



# Land & Monkeys

BOULANGERIE D'HÔTES 100% VÉGÉTALE

CORPORATE BROCHURE 2020

#

DREAM

FAIR

EAT

FUN.

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# 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 bread & pastry lovers**

**A brand in tune with its time and open to the world**

**An active community for the planet and the living**

Land&Monkeys is aimed at all the lovers of French craft bakery, from curious passerbys 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 French culinary heritage.

Rodolphe and its R&D Team recreate great bakery classics using plant-based ingredients with one conviction : the taste must be even better ! Breads, danish pastries, pastries, savory items, delicacies and drinks cover the colourful stalls at Land&Monkeys.

Short range of remastered recipes concepted around the pleasure of good food is the key pursuit of our chefs and apprentices.

The grea taste, ethics and innovation embody the bakery of tomorrow for Rodolphe Landemaine as Land&Monkeys also raises awareness about major challenges faced by humankind : Ecology, Health and Animal Welfare.



## Key figures :

**2016** : Genesis of Land&Monkeys concept in Rodolphe's mind.

**Zéro animal derived ingredient** : 0 meat, 0 fish, 0 eggs, 0 butter...

**1 principle** : The Taste !

**10 team members** in the first bakery.

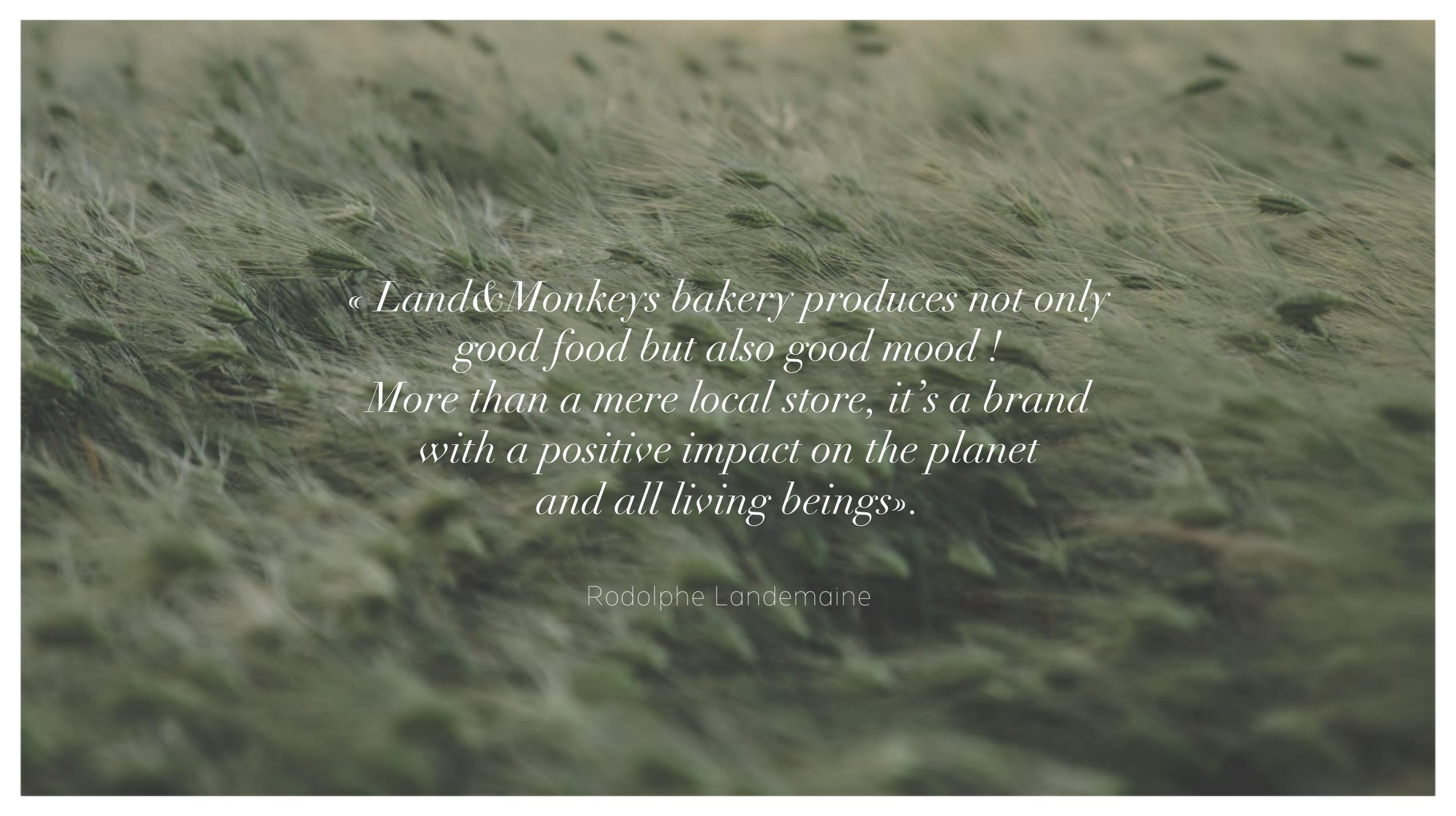
**Zero disposable plastic packaging**

**4 words** to embody Land&Monkeys aspiration : Dream Fair, Eat Fun !

**2% of profit** donated to associations acting for animal welfare.

**February 2020** : Opening of the first location at 86 Blvd Beaumarchais, Paris 11<sup>th</sup>

**March 2021** : Openings of two new locations at Paris 14<sup>th</sup> and Paris 11<sup>th</sup>



*« Land&Monkeys bakery produces not only  
good food but also good mood !  
More than a mere local store, it's a brand  
with a positive impact on the planet  
and all living beings ».*

Rodolphe Landemaine

# Taste above all !

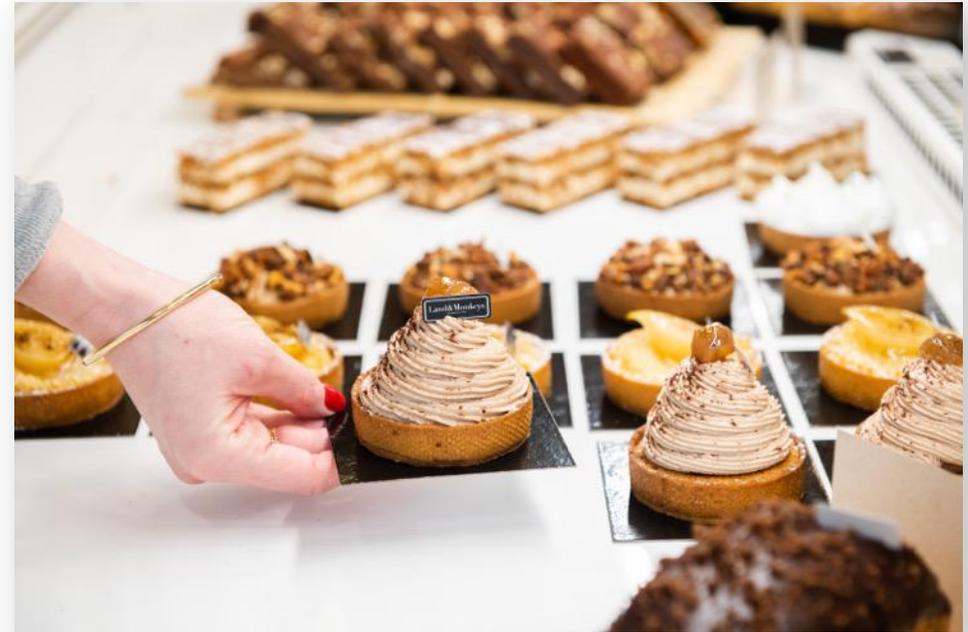
Three years of research and development were needed to create a range of custom-made products by Rodolphe Landemaine and his team of chefs. The challenge, as great as it was specific, was tackled by designing bakery and pastry recipes without eggs, milk or even cream. Our goal ? Being the leader in the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



## 6 familles de produits :

**Bakery:** Organic baguettes and loaves / Worldwide breads inspiration (Focaccia, Matlouh, Hallot, Schwarzbrot...)

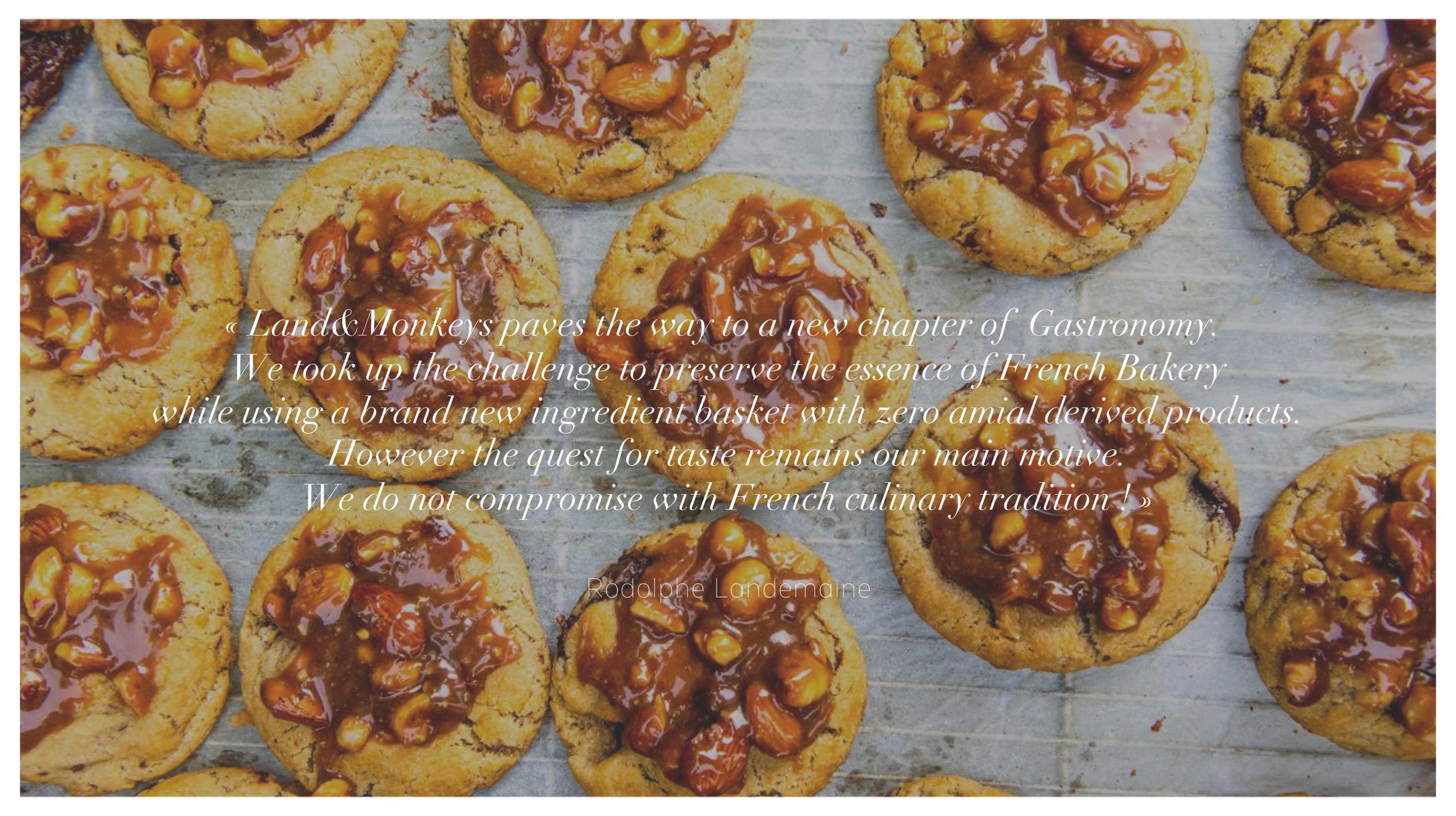
**Danish pastry:** Classic and creative puff pastries

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

**Lunch & Brunch:** 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...

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



*« Land&Monkeys paves the way to a new chapter of Gastronomy.  
We took up the challenge to preserve the essence of French Bakery  
while using a brand new ingredient basket with zero animal derived products.  
However the quest for taste remains our main motive.  
We do not compromise with French culinary tradition ! »*

Rodolphe Landemaine

# 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 » This is 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 and lifestyle. At Land&Monkeys, the visit of a customer is not only about purchasing, it is about sharing ideas and experiencing flavors, which is truly the focus of interactions here.



*« French Gastronomy is the output of a secular inheritance.  
It stands as a genuine frame of reference as it connects people to their  
roots and grants them with a cultural landmark.  
C'est pourquoi l'abandon volontaire des ingrédients d'origine  
animale peut être perçu de manière extrêmement violente.  
Cette dimension psychologique doit être respectée ».*

Rodolphe Landemaine

# A Brand with Positive Impact

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

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 policy**

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.

## **Food waste reduction**

To avoid food waste, Land&Monkeys builds partnerships with associations that collect unsold items in the evening and distribute 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.

### **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:

**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).

**Associations** - Every year, Land&Monkeys' team gives 2% of their profit to associations 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).

Furthermore, 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.

### **A community respectful of the living**

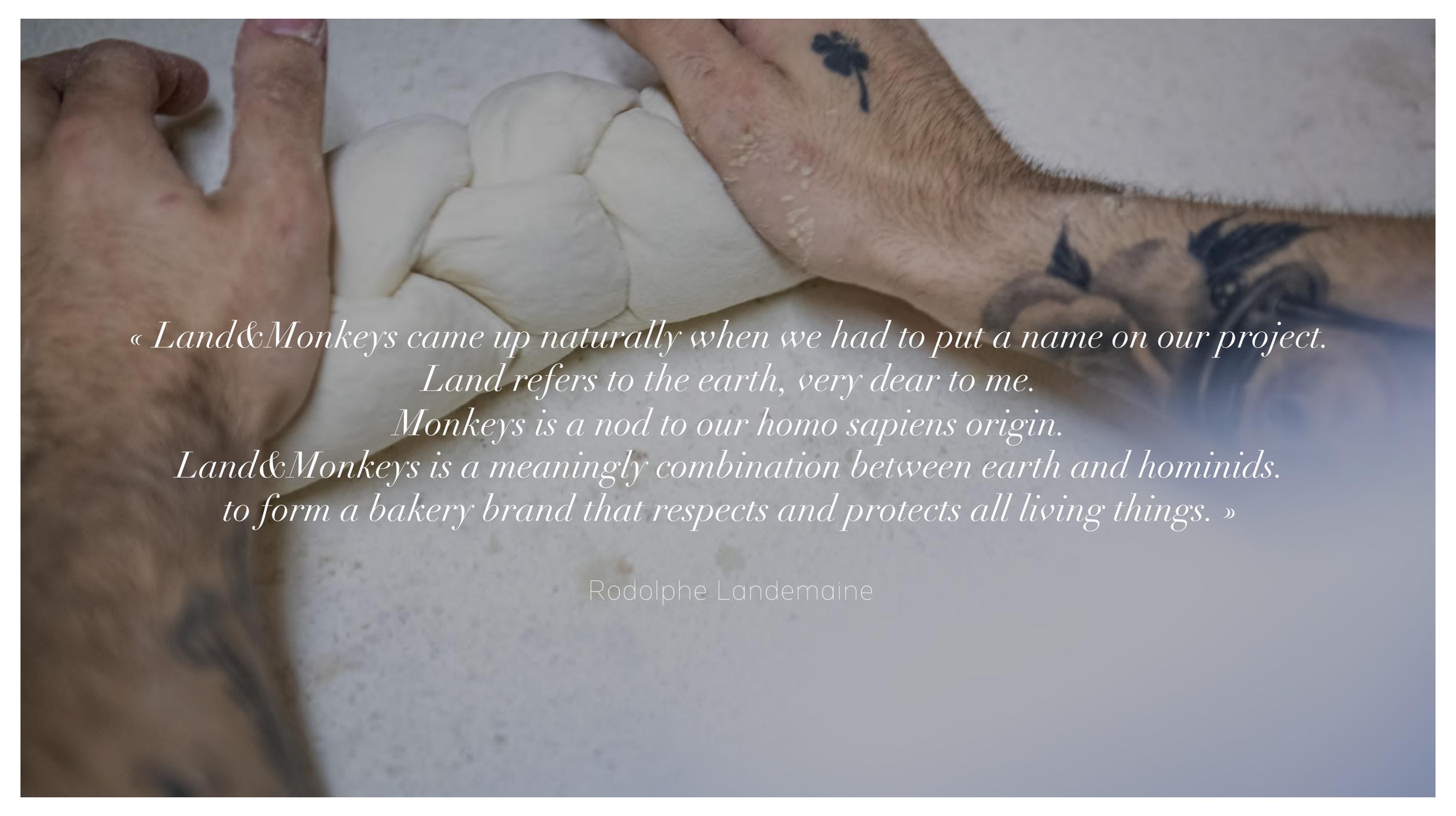
Land&Monkeys is a fair bakery that benefits from the commitment of a community among which :

**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 is expected to 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 !



*« Land&Monkeys came up naturally when we had to put a name on our project.  
Land refers to the earth, very dear to me.  
Monkeys is a nod to our homo sapiens origin.  
Land&Monkeys is a meaningly combination between earth and hominids.  
to form a bakery brand that respects and protects all living things. »*

Rodolphe Landemaine

# Portrait of Vegan Craftsmen

One cannot grasp the genesis of Land&Monkeys without looking at the intellectual journey of its founders, Rodolphe & Yoshimi Landemaine :

**Rodolphe Landemaine** Born in 1977, 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 venues - such as Ladurée, le Bristol, Senderens - before opening his own bakery at 26.

**Yoshimi Ishikawa** crossed Rodolphe's road In 2005. She is 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, 300 employees are part of the success of Maison Landemaine and its 20 boutiques. Rodolphe Landemaine explains this success by the quality of the offers and his understanding of customers' expectations.

Thus, the craft bakers anticipated changes and issues that will play a huge role in the next couple of years. In 2013 they introduced a veggie range of products in their 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.



Introduced to a meat-free diet since childhood (« My parents were intuitive vegetarians », says Rodolphe), The Chef 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.

*« 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 widely active in Japan still follows and promotes plant-based diet, in harmony with all living things. As a Japanese, it is it natural for me to cook and feed myself with vegetal ingredients such as soy, rice or seaweeds. Veganism is not a revolution, it's a natural return to my roots which I intent to bring inside Land&Monkeys DNA.»*

Yoshimi Landemaine

## The creation of a new 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 its 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 the taste experience. Gradually, the team hopes they will be able to bring all consumers to adopt a vegetarian or even vegan diet, first for the taste - then by conviction (towards ecology, health or sensitivity to animal welfare).

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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