



# *laGrange*

INFUSIONS - THÉS - CAFÉS

MEILLEUR OUVRIER  
DE FRANCE  
TORRÉFACTEUR

# laGrange

INFUSIONS - THÉS - CAFÉS

SUMMARY

|  |    |
|--|----|
| laGrange, a story of passion   | 05 |
| Barbara Ballot, an expert and visionary  | 07 |
| Vincent Ballot, a local lad who went on to become 'Meilleur Ouvrier de France' | 09 |
| laGrange, an enGaged company:  | 15 |
| The agency   | 17 |
| The factory  | 19 |
| The shop   | 21 |
| The training centre  | 23 |



## laGrange, a story of passion

The roots of laGrange are in Marnay, a village in the French region of Bourgogne-Franche-Comté. In this history-filled, modern and dynamic village, Barbara and Vincent grew up and then founded their own company in 1996.

First trading in sugar, then coffee and tea, the company went from strength to strength thanks to Barbara and Vincent's diligent work. She organised and coordinated the work, while he criss-crossed France and Western Europe. Rapidly, new offices were built and the team grew. In 2002, when their third child was born, they hired their first employee.

Keen to interact directly with their customers once again, Barbara planned the opening of a shop. The first sales outlet was opened in 2006 and demonstrated the attractiveness of her product selection for customers. Following a period of strong growth, in 2010, along with five employees, Barbara and Vincent invested in a former barn

(grange in French) in the heart of the village, which their brand would be named after four years later.

Above all else, Barbara and Vincent are inspired by the various cultures they discover through their travels and experiences. The founders of laGrange are always delighted to talk about their adventures, from Costa Rica to China, India and Sri Lanka, and their actions are guided by their credo: arouse emotions.

In September 2018, Vincent was named 'Meilleur Ouvrier de France Torréfacteur' for his work as a coffee merchant, becoming the first French person to be awarded this prestigious title. Barbara now devotes her time to other responsibilities, but keeps a close eye on trends in the world of teas and herbal teas. Today, laGrange promotes its authenticity and expertise, and continues to grow in line with its founding principles.



## Barbara Ballot, an expert and visionary

Barbara was born into a family of restaurateurs and was instilled with the values of cuisine and fine ingredients. At a young age, she began to work as a waitress alongside her studies in interior layout design and business. It was thanks to this job that she met Vincent in the summer of 1993. He lived in Dijon, while she lived in Besançon, but they rapidly saw a future together and moved to Marnay, the village where they grew up.

In 1996 when they created their business together, Barbara was developing her knowledge about herbal teas and teas. She met a master tea blender and began an extraordinary collaboration with him. Aiming to create exclusive recipes, Barbara guided his olfactory work and told him the sensations she was looking for. Following a few adjustments, the composition was approved. Barbara named her blend, associated it with a colour and a visual identity in keeping with the herbs and tea, and then presented it through a story.

Her particularly fine sense of detail allowed her to give full expression to her creative talents. She soon went on to

create more blends, such as 'Le clocher comtois', calling to mind Sunday walks in Franche-Comté, 'Cake aux raisins', with its flavours of childhood teatime, and 'Silence ça tourne', with its pleasantly surprising popcorn aromas.

Whether they are enjoyed hot or cold, the aim of laGrange's creations is first and foremost to arouse particular emotions. This approach of course goes hand in hand with stringent product quality standards, including a transparency requirement that applies to the entire laGrange range.

Alongside her creations, Barbara experiments with and tests new concepts in her shop every day. Thanks to this laboratory and her market analyses, she develops solutions that can be adapted for other delicatessens.

Today, more than 300 professionals across France offer her recipes, using the tools she has designed. Based on her experience, Barbara has demonstrated to her partners the viability and ergonomics of her concept, which they now use on a daily basis.

## Vincent Ballot, a local lad who went on to become 'Meilleur Ouvrier de France'

Raised in a family of farmers in Marnay, Vincent was a hard-working student with a career as an engineer ahead of him. Following university, he went to the ESIREM engineering school in Dijon with the aim of developing technological solutions in the field of optics.

As a student job, he was offered a temporary position as a sales representative for a sugar importer in France. After six months in the position, he had exceeded the targets he had set himself fivefold. At the same time, his employer disappeared, leaving him alone in charge of an ever-busier schedule of appointments. He then asked Barbara if she would like to work in partnership with him as entrepreneurs. In the years that followed, Vincent developed the company's business activities, while managing his political and family commitments.

Despite these responsibilities, Vincent has never stopped wanting to learn and take on new challenges. In 2012, he began to toy with the idea of getting involved in coffee roasting. Over the course of two decades criss-crossing France and Europe to visit coffee merchants he developed practical knowledge of the field, rapidly becoming familiar with the details of each type of coffee bean, including their colour, density and degree of humidity, as well as their chemical and physical reactions during the roasting process. He further developed

his expertise at the Coffee Quality Institute, achieving the title of 'Q Grader'. He also became an instructor at the Specialty Coffee Association (SCA). In 2018, the profession of coffee merchant was recognised as a craft through its inclusion in the 'Un des Meilleurs Ouvriers de France' (MOF) competition. Encouraged by his wife to enter the competition, Vincent Ballot was awarded the title alongside a Brazilian woman and an Australian man, making him the first French person to be awarded this prestigious title. As the fifth candidate in the competition, he chose this number as the name for his signature creation - 'Le Cinq' - which also reflects another of Vincent's strengths: his family.

"First and foremost, the profession of coffee merchant involves transforming green coffee beans and promoting producers, because, behind every cup of coffee is a grower looking to earn the best possible living." This is how Vincent Ballot describes his work.

His coffees are blended in the same way as wines or perfumes. Through the laGrange brand, he offers a chance to explore the world of coffee. From Burma to the Galapagos Islands, El Salvador, Ethiopia and Costa Rica, Vincent uses the fragrances of his products with a single aim in mind: the pleasure of tasting.



## laGrange, an enGaged company

Barbara and Vincent Ballot's main ambition can be summed up in a single word: pleasure. Offering a pleasant experience through their products, with rare sensations and pure emotions, is a constant motivation. It is also necessary to know how to serve, in the noblest sense of the word, which means being helpful to others, from the smallest producer to the end consumer.

Passion is without doubt the driving force behind the couple's success. Each member of the laGrange team shares a constant desire to achieve the highest level of quality, from the design of products to the advice given to customers, with total transparency regarding the origins and composition of the recipes.

It is this signature of authentic excellence that has shaped laGrange's story.

On a daily basis, Barbara and Vincent seek to communicate simply in order to share the experience and expertise that have allowed their company to grow and develop. Delighted to share the various chapters of their story, eager to begin new ones and open to new encounters, they share this simple passion for craft and meaning wherever they go.





An enGaged team  
working in four areas

## The agency

« laGrange's commercial agency provides the daily interface with our business clients. Thanks to our expert advice and our responsiveness that our partners highlight, our clients turn to us to meet their day-to-day needs. Through our work, we constantly seek to improve our customer service and products, in order to meet the expectations of consumers as well as possible. »

Ora, the laGrange team



## The factory

« The factory is where our raw materials are received, processed and blended, our products are packaged, and our orders are shipped to our business clients. Each day, hundreds of products are inspected here to make sure they meet strict quality standards. Today, almost one thousand coffee, herbal tea and tea products, as well as accessories, are available to meet the needs of our partner retailers. »

Thibaud, the laGrange team



## The shop

« As a shop, showroom, workshop, laboratory and more, the laGrange shop in Marnay is a place for experimentation. It is here that we test consumers' reactions to our products. Thanks to this unique tool for a family-run business such as ours, we are able to demonstrate the reliability of our collections to our business clients. »

Zoé, the laGrange team



## The training centre

In 2019, laGrange opened the doors of its training centre: L'école enGagée. laGrange has always been motivated by the passing down of knowledge and this new dimension of its business represents the achievement of a long-held aim.

« Certifiée par la Specialty Coffee Association (SCA) et accrédité par le centre Datadock, l'école reçoit aujourd'hui des passionnés du monde entier, venant se former aux connaissances du café vert, aux saveurs et arômes de la boisson chaude ainsi qu'à la torréfaction. C'est également dans cette structure que les professionnels revendeurs de la marque laGrange viennent apprendre l'histoire des produits, les conseils de vente et les méthodes d'un service de haute qualité. Nous avons également conçu des formations pour nos revendeurs afin qu'ils transmettent à leurs clients les valeurs de nos gammes. »

Jeanne, the laGrange team


## COMPANY INFORMATION

### Maison laGrange

SAS BVB


13 bis rue Gambetta


70150 Marnay - France

 +33 (0)3 84 31 92 39

[www.lagrangedirect.com](http://www.lagrangedirect.com)

[contact.lagrange@bvb-france.com](mailto:contact.lagrange@bvb-france.com)

 Maison laGrange - Infusions Thés Café

 Lagrange\_infusions\_thes

 Lagrange\_cafe

 Maison laGrange - SAS BVB

 Maison laGrange

SIREN number : 452020423

Training accreditation number : 27700081270

# *laGrange*

INFUSIONS - THÉS - CAFÉS

BVB - 13 Bis Rue Gambetta - 70150 MARNAY - FRANCE

Tél. : +33 (0)3 84 31 92 39

[www.lagrangedirect.com](http://www.lagrangedirect.com)