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Les Savoureux - Équipe CAJUN  
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Travail Présenté à  
M. Maxime Larrivée-Roy

Collège Montmorency  
Le 16 Septembre 2022

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### Page Services

### Page Équipe

### Page Histoire

### Page 404

# ***Home page***

## **Navigation/ menu section:**

- News
- Services
- Team
- History

Button:

- FR

## **Hero Section:**

Carousel - 01:

Title: Du goût a garocher partout!

Image:carrousel\_coq.png

Carousel - 02:

Title: Ont est pas juste bon

Image: carrousel\_epice.png

Carousel - 03:

Title: Tel que vue dans l'émission

Image: carrousel\_dragon.png

## New section

Map - 01 :

Image:oeildragon.jpg

Title: Tel que vue dans l'oeil du dragon

Date: mercredi 22 juin 2022

Content: Visionnez votre extrait de l'émission...

Button: Read more

Map-02 :

Image: lapresse.jpg

Title: Les Savoureux dans La Presse

Date: 11 avril 2020

Content: Facing the crisis: and add a pinch of COVID-19...

"A great adventure in such a not opportune moment!" says Martine Charbonneau, at the beginning of the conversation.

The company she bought in mid-March is...

Button: Read more

Map- 03 :

Image: 1-6-4.jpg

Title: OUR SETS OF 12/6/4 AND 3 POTS - WHAT A GREAT GIFT!

Date:

Content: Select the number of seasoning jars that attract you the most from our collection!

It's an ideal gift for yourself (it's important to think about yourself ...

Button: Read more

Map - 04 :

Image:clid'oeil.jpg

Title: 40 gift ideas for the Christmas stocking for less than \$30

Date: 02 novembre 2020

Content: 36. Spice set Les Savoureux...

Button: Read more

Map - 05 :

Image: Prixdupublic.jpg

Title: Les Savoureux- Gagnant Prix du public...

Date:06 Février 2021

Content: Le concours Les Aliments du Québec dans mon panier...

Button:Read more

Map - 06 :

Image:<https://cdn.shopify.com/s/files/1>

Title: Les Savoureux in the magasin Mieux-être

Date: 10 décembre 2020

Content: Just because you want to eat healthy doesn't mean you should neglect taste.....

Button: Read more

Boutons:

- Voir tous

Choix:

## Services Section:

## Testimonial section

Name :Martine

Image:[https://cdn.shopify.com/s/files/1/0090/8063/5451/files/Martine\\_Charbonneau\\_480x480.jpg?v=16](https://cdn.shopify.com/s/files/1/0090/8063/5451/files/Martine_Charbonneau_480x480.jpg?v=16)

Title:owner

Subtitle:

Text: It's a family that wants to cook without breaking its head. It's from the real world that concocts products that are super-easy to use and taste the sky. That's us Les Savoureux.

Button: Learn more

## Footer:

Email: [info@lessavoureux.com](mailto:info@lessavoureux.com)

Telephone: 450-304-0977

Address: 55 Rue Claude-Audy, Saint-Jérôme QC J5L 0J2

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## **New**

Article - 01 :

Image:oeildragon.jpg

Title: As seen in the eye of the dragon

Date: mercredi 22 juin 2022

Content: Watch your excerpt from the show

company : Les Savoureux

Names : Martine Charbonneau and Ghyslaine Larose

city : Prévost

Offre : 50 000\$ for 10%

Description : Les Savoureux designs and manufactures organic and sugar-free spice blends consisting only of 100% natural herbs and spices.

Site web : [lessavoureux.com](http://lessavoureux.com)

Entente : Nicolas Duvernois 50 000\$ for 10%

Sous-titre: Visionnez votre extrait de l'émission

Article - 02 :

Image: lapresse.jpg

Title: Les savoureux in the presse

Date: 11 avril 2020

Subtitle: When she bought Les Savoureux seasonings in early March, Martine Charbonneau wanted to spice up her life. She was served.

Content:

**At the beginning of the year again, Les Savoureux was held at arm's length by a young couple from Trois-Rivières, who specialized in organic and sugar-free seasonings – a feature that had attracted the eye and taste buds of Martine Charbonneau.**

**The company distributed its mixtures in sachets on the internet and in about forty small grocery stores.**

**Initially a customer, Martine Charbonneau had in a way become an ambassador for the small firm, whose products she mentioned on her Facebook page, dedicated to healthy food.**

**L'entreprise distribuait ses mélanges en sachets sur l'internet et dans une quarantaine de petites épiceries.**

**D'abord cliente, Martine Charbonneau était en quelque sorte devenue ambassadrice de la petite firme, dont elle mentionnait les produits sur sa page Facebook, vouée à l'alimentation santé.**

**On February 10, she received an email from the owners, telling her that they were closing the business because the birth of a second child no longer allowed them to continue their activities.**

**"A little selfishly, I thought of all the recipes I made with their spices and I thought: My God, q  
Will I do that? »**

**Impulsively, she sent a text message to the co-owner.**

**"Have you thought about selling?**

**"Do you know a buyer?"**

**"Me! »**

IMAGE: martine\_charbonneau.jpg

A one-hour phone conversation followed. "When I hung up, I told my spouse: we're making an offer."

Accepted.

The couple rented a van and transported the rest of the stock from Trois-Rivières to Prévost – a spice grinder, a few buckets, a handful of printed bags, bottoms of spice bags.

The transaction was completed on March 12.

The next day, the government announced the closure of schools.

"On March 13, I had a mega stress," says the budding and spice entrepreneur. "I had never had hives in my life!"

**In hot water**

Virtually none of the pretty plastic bags designed and printed specifically for the company remained.

"We took our savings and ordered them from the United States," says Martine Charbonneau. While waiting for delivery, she fell back on transparent sachets on which she applies printed labels.

The lockdown prevented him from touring grocery stores to present his credentials. In any case, "I can't provide them, because I don't have the MAPAQ permit, because the MAPAQ is closed," she adds.

The internet remains.

The expensive spices had to be ordered, but the cash was practically dry. The crisis was also hampering its funding efforts.

In their initial plan, the couple relied on the spouse's salary to make up for the household's shortfall. As if the situation was not complex enough, he works for a headhunting firm – a specialty that is very little solicited, in these times!

Never mind, the entrepreneur has launched a campaign to sell seasonings for pre-order, with a promise of delivery within four to six weeks.

In my head, I said to myself: no one is going to buy spices to be delivered in six weeks. But look: you have no choice, you try it!

### Martine Charbonneau

Surprise! "It responded super well!" she exclaims.

She concocts the mixtures herself in a friend's commercial kitchen.

The previous owners had their production bagged by a company employing people with disabilities.

"I didn't even try to do any research!" she says.

Her husband is rather put to work – "He puts his net to hair and he buys!"

The least of his exploits is not to have convinced his 15-year-old to participate in the effort.

A first batch of orders was shipped on April 6

. About sixty others are waiting for the new sachets, which must arrive shortly.

"Now people can order without delay," she says... Carefully.



"I'm still confident, I'm positive in life. But for sure there are days when I'm really anxious, and others when I tell myself: it's going to be okay. »  
To encourage it, no doubt, windows display this motto everywhere.

Article - 03 :

Image:coupdepouce.jpg

Title: The tasty in the magazine coup de pouce

Date:

Content:

Subtitle:

Article - 04 :

Image:clind'oeil.jpg

Title: **40 GIFT IDEAS FOR THE CHRISTMAS  
STOCKING FOR LESS THAN \$30**

Date: 2 novembre 2020

Content: 36. Les Savoureux Spice Set - \$25

Subtitle:

Article - 05 :

Image:lapresse+.jpg

Title: Les Savoureux in presse +

Date:

Content:

Subtitle:

Article - 06 :

Image:mieuxetre.jpg

Title: Les savoureux in Wellness magazine

Date: 10 December 2020

Content: Just because we want to eat healthy doesn't mean we should neglect the taste of our food! For foodies who like to put a touch of pep to their small dishes. Les Savoureux offers original spice blends concocted locally, to enhance the pleasure of cooking.

Let us opt for BBQ vegetable seasonings. grilled or even desserts, everything is made in Quebec from organic spices and without added sugar. A fun little gift to put under the tree, which can be easily bought online and even packed!

Subtitle: Spiciness under the fir tree

Article - 07 :

Image:prixdupublic.jpg

Title: Les Savoureux - Winner People's Choice Award - Quebec Foods in Our Basket Contest

Date: 06 Février 2021

Content: ***The Les Aliments du Québec contest in my basket! Is one of the good achievements of 2020.Aiming to promote Quebec food, 191 retailers and their Quebec suppliers have submitted original projects to promote local products in store.This unifying experience has allowed consumers to discover the companies and entrepreneurs behind the products they love, while consolidating business partnerships between producers and distributors.***

Subtitle:**AUDIENCE PRICE: THE TASTY – IGA EXTRA MARKET PICHE.**

Contenu: ***The Les Aliments du Québec contest in my basket! Is one of the good achievements of 2020.Aiming to promote Quebec food, 191 retailers and their Quebec suppliers have submitted original projects to promote local products in store. This unifying experience has allowed consumers to discover the companies and entrepreneurs behind the products they love, while consolidating business partnerships between producers and distributors.***

video: [ADAQuebec \(vimeo.com\)](https://vimeo.com/ADAQuebec)

Article - 08 :

Image:belage.jpg

Title: Les Savoureux twice in Bel age

Date:

Subtitle: **40 gift ideas that do good**

Content: 10) Les Savoureux

Organic and sugar-free seasonings that taste like the sky: this perfectly describes the products of the Young Quebec start-up Les Savoureux. This start-up offers a great gift idea: the set of six jars of spices for grills, fish, BBQ, vegetables, steak... and its famous sausage powder.

\$49.95 on the lessavoureux.com website.

Article - 09 :

Image:12-6-4.png

Title: OUR SETS OF 12/6/4 AND 3 POTS - WHAT A GREAT GIFT!

Date:

Content: Select the number of seasoning jars that attract you the most from our collection!

It is an ideal gift for yourself (it's important to think about yourself!!), for your loved ones as well as corporate gifts for your customers or employees...

Once empty, we refuel with sachets sold individually or our popular BULK format :)

Article - 10 :

Image:journalaccs.png

Title: Les savoureux in the newspaper .journalaccs.ca

Date: 13 juillet 2022

Subtitle: **She loved the products so much  
that she bought the company**

Content:

**Martine Charbonneau was an ambassador for Les Savoureux de Saint-Jérôme. She learned that the previous owners wanted to close their doors. "Since I loved their products so much, we made an offer and bought," says Martine.**

**In addition, an unforeseen event has happened. The company was acquired on March 8, 2020, a few days before the pandemic. "With COVID, my spouse, who is a headhunter, no longer had a job. He then joined me and now we both work full-time in the company. Our two sons are also part of the team," explains President Martine Charbonneau.**

Subtitle: **Ambassador**

**A nutritherapist by training, Martine is a food coach. "The brand image and the fact that the products are sugar-free attracted me. That's how I became an ambassador. *Buying online was already in the company's culture. In addition, we have changed the way we do things, we have put in place a new process. The former owners shopped and mixed the products in a commercial kitchen they rented. On our side, we have a local in Saint-Jérôme where we do everything. Mix, bag and label, all manually. We sell online and we have more than 350 points of sale. When we took over the company, there were 35 points of sale," she says.***

Subtitle: **Martine's short story**

A graduate of the Collège des médecines douces du Québec, Martine has always been passionate about cooking. She has perfected her art over the years. Now she can combine her passion with her work.

*"In 2012, I founded a catering service. My primary goal was to prepare healthy and tasty food for families in a hurry. This niche was promising because it made life easier for people in a hurry by giving them access to comforting and nutritious dishes in a turnkey concept," explains Martine.* This experience has led her to collaborate with well-known magazines as well as internationally renowned food companies to develop healthy recipes. In 2016, she began courses at the Collège des médecines douces du Québec. She wanted to perfect her cooking knowledge with academic knowledge. "Since then, I have successfully graduated in Nutritherapy and embarked on a career as a naturopath on a ketogenic or low-carb diet," she explains.

Our mission is to make life easier in the kitchen by offering products that combine flavor, quality and health.

Subtitle: **In the eye of the dragon**

On June 22, the entrepreneur was on a visit with her spouse and two sons. "By going to the show Dans l'œil du dragon, we were looking for visibility and a partnership to get advice. We see 8 minutes on television, but the shooting of our presentation lasted almost an hour. *We received several tips from the dragons. And finally, we received an offer from Nicolas Duvernois. We were asking for \$50,000 to start the automation and he offered it to us. Currently, everything is done by hand. With 350 points of sale and an increase in these with the transition to issuance, automation will help us. My spouse and I are full-time in the company and we have 4 part-time employees. »*

—

Subtitle: What is Les Savoureux?

**These are organic and sugar-free seasonings. It's a family that cooks without breaking its head. They are ordinary people who concoct products that are easy to use and who "taste the sky," in their words.**

**To add to the fun, they now offer food products enhanced with their "tasty" spices. (E.g. pickled meats, decadent sausages, soups, tofu, dumplings and other beautiful products coming soon).**

## ***ABOUT***

Titre: À propos

Texte: Notre histoire

Sous-titre:

Texte: Dans les médias

Sous-titre:

Texte: FAQ

Sous-titre:

Texte: Devenir ambassadeur!

Sous-titre:

Texte: Épices et herbes biologiques en vrac et en gros  
Sous-titre:

## ***Page Services***

article - 01:

Image: Tornado\_potato.png

Title: TORNADO POTATO - TORNADE

Date: 15 juin 2022

text: Mont Tremblant, May 21, 2022. It was our first outing of the year with our vr. We settled in, we took out the chairs and wine glasses, FINALLY we had a glimpse of summer! Worse it tasted good, oh yesss!

Button: [Read more](#)

article - 02:

Image: bloody\_caesar

Title: BLOODY CAESAR

Date: 13 juin 2022

text: Did you know that the Bloody César is a Canadian creation dating back to 1969? Try to find them in Europe or the USA, to see... It's really a cocktail from here, just like poutine or maple syrup.

Button: [Read more](#)

article - 03:

Image: boulettes\_cordon\_bleu.png

Title: BOULETTES STYLES CORDON BLEU

Date: 03 juin 2022

text: Small recipe really simple, but really tasty!  
We like it dumplings us :-)

Button: [Read more](#)

article - 04:

Image: Burrata.png

Title: BURRATA SAUCE STYLE ROMESCO

Date: 26 avril 2022

text: A tasty and quick recipe, which will make a WOW effect to your guests!

Serve as a starter or in a "pot luck" meal, with croutons of your choice.

You'll see, the flavors explode in the mouth!!!

Button: [Read more](#)

article - 05:

Image: DOUCE\_TREMPETTE.PNG

Titre: THE SWEET DIP < PUNGENT VILLAIN>

Date: 06 décembre 2021

Content: We "savoured" a recipe that my mother-in-law makes every Christmas and that we all love.

With bugles (you know the kind of pointed hats that we put on our fingertips in our childhood?) it's really succulent but on an ordinary chip it's the pinnacle

!

Button: [Read more](#)



## ***TEAM***

Title: This is our team

Text:

Subtitle: Owner

Name: Martine

Role(s): Owner

Image:

[https://cdn.shopify.com/s/files/1/0090/8063/5451/files/Martine\\_Charbonneau\\_480x480.jpg?v=1644976089](https://cdn.shopify.com/s/files/1/0090/8063/5451/files/Martine_Charbonneau_480x480.jpg?v=1644976089)

Name: Ghyslain

Role(s): Owner

Image:

[https://cdn.shopify.com/s/files/1/0090/8063/5451/files/Savcorp\\_-\\_founders\\_480x480.jpg?v=1645558607](https://cdn.shopify.com/s/files/1/0090/8063/5451/files/Savcorp_-_founders_480x480.jpg?v=1645558607)

# ***History***

**Title:**HISTORY OF A SIMPLIFIED KITCHEN

**Subtitle: What is the Savoureux?**

**Texte:** It's simple! It is a startup of organic and sugar-free seasonings.

It's a family that wants to cook without breaking its head. It's from the real world that concocts products that are super-easy to use and taste the sky. That's us Les Savoureux.

Our DNA is found in our blends of spices and herbs for which we are renowned.

To add to the fun, we now offer food products enhanced with our tasty spices. (e.g. pickled meats, decadent sausages, soups, tofu, dumplings and other beautiful products coming soon)

Can't find these beautiful products on our site? This is normal, they are offered during ephemeral sales on our website +/- every two months. To be informed of our next sale, subscribe to our newsletter on our homepage.

Enjoy your meal!

Martine Charbonneau - President

**Subtitle: Who is Martine, "face" of the company Les Savoureux?**

**Text:**A graduate of the Collège des médecines douces du Québec, who has always been passionate about cooking, I have perfected my art over the years allowing me to combine my passion with my work. Isn't that wonderful?

**Subtitle: THE STORY:**

**Text:** In 2012, I founded a catering service. My primary goal was to prepare healthy and tasty food for families in a hurry. This niche was promising because it made life easier for people in a hurry by giving them access to comforting and nutritious dishes in a turnkey concept. This experience led me to be asked to collaborate with well-known magazines as well as with internationally renowned food companies to develop healthy recipes.

In 2016 I started courses at the Collège des médecines douces du Québec. I wanted to add my cooking knowledge to academic knowledge. Since then, I have successfully graduated in Nutritherapy and have embarked on a career as a naturopath on a ketogenic or low-carb diet

Along with all this, I feed our social media and I love it!

One evening, while running on Facebook, I came across a post that a friend had shared spices Les Savoureux. The beauty of "branding" catches my attention (what do you want, I am an entrepreneur at heart) and I subscribe to this page right away.

I discover quality products that are organic and SUGAR-FREE!!! WOW!!! I'm crazy with joy

So I became an ambassador for Les Savoureux spices and when I learned of the closure, my heart capsized. It was unthinkable in my head that this magnificent company with quality products would leave our pantry.

So I wrote to Mireille and Jean-Michel, founders of the company to present them with an offer to buy. Nothing less! BAM! Without even thinking about it. I prayed to heaven that they would accept this offer!

Thing done: Here I am new owner of the company Les Savoureux since March 2020 alongside my spouse Ghyslain. Our Tasty Community affectionately calls it the "Tripod" because it is rather useful for holding the camera while I share recipes on our réseaux! sociaux! Plus sérieusement, nous sommes complices et très complémentaires dans la vie comme en affaires!

Every morning we get up with only one goal in mind: We want to make millions of taste buds dance!

Our mission is to make life easier in the kitchen by offering products that combine Flavors, Quality and Health.

At Les Savoureux we make "TASTE TO GARROCHER EVERYWHERE! "

Welcome to our tasty world.

Martine and Ghyslain

# ***Page 404***

Title: Page not found

Texte: The requested page could not be found

Bouton: [Return to Home](#)