

A close-up, high-contrast photograph of various tropical leaves, including Monstera and Philodendron, with water droplets on their surfaces. The leaves are dark green and fill the entire frame, creating a lush, jungle-like atmosphere.

# Land&Monkeys

BOULANGERIE D'HÔTES 100% VÉGÉTALE

PRESS KIT 2020



DREAM

FAIR,

EAT

FUN.

# TABLE OF CONTENTS

<b>I. THE ESSENTIALS</b>	<b>p.4</b>
<b>II. WHAT DO WE FIND AT LAND&amp;MONKEYS ?</b>	<b>p.7</b>
1. Gourmet products above all !	P.7
2. A Bakery Guesthouse	P.10
<b>III. A POSITIVE IMPACT BRAND</b>	<b>p.12</b>
1. For the planet	p.12
2. For the living	P.14
<b>IV. THE HISTORY OF LAND&amp;MONKEYS, INSEPERABLE FROM ITS FOUNDER</b>	<b>p.17</b>
1. Rodolphe Landemaine, a vegan craft baker	p.17
2. The creation of a brand and a new book of gastronomy	p.19





# I. THE ESSENTIALS

Land&Monkeys is the new 100% plant-based bakery based in the heart of Paris!

- A fun and offbeat address
- A destination for the bread & pastry lovers
- A brand in tune with its time and open to the world
- An active community who respects the planet and the living

Land&Monkeys is aimed at all the lovers of French craft bakery, from curious passersby to fine gourmets, including vegan and non vegan palates.

Its founder, the craft baker Rodolphe Landemaine drew his inspiration from traditional bakery and pastry recipes, a must in our culinary heritage.

He recreates great bakery classics using plant-based ingredients with one conviction : they taste must be even better ! Breads, viennoiseries, pastries, savory items, delicacies and drinks cover the colorful stalls at Land&Monkeys.

Short range of remastered recipes conceived around the pleasure of eating well is the key pursuit of our production staff.

This unique taste, ethics and innovation embodies the bakery of tomorrow for Rodolphe Landemaine. The bakery also raises awareness about major challenges faced by humankind : Ecology, Health and Animal Welfare.



*« Land&Monkeys, it's a bakery which produces tasty goods and makes you feel good ! More than a local store, it's a brand with a positive impact on the planet and the all the living beings ».*

Rodolphe Landemaine

# KEY FIGURES

## 2016

Genesis of Land&Monkeys in Rodolphe Landemaine's mind.

## ONE

Principle : the taste !

## ZERO

Disposable plastic packaging

## 2%

Of profit distributed to associations actively involved in animal welfare

## ZERO

Animal derived ingredients :  
0 egg, 0 butter, 0 milk, 0 cream... honey...

## TEN

Collaborators in the first shop

## FOUR

Words to summarize the aspiration of Land&Monkeys : Dream Fair, Eat Fun.

## 2020

Opening of the first shop at 86 Blvd Beaumarchais, Paris 11ème

## II. WHAT DO WE FIND AT LAND&MONKEYS ?

### 1. Gourmet products above all !

Three years of research and development were needed to create a range of custom-made products by Rodolphe Landemaine and his team of chefs. The challenge, as great as it was specific, was tackled by designing bakery and pastry recipes without using egg, milk or even cream. Our goal ? Being the leader in the scope of deliciousness, the spearhead of the brand !

To develop this range, Rodolphe Landemaine worked with agronomic engineers and researchers. Together, they picked substitutes for each product (for instance: traditional butter got replaced by plant-based butter, cow milk by soy, almond or rice milk and eggs by potatoes or chickpeas...) and used them with agility.

At Land&Monkeys, classics of craft bakery have been reinvented and are made on-site from selected crude materials and traditional methods.

**Remastered plant-based version of Bakery classics** such as soft bread, croissant, cookie, millefeuilles, lemon tart, quiche or even croque-monsieur : high markers of our French culture and heritage.

**Innovative creations** inspired by the richness and diversity of the products given by the earth.



A top-down view of a wooden table set for breakfast. In the center is a light blue plate with three pastries: two chocolate chip buns and one cinnamon roll. To the left is a small white cup of coffee on a green saucer. To the right is a larger white cup of coffee on a green saucer, with a hand holding it. A glass of orange juice is in the foreground. A carafe of yellow liquid is at the top. A red bottle is to the right of the plate. A glass of water is at the bottom left. A small bottle of jam is at the bottom center. A glass of water is at the bottom right. A napkin with the text 'Land&Monkeys' is under the plate.

*« Land&Monkeys, it's the incredible opportunity to write a new chapter of the gastronomy. We have taken up the mission to keep the best of bakery with a new objective : zero ingredient from animal farming. However, the quest for taste remains our main motive. We do not give up on French culinary tradition! »*

# 6 SEGMENTS & 1 REQUIREMENT : DELICIOUSNESS !

## BREADS

Organic baguettes & natural leaven bread loaves / International breads (Focaccia, Matlouh, Hallah, Schwarzbrot...) / Gluten-free rice breads / plant-based ingredient breads

## VIENNOISERIES

From classic viennoiseries and brioches (croissant, pain au chocolat...) to innovative vegetal puff pastry creations.

## PASTRIES

The must-have cookies, cakes, tarts and entremets, Without milk or egg but full of taste and texture!

## BRUNCH & LUNCH

Sandwiches, salads, toasts, soups, quiches, pancakes, bowls, 100% home-made, 100% fresh, 100% plant-based.

## DELICACIES

Chocolates, jams, spreads, butter and vegetal country style pâté, recipe books & derived products...

## DRINKS

Speciality coffees, organic teas, freshly squeezed juices, home-made iced-teas organic ciders and local beers.

## 2. A Bakery Guesthouse

Land&Monkeys is a local venue both anchored in its neighborhood and open to the world. The boutique has been thought of as a place to bring people of many personality, nationality, generations and aspirations together. A welcoming and relaxing ambience surrounds the shop whose design combines two environments :

### **The exoticism of the jungle where nature regains its rights**

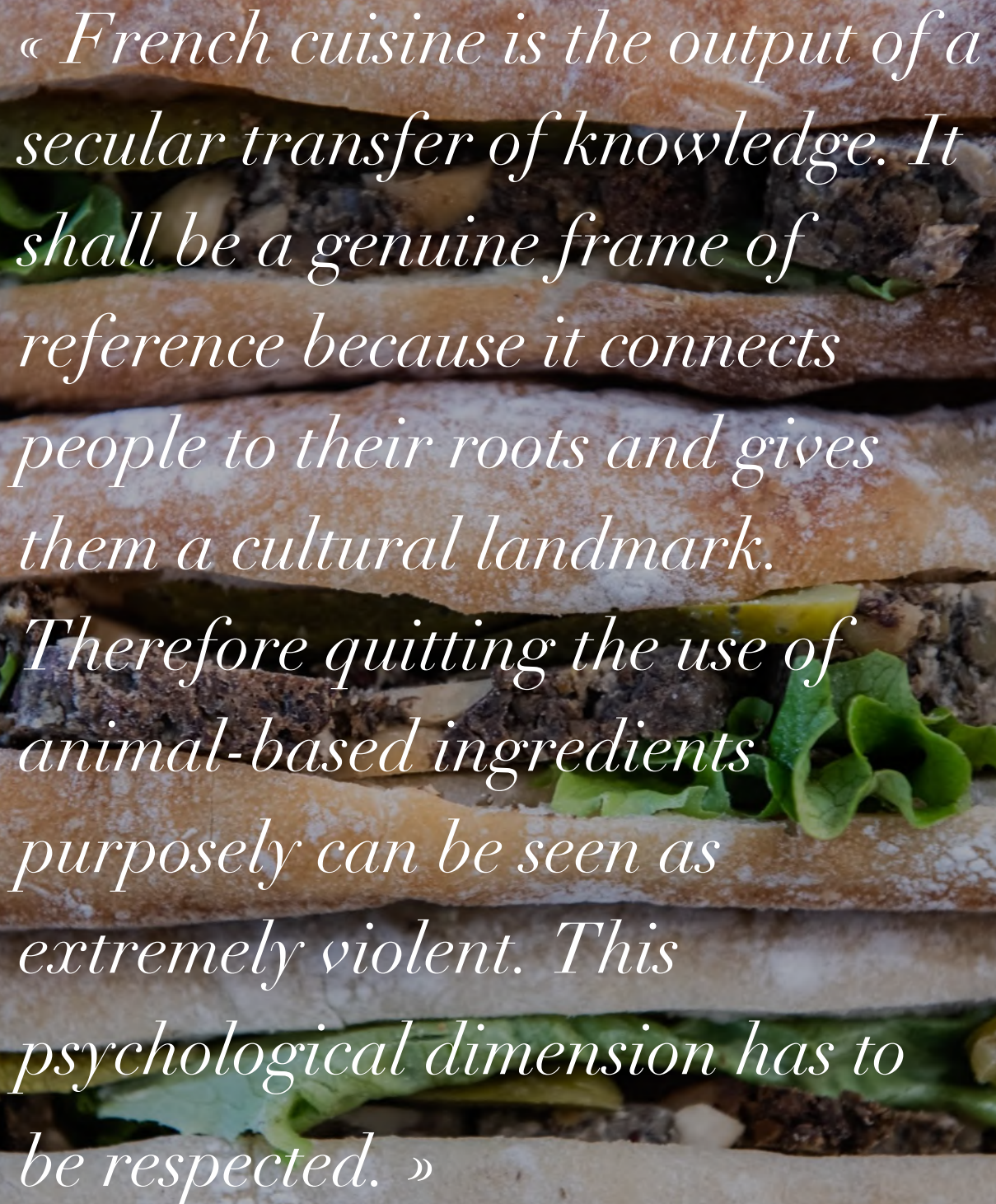
Upon entering the place, we discover an in and outdoor experience through light and calming shades along with natural, mineral and biological components. A « jungle fun » ambience which makes the Bakery cooler than ever!

### **The voluptuousness of the French countryside**

Inspired by guest houses, with its shared tables, antique architecture, dried flowers and flooring covered with stylish terracotta tiles, the brand spreads warmth and vintage vibes. A place out of its time, where friendliness comes first!

« Bakery Guesthouse » it's how Rodolphe Landemaine defines his new Parisian venue : in the shop, customers are truly welcome as guests. They are invited to discover, share and join a community of values with a style of life. At Land&Monkeys, the visit of a customer is not only about purchasing, it's about sharing ideas and experiencing flavors, which is truly the focus of interactions here.





*« French cuisine is the output of a secular transfer of knowledge. It shall be a genuine frame of reference because it connects people to their roots and gives them a cultural landmark. Therefore quitting the use of animal-based ingredients purposely can be seen as extremely violent. This psychological dimension has to be respected. »*

R.L

## III. A POSITIVE IMPACT BRAND

« Dream Fair, Eat Fun. » or how to reconcile sustainable consumption with... the pleasure of taste! The concept of « fair » is essential to understand the approach of the brand which is active in preserving the planet and the living overall, humans or non-humans.

### 1. For the planet

The protection of the environment is inherent to the approach at Land&Monkeys which is committed on several aspects :

#### Sustainable sourcing

The sourcing policy of Land&Monkeys favors seasonal locally sourced ingredients based out in Ile-de-France or in France. Our key resource, the flour, is made of organic wheat grew less than 200km from Paris.

Even further, Land&Monkeys' suppliers are committed to supply goods with a low carbon footprint by signing a charter. Also, the other ingredients that can't be produced in France such as coffee and cocoa are specially monitored for their social impact. For example: Chocolate custom-made by Valrhona whose cocoa beans originate in Ghana, helps support the creation and development of local schools.

## Zero plastic approach

The packaging available at Land&Monkeys such as coffee cups or salad bowls are exclusively provided through recyclable cardboards or plant-based plastic membranes for food contact. Moreover, plastic bottles are forbidden at Land&Monkeys. Mineral water and bottled drinks are substituted by glass bottles and free access water fountain inside the bakery.

This struggle against plastic is highly valuable to the customer. Especially for those who order with a reusable packaging – their own mug or own container – since they are rewarded a 10% discount. The objective is to encourage the general public to adopt a lifestyle involving sustainable consumption that is free from unnecessary packaging waste. This approach of minimizing waste applies to Land&Monkeys' suppliers as well. They are spurred to supply bulk goods and reduces their packaging to the minimum.

## Waste elimination

To avoid wastage of food, Land&Monkeys builds partnerships with associations that collect unsold items in the evening and distributes them to underprivileged people.

## Energy transition

Furthermore, Land&Monkeys' team works with a consulting firm specialized in the measurement of companies' carbon footprint. This audit allows the identification of insights to reduce CO2 emission provide good practices for the bakery sector on the whole.



## 1. For the living

### Animal welfare commitment

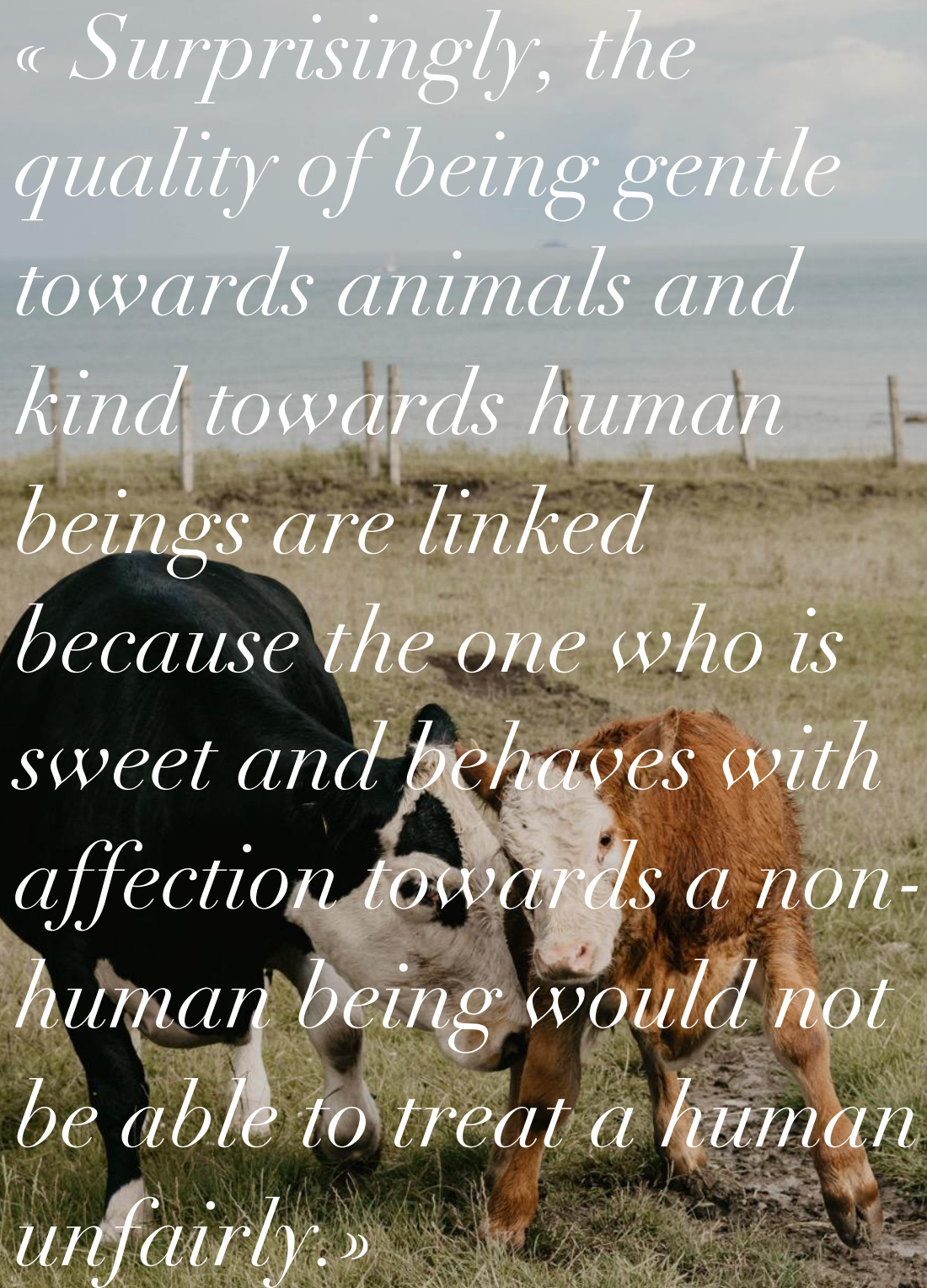
Land&Monkeys establishes itself as a pioneer of the green revolution in the bakery-pastry sector. The brand is committed against animal exploitation and only use plant-based ingredients. This commitment expands to the entire value chain:

The suppliers of raw materials at Land&Monkeys are committed to not supplying any product related to animal components (lactose, albumin, gelatin, honey...).

Collaborators' uniforms are made from biological cotton textile, excluding every material from animal exploitation (wool, leather).

The communication team of Land&Monkeys is participating to increase maximum awareness about animal welfare. On its scale, the company contributes to raising awareness and spreading messages about associations related to animals' protection.

Every year, Land&Monkeys' team gives 2% of their profit to association committed to animal welfare. Not only does this support operations on a local scale (sponsoring shelters for animals intended for slaughterhouses) but also at an international level (financing chimpanzees rescue actions).



*« Surprisingly, the quality of being gentle towards animals and kind towards human beings are linked because the one who is sweet and behaves with affection towards a non-human being would not be able to treat a human unfairly. »*

Plutarque

## A community respectful of the living

Land&Monkeys is a fair bakery that benefits from the commitment of a community among which :

**Collaborators** – bakers, pastry chefs, salespersons – involved in a project consistent with their beliefs. By undertaking this project, they participate collectively in creating value and receiving a part of the profit that they have helped to generate. Land&Monkeys is not an utopia : it's a fair project, economically sustainable benefitting everybody!

**Customers**, are the center of attention. Above delicious and healthy products, Land&Monkeys offers a space for dialogue and workshops on how to consume better while collaborating with other organizations for building awareness. Additionally, the team wishes to develop an active community in and around its bakery.

**Partners**: suppliers, consultants, associations, public and private organizations. Land&Monkeys aspires to draw inspiration and spread best practices from and alongside a maximum of professionals in order to change the way of doing business on a big scale.

This community should grow with the brand which does not plan to stop its development to one venue! With numerous opening perspectives inside and outside Paris but also abroad, Land&Monkeys is not a one-off project : it is the dawn of a key player in the plant-based segment – and in the bakery as well ! Think global, eat local !



## IV. THE HISTORY OF LAND&MONKEYS, INSEPERABLE FROM ITS FOUNDER

### 1. Rodolphe : a vegan craft baker

Tough to separate the history of Land&Monkeys from the intellectual journey of its founder, Rodolphe Landemaine :

Born in 1977, Rodolphe Landemaine defines himself as a « pure product of French gastronomy ». Trained by the *Compagnons du devoir*, the bakery and pastry chef perfected his skills in well-know Parisian Maisons - such as Ladurée, le Bristol, Senderens - before opening his own bakery at 26.

In 2005, he met Yoshimi Ishikawa, a bakery chef and trainer native from Tokyo, living in France since 2002. Together, they launched Maison Landemaine in Paris in 2007, in Tokyo in 2015 and in Lille in 2018. Today, 250 employees are part of the success for Maison Landemaine and its 18 boutiques. Rodolphe Landemaine explains this success by the quality of the offers and his understanding of customers' expectations.

Thus, the craft baker anticipated changes and issues that will play a huge role in the next couple of years. In 2013 he introduced a veggie range of products in his shops. One year later, a vegan range was launched. Maison Landemaine has become the idea lab which starts to incubate in the entrepreneur's mind.

*« Animal farming appeared in Japan in the late XVII<sup>th</sup> century with the arrival of the first western missionaries. The Japanese cuisine was until then exclusively based on seafood and products from the earth. The Buddhist community still widely active in Japan still follows and promotes a plant-based diet, in harmony with all living things.*

*As a Japanese person, it's it natural for me to cook and feed myself with vegetal ingredients such as soy, rice or seaweeds. Consuming vegan is not a revolution, it's a natural return to my roots wich I intent to bring inside Land&Monkeys DNA.»*

Yoshimi Landemaine

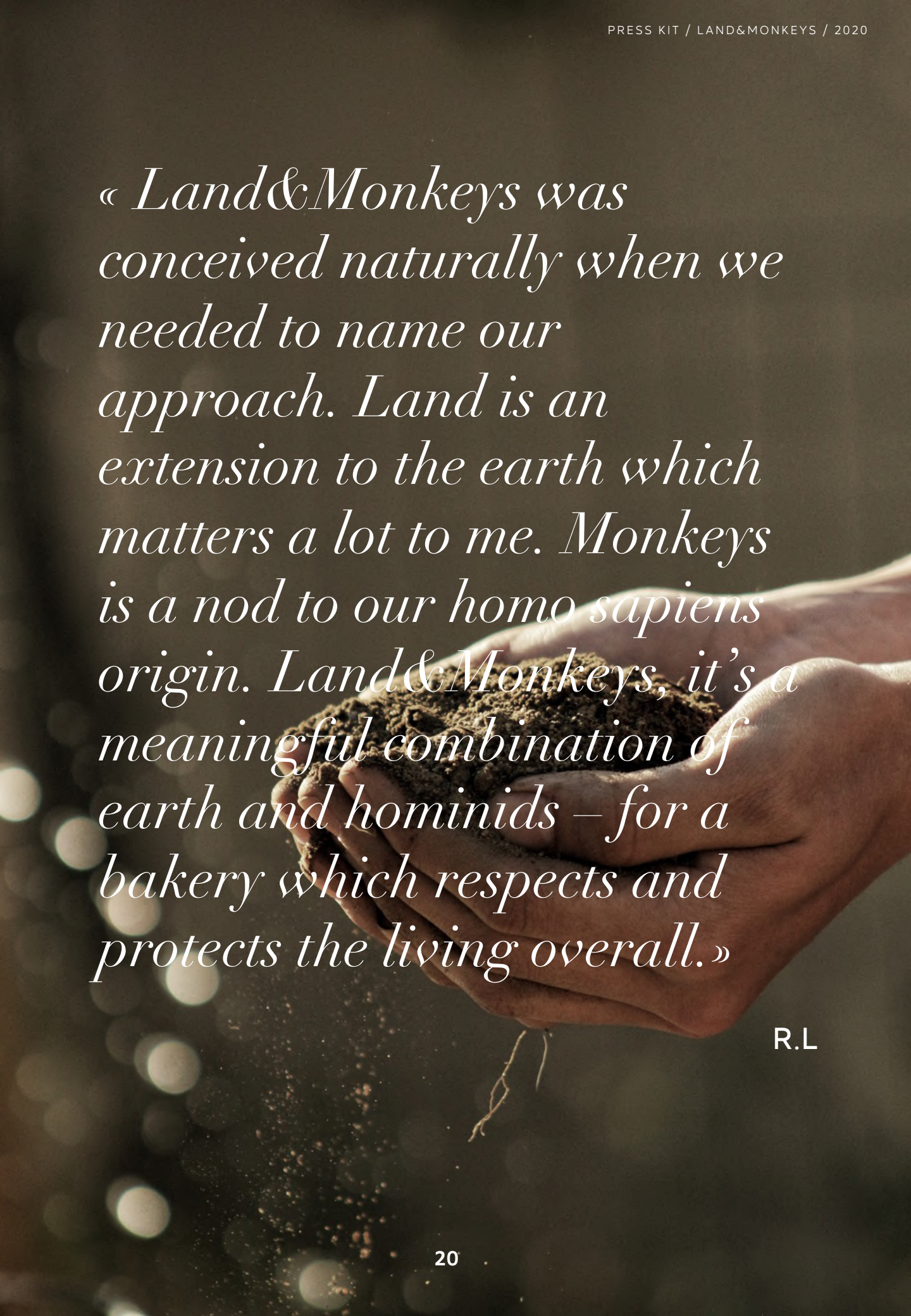
Introduced to a meat-free diet since childhood (« My parents were intuitive vegetarians », said Rodolphe). Rodolphe adopted veganism in 2014 and committed to associations for spreading this consumption mode respectful of the planet and the animal world. Instantly, the desire to put his bakery skills to use for this commitment came up. As of 2017, the first drafts of his vegan bakery project were drawn to finally create Land&Monkeys.

## 2. The creation of a brand and a new book of gastronomy

The creation of a new concept of completely plant-based bakery-pastry is far from mundane. Dividing the society, veganism causes mistrust and even misunderstanding for some consumers. Rodolphe Landemaine and the team are totally aware of it when they are thinking of the Land&Monkeys' positioning.

Together, they have decided to take on an opposite view of popular beliefs about veganism. « At Land&Monkeys, we offer fun and deliciousness. The total opposite of the image that people may have about veganism! », explains the baker chef. This strategy aims to speak with non-vegans who will be seduced by of the taste experience. Gradually, the team hopes they will be able to bring all consumers to adopt, first for the taste – then by conviction (towards ecology, health or sensitivity to animal welfare), a vegetarian or even vegan diet.





*« Land&Monkeys was conceived naturally when we needed to name our approach. Land is an extension to the earth which matters a lot to me. Monkeys is a nod to our homo sapiens origin. Land&Monkeys, it's a meaningful combination of earth and hominids – for a bakery which respects and protects the living overall. »*

R.L

« People often wonder how I manage to combine my bakery/pastry chef position and my vegan lifestyle, as if they were incompatible. With Land&Monkeys, I want to show that not only bakery /pastry and veganism are compatible but that together they are forming the easiest and most pleasant way of consuming better.»

R.L



Land&Monkeys is a creative brand. When Rodolphe's team got into the creation of 100% plant-based recipes, it was not just a chapter but a whole book of gastronomy they needed to write. It was about implementing new rules, naming new products and designing basic recipes that people will remember. True markers that will be transferred as well!!

Land&Monkeys is not an utopia. It is a pioneer brand which proves a vegan bakery-pastry shop works, from a practical and an economical standpoint. It's also an activist brand which raises awareness for respecting the living. For Rodolphe Landemaine, vegetarianism and veganism open a door on another world. They lead people to rethink the ratio of the strong and the weak, every form of exploitation and wealth distribution. More than a food lifestyle, they provide insights to think about our own relationship with the world.



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