

Press Release

Montigny-Le-Bretonneux, May 28th 2019

Mademoiselle Desserts invests in a new production line to support the rise of the mini beignets market

Founded in 1999 in Aubigny-en-Artois, Délices des 7 Vallées specialises in the production of mini beignets, muffins, tropéziennes, savoury rolls and regional Christmas coquilles. With two factories and a total production area of more than 6,000 m² in the Pas de Calais, D7V achieved a turnover of 68 million euros in 2018. It employs more than 400 staff and has extensive expertise in the beignets and mini beignets category. In December 2018, D7V joined the Mademoiselle Desserts Group. Since then, the companies have worked together to storm the mini beignets market and have witnessed a real appetite for the product both in France and abroad.



Produced at their Tincques-based production site, these mini beignets have proved so popular that the Group have decided to immediately invest € 6 million in a new production line to meet the growing demand of its national and international customers: the indulgent mini format has been well received in the United Kingdom and the United States. This new line is scheduled to start production in March 2020, generating new jobs at the Tincques site. As this is a dynamic and rapidly changing market, a second investment for an additional line is already under consideration.

With its strong local impact and its partnerships with flagship brands such as Nutella® (Ferrero), D7V is expecting this new line to make the site a centre of beignet production and further strengthen its know-how, while contributing to the economic development of the region.

These mini beignets, made using traditional know-how from the North of France, reflect an authentic culinary family heritage that uses the finest ingredients to create "premium" products. A mini format with a delicate, soft, melt-in-the-mouth texture that gives these beignets a home-made taste.

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