

THINK YOU KNOW  
EVERYTHING ABOUT  
**CHOCOLATE ?**



THE CHOCOLATE  
MUSEUM

BROCHURE  
**2018**

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# Edito

The chocolate will remain our favorite as long as there are chocoholics!

In 2016, we've introduced a free audioguide to be downloaded on a smartphone app, which allows our customers to enjoy a guided tour in 8 languages ! (free wifi available to download the app)

In 2017, new experiences have been added to our tour :

- a new educational booklet for all children to enhance the family experience
- 5 new tasting spots along the tour, with an aztec-style or a real spanish chocolate ; these locations are with free access and our customers can have all they can EAT... a kind of a must !
- our new Wall of Fame, with many stars marking their visit in real chocolate !

And we still have plans this year with new themed workshops and a few surprises to discover.

I wish you all a prosperous and delicious year 2018!

Fabrice Stijnen - Director



# Summary

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## Discovering the history of chocolate

It might be one of the best-liked sweets in the world, but what do we really know about chocolate ?

At the Gourmet Chocolate Museum in Paris, in a space covering 850 square metres, you will find **more than 1,000 authentic objects** covering all aspects of cocoa throughout its 4,000 year-old history.

The visit starts with the discovery of the Olmecs, the Mayas and the Aztecs for whom cocoa was an important part of life, especially in their rituals which mixed cocoa with mystical beliefs.



Discover how in the 16th century the Emperor Montezuma revealed his **Tchocoatl drink**, made from cocoa and hot spices, to Hernan Cortez, who in turn took it back with him to Europe where it became a great favourite at the Royal Courts.

As you continue your visit you will find out how the processes of transformation of cocoa gradually evolved so that it could be produced in a solid form starting from the early 19th century.



Following that, watch a **demonstration** by one of our **chocolate-makers**, who will reveal the secret of making the most beautiful, shiny chocolate – you can even try it afterwards !

Enjoy discovering **the different Origin Chocolates**, ranging from the powerful creamy, fruity flavours of Peruvian chocolate to the natural sweetness and cocoa aromas of chocolate from Venezuela.



Complete your visit with a delicious cup of **home-made hot chocolate**, inspired by one of six different recipes, including two ancient ones. But don't worry about your weight! We will also explain to you how chocolate is very good for health.

We have prepared an **educational booklet** and a great **treasure hunt**, for our younger visitors (12 years and under), with showcases of Playmobil figures to explain the history of cocoa.

It's much more fun learning history this way by playing!





## Activities for children and families

### Kids guided tour (french)

For children, educational tours are available and guided by our team. No more secrets for your kids!

### For teachers: our educational kit

We have put an educational kit on our web-site (including posters and questionnaires) that will help you prepare your visit and organize activities for pupils thanks to our questionnaires adapted to their age.



### Visit with our educational booklet

We readily supply an educational handbook for adults accompanying groups of young children which will help you to organise the visit.

### Workshops for children and parents

Your children are probably eager to find out all about chocolate. With their friends or parents, we will show them how.

*More information P 9*

## Activities for groups of adults

### Gourmet visit

In association with the other types of visit, you can chose a formula that includes sampling a cup of hot chocolate and/or choosing a bag of 500 gr of Origin chocolate drops in our shop...



### Guided tours

In association with the other types of visit, you can chose a formula that includes sampling a cup of hot chocolate and/or choosing a bag of 500 gr of Origin chocolate drops in our shop...

### Workshops for adults

Why not have some fun and participate in one of our great workshops where you can learn the techniques used by professional chocolate-makers ?

Spend an hour or more with a professional and prepare your own chocolate creations to take home with you !

*All our workshops on P 10*



### Having a private tour ?

Special customers for a special tour? A press release, incentive sessions? We can suggest you many different entertainments around chocolate or provide assistance to help you set up a custom-built evening.

*Contact us for more informations.*



## Demonstrations



The museum visit takes you through the workshop where our chocolate-makers show visitors the techniques for moulding chocolate sweets and the different stages of chocolate-making, for example how to make chocolate shiny, crisp and above all how to make it melt in the mouth !

The demonstration is interactive and you will be able to :

- discover the techniques for making chocolate, demonstrated by master chocolate-makers from France
- talk to a professional who will reply to all your questions about chocolate
- taste 4 different types of grand cru chocolate; the expert taste-buds will perceive the richness of these elite varieties of chocolate



Demonstrations take place every 20 minutes, every day, all year round.

## Workshops for children / families

Workshops are organised by age group for children between 6 and 15 years of age. They last for one hour during which children can learn how to draw with chocolate and make their own chocolates.

The content of workshops are adjusted to the group average age.

Participants can keep all the chocolates they make and eat them on their own, or share them once they get home !

### Based on a theme

Along the year, we organize workshops based on a theme : Ice creams in Summer, Christmas countdown Calendar, Christmas tree, Easter Egg...



### For families

One price for kids and their parents.

The workshop is built with a children workshop, but with pleasure to enjoy it as a family !



### Workshop conditions :

Minimum 12, maximum 25 people per workshop (or 2 groups of 25 people; one group in the workshop whilst the other visits the museum).

For groups, please book workshops in advance. Individuals workshops are organised on fixed dates.

Dates and program of activities of workshops on demand.



## Workshop for adults

### Fun workshops

(minimum age 14)

Would you like to try your hand at making chocolate? Have fun and enjoy making different types of chocolate? Participate in one of our fun workshops we have especially created for you !

- **Fun workshop 1 hour**

Tempering, dipping techniques (orange slices, marshmallows, squares with praliné). Learn how to make fruit and nut chocolate slices (mendiants).

- **Fun workshop 1 hour 30 mins**

Tempering, dipping techniques (orange slices, marshmallows, balls with praliné). Learn how to make a bar of chocolate (150gr) and chocolate

### Technical workshops

(minimum age 14)

Come and learn the professionals' techniques for making chocolate from our museum's own chocolate-maker: tempering, moulding, preparing praline or ganache, chocolate fillings and sealing chocolates.

- **Technical workshop 1 hour**

Tempering and making chocolate praline sweets (7 sweets per person)

- **Technical workshop 1 hour 30 mins**

Tempering and making chocolate praline and ganache sweets (14 sweets per person)

**Participants can keep the chocolates made during the workshop!**

## Customized adult workshop

### Build your own workshop

Looking for a unique session?

Build your own experience by selecting the different chocolate modules and your options, for a session up to 3 hours.

- **duration** : minimum 1 hour, up to 3 hours

- **the chocolate modules** (examples, not all listed)

1. Advanced techniques to set chocolate at precise temperature (30 minutes)
2. Covered chocolates (30 minutes)
3. Moulded praliné sweets (45 minutes)
4. Moulded sweets with ganache ( 60 minutes)
5. Macarons making - with seasonal ganache(90 minutes)
6. Maze chocolate tablet (MOF Stéphane Leroux recipe) (90 minutes)

*Ask the full list of all available modules*

- **options**

1. Matching origin chocolates/sparkling strawberry wine (20 min)
2. Sparkling wine (during workshop)
3. Champagne (during workshop)
4. Special gift



## Prices for groups

<b>Groups :</b>	<b>minimum 15 people</b>
Adults	9,90 € / person
Pensioners / Students	9,00 € / person
1 accompanying person free per 25 paid adults	

<b>Schools :</b>	
Children under 6 years	2,50 € / child
Children 6 - 12 years	7,20 € / child
Students (13 years and older)	9,00 € / person
1 accompanying person free per 10 paid children	

<b>Chocolate Delights :</b>	
Hot chocolate	2,70 € / person
Chcoolate drops(500g) :	8,00 € / person

<b>Extra options (please book in advance) :</b>	
Educational booklet (children till 12 years old) :	1,00 € / child
Kids guided tour (35 mins)	90 € / group of max 25 children
Visit with lecturer (75 mins)	150 € / group
	maximum 25 people

<b>Chocolate workshops (please book in advance) :</b>	
<b>including museum entrance fee</b>	<b>rates apply for 15+ people</b>
Children (6 - 15 years)	22,50 € / child
Families (min. 50% children)	24,75 € / person
Based on a theme (min. 50% children) :	31,50 € / person
Technical or Fun 1 hour	36,00 € / person
Technical or Fun 1 hour 1h30 mins	54,00 € / person
Certificate	1,50 € / person
Customized workshop	Please contact us

Product and service specifications and prices are subject to change without notice

## Reservation conditions

In order to welcome you under the best possible conditions, please complete the reservation form on our website : [www.museeduchocolat.fr](http://www.museeduchocolat.fr)

All groups visits must be booked in advance.

We will send the price calculation for your visit within three working days. If the date you wish to book is not available, we will contact you to arrange another day.

If you have any questions, please don't hesitate to contact our team :

Email : [info@museeduchocolat.fr](mailto:info@museeduchocolat.fr)  
Phone : +33 (0)1.42.29.68.60

## Ticket offices

We have now set up a ticketing system so you can sell tickets for individual visits and activities :

- Unaccompanied visit
- Visit including cup of hot chocolate
- Visit including bag of chocolate drops (500 gr)
- Family workshops and adult workshops (coupon with code to use when making the reservation on our web site)

Minimum order: 20 tickets – valid for 3 years.

We can supply you with posters and brochures to provide information at your sales outlet. Please don't hesitate to contact us.

**For all inquiries, contact :**

Alice SAGOT :  
Email: [alice@museeduchocolat.fr](mailto:alice@museeduchocolat.fr)  
Phone: +33 (0)9.52.95.07.07

## Our partners

Thinking about spending the day in Paris ?  
We have special deals in collaboration with our partners for you.

### Your advantages :

- Our special deals mean you benefit from bargain prices
- We are the sole contact and take care of all arrangements and reservations for you

Interested? Want more information on our special offers, please contact:

Alice SAGOT :

[alice@museeduchocolat.fr](mailto:alice@museeduchocolat.fr)

Téléphone : +33 (0)9.52.95.07.07

*Les Noces de Jeannette*



*Grévin*  
PARIS



# WHAT WILL BE YOUR EXPERIENCE WITH CHOCOLATE ?



## INFORMATIONS



### HOURS

Open everyday from 10am - 6pm  
(last admission at 5pm)  
Duration of the tour : 90 min.  
Closed on : 1<sup>er</sup> January and 25  
December



### HOW TO get there

#### Métros :

- Bonne Nouvelle : Lignes 8 et 9
- Strasbourg-Saint Denis : Ligne 4

#### Parkings :

- SNC Bonne Nouvelle :  
2 rue d'Hauteville
- Rex Atrium :  
5 rue du Faubourg Poissonnière
- Zen Park : 41 rue du Sentier

E-SHOP



28 bd de Bonne Nouvelle - 75010 Paris  
+ 33 (0)1 42 29 68 60 - info@museeduchocolat.fr  
Metro ⑧ ou ⑨ - Bonne Nouvelle (sortie rue d'Hauteville)

[www.museeduchocolat.fr](http://www.museeduchocolat.fr)



GRANDS BOULEVARDS