

A woman with glasses and a blue sweater is looking at a display in a chocolate museum exhibit. The exhibit is set in a dark, atmospheric environment with large, textured pillars and a floor covered in a pattern of chocolate-related imagery. Other visitors are visible in the background, some sitting on a stack of sacks. The scene is lit with dramatic, low-key lighting.

CHIC! LE CHOCOLAT, ÇA SE VISITE!

*Choctastic! Tours for
chocolate lovers...*

The logo features a stylized white 'C' with a leaf-like flourish on the left side, set against a dark background.

LA CITÉ
DU CHOCOLAT
VALRHONA

2020 GROUPS BROCHURE

THE DISCOVERY TRAIL AROUND



A one-of-a-kind attraction,
the Cité du Chocolat is a place for discovering, experiencing and learning about chocolate.

An all-chocolate trail
that children and adults can visit with family or friends.

Enjoy the tour - and the tastings!

1 Sensory Studio

The introduction to your journey: constantly sense-engaging and often amazing. Chocolate must be tasted - but also touched, observed and listened to!

2 Recipe Bar

Find out all about the various recipes for making chocolates: ingredients, proportions, typical and more original additions... Feel your tastebuds come alive - and the Flavour Table has plenty of surprises in store.

3 Cocoa Farms

Travel across the world to explore where and how the finest cocoa beans are grown by farmers with a passion for their work...

4 Manjari Workshop

To increase your proficiency in a chocolate-related technique or skill, Discovery Workshops run throughout the day. (Sessions last 25 min to 1h.)

5 Chocolate Factory

Enjoy a behind-the-scenes view of the factory, and the various stages in making chocolate. It is then turned into a subtle, delicious bonbon on the mini enrobing line.

6 Photochoc

Take a photo of yourself with a "cocoa/chocolate" background for a memento of your visit, and email it to yourself!

7 World of Chefs

The chocolate artisans put on a show. Chocolatiers, pastry chefs and bakers present their creations and unveil their savoir-faire and technical mastery.

8 Valrhona: the Story So Far

An exhibition and a film about the Valrhona adventure, told through historical objects and the reminiscences of those who have helped shape the company since it was founded in 1922.

9 L'Île O Petits

"Kids' Island" is dedicated to our youngest visitors - an area where they can read, draw, play, and interact around chocolate.

10 Le Comptoir Porcelana

A self-service café that serves up a fantastic culinary experience, with chocolate ever-present. (Open 12-2.30pm).

11 Jibara Room

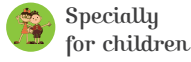
A second venue to find out even more about cocoa and chocolate in our Discovery Workshops.

12 Dulcey Lab

In this teaching kitchen, enjoy a Pastry Workshop making various chocolatey recipes - helped along by smart, enthusiastic advice from Valrhona's pastry chefs. (Sessions last 30 min to 1.30pm).



First-floor attractions



Specially for children



Tasting



Café



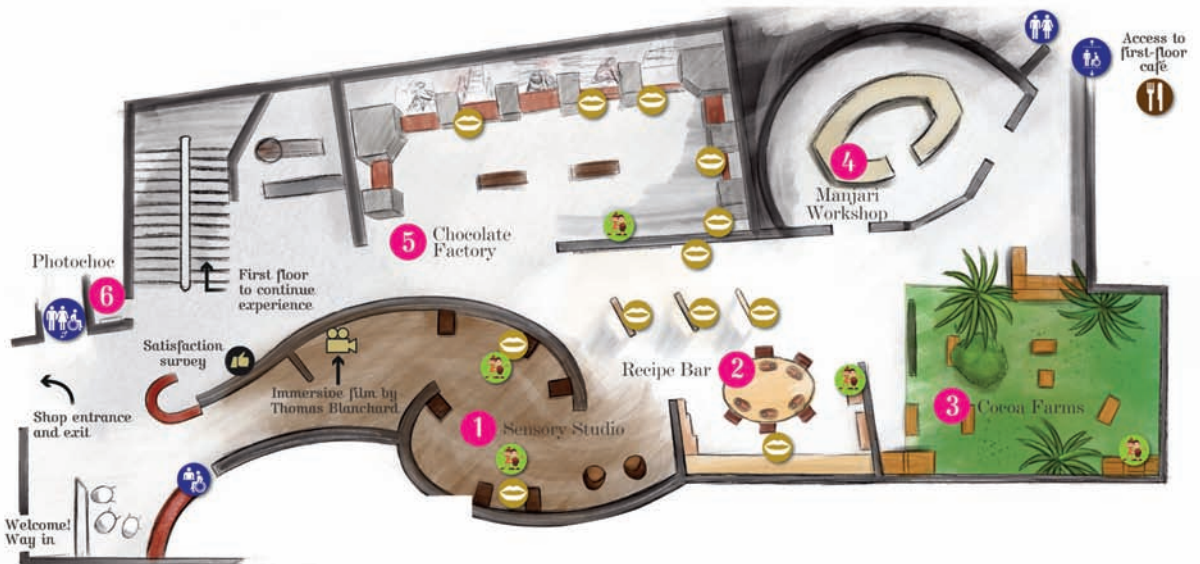
Toilets



Lift



Ground-floor attractions



FIVE GOOD REASONS TO [RE] DISCOVER

LA CITÉ
DU CHOCOLAT
VALRHONA

1 A fun and instructive discovery trail

A fun and instructive discovery trail around chocolate, from harvesting cocoa to producing chocolate and its transformation by the artisans of taste. It's aimed at all audiences: everyday fans or utter devotees, kids or grown-ups - as long as they love chocolate!

2 A uniquely mouth-watering experience

A uniquely mouth-watering experience that moves all five senses: the opportunity to taste and appreciate the flavours, shapes, colours and textures of 15 to 20 chocolates; to uncover the secrets of their ingredients; and to identify Valrhona's Grand Crus.

3 Workshops and shows

Workshops and tutorials/shows along the trail, several times a day. Hosted by a team of professionals, they provide deeper insight into a chocolate-related topic or technique.

4 An all-chocolate café

An all-chocolate café with self-service, where you can relish an original culinary experience - in a sweet or savoury version.

5 A children's recreation area

A children's recreation area to complement the discovery-trail experience provided specially for them.





CHOCTASTIC! THE SELF-GUIDED TOUR

Visit the Cité under
your own steam



**At your own tempo,
and with your own focus**

This kind of tour lets your group discover the Cité du Chocolat at their own tempo, and focusing on their preferred exhibits. The venue is designed for all chocolate enthusiasts - whether beginners or seasoned devotees, and of all ages. The only prerequisite? Being keen to better understand and taste a product that everyone knows - chocolate.

**A truly mouth-watering
experience!**

At the Cité du Chocolat, your choices are entirely up to you - even the route you take around the venue.

But the result is always the same - a truly mouth-watering experience!

Take part in the public shows (free of charge), if times are compatible.

Access to the Valrhona shop.



PRICE / Person

Self-Guided Tour Conditions

- 20 or more paying visitors

Group benefits

- Preferential rates
- Free admission for your coach driver



Duration:
1h30 to 2h
on average

7€80

Adult

6€80

Child

**Tourism professionals:
please contact us.**





CHOCTASTIC! THE TOUR WITH DISCOVERY WORKSHOP

- 1 From Pod to Nibs: the Life of Cocoa**
 30'
Learn to identify the botanical features of the cocoa tree and its fruit, the cocoa pod. Discover the pod-processing stages on the farm, and witness a unique moment: a pod being split open before your eyes.
A workshop about biodiversity.
- 2 The Secrets of Valrhona Praliné**
 30'
Lift the lid on the secrets of praliné: its ingredients, how it gets its flavour, and the way it's made. And identify the various stages in its production, thanks to a demonstration.
An indulgent workshop with some surprises in store.
- 3 Taste and its Mysteries**
 30'
A journey to explore the most enigmatic of our senses. Solve its secrets through an array of sensory experiences, rounding off with a tasting of two chocolates.
A fun workshop to understand taste.
- 4 Hot Chocolate* NEW**
 30'
Our tutors unveil the secret of making a proper hot chocolate, with tastings of two recipes: one traditional, the other more original. In one session, discover the histories of chocolate and hot chocolate.
A fun, heart-warming workshop.
- 5 History of Cocoa NEW**
 30'
Explore the history of cocoa through the ages and across civilisations. Relive this cocoa-flavoured adventure - from being a drink for the gods to our chocolate of today!
An entertaining and instructive talk.






CHOCTASTIC! THE TOUR WITH DISCOVERY WORKSHOP

6 From Cocoa Bean to Chocolate 'Bean'



45'

Crack the secret of every stage in making chocolate - at the farm and in the factory. Then enjoy a tasting of two Valrhona Grand Cru chocolates.

A complete workshop to understand the full story behind a chocolate 'bean'.

7 Introduction to Chocolate Tasting



45'

Summon your five senses and discover all the subtlety and rich character of six Valrhona Grand Cru chocolates. As your tastebuds commune with all their flavours, become an enlightened enthusiast.

An interactive workshop brimming with good humour.

8 Wines & Chocolates: Introduction to Tasting**



60'

In the company of an oenologist-guide and a chocolate expert, find out about the subtle, delicious and sometimes amazing affinities between our Rhône Valley red and white wines and Valrhona's Grand Cru dark and milk chocolates.

A convivial workshop to stimulate your tastebuds.



PRICE / Person in addition to Self-Guided Tour price

Conditions of Tour with Discovery Workshop

• 20 or more paying visitors

• *Hot Chocolate Workshop: available from 1 October to 31 March.

• **Wines & Chocolates Workshop: subject to availability of oenologist-guide.



Pod
All ages **1€**

Praliné
Teens, adults **1€**

Taste
All ages **1€**

Hot
Chocolate
All ages **1€**

History
ofCocoa
Teens, adults **1€**

Cocoa Bean
to Chocolate
'Bean'
Pensioners **2€**

Chocolate
Tasting
Teens, adults **2€**

Wines &
Chocolates
Adults **23€**





CHOCTASTIC! THE TOUR WITH PASTRY WORKSHOP

1 A Very Cité Bar



30'

Come and discover tempering, and learn the traditional technique for moulding a bar of chocolate. **An entertaining workshop where each participant makes a personalised bar to take away.**

2 Quick & Easy Ganache NEW



30'

If you thought ganache was for pastry professionals only, think again! During this workshop with an instructor, make your own ganache and fill a pastry shell. You'll take away your chocolate tartlet and the recipe. **A recreational workshop giving you a simple introduction to pâtisserie.**

3 Pastry & Chocolate



1h30'

After making delicate almond and hazelnut *rochers* ('rocks') coated in Jivara Lacté milk chocolate, move onto a delicious chocolate *moelleux*. **A workshop that blends pastry and chocolate.**

4 Indulgent Pastry



1h30'

Learn the secrets of choux pastry by making delectable *chouquettes*, and then the basics of chocolate tempering so you can mould your own bar. **Two classics to make everyone's tastebuds swoon.**



PRICE / Person in addition to Self-Guided Tour price

Conditions of Tour with Pastry Workshop

- Available from Sunday 1.30pm to Thursday 5pm (end of session).
- Different programme during school holidays: please enquire.



Hands-on workshop: 5-16 people.

A Very Cité Bar **9€**

Quick & Easy Ganache **9€**

Pastry & Chocolate **27€**

Indulgent Pastry **27€**





LE COMPTOIR PORCELANA

THE CAFÉ

For an original culinary experience

The Comptoir Porcelana's creations go further than the traditional recipes that used chocolate was to bind sauces: they subtly combine chocolate or cocoa with meat, fish and vegetables to serve up novel taste sensations.

ALL CHOCOLATE MENU

22.50€
/pers.

You choose : 1 Starter / 1 Main / 1 Dessert + Drinks

CHOCOLATE STARTERS

TERROIR SALAD

Mixed leaves, diced Drôme pork loaf, **fried mini ravioli with Valrhona chocolate**, walnuts, Honey sauce

XOCOPILI TARTLET

Black olives, sun-dried tomatoes, **Xocopili 72% spicy dark chocolate** + mixed leaves

CHOCOLATE DISHES

Seafood shepherd's pies - Dulcey 32% chocolate

Pulled duck and quinoa - Xocopili 72% spicy dark chocolate
Vegetable and parmesan risotto - Bahibé 46% milk chocolate

CHOCOLATE DESSERTS

Light Dulcey 32% Mousse, Crunchy Pearls
ChocoChoc cake with dark icing and crunchy almonds

DRINKS

Coffee + Cave de Tain red varietal wine (1 bottle for 5)

Menu for guidance only: please enquire when you book.
Alcohol abuse harms health. Drink sensibly.

Children's menu
for 11.50€
on request

Group Catering Conditions

- For groups of 10-50 people.
 - 2 sittings available: 12pm or 1.15pm.
 - Final confirmation of number of people: one week before visit date.
- The number of confirmed meals will be invoiced.



The Comptoir Porcelana is committed to the environment

Whenever possible, the Comptoir Porcelana uses compostable, biodegradable, natural-origin tableware or recyclable tableware.

This disposable tableware means we use less washing water; and is upcycled, primarily through a biowaste collection system.

To keep our food hot during service hours, it is served in ceramic bowls made by Revol in Drôme county.



CHOCTASTIC! THE SHOP

To prolong
the pleasure...

A very moreish emporium

After touring the Cité du Chocolat, biting into a chocolate square will never be the same again! So for a souvenir to match your experience, make straight for the shop. Centrally located in the Cité du Chocolat, just as it was in the chocolate factory back in the 1950s, the shop is stocked with all of Valrhona's ranges. Enjoy a sneak-preview tasting of the brand's latest creations and, of course, find the perfect souvenir, as well as marshmallow and biscuits made with Valrhona chocolate.

Gift shopping

If you wish, the Groups Department can put you in touch with the Shop to order gifts - which will then be presented to each guest at your event.





GRRREAT! IDEAS FOR DAY TRIPS

For a day out... of the ordinary

Ardèche Steam Train

Take your seat in vintage carriages for a picturesque journey through the River Doux Gorge: a succession of unique vistas, majestic bridges and tunnels all along the route.

 **Train de l'Ardèche**
Saint-Jean-de-Muzols
15 min away
+33 (0)4 75 06 07 00



Day's schedule

9.30am
Self-Guided Tour + Discovery Workshop
("Introduction to Chocolate Tasting")

12 noon
Lunch Break at Le Comptoir Porcelana

3.15pm
Guided Tour of River Doux Gorge + Self-Guided Tour of Museum and Railway Station

5pm
End of package and departure

Tain Wine Co-operative & Little Vineyard Train

Chocolate and wine have much in common. Come and discover the secrets of how they are made, and explore the famed plots of vines on Hermitage Hill aboard the Little Vineyard Train.

 **Cave de Tain / Terres de Syrah**
Tain l'Hermitage - 5 min away
+33 (0)4 75 08 91 91



Day's schedule

9.30am
Self-Guided Tour + Discovery Workshop
("From Pod to Nibs: the Life of Cocoa")


12 noon
Lunch break at Le Comptoir Porcelana, then board the Little Train

2.45pm
Guided Tour of Cave de Tain Wine Co-op + Tutored Tasting of 5 Wines

5pm
End of package and departure

Maison de la Céramique

Chocolate and Ceramics: the heart of northern Drôme savoir-faire. Take a trip to discover the treasures of our heritage.

 **Maison de la Céramique**
St Uze - A 25 min
+33 (0)4 75 03 98 01



Day's schedule

10.00am
Demonstration of porcelain slip-casting + self-guided tour of the Maison de la Céramique

12 noon
Lunch break at Le Comptoir Porcelana

2.45pm
Discovery Workshop 'From cocoa bean to chocolate bean' + Self-Guided Tour

4.30pm
End of package and departure

Extra excursions!

Castle & Museum
Tournon-sur-Rhône - 5 min away
+33 (0)4 75 08 10 30



Postman Cheval's Ideal Palace
Hauterives - 40 min away
+33 (0)4 75 68 81 19



Miniature Train Garden
Soyons - 35 min away
+33 (0)4 75 60 96 58



Crocodile Farm
Pierrelatte - 55 min away
+33 (0)4 75 86 81 19





CHOCTASTIC! PRE-BOOKED TICKETS AVAILABLE

Prices

at ticket desk

8€

Adult

7€

Child

The Cité du Chocolat has a **highly preferential offering of individual pre-booked tickets** available.

📍 The benefits

- Tickets with **unlimited validity**
- Queue-skipping tickets
- Minimum order: **just 20 tickets!**
- **Possible to mix** the two types to get the preferential rate
- Free postage

Further details and order form by request.



Group and Ticket Information & Bookings

Isabelle or Stéphanie
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Tel. +33 (0)4 75 09 27 27

Opening times

2 January to 31 October:
open Tuesday to Saturday, 9am to 7pm;
Sundays, Mondays and public holidays,
10am to 6.30pm.
1 November to 31 December:
every day, 10am to 6.30pm.
Last admissions: 1h30 before closing.
Closed: 1 January, 13-20 January,
1 May, 25 December.

Getting here

1h drive from Lyon and Grenoble,
15 min from Valence.
A7 motorway, exit 13 (Tain l'Hermitage).
By TGV high-speed train to Valence-TGV
station (20 km away).
By TER express train from Lyon and
Valence-Ville: Tain l'Hermitage/Tournon station.

 LA CITÉ
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VALRHONA



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