



MOULINS VIRON
CHARTRES

We have had a strong relationship with bakers and gastronomy professionals for many years, and we fully endorse the principles that bring them and consumers together: proximity, quality, and product traceability...

We have innovated and strengthened our craftsmanship over six generations. Every step of it was built on the pursuit of excellence: a strict selection of wheat from Beauce and Eure-et Loir; a supply of organic cereals in France; a rigorous blending that promotes a daring grind and brings tradition and modernity together.

In order to convey this anchoring in time and to meet the consumers' new expectations, Minoteries Viron have become Moulins Viron once again. Innovation can mean returning to one's roots, as shown by the history of Rétrodoir.

Moulins Viron is a multi-faceted identity, with Rétrodoir and the French Tradition: our flagship products; as well as the Farines d'Émile flours: an innovative range of stone-ground flours, several of which are organic. This identity is also reflected through the School, which aims to develop our partners' talents and to help their teams grow. We strive to take advantage of this pedagogical tool in order to help consumers discover wheat, flour and bread, so that they can become knowledgeable.

ALEXANDRE VIRON

A handwritten signature in black ink, appearing to read 'Alexandre Viron', with a stylized flourish at the end.

HIGHLIGHTS

OUR SECTOR-PATHWAY ACTIONS

2020

100% of wheat and rye milled in Moulins Viron are storage insecticides-free.



2019

Moulins Viron have worked with sector actors on eco-friendly "bas intrants" wheat.



2018

The Moisson d'Avenir organization, a Moulins Viron partner, inaugurates its platform of old varieties of cereals.



1987-1990

Rétrodor 1987-1990: Moulins Viron develop the first brand of flour Rétrodor Tradition Française, additives- and improvers-free ("Décret Pain 1993").



2014

Moulins Viron acquires the Saumeray (28) stone mill. The Farines d'Émile flours are launched. They are becoming 100% Organic in 2020.

HEIRS OF A TRADITION

1995

Alexandre Viron takes the lead of Moulins Viron.



1975

After strengthening the relationship of trust with bakers in the 50's, **Philippe Viron** transforms the Lecomte mill into a modern unit.



1927

Edmond Viron acquires the Lecomte mill in Le Coudray (28).



END 19TH CENTURY

Émile Viron, author of « *Étude sur la situation et l'avenir des petits moulins en France* », settles in Vernouillet (28).



BEGINNING 19TH CENTURY

Joseph Viron is registered as a miller in the Châteaudun (28) region.





COMMITTED TO OUR VALUES

➤ **RESPECT**

of our collaborators, clients, products and the environment.

➤ **INNOVATION**

in milling and bakery sectors, especially with Rétrodor flour (1st Tradition Française flour) and development of heritage varieties centre.

➤ **REQUIREMENT**

of quality, a voucher of our reputation.

➤ **PROXIMITY**

with our baker partners,
our suppliers, our international customers
and distribution partners.



MODERN AND EFFECTIVE

Our effectiveness has always guided us in our technological choices. This was true in 1975 when the Lecomte mill was modernized, then automated in 1999. It is still true today, and since the year 2000, with the renovations that occurred to optimize the reception, cleaning, bagging, loading and storing activities, as well as many more.

In 2011, Moulins Viron namely acquired a Sortex optical sorter. It was the first time this kind of equipment was used for soft wheat.

PASSIONATE ABOUT OUR TRADE

From bakers who create new blends and new recipes in our laboratory, to delivery-drivers who go up and down roads to deliver their products in a timely fashion, as well as the millers, preparers, sales representatives, collaborators from the administrative departments... We are a big family of men and women who are committed and passionate, and who work hard for the satisfaction of our baker partners.



PROUD OF OUR PRODUCTS AND DEMANDING FOR OUR SOURCE MATERIALS

It is always with pride that we offer our flours to our baker partners, thus offering a moment of tasting pleasure to their clients. Our products come from the sophisticated selection of wheat from Beauce and Eure-et-Loir, harvested from quality fields by farmers that we know. We create blends that allow for a delicate and daring grind. Whether it is additive- and improvers-free, or organic flour, from stone or cylinder mills, for bread or pastries, our broad range has seduced around



700 bakers,
famous pastry chefs
(Pierre Hermé, Cyril Lignac...),
luxury hotels (Ritz,
Crillon, Bristol...)
and gastronomy professionals
(Lenôtre...).

Going further in 2020, all ground wheat in
the mill will be certified "storage
insecticides-free".

COMMITTED AND CERTIFIED

Our history vouches
for our commitment to high-quality
baking. We defend flavor, authenticity,
and the artisanal spirit daily.
Moulins Viron are
ISO 22000 certified.



MOULINS VIRON
ÉCOLE

PASSING ON CRAFTSMANSHIP AND VALUES

Giving a new meaning to the bakery
trade, passing on an artisanal
craftsmanship to create high-quality
breads with strong aromatic signatures,
and therefore differentiating themselves
from the rest of the industry; developing
the teams' sales skills and, more broadly,
helping those who believe that the
future of the industry depends on its
ability to offer innovative solutions
while respecting traditions...

This is the ambition
of the Moulins Viron School.

To know more about the School
and its training sessions :

www.ecole.moulinsviron.fr





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