

# PAUL

MAISON DE QUALITÉ  
FONDÉE EN 1889



## MARKET

PAUL offers a selection of country-style and speciality bread, viennoiserie, pastries, cakes and desserts, as well as main courses and sandwiches to more than five million customers every month just in France. All of the products offered by PAUL are prepared to the same high standards which have made French bread famous the world over. What is the secret ingredient of PAUL's success? A respect for tradition.

PAUL, founded in 1889, now has a network of 456 stores of which 20 are in the Middle East and run by Azadea LLC.

- 2 stores in Bahrain
- 9 stores in Dubai
- 2 stores in Jordan
- 4 stores in Kuwait
- 2 stores in Qatar

## ACHIEVEMENTS

Outside of France PAUL represents the 'Art de Vivre à la française' and makes it available to everyone. A little taste of France that has seduced no fewer than 22 countries where PAUL is now present. From Miami to Shanghai or London to

Dubai, PAUL is proud to affirm that its bread has the same taste that you find in France.

## HISTORY

In 1889 a small local bakery opened in Croix near Lille in Northern France. Five generations later the PAUL name is known throughout France and, increasingly, around the world.

Charlemagne Mayot and his wife were the proprietors of that first small shop in Croix. The business passed down the female line of the family until Charlemagne's granddaughter, Suzanne, married Julien Holder. They took over another local bakery in Lille called PAUL. Because the name was well-known and respected, they decided to keep it.

When Julien died, in 1958, his son Francis took over the business. Francis had trained in all aspects of pâtisserie and baking, with bread-making always being his first love. When he took control of PAUL he maintained the traditional, labour-intensive methods of bread-making that had been handed down through the family since the nineteenth century, deliberately bucking the trend of factory mass-production, and always insisting on the best quality ingredients. He believes the French make the best bread in the

world and PAUL's success, both nationally and internationally, suggests that his customers agree.

Francis' vision and drive have ensured that his son Maxime has joined him in managing a very substantial and much-loved business.

In 1965 the Nouvelles Galeries department store opened in Lille and mass retailing began to expand in France. Francis Holder immediately offered to supply their bread from his bakery, and began delivering bread to the growing number of mass retail chains, including Auchan, Nouvelles Galeries and Monoprix.

This was the first major step in the large-scale development of the company.

In 1972 Francis Holder began to feel a nostalgia for his roots as a baker. While continuing to deliver mass retail chains, he transformed the original family shop in Lille, installing a wood stove and opening the baking area so that customers could see the bread being baked.

This simple, yet novel, concept is at the heart of the success PAUL enjoys today: the breads are baked according to time-honoured traditional methods: kneading, fermentation, shaping, proofing, baking... letting consumers rediscover the true quality and taste of really good bread.

The concept created in Lille proved a success. The PAUL chain developed with the expansion of malls in France. Francis Holder instantly grasped the potential of this type of business and, over the years, PAUL's reputation gradually grew throughout France.

Back then there was no key money to pay, and a franchise was easier and less expensive to set up than today. The formula for opening a new PAUL bakery is actually quite simple: Rule number one: location. Rule number two: location. Rule number three: location!

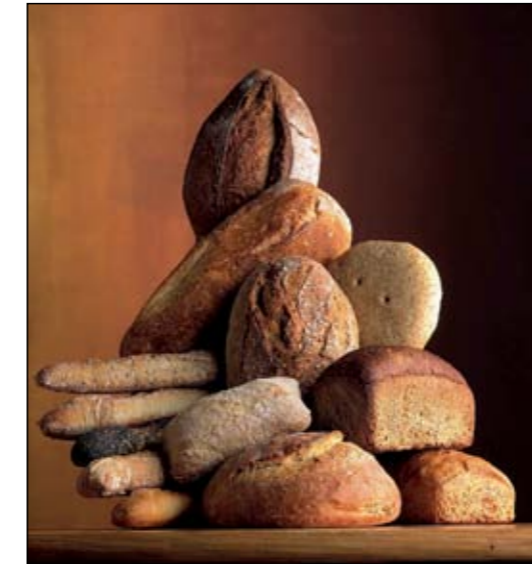
Next, PAUL franchises began going beyond malls. Francis Holder and his teams took over prime locations in city centres in Paris and in major cities across France.

In 1993 the bakeries with black storefronts made their appearance, introducing a new style. At the same time Francis Holder became involved further upstream in the process, in the growing of grains for his breads, and developed his range of speciality breads.

Today over 300 French farmers plant over 4,000 hectares for PAUL, following extremely precise specifications.

Francis Holder and his teams ensure the quality of the brand's products each and every day, from the recipes and quality of service to the décor of the boutiques. He never loses touch with his first passion of making bread, working each week with the people who carry on the tradition of creating great bread.

This proud tradition is perpetuated with his son Maxime Holder, now CEO of PAUL.



## PRODUCT

"Bread is really a part of French culture," says Maxime Holder. "In France we are used to going to the bakery every day to buy fresh bread."

To the French, bread is a vital component of almost every meal, and should be treated with respect and imagination. At PAUL their philosophy is very simple: excellent bread depends on excellent ingredients and time-honoured methods of production.

Their recipes for bread, viennoiserie and pâtisserie have been handed down through the family for over one hundred years. Their bakers are true artisans, with years of training.

PAUL has always been a community bakery, bringing the authentic taste of real French baking to its local customers. Whether they meet at their cafes to chat with friends over a coffee and a pastry, or take their food home to enjoy with friends, PAUL is dedicated to sharing his passion for food with the customers all over the world.

What is so special about PAUL bread? They have maintained the traditional methods handed down in the family since 1889.

PAUL uses only the finest quality natural ingredients with no additives or preservatives.

It can take up to five years to train one of PAUL's bakers, and all of them know that to make the best bread, dough must prove properly, at the correct temperature, for the correct amount of time and with the right amount of kneading.

Their bakeries start operating in the early mornings, sometimes they even run through the night so that their shops can offer fresh, hand-crafted bread at any time - even first thing in the morning.

PAUL shops give the impression of always having been there, whether they are designed as a rustic village bakery, all brick, beams and baskets or like an Empire salon with reclaimed panelling, hand-painted wallpaper and chandeliers. Each is a little piece of France and a delightful refuge from the outside world.

The country-style décor has been deliberately



chosen by PAUL. The building materials used, the colour scheme, the furnishings are all designed to complement and symbolise the traditional skill of the baker.

The brick, wood and traditional stone used in PAUL bakeries all represent the genuine tradition that guides PAUL in all that it bakes and offers.

Patina, kitchen implements, tiles, sculpted woodwork and old engravings - all recall the world of yesteryear. Each new oven, with the smell of freshly-baking bread, is a friendly and welcome addition wherever it is installed.

Part of PAUL's genius has been to adapt this basic concept to all sorts of sites. Each shop has been designed by their own interior design experts.

In planning the décor of each shop, the architects and designers seek a happy marriage between the limits imposed by the particular locality and the PAUL spirit of tradition.

This means that while each shop has its own personality, there is still the charm of the PAUL style, thanks to the careful choice of decoration and old-fashioned furnishings. Wherever the shop is situated in a place of particular historic interest, both shopfront and interior décor are designed to take this into account.

A mid-shopping break; a light snack lunch with family, friends or work colleagues; a stop-gap nibble between meals - the list of reasons for taking time out in the refined and warm atmosphere that PAUL offers is endless.

## RECENT DEVELOPMENTS

In 2007 Maxime Holder became CEO of PAUL and continued expanding the brand abroad.

PAUL is now present in 22 countries worldwide to give customers the French art de vivre thanks to breads, pastries and light French-style snacks. In the MENA region PAUL is set to open in Egypt, and new shop openings are planned for Qatar, UAE and Jordan in 2011.

## PROMOTION

PAUL has been an ambassador for good bread for 120 years and has made the quality of its products a recognised French signature. PAUL is more than just a brand and is a daily guest at the table of every one of its clients. This proximity makes it an essential part of daily life. PAUL gets involved on behalf of this special relationship and has made major commitments to nutrition, nature and sharing.

## BRAND VALUES

PAUL is committed to making great bread:

- By selecting the best ingredients which meet strict specifications.
- By favouring long fermentation periods to allow flavours to develop perfectly.
- By baking breads all day long to ensure they are always fresh.
- By reducing the amount of salt in their breads.
- By using flours that best preserve the nutritional qualities of wheat.

[www.paul-international.com](http://www.paul-international.com)



## Things you didn't know about PAUL

PAUL's breads are baked according to time-honoured traditional methods: kneading, fermentation, shaping, proofing, baking... letting consumers rediscover the true quality and taste of really good bread.

In France five million customers cross the threshold of a PAUL store every month. 6,200 French baguettes leave with them every hour.

Every PAUL plastic bag is now oxo- biodegradable.

Superbrands