

Since 1976

GOULIBEUR

2018



*Entreprise
du Patrimoine
Vivant*

*L'excellence
des savoir-faire
français*

Summary

A story of tast & tradition

- A regional & family tradition since 40 years
- An original recipe & a craft-made know-how
- Reward of the EPV label (Living Heritage Company) in May 2016

The company

- The history
- The team
- The commitment

Three ranges in evolution

- The *Tradition* range and its classics
- The *Gift* range : gourmet variations
- The *Catering* range : full of new features

2018 New features

- Broyé with french walnuts
- Chic little tin box shortbreads

A story of taste & tradition



A regional tradition

Flour, butter, eggs, sugar and salt : that's always been the ingredients for the Broyé du Poitou. This simplicity has ensured the transmission of this traditional centenary pastry whose recipe now appears in all regional cookbooks. Cooked in the farms of the region, the Broyé du Poitou is shared on all occasions. It follows the rhythm of seasons and accompanies farm and family events. At the church, at the end of the ceremony, some little pieces of Broyé, arranged in small baskets, were distributed by the altar boys to the believers

Convivial even in its original mode of tasting, the Broyé is shared with a big punch. Thus broken, the unequal pieces are suitable for both the greedy guests and the small appetites. This tradition still alive today is perpetuated in the festivals where the Broyé XXL occupies the great tables and the moments of greed.

A family tradition

The Broyé du Poitou's recipe is passed from one generation to the other in every family, and each one has its secret. Brigitte Arnaud-Boué holds the recipe from her grandmother Paulette, The memory of the flavor of her Broyé du Poitou remains forever associated with the taste of childhood.

« My Grandmother added flaked almonds and homemade brandy. In other houses, it was preferred to incorporate angelica. Chef Joël Robuchon, native of the region, suggests adding few drops of orange blossom, but I confess that I have a weakness for the simplicity of the original recipe ».



Simplicity and Quality

The original recipe : 5 ingredients

French raw materials :

- *The flour*, from noble wheat harvested in Poitou and unimproved is produced by a small mill located at 50 km.
- *Pastry butter* is made of 100% french milk, by a dairy that mastered the technique of reduction of water content which contributes to the natural preservation of the biscuit
- *The fresh eggs* that are used to bind the dough and to brown each shortbread, come from chickens raised in the open air in Vendée.
- *The sugar* is refined in the plains of the North and the salt is harvested on the Island of Ré and in the salines of the South.

An essential craft-made know-how

- Respect of kneading, resting, cooking and cooling times.
- Die-cutting.
- The shortbread are sorted by hand and subjected to high-quality mechanized packaging.
- A quality approach labeled with a FSSC22000 certification



Living Heritage Company

In May 2016, Goulibeur has been awarded the « Living Heritage Company ». This label rewards the companies for their excellent and exceptional know-how



BROYÉ XXL GOULIBEUR entirely done by hand



The Respect for the tradition perpetuated

The company

The history

Summer 1976, it's the grandmother Paulette who confides her recipe of Broyé to Brigitte Arnaud-Boué, The company, just created, also manufactures cheese cakes, a cheese pastry of Haut-Poitou which will be for nearly twenty years the essential of the development.

In 1989, the company was sold to a cheese group. Brigitte Arnaud-Boué keeps the management and then, in 1994, she took over the biscuit business with a small team of 4 people entirely dedicated to the development of the Broyé of Poitou Goulibeur.

The location

Goulibeur is located in Poitiers close to Futuroscope, the modern building regroups all production and packaging activity in 1600 m². The storage of secondary packaging is entrusted to a service provider.

A warm shop welcomes individuals on the production site from Monday to Friday, from 9 am to 6 pm without interruption.

The team

Performing and efficient, the team of persons works to fulfill its commitments to customers and consumers in order to guarantee the best quality and best service in the shortest possible time.

The sophisticated packages, such as gift box and the laying of ribbons on tin boxes, are entrusted to 2 Aid-by-Labor Centers.

Our commitments

For us, the taste of today must be the same as that of yesterday and tomorrow always faithful to the promise made to consumers.

In a **sustainable development** approach, Goulibeur works with suppliers of raw materials and local packaging. In October we will plant our first varieties of wheat with a local producer.

The respect of tradition does not exclude modernity : thanks to a unique packaging concept in biscuit, Goulibeur inscribes the taste of tradition in the sustainable era by launching a **version 2.0 of the yesteryear biscuit box**.

1976 **2016** 40 years of passion
serving the taste of tradition



GOULIBEUR in 3 ranges

TRADITION RANGE



GIFT RANGE



CATERING RANGE





New tin box 12 large shortbreads

The traditional recipe
of the Broyé

4 packed x 3 large shortbreads

A unique and crunchy taste

Net weight 240g

New Chic Line perfect with hot drinks

Pure butter shortbread

Square Pure Butter shortbread 6g
An authentic taste

Extra Brut Cocoa shortbread

Square Extra Brut Cocoa shortbread 6g
An exquisite taste of bitter chocolate

Lemon & Ginger shortbread

Square Sicilian Bio Lemon & Ginger shortbread 6g
A taste of exotic freshness

Walnuts shortbread

Square Walnuts shortbread 6g
Walnuts from Sud-Ouest of France



170 shortbreads individually wrapped – Case 1kg – Shelf life 12 months
100% natural - 100% extra crunchy - 100% extra gourmet



GOULIBEUR

Made in France

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