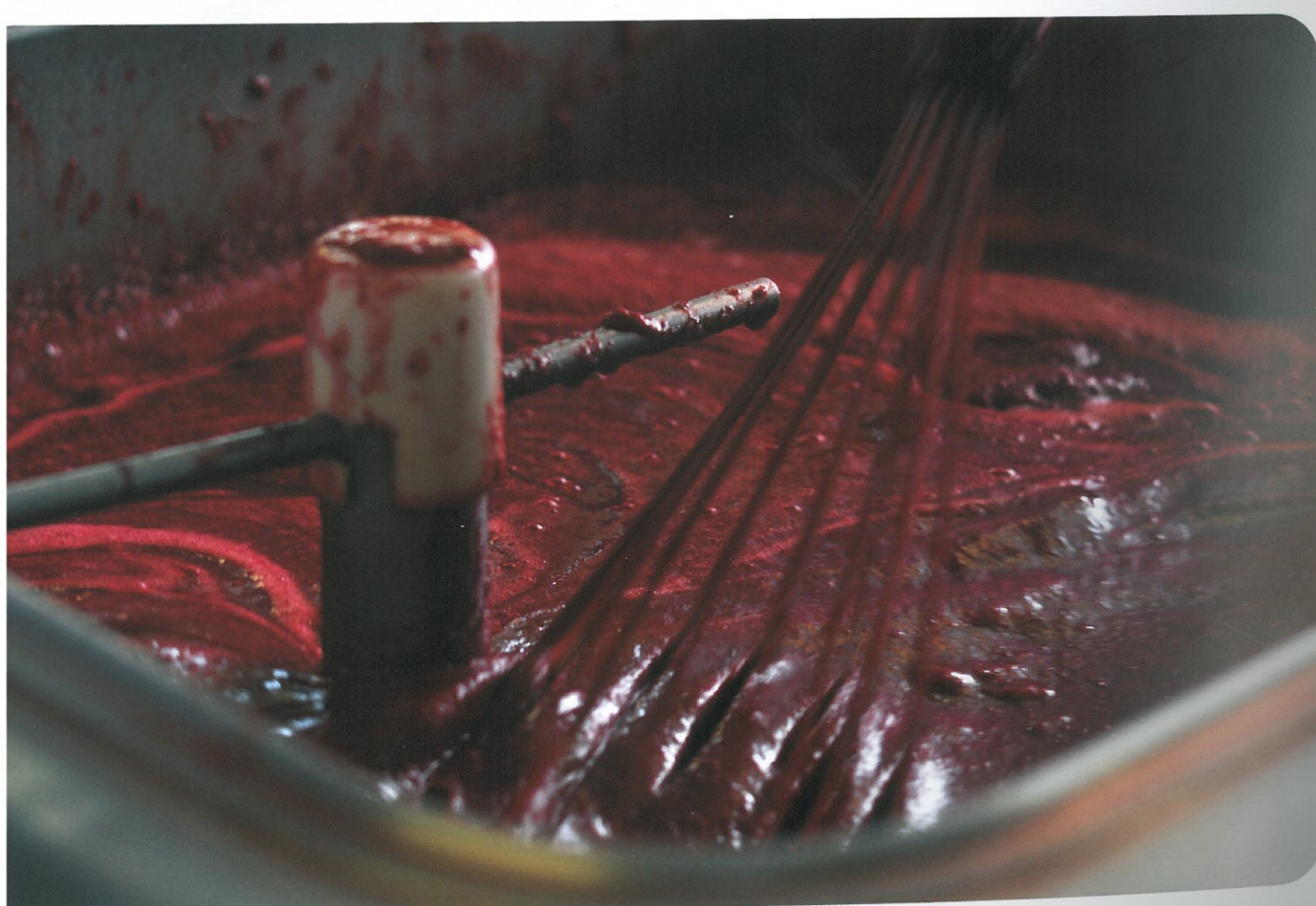




TERRE ADÉLICE

Turning the small into large

TERRE ADÉLICE'S STORY IS A SHINING EXAMPLE OF HOW SOMETHING CAN GO FROM HUMBLE BEGINNINGS TO ACHIEVING GREAT THINGS. *The fact is that throughout its 15-year history, this ice cream making initiative has grown from a small workshop in a mountain village to selling their ice cream over much of France. The key to its success can be found in the strong commitment to local products of the highest quality and in the great care taken in the entire artisanal process, always aiming for biological products whenever possible.*



The origins. Leading Terre Adélice are two brothers, Bertrand and Xavier Rousselle who, after a brief experience with livestock, wanted to get into the ice cream making sector to transform into sorbets and ice cream the local products of the area in which they had grown, the department of Ardèche in the Rhône-Alpes region.

The year was 1995 and before opening their first workshop, the two began to carry out different stages of training for the purpose of learning the technical aspects of the profession. They also did not hesitate to conduct market research, something very unusual in the industry despite being a very useful tool to make the right decisions. Their goal: to know up to what extent there was a market for ice cream made from regional and organic ingredients.

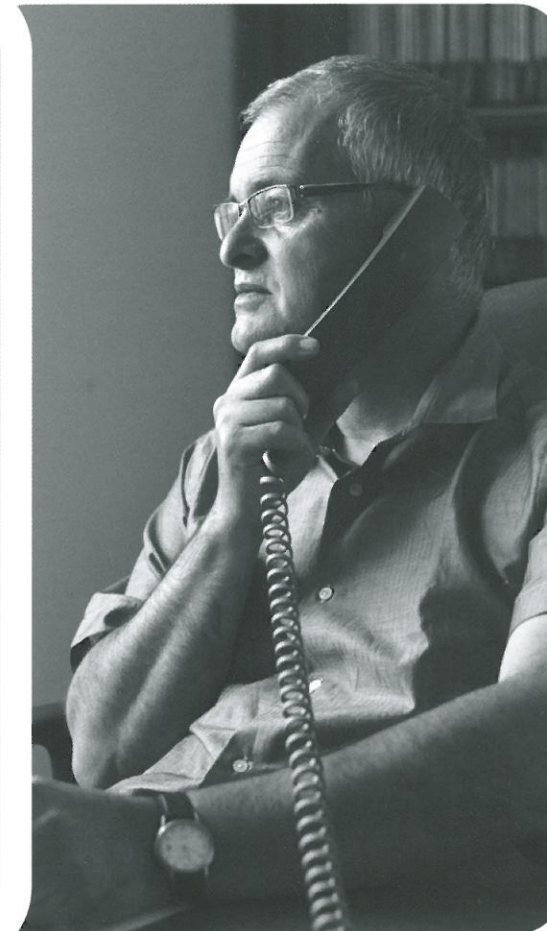
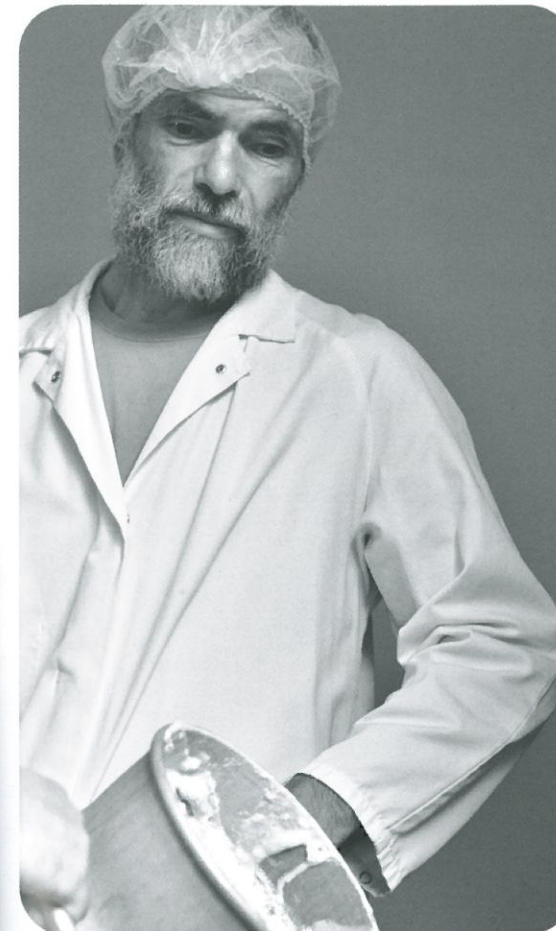
In 1996 they finally began to produce fruit sorbets, with about 70% fruit content and leaving aside food colorings or flavor enhancers. Not until two years later do they complete the offer with a range of dairy-

based ice cream. 'From the beginning, we tried to differentiate ourselves through quality,' says Bertrand. Thus, for example, they did not cook the fruit so as to better preserve their flavor and color.

The biological and local, Adélice Terre's soul.

Terre Adélice's sorbets incorporate a lot of fruit, about 60 or 70%, but what is really striking about the range of ice creams of this French company is the clear commitment to the biological and to products made in the same region by organic farmers. 'The milk used comes from producers in Ardèche. It is fresh and we avoid incorporating milk powder or milk proteins. In addition, the stabilizers we use are natural and biological, such as carob or alginates,' underlines Xavier, who is responsible for production and research in the workshop.

Ranges for all tastes. With all this working philosophy they have even been able to conceive a range



Leading Terre Adélice are two brothers, Bertrand and Xavier Rousselle who, after a brief experience with livestock, wanted to get into the ice cream making sector



of 25 flavors that stand out for having the distinction of Biological Agriculture. Rhubarb, Russet Apple, White Peach, William Pear from Ardèche, Chocolate, Lemon, Lavender and Blood Orange are some of the proposals in this range.

In any case, the list of flavors which Terre Adélice provides is much broader. 'We have about 150 references for all tastes, some classic and others more daring, like foie gras ice cream, dill, sparkling wine Clairette de Die, or soursop,' says Guillaume Rousselle, manager of Terre Adélice and Bertrand's son. Beyond the biological range, the other flavors are framed in six ranges: Delicatessen, Exoticism, Generosity, Celebration,

Audacity, and Refinement. Finally, we need to highlight that Adélice Terre completes its offer with several logs, frozen cakes and frozen desserts.

From local to national. From the beginning it was clear what the objective was: offering the best ice cream to gourmet establishments in the region, as well as pastry shops, bakeries and restaurants. The initial success was immediate and soon began to emerge the possibility of offering ice cream in establishments further away. In fact today more than a hundred points of sale that offer Terre Adélice's ice creams can be found throughout France. In any case, most custo-

mers of this company are composed of restaurants. In terms of production figures, the company has grown from 20,000 liters of sorbet in 1996 to 200,000 liters of ice cream and sorbets in 2010. This success forced the owners to move production in 2006 to a new center, since the initial workshop was in a location not easily accessible to trailers. Of course, aware of their essence and local prestige achieved, they decided to continue production in a former mill in a nearby town, Saint Sauveur de Montagut. In this way they want to continue stressing the importance of promoting employment and dynamism of the region.

Supporting eco-packaging. For an initiative like Adélice Terre, the packaging also had to be special, capable of transmitting the idea of __craftsmanship and the idea of __quality and ecology. They also had to take into the manufacturing of different packaging formats according to each client's needs, offering from 5-liter buckets down to small, 120 ml packages. The standard sizes are 500 ml and 2.5 liters.

The result is exceptionally visual but also conceptual. For example, they opted to minimize the use of inks,

and those used are of plant origin. There were also decisions about packaging materials. For example, it was decided not to use high impact polystyrene and opted instead for cardboard packaging. Thus, weight reduction is achieved by 37% and steps are taken in favor of the environment. Furthermore, the plastic material was replaced by other renewable materials. Thus in 2008, Adélice Terre became the first ice cream business in France to put their products in cardboard packaging in one piece.

New establishment in Lyon. Terre Adélice's very last step was the one which the majority of professionals in this sector would first take. In June 2010 they opened their first shop, located in a privileged area in the center of Lyon, Place de la Baleine. This establishment, open year-round, offers a selection of 100 flavors of ice cream, including the 25 with the organic seal.

Through this new and elegant establishment, they have sought to complete the offer by directly reaching to the consumer and at the same time showing that the company has a face and eyes.



ALL Y
Fro
Over 8
our ex
unpara
We can
utensils
make P
Visit ou