

EASTER 2024

# EASTER COLLECTION

2024

  
LA MAISON DU CHOCOLAT  
PARIS





## HOUSE OF ARTISANAL CREATION SINCE 1977

La Maison du Chocolat, born in Paris,  
is the 'brand of reference' for luxury chocolates.

Member of Comité Colbert.

Today more than 70 French luxury brands participate to share  
and promote the values of French tradition and heritage.  
E.g., Cartier, Hermès, Louis Vuitton, Air France, etc.

With more than 40 boutiques worldwide, the Maison is located  
in Paris, Hong Kong, New York, Tokyo, Osaka  
& Macau. Since its first opening in Hong Kong in 2008, it has  
grown to 5 boutiques in this hub of luxury brands.

All the chocolates are hand-crafted in Paris.  
More than 30 flavours and seasonal creations are freshly made,  
using the finest cocoa beans carefully selected around the world.  
Our chocolatiers do not use any preservatives in their creations  
in order to sublimate the purest taste of finest cocoa.

Our most famous specialty, the ganache,  
is a perfect mixture of top-quality cocoa and fresh cream.



# THE EGG RACE !

*At the starting line, Nicolas Cloiseau\* lead us into a sack race against the clock and kicks off the 2024 egg hunt. The egg hunt is on! Put on your canvas bag and off you go.*

*His champions embrace the challenge with the good-natured spirit they are known for. On the track, goodness and beauty gain ground.*

*Chocolate takes the lead in the race and reconciles everyone with sports. This year, Easter tells a beautiful story of teamwork that La Maison du Chocolat dedicates to all chocolate enthusiasts!*



*\*Nicolas Cloiseau, Meilleur Ouvrier de France Chocolatier*

## Counter Clock Egg



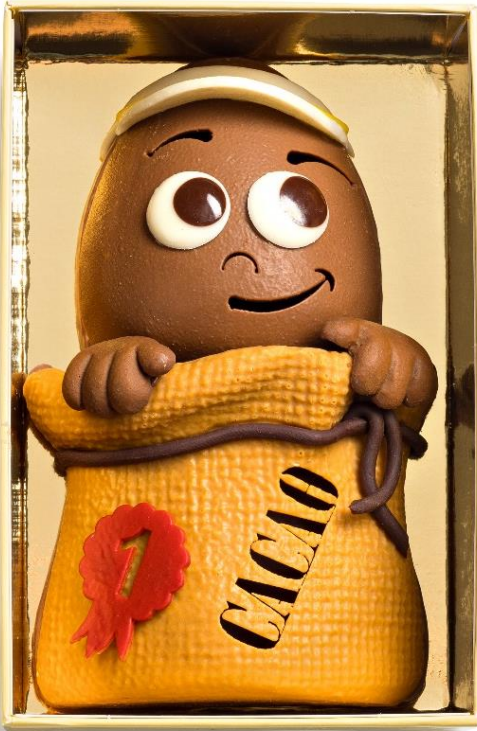
The Counter-Clock Egg is a unique artistic piece entirely made of chocolate, crafted by hand, requiring 35 hours of work from our chocolatiers, signed by Nicolas Cloiseau and produced in a limited edition of 10 copies.

Here, we play with the rules, the competition lines shift, and opponents in their lanes of white chocolate dash on a track covered with cocoa nibs. In 20 seconds and 24 frames, the stopwatch counts 450 perforations as the runners defend their chocolate colors over the 160 cm course.

1,2,3, Easter, go!







### CHAMPION ATHLETE EGGS MILK / DARK

Milk chocolate tablet from the Dominican Republic, 46% with Piedmont hazelnut spread and Madagascar vanilla, with crunchy roasted and caramelized hazelnut pieces, covered with a molding of either milk or dark chocolate

**Retail Price: 135g – HKD 420**

Dimensions : 80 x 135 x 45 mm

# EASTER COLLECTION 2024 – THE THEMATIC PIECES



## PEANUT BUNNY EGG BOUCHEE

Bouchee of 37% milk chocolate praline with peanuts, decorated with a thin bar of 56% dark chocolate

**Retail Price: 50g – HKD 290**

Dimensions : 121 x 121 x 16mm



## HAZELNUT BUNNY EGG BOUCHEE

Bouchee of 56% dark chocolate praline with hazelnuts, decorated with a thin bar of 37% milk chocolate

**Retail Price: 50g – HKD 290**

Dimensions : 121 x 121 x 16mm



# EASTER COLLECTION 2024 – THE ANIMALS

La Maison du Chocolat figurines are **made entirely by hand**, using the traditional technique of **superposing successive layers of chocolate** to create incomparable fineness, richness of taste, crunchiness and exceptional feuilleté.

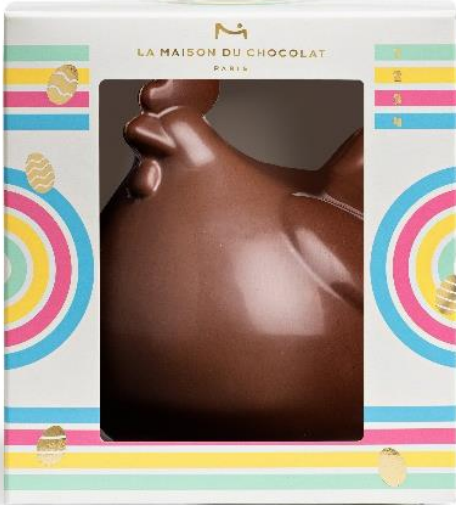


## EASTER RABBIT MILK / DARK

Filled with 6 milk / dark chocolate fishes

**Retail Price: 85g – HKD 400**

Dimensions: 100 x 100 x 165 mm



## EASTER HEN MILK / DARK

Filled with 14 milk / dark chocolate fishes

**Retail Price: 210g – HKD 520**

Dimensions: 140 x 150 x 150 mm





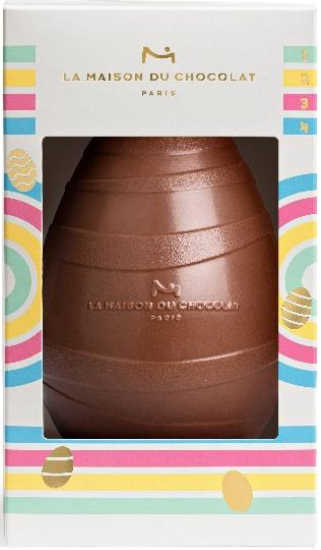
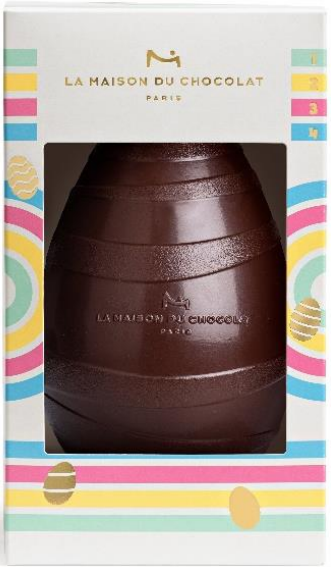
# EASTER COLLECTION 2024 – THE EGGS



### FANTASY EGG MILK / DARK

Filled with milk and dark chocolate fishes, and gianduja biscuit /praline eggs

**Retail Price: 130 g – HKD 520**  
Dimensions: 88 x 88 x 141 mm



### EASTER EGG MILK / DARK / BI-SHELL

Filled with milk and dark chocolate fishes and gianduja biscuit/praline eggs

**Retail Price: 230 g – HKD 790**  
Dimensions: 100 x 100 x 165 mm





# EASTER COLLECTION 2024 – THE EGGS



## MILK PECAN ENCHANTING EGG

Exterior milk chocolate, blond chocolate and caramelized pecan nuts  
Filled with 16 chocolate fishes

**Retail Price: 460 g – HKD 1,350**  
Dimensions: 125 x 125 x 210 mm



## DARK HAZELNUT ENCHANTING EGG

Exterior dark chocolate, milk chocolate and roasted hazelnut chips  
Filled with 16 chocolate fishes

**Retail Price: 460 g – HKD 1,350**  
Dimensions: 125 x 125 x 210 mm



# EASTER COLLECTION 2024 – THE TREATS

## PRALINE EGG SHELL



A Praline Maison (almonds and intensely roasted hazelnuts) in a genuine eggshell with slivers of hazelnuts, coated with a thin layer of dark chocolate

**Retail Price: 60g – HKD 280**  
Dimensions: 50 x 50 x 70 mm



## GANACHE EGG SHELL

Under a real eggshell, a thin layer of dark chocolate encloses a smooth and silky chocolate ganache made with pure 63% Peruvian chocolate, with notes of dark fruits.

**Retail Price: 60g – HKD 280**  
Dimensions: 50 x 50 x 70 mm



## PRALINE EGG SHELL X 6

**Retail Price: 360g – HKD 1,200**  
Dimensions: 420 x 300 x 250 mm





# EASTER COLLECTION 2024 – THE TREATS

- PINK EGG** : dark gianduja praline
- PURPLE EGG** : gianduja praline milk biscuit
- BLUE EGG** : milk praline
- SALMON EGG** : crunchy dark praline



## ASSORTED PRALINE EGGS TUBE

Assorted with 7 praline eggs.

**Retail Price: 50g – HKD 210**

Dimensions: 150 x 26 x 26 mm



## ASSORTED PRALINE EGGS CASES

**Retail Price:**

**150g – HKD 500**

Dimensions: 85 x 50 x 102 mm

**250g – HKD 695**

Dimensions: 95 x 55 x 125 mm





# EASTER COLLECTION 2024 – THE TREATS



## ASSORTED FISH TREAT CASES

Retail Price:

**150g – HKD 310**

Dimensions: 85 x 50 x 102 mm

**250g – HKD 520**

Dimensions: 95 x 55 x 125 mm



# EASTER COLLECTION 2024 – THE GIFT BOX



## ENCHANTING CRAQUANT GIFT BOX 300g

The Craquant Gift Box, with praline eggs, hazelnuts, peeled and finely coated with chocolate, simple and purely regressive, is a perfect combination of perfectly selected dried fruits and fishes.

**Retail Price: 300g – HKD 780**

Dimensions: 160 x 125 x 50 mm

**PINK EGG** : dark gianduja praline  
**PURPLE EGG** : gianduja praline milk biscuit  
**BLUE EGG** : milk praline  
**SALMON EGG** : crunchy dark praline



# PERSONALIZATION SERVICES

Our Corporate Department offers specialized consultations to guide you through your selection.

We help you choose the most suitable gifts for festival, welcoming, parting, thank you, meeting or VIPs among a wide variety of La Maison du Chocolat delicacies.

Dress up your luxury gift box with a ribbon, sleeve, or custom label of your company logo and colours. Offer a refined gourmet gift to indulge your clients.

Price and lead time upon request.





# LA MAISON DU CHOCOLAT IS COMMITTED TO



## SUSTAINABLE SOURCING

WE SELECT THE FINEST CACAO IN THE WORLD:

100% traceable, 90% straight to the producers,

Sourced to guarantee that our chocolates are **without coloring agents, artificial flavors, GMOs, or palm oil,**

And publicly recognize producers that have a positive and environmental impact on local communities (deforestation, sending their children to school).

**ALL OUR INGREDIENTS ARE SELECTED:**

First for their taste and quality, from sustainable suppliers, 80% of whom are signatories of our Code of Ethics and Sustainability.

## ECO-FRIENDLY PACKAGING



WE ACT FOR ECO-FRIENDLY CREATIONS AND ARE COMMITTED TO OPTIMIZE ALL OUR PACKAGING:

All our gift boxes are **100% recyclable** (excluding the ribbons).

100% of our gift boxes are made **in France or in Belgium.**

We are working on reducing the thickness of the cardboard as much as possible, **eliminating superfluous packaging and reducing the use of plastic as much as possible,**

While preserving the perceived value to encourage the reuse of our gift boxes.



## FRENCH CRAFTSMANSHIP

TO INDULGE IN ONE OF OUR CHOCOLATES IS TO SAVOR AND DEFEND:

French savoir-faire and **artisanal craftsmanship,**

Chocolates designed, produced, enrobed, decorated, selected, set in a gift box one by one, **by hand, a testimony to over 45 years of experience.**

Local production in our atelier in Nanterre a short distance from our Parisian boutiques, **committed to waste repurposing and green energy.**

The fruit of meticulous work of **35 passionate chocolatiers** (11 to 29 years with Maison) and a **Meilleur Ouvrier de France Chocolatier Chef** with Maison for over 20 years.

The richness of a **profession passionately shared over many generations** of chocolatiers and apprentices.

**Signature taste and quality** assured by a panel of taste advisors.

## ETHICAL VALUES



WE BELIEVE THAT OUR CHOCOLATES MUST CAPTIVATE THE TASTE BUDS, THE HEART AND THE PLANET:

We are committed to the **freshness and taste of our products** each day by using French raw ingredients: butter, fleurette cream, crème fraîche.

We are innovating the chocolate of tomorrow by offering **alternatives such as vegan chocolates** (without butter or cream) in our **Fruit, Naturally and Voyage** cacao Collections.

We are **fighting food waste** with too good to go and donating to food banks.



# TERMS & CONDITIONS

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- Shelf life of Ganaches: 3-4 weeks. To be stored in cool and dry place (16-18 °C). Shelf life of Pralines and Rochers: 6-8 weeks. To be stored in cool and dry place (16-18 °C). Shelf life of Macarons: 2-3 days. To be stored in fridge (4-6 °C).
- Please place your order 3 working days prior to pick up or delivery.
- Stock availability is subject to change.
- Full advance payment via bank transfer, credit card or cheque is required prior to delivery.
- Free delivery for all hatboxes and single order of HKD 1500 or above.
- Delivery service available at HKD 200 per location in Hong Kong Island, Kowloon and New Territories. Outlying islands delivery available upon request. Free pick up from all our boutiques.
- General terms and conditions in our 2023 - 2024 Collection applies.

## CONTACT OUR CORPORATE SALES TEAM

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