



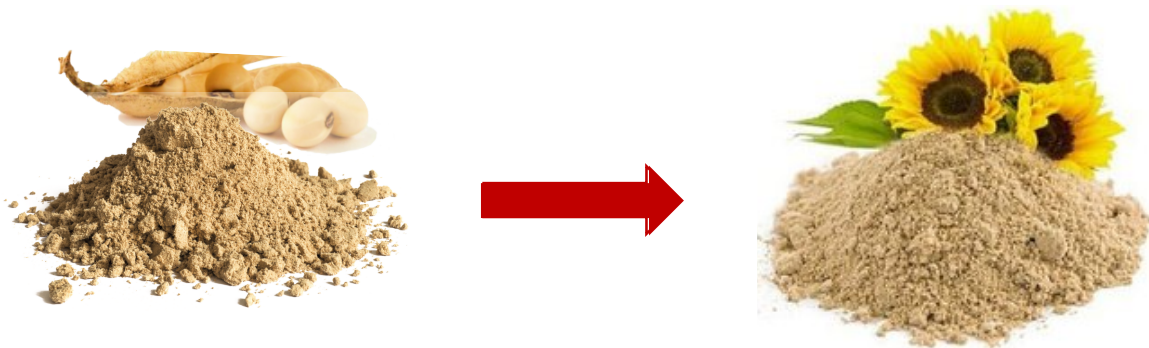
Valrhona is Getting a New Look

Valrhona's Range is undergoing some exciting changes and getting a new look. There will be a gradual rollout of the new packaging, with select products arriving as early as **November 2020**.

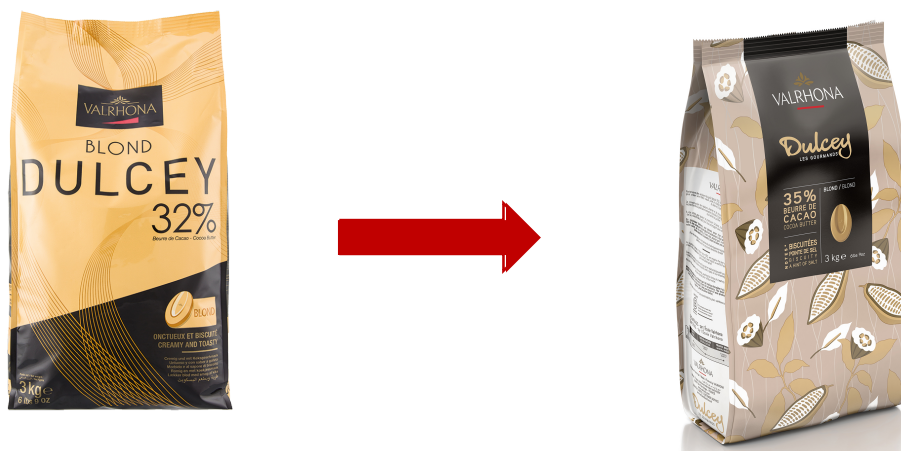
New Package Design



Now Made with Sunflower Lecithin



No Code Changes Except Dulcey, Now 35%



For more details, please see below.



TO: Valrhona Customers & Distributors

FROM: Valrhona Customer Service

SUBJECT: Packaging Changes, Ingredient Update & DULCEY Product Update

DATE: November 2020

Dear Valued Customer,

We are excited to announce that **Valrhona Food Service product packaging will be undergoing updates** beginning this Winter. Due to the volume of individual products in the Valrhona portfolio, the packaging will be updated gradually over the course of several months.

This new packaging will reflect Valrhona's modernized visual identity, while also demonstrating our brand values by highlighting our committed approach and our B Corp certification, awarded to the most sustainable companies worldwide. On this new packaging, we are making **user information clearer and more visible, highlighting our cocoa traceability, and helping tell the story of our products** through the design.

In line with our mission to inspire a creative and responsible world of pastry, **we will replace soy lecithin with sunflower lecithin in our recipes moving forward**, since this ingredient is more easily traceable, locally available, and is not an allergen. This reformulation required a change in our packaging and labelling, allowing us the opportunity to renew all of our packaging and modernize Valrhona's visual identity. **These changes will not affect the pricing of any products and will not change the code of any products except Dulcey.**

While undertaking these changes, we will also make a distinct change to our Blond DULCEY packaging and codes. Both the Food Service and Retail Packages of **DULCEY will be updated to reflect its minimum cocoa content more accurately at 35%**. At launch, DULCEY was originally formulated with 32% cocoa butter, but was immediately reformulated to 35% for better workability. To prevent waste, the packaging was not changed. The "32% cocoa butter minimum" listed is still technically correct, but this new updated packaging gave us the opportunity to make it clearer with the product now called DULCEY 35%.

Please note that:

- Food Service Products with new packaging will arrive **gradually beginning in November 2020**.
- Only products with new packaging will be made with **sunflower lecithin**. All products in existing packaging will contain soy.
- **DULCEY 35% (code: 31870)** is the only product undergoing any change in sku code.
- There will be **no change in pricing** for Food Service Products.
- Please contact our Customer Service or your Regional Sales Manager for more information.

Please do not hesitate to let us know if you have any questions.

Best regards,
Valrhona Selection Customer Service