



CLEAN *m*

MADemoiselle DESSERTS ROLLS OUT
THE CLEAN M PROGRAMME

*for desserts that combine great taste
and responsibility*

Mademoiselle
DESSERTS

▪ IN LOVE WITH PATISSERIE ▪



CLEAN

The CLEAN M *programme*

The goal of our CLEAN M programme is to offer ever-healthier products with the same great taste, while supporting consumers' desire to "eat more healthily".

We favour simple raw materials, that have been sourced in a sustainable way, to use the shortest possible lists of ingredients in our cakes and desserts.

In addition, to fully comply with the regulations in force, we have chosen to take a proactive approach to the raw materials we use and to establish our own list of controversial ingredients, which we are actively working to remove from our recipes.

We will regularly publish the results of this voluntary programme which includes 2 strands:

The first, represented by the tiers of the cake on the logo, makes it possible to define whether the product is "Clean" or if it needs to be improved (reduction/elimination of undesirable ingredients).

The second strand, represented by the number of cherries, defines whether the main raw materials are sustainable (local materials where possible, from a responsible and committed source such as Global G.A.P. (the Worldwide Standard for Good Agricultural Practices), from a provider with a Corporate Social Responsibility (CSR) approach).

First strand

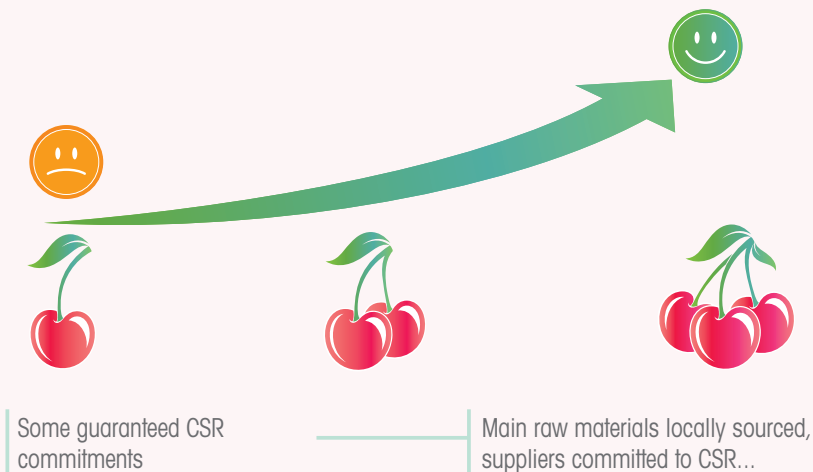
The number of tiers determines the “Cleaner” level of the product



The more tiers it has, the simpler it is, without controversial substances. We have selected the ingredients that we want to gradually remove from our recipes, defining some controversial additives as a priority. These will be replaced by fruit pectin, lemon juice and natural colouring ingredients, for example.

Second strand

The number of cherries determines the “Responsibility” level of the selected raw materials



*We select the raw materials representing 90% of the volumes supplied to the group: butter, flour, eggs, milk, cream, chocolate, apples, sugar, almonds, starches, vegetable oils, etc...

*We work with our suppliers to source locally where possible, within 250 km of the production site.

*Together with our milk, cream, butter and eggs suppliers, we are committed to progressing further in respect for animal welfare.

*We verify the CSR assessments of our suppliers engaged in Sustainable Development action plans.



Because the process is as important as the result,
Sustainable Development is at the heart of our corporate strategy.
Every year we publish a report on Corporate Social Responsibility
for all our stakeholders.

To find out more about our commitments and actions,
please visit our website:
www.mademoiselledesserts.com

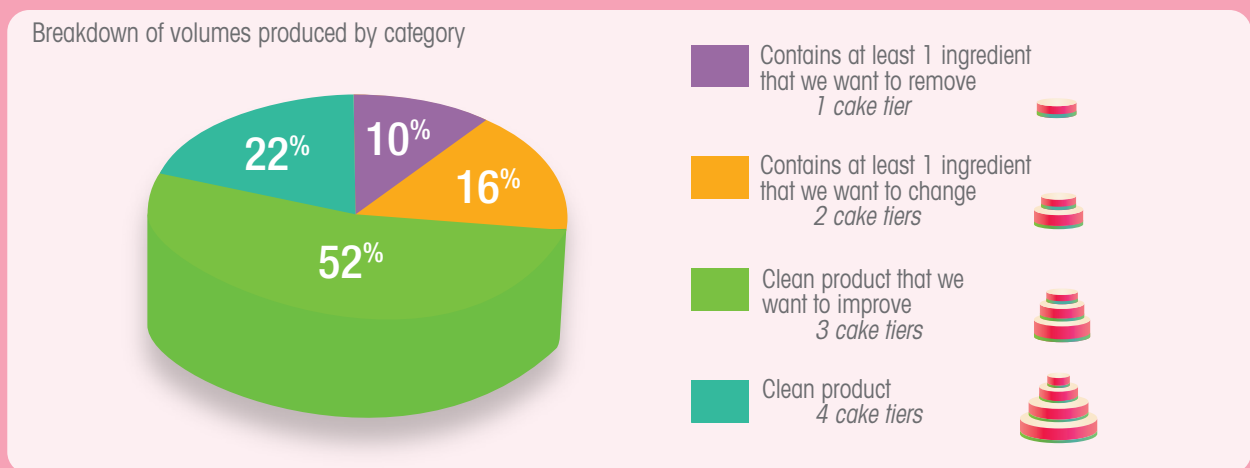
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Our results

First strand

Since the beginning of the programme we have simplified the recipes of over **100 products**. Work is continually in progress to simplify our recipes. This represents 26% of the tonnage sold by the group.

Striving to be ever more responsible and transparent when it comes to our lists of ingredients, we are evolving our standards as our knowledge expands and R&D actions are carried out. Product ratings may therefore be downgraded as the reference system becomes increasingly demanding and strict. We are fully aware of this and it is part of our continuous improvement approach.



Second strand

90 suppliers are committed to CSR criteria and action plans are underway to go even further

Nearly half of the volume of raw materials supplied are of local origin

More than half of the main raw materials come from responsible sourcing

(flours that can be traced and respect the environment, apples from responsible orchards, "sustainable" chocolate, etc.)



On average, cakes and desserts made by Mademoiselle Desserts have a rating of "2 cherries".