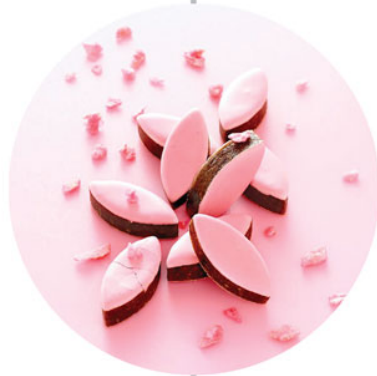


# GOURMETDELIGHTS

TAKE ME TO PROVENCE WITH A SINGLE BITE

## CALISSONS d'Exception

The history of Calisson begins in the heart of Aix-en-Provence in the middle of the fifteenth century in the King René's court, also known as the Count of Provence. During the King's wedding with Jeanne de Laval, the confectioners created a new confection made out of Provençal almonds shaped as a smile. Jeanne de Laval, was amazed by its incredible shape and taste that instantly named it "Calissons", which means "little hugs" in Provençal language.



For three decades, **Calissons du Roy René** became one of the main attractions in Provence for sweet lovers. As today, the official traditional Calissons d'Aix, has converted its original recipe's heritage: a smart blend of finely ground Mediterranean sweet almonds, Provençal melon and orange peel, on a water bed covered with royal icing. Until today, it is the unrevealed recipe of Calissons du Roy René.

The Excellence of French Know-How has received an award: the "Entreprise du Patrimoine Vivant" label EPV (Living Heritage Company), which is a mark of recognition from France, that has set to award French firms for the excellence of their traditional and industrial skills. La Confiserie du Roy René has been rewarded with this label in 2012.

In 2014, **Olivier Baussan** founder of "L'OCCITANE en Provence" decided to buy the company "Calissons du Roy René" and became the new CEO. Since he was born and raised in Provence, and had previous success with L'OCCITANE his intentions are to continue doing the same and bring out to light the essence of Provence.

Olivier Baussan is not only an entrepreneur, he is a Provence passionate that has brought throughout the world a mission for people to discover what Provence has to offer, and plans to do the same with Calissons du Roy René.

Le Roy René also sells exquisite chocolates, nougats, biscuits, and artisanal icecream and soon for the refined palettes will offer a variety of exclusives wines from Provence.

Now open in Miami with their first US Boutique, **Le Roy René** also makes party planning easy for any special occasion or event, and soon will offer a wide variety of wines from Provence.

From the small workshop that it started in 1920 "Nougaterie du Roy René" for three generations of confectioners have succeeded and will keep doing it the same by satisfying every palette to all the gourmet sweet lovers.



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