

Press release

Episens by InVivo enters partnership par excellence with Chef Guy Martin

A partnership commensurate with Episens' growth ambitions and the upgrading in quality of its product offering.

A year on from its creation and launch at SIRHA 2023, Episens—the wheat division of the InVivo group—has confirmed its plan for growth in the milling and bakery markets. This year, several projects within the plan have been completed: The new mill in Corbeil-Essonnes was inaugurated; a new raw viennoiseries production line became operational at the Neuhauser site in Folschviller; and two new mills were acquired.

"Doubling our turnover in five years", was the ambition set forth by François-Xavier Quarez, CEO of Episens, last January: The first full year since (2022–2023 financial year) was a step towards achieving that, with turnover up by 25%.

1. A partnership striving for excellence

With that in mind, the exclusive partnership with Guy Martin aims to contribute to the upgrading of the quality of bakery products, viennoiseries, French pastry products and snacks with daily input from Episens teams, but also through the creation of iconic recipes for bakery and food service professionals in France and abroad.

Guy Martin, a chef boasting renown in France and internationally and expertise in the food service sector, is also working with Episens' R&D and marketing teams to create and develop new gourmet recipes — from coming up with creative ideas to selecting quality ingredients and creating iconic products.

The Chef also has the opportunity to pass on his culinary expertise and promote products to baking technicians in order to offer our customers the best: products par excellence and shrewd advice to ensure perfection for the final consumer.



2. Focus on Epiphany 2025 with new recipes given the seal of approval by Chef Guy Martin

A lover of French culinary traditions, Guy Martin has designed some exclusive king cake recipes. His recipes, which respect the product's iconic elements (puff pastry, frangipane etc.) are bestowed with originality and subtleties thanks to the flavour profile (balance of fruity, spicy and aromatic flavours.)

- ✓ **The Chestnut and vanilla cake**, a frangipane base combined with a chestnut fondant to give a warm and comforting flavour.
- ✓ **The Mint and raspberry cake with a touch of ginger**, a frangipane base combined with a fruity and tangy raspberry flavour and minty freshness.



Photo of the Chestnut and vanilla cake

Concurrently, Chef Guy Martin has advised the Episens team on how to enhance the recipe for their traditional frangipane and apple cakes based on:



Photo of the Frangipane cake

- **The choice of key ingredients** to devise a quality puff pastry combining crispness and (choice of flours, choice of butter).
- **The balance of flavours in the fillings:**
 - ✓ a traditional frangipane that emphasises the authentic flavour of the almond and the creaminess of the pastry cream,
 - ✓ a naturally fruity and slightly tart apple filling.

This unique partnership is testament to a shared desire to create, enhance and share products that embody respect for the land and producers, baking and culinary expertise and consumer pleasure.

More about Episens by InVivo:

Episens, the wheat division of the InVivo group, brings together three trades—milling, ingredients and industrial baking—with expertise across the whole supply chain, from grain to finished product. Our 2400 employees in 24 countries create and develop sustainable and value-creating offerings such as flour, technical and sensory ingredients, and gourmet bakery, viennoiserie and pastry products for our artisan, restaurateur, industrial and distributor customers. Episens is committed to the agricultural and food transition through the *Semons du Sens* (Sowing Good Sense) initiative, the aim of which is to develop sustainable supply chains amongst farmers.

Biography of Guy Martin, Chef at Le Grand Véfour.

- A native of Savoy, Guy began his career as a pizza chef,
- At 23, he began his career at a Relais & Châteaux in Coudray, then took charge of the Relais & Châteaux in Divonne, where he earned his first star,
- In 1990, he got his second star,
- In 1991, Jean Taittinger entrusted him with managing Le Grand Véfour,
- 1999 — named chef of the 21st century in Japan,
- 1999 — named best chef by the Gault Millau Guide,
- In 2000, he earned his third star,
- 2011 — named best French chef and one of the top seven in the world by The World Master Arts of Culinary,
- In 2011, he took ownership of the restaurant Le Grand Véfour.

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