

WWW.LESNOUVELLESPAILLES.FR




MADE IN FRANCE

CATALOG
2025/2026

**FIRST FRENCH MANUFACTURER OF STRAWS
AND CUTLERY MADE FROM SUGARCANE**



WHO ARE WE ?

French manufacturer since 2022, our young company specializes in the manufacture of **biomaterials**, particularly in the production of straws and cutlery made from sugarcane.

Founded in 2020 following the ban on single-use plastic straws, our success is **built on three main pillars**:

- **Market Need:** Cardboard straws and wooden cutlery did not meet customer expectations.
- **Product Quality:** Our straws do not dissolve in the glass, and the cutlery is smooth to the palate.
- **Consideration of Social and Environmental Challenges:** Our straws come from the circular economy, are bio-based, and certified Ok Compost Home. Packaging is done by people with disabilities (we are a member of LES ENTREPRISES S'ENGAGENT with the CCI Haute Loire), and everything is Made in France (certified ORIGINE FRANCE GARANTIE).

Since then, we have:

- **32 collaborators** (including a partnership with a supported employment workplace)
- **More than 8,000 clients** in France and Europe

The company has been awarded the Grand Jury Prize at the Snacking d'Or and the Green Trophy (SO EVENEMENT) in **2022**, and more recently (June 2023) the Grand Jury Prize and the Public's Choice Prize at the Germinators of New York, as well as the INTERMARCHÉ Innovation Trophy in **October 2023**.



THE CLASSIC

Length: 21 cm / diameter: 6 mm

Ideal for your drink cocktails and beverages

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	CLASSIC 21cm x 6mm	500 straws /box	6 000 straws	288 boxes	144 000 straws





THE JUMBO

Length: 24,5 cm / diameter: 6 mm

Ideal for your long drink cocktails and beverages

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	JUMBO 24,5cm x 6mm	250 straws / bag	6 000 straws	576 bags	144 000 straws





THE WIDE

Length: 21 cm / diameter: 8 mm

**Ideal for your long drink cocktails and thick beverages
like smoothies, frozen drinks, slushies, etc.**

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	LARGE 21cm x 8mm	300 straws / box	3 600 straws	288 boxes	86 400 straws





THE BUBBLE TEA

Length: 21 cm / diameter: 11 mm, beveled cut.

Ideal for the pearls in your Bubble Tea to pass through.

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	BUBBLE TEA 21cm x 12mm	150 straws / box	1 800 straws	288 boxes	43 200 straws





THE MINI

Length: 14 cm / diameter: 6 mm

Ideal for your short drink cocktails like Caipirinha, Negroni, Margarita, etc.

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	THE MINI 14cm x 6mm	850 straws / box	10 200 straws	288 boxes	244 800 straws





THE MINI WIDE

Length: 14 cm / diameter: 8 mm

Ideal for your short drinks like Moscow Mule, Caipirinha, etc.

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	MINI LARGE 14cm x 8mm	500 straws / box	6 000 straws	288 boxes	144 000 straws





INDIVIDUALLY BAGGED

Length : 21 cm / diameter : 6 mm

Do you leave straws available for self-service in your store?

You'll love our individually bagged straws, ensuring hygiene compliance for your customers.

PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
CLASSIC 21cm x 6mm	250 straws / bag	4 500 straws	432 bags	108 000 straws





BOX OF 30

Length: 20 cm / diameter: 6 mm

Ideal for personal use or small events.

IMAGE	PRODUCT	DISPLAY	CARTON
	Box of 30 straws	21 boxes	6 displays, or 126 boxes



THE FIRST REUSABLE BIO-BASED CUTLERY
MADE IN FRANCE.



2025/2026
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WWW.MOOM-TABLEWARE.COM

WHO ARE WE ?

MOOM TABLEWARE is a brand of the company **LES NOUVELLES PAILLES**, the first French manufacturer of bio-based straws.

Behind these **brands** are about thirty **committed employees**, based between Bordeaux and the Auvergne-Rhône-Alpes region, who work daily to best serve the interests of our clients.

We are committed to a **CSR** approach: our cutlery is certified **Guaranteed French Origin** and packaged by people with **disabilities**. We have been awarded the **PME+ label** (ISO26000 standard – ECOCERT ENVIRONMENT audit) since February 2024 and the **ORIGINE France GARANTIE** certification since October 2023.

WHY MOOM ?

MOOM is the contraction of **MOTHER NATURE & MOVEMENT**.

But it's also a palindrome (it reads the same forwards and backwards), reflecting the circular nature of our solutions.

The "OO" is there to emphasize the goal of **Zero Impact**, while also symbolizing Infinity.

And MOOM can also evoke "MUM," representing the family values that are dear to us!

OUR CSR APPROACH

The creation of MOOM reflects our desire to give **meaning** to our entrepreneurial approach. If we act, it's to make a **difference**!

In addition to ensuring that **100%** of our production and packaging is done in **France**, all our packaging suppliers are based in the Auvergne-Rhône-Alpes region. This not only supports the **local economy** and creates jobs in the region, but also ensures traceability and reduces our **carbon footprint**. We have also chosen to entrust all of our packaging tasks to workers with disabilities because, for us, it is essential to **include** everyone in society.

Finally, we optimize our products and formulas to have the **lowest** possible environmental **impact**!



FORK

Length 16 cm



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	FORK	200 / box	1 200	32 cartons	38 400



FORK

Smooth and pleasant in the mouth, excellent piercing quality, reusable 100 times in a professional dishwasher.

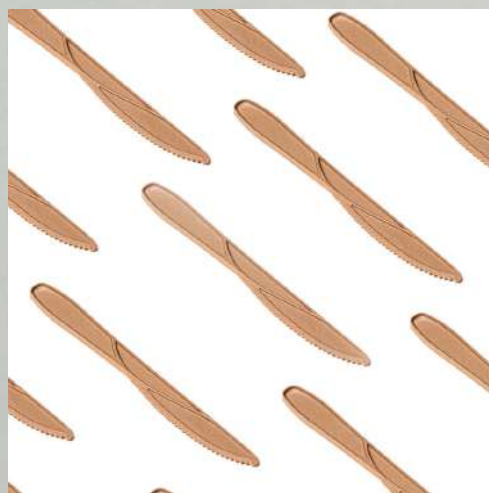


KNIFE

Length 16 cm



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	KNIFE	400 / box	2 400	32 cartons	76 800



KNIFE

Knife with excellent cutting quality, reusable 100 times in a professional dishwasher!



SPOON

Length 16 cm



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	SPOON	200 / box	1 200	32 cartons	38 400



SPOON

Smooth and pleasant in the mouth, perfect for accompanying desserts,
reusable 100 times in a professional dishwasher.



TEASPOON

Length 11 cm



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	TEASPOON	400 / box	2 400	32 cartons	76 800



TEASPOON

Smooth and pleasant in the mouth, perfect for accompanying desserts,
reusable 100 times in a professional dishwasher.



ICE CREAM SPOON

Length 9,5 cm



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	ICE CREAM	400 / box	3 600	32 cartons	115 200



ICE CREAM SPOON

Smooth and pleasant in the mouth, perfect for accompanying desserts,
reusable 100 times in a professional dishwasher.



3-IN-1 KIT

Available in 3-in-1 kits (fork, knife, napkin)



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	3-IN-1 KIT	-	160	32 cartons	5 120



3-IN-1 KIT

Available in 3-in-1 kits (fork, knife, napkin)



4-IN-1 KIT

Available in 4-in-1 kits (fork, knife, spoon, napkin)



IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	4-IN-1 KIT	-	150	32 cartons	4 800



4-IN-1 KIT

Available in 4-in-1 kits (fork, knife, spoon, napkin).

STRAWS

INDIVIDUAL PACKAGING AVAILABLE
EXCEPT FOR THE MINI AND MINI LARGE

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	CLASSIC 21cm x 6mm	500 straws / box	6 000 straws	288 boxes	144 000 straws
	LARGE 21cm x 8mm	300 straws / box	3 600 straws	288 boxes	86 400 straws
	BUBBLE TEA 21cm x 12mm	150 straws / box	1 800 straws	288 boxes	43 200 straws
	THE MINI 14cm x 6mm	850 straws / box	10 200 straws	288 boxes	244 800 straws
	MINI LARGE 14cm x 8mm	500 straws / box	6 000 straws	288 boxes	144 000 straws
	JUMBO 24,5cm x 6mm	250 pailles / box	6 000 straws	576 boxes	144 000 straws

CUTLERY

IMAGE	PRODUCT	PACKAGING	CARTON	PALET	TOTAL PAL
	FORK	200 / box	1 200	32 cartons	38 400
	KNIFE	400 / box	2 400	32 cartons	76 800
	SPOON	200 / box	1 200	32 cartons	38 400
	TEASPOON	400 / box	2 400	32 cartons	76 800
	ICE CREAM	400 / box	3 200	32 cartons	102 200
	3-IN-1 KIT	-	160	32 cartons	5 120
	4-IN-1 KIT	-	150	32 cartons	4 800



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Find us on

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And our range of straws on

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