

ABIES LAGRIMUS

The « Happy » Fir tree tears

Traditional recipe at the service of innovation, enhancing
our heritage



Cone harvesting

At 5500 ft and greater altitude



Natural park of Pyrénées Catalanes



Cone harvesting



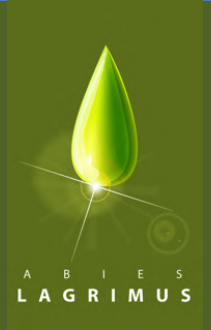
**A sustainable
and responsible
harvesting**

Health / Wellness range



For pharmacies

Commercial dynamics



A . Uphold a strong presence on the local and regional market

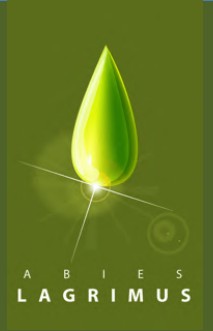
- Maintain strong roots in order to achieve a long-lasting stability

B . Developing our sales on a national scale is one of our primary goals

- The French market harbors a large number of potential patrons (22000 pharmacies) as well as renowned customers (Michelin-star recipients)
- Committing ourselves to an e-shopping strategy

C . Exporting will allow us to hasten our development process and will guarantee the longevity of our small food-up

| Product diversity

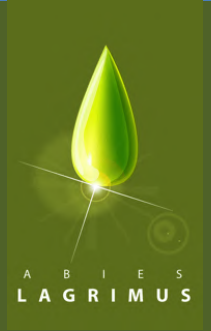


A . Our product is unique : we are the only ones to make fir syrup in France

B . However, since the start, we sought to diversify our markets and targets :

- Pharmacies et herbalist shops
- Restaurants, pastries, caterers
- Fine groceries and wine shops

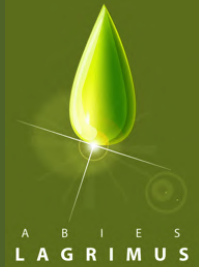
Communication and marketing : Two major tools



- A . Partnerships : CRITT CATAR Toulouse, SUPAGRO Montpellier, University of Perpignan Foundation
- B . Collaboration since 2013 with a young graphic designer from Toulouse (Ecran)
- C . Block release training contract with an apprentice for the development of our website and e-shopping services
- D . Reports on major French TV channels and news outlets (France Inter, France 3, TF1, France Bleu, l'Indépendant...)
- E . Participative funding with patronage from the PNR and the local and regional Chambre des Métiers



Our markets

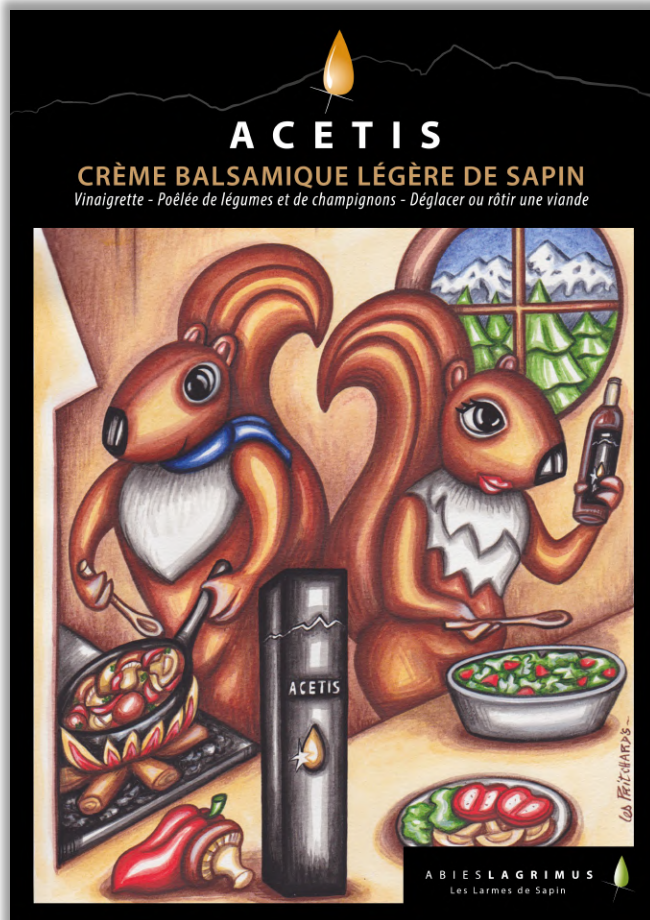
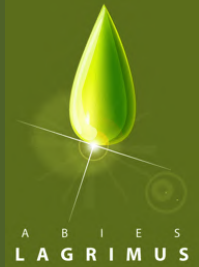


Since 2013, we have already sold our products to :

- 250 pharmacies
- 200 fine groceries and wine shops
- more than 200 restaurants, via direct orders or via our partner wholesalers

We exports our products to Belgium, Spain, Andorra, Switzerland, Germany, USA, Canada, Czech Republic, Italy, Holland, Hong Kong..

Several partnerships developed with UPVD, ENSAT, ONF, SUPAGRO



A young company Already recognized



A . «Naturel des Pyrénées Catalanes » label - 2014

B . Alfred Sauvy award finalist - 2014

C . 2 regional awards in 2016 granted by Regional Chambre des Métiers

D . Innovafood 2015 finalist (Avignon)



PARC NATUREL RÉGIONAL
DES PYRÉNÉES CATALANES



2015 – Transition towards Organic agriculture



A . 2015 harvest : certified organic by ECOCERT N° F 66/148175/678662



B . 2016 - 2023 : Organic products launched

- **2016** : Canigou Chips and Canigou Pop Lollipops
- **2017** : Lagrimus and Lagripolis syrups and Fir Pepper
- **2018** : Acétis balsamic cream, the two Altiam vinegars Fruity Sweet & Extra Dry
- **2019** : Lagrirhodon syrup + Cynorhodon jam
- **2020** : Miellat de Chêne + 2 Liquors
- **2021** : 2 Oils aromatized with Fir tree buds and cones
- **2022** : SALTVAGE, Fleur de Sel des Pyrénées Catalanes (200 millions years old..)

Fir Tree Syrups of Canigou



LAGRIMUS

Fir Syrup BIO



LAGRIPOLIS

Fir Syrup &
Propolis BIO



LAGRIRHODON

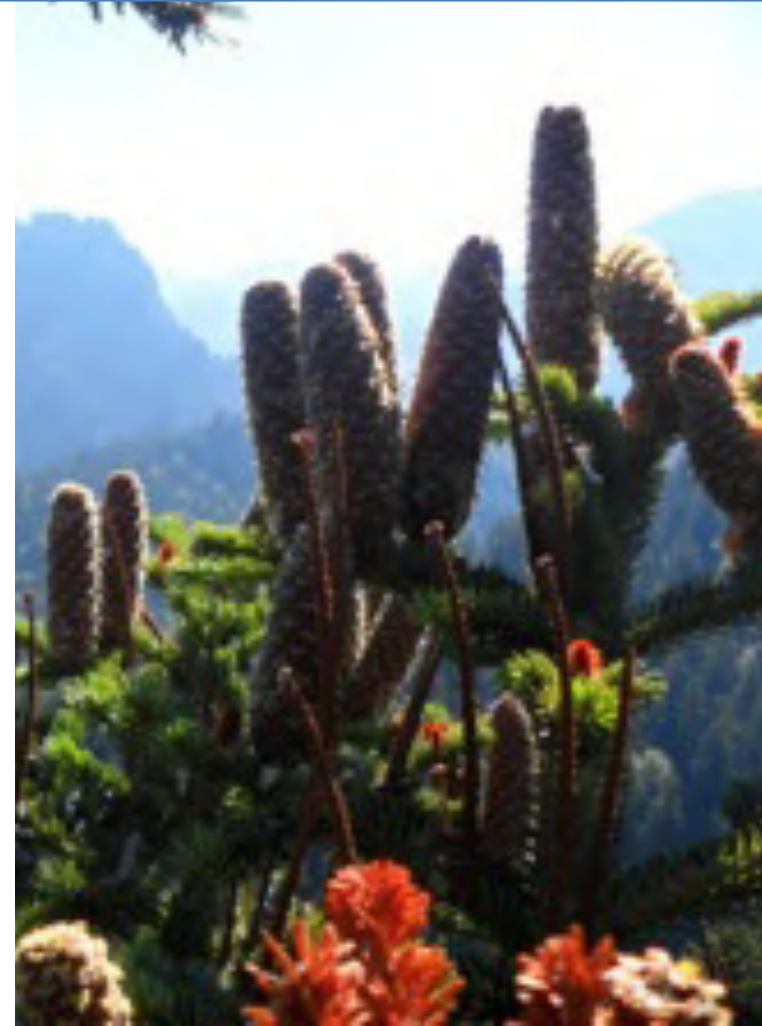
Fir Syrup &
wild rose hip berries BIO

| And tomorrow



Innovations and projects :

- **New ongoing partnerships with AGROPOLIS, CRITT Toulouse and SUPAGRO Montpellier in order to create new innovations**
- **Development of our e-shopping strategy**





THANK YOU FOR YOUR ATTENTION

