



SORIPA

SORIPA GASTRONOMIE

Since 1949



*We share an appreciation
for good taste!*

A rich and varied range of 1,200 original products.

Our company has been a constant innovator for the last three generations, which has enabled us always to delight and surprise our clientele.

Spices

Spices are the base of most culinary creations. The variety of their aromas and colours makes them an inexhaustible source of inspiration that can transform some traditional dishes into new recipes.

A never-ending quest

This great family brings together a vast array of plant species harvested in all four corners of the globe. These are often rare and gourmets find them difficult to obtain. Some, from far off destinations, are filled with mystery, sometimes requiring years of research and can only be obtained after many consultations with manufacturers and traders.

"Our vocation is to promote the discovery of this range of flavours, and to let Chefs know that there is more to cooking than pepper and herbes de Provence". There is a close connection between spices which often have a tangy flavour and aromatic herbs, with their predominantly aromatic aroma.

Singular quality

Soripa Gastronomie is personally responsible for the selection and elaboration of even those spices that are imported from the five continents. This treasure-trove includes 250 aromatic herbs and spices, all of which are selected by hand in an exclusively-created and fully-equipped laboratory.

There is no automated equipment in the laboratory – our specialist operators check product conformity at each stage of the production process. The Quality system implemented places a major emphasis on monitoring and tracing. Organoleptic qualities and microbiological properties are subject to rigorous specifications. This means that Soripa Gastronomie can guaranty the singular quality of all of its herbs and spices.

■ **"Traditional" herbs** such as oregano, garlic, parsley and black pepper are standard products. But, Soripa Gastronomie really doesn't want to compete with the major providers of traditional herbs, and seeks rather to work on a complementary basis with them... This is because our reputation is based on rare herbs and spices with unusual aromas.

■ **Exotic peppers** are in highest demand: Sechuan pepper, from China; Seeds of Paradise, also known as Guinea pepper, harvested by the residents of Papua New Guinea; Javanese Tailed Cubeb Pepper, Jamaican or Mexican pepper, Long Pepper, Sarawack or Muntok Pepper and the renowned mix of five pepper grains known as "5 Poiv's".

■ **Rare grains and flowers:** Wu Wei Zi and Gu Qi Zi grains, Cornflower, Safflower, Lavender and Hibiscus, etc.

■ **Blends:** Madras Curry, Five-spice powder, a mix of algal blooms, Colombo, Garam Massala, Raz El Hanout, Four-spice powder, Santa Klauss Nativity spices, a five-spice bouquet, Massalé, and Mulled wine spices, etc.

■ **Our "MIX" seasonings,** are blends of spices and spice extracts with richly evocative aromas such as Bombay, Thai, Flamenco, Tandoori, Tikka, Satay and Malibu.

Our keywords: flavours and colours



Aromas cuisine

Aromas cuisine has been the mainstay of new generations of inventive Chefs who have become true explorers in the field of flavour. Since the early 80s, Soripa Gastronomie has been offering these innovative products to Chefs, enabling them to experiment with a new type of cuisine. But at that time, taboos were only beginning to be overcome. It would be another 20 years before the real revolution would take place. However, our dishes have been perfumed with culinary aromas such as rose water or orange-flower water.

Soripa Gastronomie creates aromatic flavours in a range of forms: liquid, paste, water-soluble powder or fat. Our complex aromatic formulas are similar to the elaboration of cosmetic perfumes. But their aroma is not broken down by cooking, to flavour a dish, by freezing, to make ice cream or when used as a water or oil-based emulsion. *"Our philosophy of aromatic seasoning for cuisine is a far cry from the industrial approach, since we are not balancing an unpleasant taste or adding a taste to make up for the lack of quality base ingredients"*. For Michel-André, aromatic seasoning is a playful act, making taste a pleasure, creating new sensations for the taste buds.



■ **The "Saveurs"**: there is firstly the range of liquid aromatic seasonings which are dependable and have been tried and tested over the years such as Truffle, Morel, Vanilla, Lobster, Rose, Bergamot, Café, and others that emerge in line with the latest trends: Morello Cherry, Jasmine, Green apple, Mirabelle, Violet, Cocoa, and Prune, for example. The majority of these flavourings are created in the company laboratory. And the rest are created jointly with the most renowned culinary flavour specialists. Michel-André Mirebeau, just like the famous "noses" in the perfume industry, has a palette that is constantly in search of new flavours. And he makes a personal pledge of offering products that are unfailingly innovative. For instance, we offer Chefs Glazed Chestnut, Cardamom, Americano, Lemon drop, Geranium, etc.

■ **The "Spray Saveurs"**: used at the end of the cooking stage, these spray flavours add an original final touch to dishes. *"Imagine a truffle halo hovering over your meal when the waiter removes the cover! Not a bad first impression before even tasting!"*. Other flavours include Summer pumpkin, Provencal Bouquet, Orchid, Cactus and Biscuit.

■ **The "Gem Saveurs" range**: The latest star product revealing the eternally creative spirit of Soripa Gastronomie. Several years of research have enabled us to be innovative once again with the forms and usage-methods of flavouring. Gemflavour is a dehydrated preparation, shaped in small blocks. This makes it easy to regulate quantity and flavour and aroma are dispersed gently during preparation. The flavours available are offered in the form of a base for sauces, a spice, a seasoning or an aroma.

Condiments

Defenders of the "French Spirit"



Condiments are part of our culinary heritage and include the whole range of taste sensations: acid, bitter, sweet and salty.

The "Savolettes" Aromatised Oils: These are an original alternative for seasoning hot or cold dishes. They can be used in marinades, emulsified and non-emulsified sauces, seasoning for vegetables or pastas, flavouring juices, fruit salads

and many other dishes. The range includes over 20 flavours including Truffle, Saffron, Shellfish, Smoked, and Blood Orange, etc.

Vinegars: Whether these have a subtle or a more robust flavour, they have their origin in a vast array of locations and provide a wide range of aromas to bring out the flavour of slow-cooked dishes, sauces and even deserts and fruits.

Fine vinegars: Modena Balsamic, Banyuls, Cognac, Normandy Cider, Reims, Reims with Champagne, Sugar Cane, Honey wine, Malt, Old Reserve, Black and White Rice, and the grape varieties Merlot, Sauvignon and Cabernet.

"Saveurs" vinegars: These combine fine vinegars and natural flavour extracts, perfecting marinades, seasonings and deglazing. Our range includes over 30, including of course the indispensable Raspberry and the celebrated Reims Vinegar with truffle juice, and also Blackcurrant, Williams Pear, Fig, Mango, Nuts, Vanilla and Orgeat, etc.

■ **"Beaumes" Mustards:** Rabelais described mustard as "the natural balsam and restorer of Chitterlings". Soripa Gastronomie offers ten of these gently flavoured mustards, named "Beaumes" (Balsams), which can accompany the widest range of dishes. Let yourself be surprised by the Beaume de Casanova, an evocatively named balm that combines ginger and cocoa, the Beaume des Capucins, with green horseradish, or the crunchy "Violine de Gretz" (Gretz Violine).

■ **Flavoured and coloured pastas:** A unique range offering a genuine perfume and an appetising colour for playfully creative dishes. Our "Tagelles" are in the form of large tagliatelle, and the "Flavorettes" which are twists, and "Pépites" which are small, elongated grains. Each of these pasta shapes offers a different sensation for the palette, with unique flavours such as Lemon, Curry, Pistou, Fruits of the Forest and Cuttlefish Ink.

■ **The "Secrets de Marmite"** are preparations for adding body to stocks, sauces, varietal flavourings and courts-bouillons. *"We are not in the business of offering ready-made stocks to our Chefs, only to provide them with a culinary aid to add a flourish to a gravy or sauce"*.

And a whole range of other specialties, which are developed in the research laboratory and which Michel-André is very proud of: *"We don't set ourselves any limits. We have materials that we design or transform ourselves for trying out either tastes or textures. But the most important point of all is that we have no set ideas about an outcome"*.



Company History:

For three generations, we have combined innovation with traditional French cuisine.

"The thirty flavourers":

wholesales herbs and spices for Chefs.



Maître d'hôtel
from father
to son

Grandfather André
on delivery - 1932

With a father and a grandfather who were both Maîtres d'hôtel, Marcel Mirebeau was always attentive to the needs of the great Chefs and he created the Société de Répartition et Importation de Produits Alimentaires (Company for the Distribution and Import of Foodstuffs) (SORIPA) in 1949 which he located in Saint-Maur. His idea was to provide French Chefs and hotel owners with the highest quality foodstuffs and stock products designed especially for them.

At the same time, André, the maternal grandfather of Christine and Michel-André, was running his general store in Paris. He went on to become a coffee roaster and introduced his grandchildren to the art of blending coffee varieties.

At the time, SORIPA was innovatively offering a varied range of products to its customers who had until then become

Culinary Passion



accustomed to finding what they needed locally and forced to be happy with it. A convoy of trucks began delivering, as far as Lyon, to inns, brasseries and restaurants. The company was able to profit from the tinned food boom of the 50's. A number of exclusive products were developed in partnership with artisan cooks and food packagers and these met with great success: for example salmon dumplings, and snail godivettes...

When Jacques, Gisèle and Michel took the helm, they remained faithful to the innovative spirit of their father and invented the recipe for the forest garnish, which became an all-time classic. In the 60's they created a meat processing laboratory to create products that were typical of the South West of France and developed vacuum-sealed foie-gras. Their watchwords: Quality, Products and Service.

A new premises for an expanding business: SORIPA targets the top of the market.

Owing to expansion, the business left its premises in Saint-Maur, which had become too restrictive and cramped, and in 1978 it was relocated in Gretz-Armainvilliers. From here it was able to deliver to the whole of France and begin exporting. The Mirebeau family placed itself in the service of French culinary heritage, offering products that would make cooking easier, and left the beaten track to create culinary curiosities which would go on to become the hallmark of the company. Other specialties then emerged: the five-pepper mix, turtle soup, puff pastries, and preparations for sorbets and Bavarian creams. Michel Mirebeau took over from his brother and sister, and became the sole owner of the company. The arrival of supermarkets and "cash and carry" wholesalers involved him having to adapt to a new market: it was at this point that the concept of the "purveyor of delicatessen to professionals" came into being.

With the arrival of nouvelle cuisine in the middle of the 80's, SORIPA became more firmly established in its reorientation towards the top end of the market, surprising its clientele and remaining a constant innovator. This was the starting point for the creation of original products such as raspberry vinegar, sea-urchin coulis, stuffed neck of duck, fresh mini-vegetables, and dehydrated algae.

SORIPA creates its first laboratory and becomes manufacturer of its own products.

In the early 90's, when the number of audacious suppliers began to dwindle, a small laboratory was created near to the canteen kitchen to investigate new product development ideas. "We began on a very experimental basis, but became increasingly methodical", explained Michel-André Mirebeau, the company's current Managing Director.

Soripa Gastronomie initially began producing flavoured vinegars, then flavoured oils, and began selection and packaging of rare aromatic herbs such as bison grass. Then other laboratories were created to develop mustards, pastas and powdered sauce and gravy stocks. Finally a flavour laboratory was created, completing the range of product-manufacturing premises.

"We want to offer what nobody else does", declared Michel-André Mirebeau.

"Projects
that are
always
slightly
crazy"



«Think Different»

When the third generation took the helm of the company in 1997, the decision was taken to change the name to Soripa Gastronomie. And the company truly began to be considered as an artist in the culinary field. Its aim was to push creativity to the limits. "Our status in the culinary world is on a par with that of Apple is in the IT world", he commented with a smile. The laboratory became a place for implementing Michel-André's craziest ideas, placing his craft on the borderline between science and gastronomy. "I have always been something of a chemist at heart", he explained passionately. He has, moreover, taken inspiration from molecular gastronomy, a discipline that boldly fuses consistencies and flavours that were unimaginable just a few years ago, for example parmesan spaghetti or sorbet with foie-gras flakes...

The Company is currently producing three flagship products: spices, flavours and condiments. We are of course targeting restaurant Chefs, but also retailers of delicatessen. We are always looking for new sources of spices, and Soripa Gastronomie Management can spend several months looking for a rare herb requested by a Chef or a retailer.

This is because the company is always attentive to the customers that use its products. "The new generation of Chefs are very curious and often seek advice, but we never give exact recipes, since the real pleasure comes from experimentation, mixing and blending herbs and spices to create a passionate cuisine". With our spray flavourings, Soripa Gastronomie surprised some Chefs. "And we absolutely astounded others", confirmed Michel-André who always has something slightly crazy up his sleeve. Next out are fluorescent-coloured sweetened vinegars.

These novelties are always created in a playful and artistic spirit, ensuring unusually high levels of quality and originality. And because curiosity is second nature to them, Christine and Michel-André are giving a new restaurant a whirl, choosing dishes that they are totally unfamiliar with... Although always remaining faithful to tradition, nothing will stop them from seeking out and proposing novel ideas.

In order to differentiate between product ranges and their target markets, Michel-André has created several different brands with unique packaging. So the laboratories are creating products for Soripa Gastronomie, but also for Traditions Culinaires d'Ile-de-France, Auberge de la Gourmandie, La Maison des Épices, Le Comptoir des Pâtes, Les Saveurs de l'Olive, Auberge de la Gourmandie, Toomai Fine Foods and other brands for retailers that specialise in the provision of products of exceptional quality.

"Gastronomy is not to be understood as a monolithic structure. It is preferable for us to speak of gastronomies in the plural. There is room for everyone to find their own specific pleasure, with bold or more subtle flavours, with yesteryear recipes or new fusions. The art and science of cuisine is first and foremost one of creativity and passion. It is up to each one of us to create the tools"



SORIPA GASTRONOMIE

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An outstanding sales team for an unusual company

Christine Mirebeau, the company's Sales Director, implemented the company's current distribution method: remote sales. This is a specific sales technique, that is especially suitable for unusual and exclusive products, with a product range that is constantly evolving, and with a discerning clientele seeking above all originality.

The Soripa Gastronomie sales team is staffed by seven people, with a strong emphasis on catering trades. Our veritable online consultants have a perfect command of all product lines. Each of these sales specialists, the majority of whom are women, heads a department that is specific for each type of spice, which is another unique feature of the company. *"We feel that instead of customers being guided by their own preferences, all doors should be opened to them and we should provide answers to all of the questions that they will no doubt wish to ask when presented with so many new product options"*, says Christine Mirebeau.

Over time, the company has acquired the reputation of being a specialist in "the strange". So the Company needs to be able to advise—without lecturing— to reassure Chefs in their product choices. Soripa Gastronomie targets large and medium-sized restaurants, for all those seeking to innovate, seek outstanding products, and who wish to break the mould. The technique used by our employees is to discuss products and share their culinary passion. Their objective is to explain the concept of the company and emphasise its unique nature. And this is all done by telephone. *"Before, we had several representatives who travelled across France to meet with Chefs. But an on-the-road rep is not able to meet with many people in the same day, and Chefs have less and less time to spare to meet reps"*, explains Christine.

In 1985, Soripa had already set up a remote sales team designed to support on-the-road representatives. Christine Mirebeau went on to make it the exclusive sales strategy and went on to launch an online sales site.

Soripa Gastronomie has enjoyed renown for over 55 years, which ensures that each member of the sales team provides a warm welcome and has a thorough knowledge of all products. As the Company developed, so the knowledge of its personnel continued to increase in terms of knowledge of raw materials, production methods, markets and usage instructions.

Our products are often used in unorthodox ways. This is where Soripa Gastronomie's innovation comes into play, encouraging our customers to be audacious. *"Customers have developed alongside us, and they are very curious and seek out new ideas. We help them to develop their creativity by giving them usage tips for our products"*, Christine explains.

To sell exclusive, and original products to a niche market is the objective of the company's sales team. Creativity, expertise and attentiveness are company qualities that have won over many chefs.

Online sales advisors



Make an appointment to come and visit our show-room. Contact one of our sales advisors who will arrange a convenient appointment for you. This will let you discover the scope of our range of Spices, Aromatic Herbs and Condiments.

Our company is located to the East of Paris, a few kilometres from Marne-la-Vallée, 30 minutes from Rungis, near to a Nationale 4 road exit.

- From the "Francilienne" N104, follow signs for Nancy on the "Nationale" Route, Turn off at Gretz Zone Industrielle (Industrial Estate), and follow signs for Presles-en-Brie, cross straight over the round-about, and the first building on the right-hand side is ours.
- From the A4 motorway, when you get to Collégien-Lognes, follow signs for Gretz-Tournan, and take the D471 until you come onto "Nationale" 4, then follow signs for Nancy and take the next Gretz ZI exit.

Our site comprises warehouses and production and packaging laboratories. Our delivery logistics allow us to dispatch throughout the European Union by courier, express mail, consignment or refrigerated transportation to the strictest deadlines.

