



MARKETING DÉVELOPPEMENT

FICHE PRODUIT ANGLAIS MOONCAKE

PIERRE HERMÉ

PARIS





1

COFFRETS



2025 Mooncakes Box

ID : 64205

DESCRIPTION



Assortment of 4 Mooncakes

ARCHITECTURE OF TASTE & INGREDIENTS

Mooncake Sensation : Flaky almond praline, roasted slivered almonds, enrobed in milk chocolate

Mooncake Ispahan : Rose and raspberry cake, litchi and rose fruit paste, enrobed in white chocolate with raspberry

Mooncake Infiniment Sésame Noir : Black sesame pound cake, crispy black sesame praline, enrobed in milk chocolate

Mooncake Infiniment Citron Vert : Almond and lime biscuit, enrobed in white chocolate

SALES TEAM & CLIENT INFORMATION

Product Family : Mooncake

Use-by date and withdrawal from sale : 2 weeks after defrosting, withdraw from sale 3 days before expiry date

Size & Format : 287 g

Packaging : 2025 Box

Storage & Consumption : Store in the original packaging between 14° and 16°, away from sources of humidity, light and odours

Allergens : Contains nuts (almonds), gluten, eggs, milk and sesame. May contain traces of other nuts, soy, fish and peanuts.

Launching date : September 2025

ANECDOTES & COLLECTION

Anecdote : Mid-Autumn Festival: Celebrated in Asia for over 3,000 years, the Mid-Autumn Festival is also known as the Moon Festival because it takes place on the 15th day of the 8th month of the Chinese lunar calendar, the day when the full moon is at its roundest and brightest, symbolising unity and family togetherness.



2



MOONCAKES



Mooncake Ispahan

ID : 45274

DESCRIPTION



Rose and raspberry cake, litchi and rose fruit paste, enrobed in white chocolate with raspberry

SALES TEAM & CLIENT INFORMATION

Product Family : Mooncake

Use-by date and withdrawal from sale : 2 weeks after defrosting, withdraw from sale 3 days before expiry date

Size & Format : 55 g

Packaging : 2025 Box

Storage & Consumption : Store in the original packaging between 14° and 16°, away from sources of humidity, light and odours

Allergens : Contains nuts (almonds), gluten, eggs and milk. May contain traces of other nuts, soy, sesame, fish and peanuts.

Launching date : September 2017

ARCHITECTURE OF TASTE & INGREDIENTS

Architecture of taste : In this reinterpretation of the traditional Mooncake, the taste of rose and raspberry stands out. The fruit paste offers a fruity note and intensifies the litchi flavour.

Mooncake : Mooncake is a small, round Chinese cake with a thin pastry that traditionally encases a thick, sweet filling and a salted egg yolk. The most common fillings are made from red bean purée or lotus seeds. Mooncakes are very popular in Asia and are exchanged between relatives and friends, to be eaten with the family during the Mid-Autumn Festival.

Raspberry : Fruit of the raspberry bush, a wild bramble also cultivated outdoors or under shelter. The dessert fruit par excellence, raspberries can be eaten plain, with sugar or fresh cream.

Letchi : A fruit from China, grown in Asia and countries around the Indian Ocean. As large as a greengage, covered with a rough pink or red skin, it has a juicy, translucent white flesh, and a large brown kernel. Its flesh is sweet, with a powerful flavour, slightly sour, with notes of rose.

Rose : The rose, a flower belonging to the Rosaceae family, is prized worldwide for its colourful and fragrant petals. It is distinguished by its highly fragrant aroma, pronounced floral notes and delicate taste.

Ispahan Fetish : Flavour blend that celebrates the combination of roses, raspberries and litchis, the iconic flavour association of Pierre Hermé Paris. The sweetness of rose, the acidity of raspberries and the rosy taste of litchis remain on the palate. Ispahan is both the name of a rose and a city in Iran which has wonderful gardens. The combination of Ispahan flavours was first used in a cake in 1997. A previous cake, known as "Paradis" and created in 1987, blended rose with raspberry.

ANECDOTES & COLLECTION

Name Origin : The Ispahan rose is an old variety of rose that is highly prized for its enchanting fragrance and generous flowering. It is distinguished by its double flowers of a deep pink colour, with delicately crinkled petals, which bloom profusely in early summer. Unlike other modern roses, it flowers only once a year, but spectacularly so.

Anecdote : Mid-Autumn Festival: Celebrated in Asia for over 3,000 years, the Mid-Autumn Festival is also known as the Moon Festival because it takes place on the 15th day of the 8th month of the Chinese lunar calendar, the day when the full moon is at its roundest and brightest, symbolising unity and family togetherness.



Mooncake Sensation (milk coating)

ID : 61249

DESCRIPTION



Flaky almond praline, roasted slivered almonds, enrobed in milk chocolate

ARCHITECTURE OF TASTE & INGREDIENTS

Architecture of taste : In this reinterpretation of the traditional mooncake, we discover a delicate and crispy almond praline thanks to the crêpes dentelles. Roasted almond slivers also add crunchiness.

Mooncake : Mooncake is a small, round Chinese cake with a thin pastry that traditionally encases a thick, sweet filling and a salted egg yolk. The most common fillings are made from red bean purée or lotus seeds. Mooncakes are very popular in Asia and are exchanged between relatives and friends, to be eaten with the family during the Mid-Autumn Festival.

Pierre Hermé Paris Milk Chocolate, 45% of cocoa: Quite a high percentage for a milk chocolate. Created exclusively for Pierre Hermé Paris, this chocolate is made with organic milk powder.

Aromatic profile :
- Strong cocoa flavour
- Intense milky taste

Flaky almond praline : A preparation made from roasted almond praline, enriched with crumbled crêpes dentelle. It combines the sweetness of praline with the crispy texture typical of puff pastry.

Slivered almonds : They enhance the roasted/toasted flavour of the praline and contrast the texture by adding a crunchy sensation.

Almond : Native to the Mediterranean basin, particularly Spain and Sicily, almonds are appealing for their subtle sweetness and crunchy texture. Whether raw, roasted, powdered or in paste form, almonds reveal sweet, rounded notes.

SALES TEAM & CLIENT INFORMATION

Product Family : Mooncake

Use-by date and withdrawal from sale : 2 weeks after defrosting, withdraw from sale 3 days before expiry date

Size & Format : 55 g

Packaging : 2025 Box

Storage & Consumption : Store in the original packaging between 14° and 16°, away from sources of humidity, light and odours

Allergens : Contains nuts (almonds), gluten, eggs and milk. May contain traces of other nuts, soy, sesame, fish and peanuts.

Launching date : September 2017

ANECDOTES & COLLECTION

Anecdote : Mid-Autumn Festival: Celebrated in Asia for over 3,000 years, the Mid-Autumn Festival is also known as the Moon Festival because it takes place on the 15th day of the 8th month of the Chinese lunar calendar, the day when the full moon is at its roundest and brightest, symbolising unity and family togetherness.



Mooncake Infiniment Sésame Noir

ID : 51712

DESCRIPTION



Black sesame pound cake,
crispy black sesame praline,
enrobed in milk chocolate

SALES TEAM & CLIENT INFORMATION

Product Family : Mooncake

Use-by date and withdrawal from sale : 2 weeks after defrosting,
withdraw from sale 3 days before expiry date

Size & Format : 55 g

Packaging : 2025 Box

Storage & Consumption : Store in the original packaging between 14°
and 16°, away from sources of humidity, light and odours

Allergens : Contains nuts (almonds), gluten, eggs, milk and sesame.
May contain traces of other nuts, soy, fish and peanuts.

Launching date : September 2019

ARCHITECTURE OF TASTE & INGREDIENTS

Architecture of taste : This reinterpretation of the traditional mooncake fully captures the unique flavour of black sesame seeds with their slightly toasted notes. The softness of the biscuit contrasts with the crunchiness of the praline.

Mooncake : Mooncake is a small, round Chinese cake with a thin pastry that traditionally encases a thick, sweet filling and a salted egg yolk. The most common fillings are made from red bean purée or lotus seeds. Mooncakes are very popular in Asia and are exchanged between relatives and friends, to be eaten with the family during the Mid-Autumn Festival.

Pierre Hermé Paris Milk Chocolate, 45% of cocoa: Quite a high percentage for a milk chocolate. Created exclusively for Pierre Hermé Paris, this chocolate is made with organic milk powder.

Aromatic profile :

- Strong cocoa flavour
- Intense milky taste

Black sesame : Harvested in hot countries for its seeds. In Africa and Asia, the seeds are eaten roasted. Still relatively unknown in the West, black sesame is found in numerous Indian and Chinese dishes. In Japan, it is on every table, mixed with salt, and enters the composition of sauces and condiments for a number of dishes. In Europe, it is used in the preparation of breads and brioches with sesame seeds.

Black sesame praline : A mixture of roasted black sesame seeds and caramelised sugar, ground into a smooth paste.

ANECDOTES & COLLECTION

Anecdote : Mid-Autumn Festival: Celebrated in Asia for over 3,000 years, the Mid-Autumn Festival is also known as the Moon Festival because it takes place on the 15th day of the 8th month of the Chinese lunar calendar, the day when the full moon is at its roundest and brightest, symbolising unity and family togetherness.



Mooncake Infiniment Citron Vert

ID : 48921

DESCRIPTION



Almond and lime cake, enrobed
in white chocolate

ARCHITECTURE OF TASTE & INGREDIENTS

Architecture of taste : In this reinterpretation of the traditional mooncake, the soft almond biscuit is flavoured with tangy lime, contrasting with the sweetness and crunchiness of the white chocolate coating.

Mooncake : Mooncake is a small, round Chinese cake with a thin pastry that traditionally encases a thick, sweet filling and a salted egg yolk. The most common fillings are made from red bean purée or lotus seeds. Mooncakes are very popular in Asia and are exchanged between relatives and friends, to be eaten with the family during the Mid-Autumn Festival.

Ivory White Chocolate, 35% of cocoa : White chocolate little sweetened and very unctuous, Ivory reveals aromas of hot milk enhanced with slight notes of vanilla. Valrhona has developed Ivoire by distinguishing itself from the traditional world of white chocolates thanks to the lightness of the sweet note.

Valencia Almond : The Valencia variety is richer in lipids than the other varieties of almonds, which gives it a more present perfume. It also stands out for its slight bitterness which makes its perfume unique. We use it for all our almond products, especially for macarons. Our supplier is the family business Francisco Morales, which grows its Valencia almonds near Cordoba in Spain.

Lime : Limes are citrus fruits native to India or Malaysia, now grown in tropical regions. They are small fruits measuring 5 to 8 cm, with thin skin and a particularly tangy, acidic flavour.

SALES TEAM & CLIENT INFORMATION

Product Family : Mooncake

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withdraw from sale 3 days before expiry date

Size & Format : 55 g

Packaging : 2025 Box

Storage & Consumption : Store in the original packaging between 14°
and 16°, away from sources of humidity, light and odours

Allergens : Contains nuts (almonds), gluten, eggs and milk.
May contain traces of other nuts, soy, sesame, fish and peanuts.

Launching date : September 2017

ANECDOTES & COLLECTION

Anecdote : Mid-Autumn Festival: Celebrated in China and Vietnam for over 3,000 years, the Mid-Autumn Festival is also known as the Moon Festival because it takes place on the 15th day of the 8th month of the Chinese lunar calendar, the day when the full moon is at its roundest and brightest, symbolising unity and family togetherness.