C/2026/4207

29.7.2026

Publication of the communication of an approved standard amendment to a product specification of a geographical indication in accordance with Article 5(4) of Commission Delegated Regulation (EU) 2025/27 [1]

(C/2026/4207)

COMMUNICATION OF APPROVAL OF A STANDARD AMENDMENT

(Article 24 of Regulation (EU) 2024/1143)

'Brioche vendéenne'

EU reference number: PGI-FR-0271-AM01 – 29.4.2026

1. **Name of product**

'Brioche vendéenne'

2. **Geographical indication type**

☐ PDO

☑ PGI

3. **Sector**

☑ Agricultural products

☐ Wines

☐ Spirit drinks

4. **Country to which the geographical area belongs**

France

5. **Member State authority communicating the standard amendment**

Name

Ministry of Agriculture, Agri-food and Food Sovereignty

6. **Qualification as standard amendment**

The application for an amendment to the 'Brioche vendéenne' PGI does not involve any of the three situations constituting a Union amendment; specifically, it does not:

(a) include a change in the name of the protected geographical indication;

(b) risk voiding the link to the geographical area;

(c) entail further restrictions on the marketing of the product.

The French authorities therefore consider that the application is for a standard amendment.

7. **Description of the approved standard amendment(s)**

Title

Product description

[1] Commission Delegated Regulation (EU) 2025/27 of 30 October 2024 supplementing Regulation (EU) 2024/1143 of the European Parliament and of the Council with rules concerning the registration and the protection of geographical indications, traditional specialities guaranteed and optional quality terms and repealing Delegated Regulation (EU) No 664/2014 (OJ L, 2025/27, 15.1.2025, ELI: http://data.europa.eu/eli/reg_del/2025/27/oj).

Description

The description of the product has been reworded, moving the visual descriptions of 'Brioche vendéenne' (plaited, with a golden crust, whole or sliced brioche, on food-grade paper, bagged). The possibility of using food-grade cardboard packaging for the product has been added. It has been specified that adding inclusions or toppings such as chocolate or candied fruit to the product is prohibited.

The organoleptic description of the product has been simplified with a reference to the ingredients and manufacturing know-how that give 'Brioche vendéenne' its characteristics.

☑ The amendment affects the single document.

Title

Definition of the geographical area

Description

The definition of the geographical area has been updated on the basis of the Official Geographic Code currently in force; this does not change its boundaries.

☑ The amendment affects the single document.

Title

Evidence that the product originates in the geographical area

Description

The sentence 'Each brioche is packaged in an individual bag bearing traceability information' has been moved to the beginning of the section, and the reference to the traceability of (large) festive brioches has been deleted, in line with the deletion of this form from the product specification.

☐ The amendment affects the single document.

Title

Description of the production method

Description

(1) The list of permitted raw materials has been revised:

— Flour: the amended specification stipulates that the dough must contain at least 42 % flour (compared with between 42 % and 52 % in the previous version). This proportion now includes flour in the starter and/or fermented dough. The 'W' strength rating of the flours used must be at least 200 (compared with 180 previously). The total protein content of the flours must now be at least 10,5 %. Maximum proportions have been added for gluten (2 %) and malted wheat flour (0,3 %). All other additives are prohibited. The origin of the flours has been updated on the basis of the Official Geographic Code currently in force, but remains unchanged.

— Eggs: the permitted dry extract content of liquid eggs has been set at between 22 % and 24 %, compared with at least 23 % in the previous version of the specification.

— Butter: the butter composition (at least 82 % fat) has been specified, expressed as a reconstituted butter equivalent when concentrated butter is used. The origin of the butter has been updated without being changed.

— Starter and fermented dough: it has been specified that a starter and fermented dough may be used together in the production of 'Brioche vendéenne'.

— Sea salt: it has been specified that the salt used must be of marine origin, from the coast of the Brittany, Pays de la Loire and Nouvelle-Aquitaine regions; the origin is unchanged from the previous version of the specification.

— Drinking water and/or fresh, pasteurised or UHT milk: the 8 % proportion of milk and water in the mixture now includes the presence of water in the fermented dough used in addition to or instead of the starter.

In addition, the commercial origin of raw materials has been removed for sugar, the starter and/or fermented dough, alcohol and flavourings. The product specification stipulated that these ingredients were to come from 'professional suppliers'. This provision has been deleted because the product specification now includes an obligation to keep traceability records, ensuring monitoring.

(2) Production chart:

The production chart for 'Brioche vendéenne' has been simplified and updated in line with the production method.

(3) Production method:

It has been specified that production of the starter and/or fermented dough must take place at the same production site as the 'Brioche vendéenne' (this obligation was included in the chapter on raw materials in the previous version of the product specification).

The term 'ambient' has been used to specify the temperature for the optional stages of dough freezing and controlled fermentation (*pousse dirigée*). The fermentation time has been extended from 24 hours to 48 hours in the case of controlled fermentation, including 36 hours outside the cold room (instead of 18 hours). At the baking stage, the amended product specification now states that the brioche must be placed on food-grade paper or cardboard before baking. A reminder has been added that this food-grade paper or cardboard must be present when the brioches are bagged after baking. The weight at packaging (at least 300 grams) has been reiterated. A ban on the use of perforated bags has been added. Lastly, the obligation to store the brioches in a single layer has been removed, as has storage in a room with no apparent moisture.

(4) Production time:

The production schedule has been updated, to include the various production methods: direct fermentation, controlled fermentation, or freezing.

☑ The amendment affects the single document.

Title

Evidence of the link with the geographical area

Description

Specificity of the product:

The stipulation that 'Brioche vendéenne' must not have any inclusions or toppings has been added to the product specification.

The organoleptic characteristics have been deleted. The fact that the specific characteristics of 'Brioche vendéenne' come from its ingredients, their proportions, and producers' know-how has been noted.

☑ The amendment affects the single document.

Title

References to the inspection body

Description

The references to the inspection body have been updated, as have the references to the relevant legislation.

☐ The amendment affects the single document.

Title

Specific labelling details

Description

The requirement to indicate the name and address of the certifying body on 'Brioche vendéenne' labelling has been deleted. The requirement to include the name 'Brioche vendéenne' and the European Union PGI logo has been added.

The requirement to include the manufacturer's name and contact details has been deleted.

As the provisions of the specification are now of a regulatory nature, the section on labelling in the single document is not applicable.

☑ The amendment affects the single document.

Title

National requirements

Description

The table of the main points to be checked and the methods for assessing them has been aligned with the production method, and shortened so as to include only those control elements that are considered central to 'Brioche vendéenne'.

☐ The amendment affects the single document.

SINGLE DOCUMENT

Designations of origin and geographical indications of agricultural products

'Brioche vendéenne'

EU reference number: PGI-FR-0271-AM01 – 29.4.2026

1. **Name(s)**

'Brioche vendéenne'

2. **Geographical indication type**

☐ PDO

☑ PGI

3. **Country to which the defined geographical area belongs**

France

4. **Description of the agricultural product**

4.1. *Classification of the agricultural product in accordance with the Combined Nomenclature heading and code, as referred to in Article 6(1) of Regulation (EU) 2024/1143*

1905 – Bread, pastry, cakes, biscuits and other bakers' wares, whether or not containing cocoa; communion wafers, empty cachets of a kind suitable for pharmaceutical use, sealing wafers, rice paper and similar products

4.2. *Description of the agricultural product to which the registered name applies*

'Brioche vendéenne' is a plaited viennoiserie, sold fresh. It has a puffed-up, golden crust. Inclusions or toppings of any sort must not be added under any circumstances.

'Brioche vendéenne' is rich in butter, fresh eggs and sugar; it contains alcohol and may have vanilla and/or orange-blossom aromas.

Weighing at least 300 grams, it is marketed as an oblong loaf, whole or sliced, on food-grade paper or cardboard and individually bagged.

The raw materials used, their proportions and the know-how applied determine the characteristics of 'Brioche vendéenne'.

4.3. *Derogations on sourcing of feed (for products of animal origin designated by a protected designation of origin only) and restrictions on sourcing of raw materials (for processed products designated by a protected geographical indication only)*

The flour is made from bread-making wheats from the following cereal-growing regions: Centre-Val de Loire, Pays de la Loire, Brittany and Normandy, the departments of Charente, Charente-Maritime, Deux-Sèvres and Vienne, and the agricultural regions of Beauce and Brie, on the basis of the framework of agricultural regions in France which was updated in 2020. Both small-scale and industrial manufacturers and distributors source their flour from wheats from those regions because of their technological characteristics and quality: the baking strength of the flour, which must have a W rating of at least 200; the total protein content, which must be at least 10,5 %.

The eggs, water and milk must come from the geographical area.

The butter must come from the regions of Pays de la Loire, Brittany and Normandy and the departments of Charente, Charente-Maritime, Deux-Sèvres and Vienne.

The sea salt must come from the coasts of Brittany, Pays de la Loire and Nouvelle-Aquitaine.

4.4. *Specific steps in production that must take place in the identified geographical area*

All steps in the production of 'Brioche vendéenne', from the kneading to the baking of the product, must take place in the geographical area.

4.5. *Specific rules concerning packaging, slicing, grating, etc. of the agricultural product the registered name refers to*

The product must be bagged in the geographical area.

Once baked, it must be bagged quickly to ensure that its organoleptic characteristics are maintained. Bagging this sugar-rich product at an early stage protects it from insects, ensures its microbiological protection, and best preserves the softness and aromas of 'Brioche vendéenne'.

4.6. *Specific rules concerning labelling of the agricultural product the registered name refers to*

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5. **Concise definition of the geographical area**

Department of Vendée: Entire department.

Department of Loire-Atlantique: municipalities of Aigrefeuille-sur-Maine, Basse-Goulaine, La Bernerie-en-Retz, Le Bignon, La Boissière-du-Doré, Bouaye, Bouguenais, Boussay, Brains, La Chapelle-Heulin, Château-Thébaud, Chaumes-en-Retz, Chauvé, Cheix-en-Retz, La Chevrolière, Clisson, Corcoué-sur-Logne, Corsept, Divatte-sur-Loire, Frossay, Geneston, Gétigné, Gorges, La Haie-Fouassière, Haute-Goulaine, Indre (*part of the municipality south of the Loire*), Le Landreau, Legé, La Limouzinière, Le Loroux-Bottereau, Machecoul-Saint-Même, Maisdon-sur-Sèvre, La Marne, Monnières, La Montagne, Montbert, Les Moutiers-en-Retz, Mouzillon, Nantes (*part of the municipality south of the Loire*), Paimbœuf, Le Pallet, Paulx, Le Pellerin, La Plaine-sur-Mer, La Planche, Pont-Saint-Martin, Pornic, Port-Saint-Père, Préfailles, La Regrippière, La Remaudière, Remouillé, Rezé, Rouans, Saint-Aignan-Grandlieu, Saint-Brevin-les-Pins, Saint-Colomban, Saint-Étienne-de-Mer-Morte, Saint-Fiacre-sur-Maine, Saint-Hilaire-de-Chaléons, Saint-Hilaire-de-Clisson, Saint-Jean-de-Boiseau, Saint-Julien-de-Concelles, Saint-Léger-les-Vignes, Saint-Lumine-de-Clisson, Saint-Lumine-de-Coutais, Saint-Mars-de-Coutais, Saint-Michel-Chef-Chef, Saint-Père-en-Retz, Saint-Philbert-de-Grand-Lieu, Saint-Sébastien-sur-Loire, Saint-Viaud, Sainte-Pazanne, Les Sorinières, Touvois, Vallet, Vertou, Vieillevigne, Villeneuve-en-Retz and Vue.

Department of Maine-et-Loire: municipalities of Antoigné, Artannes-sur-Thouet, Aubigné-sur-Layon, Beaulieu-sur-Layon, Beaupréau-en-Mauges, Bégrolles-en-Mauges, Bellevigne-en-Layon, Bellevigne-les-Châteaux, Blaison-Saint-Sulpice, Brissac Loire Aubance, Brossay, Cernusson, Les Cerqueux, Chalonnes-sur-Loire, Chanteloup-les-Bois, Chaudefonds-sur-Layon, Chemillé-en-Anjou, Cholet, Cizay-la-Madeleine, Cléré-sur-Layon, Coron, Le Coudray-Macouard, Courchamps, Denée, Dénezé-sous-Doué, Distré, Doué-en-Anjou, Épieds, Fontevraud-l'Abbaye, Gennes-Val-de-Loire, Les Garennes sur Loire, Louresse-Rochemenier, Lys-Haut-Layon, Mauges-sur-Loire, Maulévrier, Le May-sur-Èvre, Mazières-en-Mauges, Montilliers, Montreuil-Bellay, Montrevault-sur-Èvre, Montsoreau, Mozé-sur-Louet, Mûrs-Erigné, Nuaillé, Orée d'Anjou, Parnay, Passavant-sur-Layon, La Plaine, Les Ponts-de-Cé (*part of the municipality south of the Loire*), Le Puy-Notre-Dame, Rochefort-sur-Loire, La Romagne, Rou-Marson, Saint-Christophe-du-Bois, Saint-Jean-de-la-Croix, Saint-Just-sur-Dive, Saint-Léger-sous-Cholet, Saint-Macaire-du-Bois, Saint-Melaine-sur-Aubance, Saint-Paul-du-Bois, Saumur (*part of the municipality south of the Loire*), La Séguinière, Sévremoine, Somloire, Soulaines-sur-Aubance, Souzay-Champigny, Terranjou, La Tessoualle, Toutlemonde, Trémentines, Tuffalun, Turquant, Les Ulmes, Val-du-Layon, Varrains, Vaudelnay, Verrie, Vezins and Yzernay.

Department of Deux-Sèvres: municipalities of L'Absie, Adilly, Aiffres, Allonne, Amailloux, Amuré, Arçais, Ardin, Argentonnay, Augé, Azay-le-Brûlé, Azay-sur-Thouet, Beaulieu-sous-Parthenay, Béceleuf, Bessines, Le Beugnon-Thireuil, Boismé, La Boissière-en-Gâtine, Le Bourdet, Bressuire, Bretignolles, Brion-près-Thouet, Brûlain, Le Busseau, Cerizay, Champdeniers, Chanteloup, La Chapelle-Bâton, La Chapelle-Bertrand, La Chapelle-Saint-Laurent, Châtillon-sur-Thouet, Chauray, Cherveux, Chiché, Cirières, Clavé, Clessé, Combrand, Coulon, Coulonges-sur-l'Autize, Coulonges-Thouarsais, Courlay, Cours, La Crèche, Échiré, Épannes, Exireuil, Faye-l'Abbesse, Faye-sur-Ardin, Fénery, Fenioux, La Forêt-sur-Sèvre, Fors, François, Frontenay-Rohan-Rohan, Geay, Genneton, Germond-Rouvre, Glénay, Les Groseillers, Juscorps, Lageon, Largeasse, Loretz-d'Argenton, Louzy, Luché-Thouarsais, Luzay, Magné,Mauléon, Mauzé-sur-le-Mignon, Mazières-en-Gâtine, Moncoutant-sur-Sèvre, Montravers, Nanteuil, Neuvy-Bouin, Niort, Nueil-les-Aubiers, Pamplie, Parthenay, Pas-de-Jeu, La Petite-Boissière, Pierrefitte, Le Pin, Plaine-et-Vallées (*only the territory of the delegated municipalities of Brie, Oiron and Taizé-Maulais*), Pompaire, Pougne-Hérisson, Prahecq, Prin-Deyrançon, Puihardy, Le Retail, La Rochénard, Romans, Saint-Amand-sur-Sèvre, Saint-André-sur-Sèvre, Saint-Aubin-du-Plain, Saint-Aubin-le-Cloud, Saint-Christophe-sur-Roc, Saint-Cyr-la-Lande, Saint-Gelais, Saint-Georges-de-Noisné, Saint-Georges-de-Rex, Saint-Germain-de-Longue-Chaume, Saint-Hilaire-la-Palud, Saint-Jacques-de-Thouars, Saint-Jean-de-Thouars, Saint-Laurs, Saint-Léger-de-Montbrun, Saint-Lin, Saint-Maixent-de-Beugné, Saint-Maixent-l'École, Saint-Marc-la-Lande, Saint-Martin-de-Bernegoue, Saint-Martin-de-Mâcon, Saint-Martin-de-Saint-Maixent, Saint-Martin-de-Sanzay, Saint Maurice Étusson, Saint-Maxire, Saint-Pardoux-Soutiers, Saint-Paul-en-Gâtine, Saint-Pierre-des-Échaubrognes, Saint-Pompain, Saint-Rémy, Saint-Romans-des-Champs, Saint-Symphorien, Saint-Varent, Sainte-Eanne, Sainte-Gemme, Sainte-Néomaye, Sainte-Ouenne, Sainte-Verge, Saivres, Sansais, Sciecq, Scillé, Secondigny, Souvigné, Surin, Le Tallud, Thouars, Tourtenay, Trayes, Val-du-Mignon (*only the territory of the delegated municipalities of Priaires and Usseau*), Val en Vignes, Vallans, Le Vanneau-Irleau, Vernoux-en-Gâtine, Verruyes, Viennay, Villiers-en-Plaine, Vouhé, Vouillé, Voulmentin and Xaintray.

Department of Charente-Maritime: municipalities of Aigrefeuille-d'Aunis, Anais, Andilly, Angliers, Angoulins, Ardillières, Aytré, Ballon, Benon, Bouhet, Bourgneuf, Breuil-la-Réorte, Breuil-Magné, Cabariot, Chambon, Charron, Châtelaillon-Plage, Ciré-d'Aunis, Clavette, Courçon, Cram-Chaban, Croix-Chapeau, La Devise (*only the territory of the delegated municipality of Vandré*), Dompierre-sur-Mer, Esnandes, Ferrières, Forges, Fouras, Genouillé, La Grève-sur-Mignon, Le Gué-d'Alleré, L'Houmeau, Île-d'Aix, La Jarne, La Jarrie, Lagord, La Laigne, Landrais, Loire-les-Marais, Longèves, Lussant, Marans, Marsais, Marsilly, Montroy, Moragne, Muron, Nieul-sur-Mer, Nuaillé-d'Aunis, Périgny, Puilboreau, Puyravault, Rochefort, La Rochelle, La Ronde, Saint-Christophe, Saint-Coutant-le-Grand, Saint-Cyr-du-Doret, Saint-Georges-du-Bois, Saint-Hippolyte, Saint-Jean-de-Liversay, Saint-Laurent-de-la-Prée, Saint-Mard, Saint-Médard-d'Aunis, Saint-Ouen-d'Aunis, Saint-Pierre-d'Amilly, Saint-Pierre-La-Noue, Saint-Rogatien, Saint-Saturnin-du-Bois, Saint-Sauveur-d'Aunis, Saint-Vivien, Saint-Xandre, Sainte-Soulle, Salles-sur-Mer, Surgères, Taugon, Thairé, Le Thou, Tonnay-Charente, Vergeroux, Vérines, Villedoux, Virson, Vouhé and Yves.

6. **Link with the geographical area**

The causal link with the geographical origin is based on:

☑ reputation

☑ a given quality

☐ other characteristics

Summary of the link

Specificity of the geographical area

Natural factors

Situated on the Atlantic coast, between the port cities of Nantes and La Rochelle, the geographical area of 'Brioche vendéenne' enjoys a temperate oceanic climate which promotes great production variety. Its geological diversity is responsible for the varied environment:

— the *Bocage vendéen* at the southern border of the Armorican Massif, characterised by a farming system geared towards all types of livestock farming;

— the *Plaine vendéenne*, on secondary sediment, where mostly cereal is farmed;

— marshland, mostly covered by pasture, in low-lying inland regions set back from the coast;

— celebrated salt marshes and seaside resorts, situated on the coast, as a result of which the Vendée department is the second most popular tourist destination in France.

Human factors

Removed from major transport connections, the geographical area is home to a society united by shared values and a rich, varied, culinary scene. In this region where religion has a strong presence, the Easter celebrations, which signalled the end of winter and Lent, would be an occasion when pastries rich in sugar, eggs and butter would be shared. In the Vendée, such cakes were distinguished by their dense crumb, created by cutting short the fermentation of the dough. They were referred to as 'pain de Pâques', 'galette pacaude', 'alize' or 'gâche' (Association vendéenne du goût, *Produits du terroir et recettes traditionnelles de Vendée*, Editions L'Etrave, 1995). 'Easter Saturday was dedicated entirely to making such brioches, which were often enormous' (Anne-Christine Beauviala and Nicole Vielfaure, *Fêtes, coutumes et gâteaux*, Editions C. Bonneton, 1978).

Having previously only been produced at home, the 19th century saw small-scale bakers start to produce such pastries. Around this time, the 'plaited brioche' emerged in the Vendée, made from flour, eggs and butter, flavoured with eau-de-vie and sometimes with a hint of vanilla or orange blossom. The cake would be served at celebrations and associated with important events such communions and weddings. It was tradition for the bride's godparents to offer an enormous brioche as a gift (Edmond Bocquier, *La Terre Vendéenne*, January 1906). The cake would be served on a pallet held overhead, which people would dance around (Abel Hugo, *France pittoresque*, Editions Delloye, 1835). In the Vendée, this is still done to this day.

With the introduction of the railway and the tourism boom of the 20th century, the economy of the Vendée began to look outwards. In the countryside, small-scale and industrial production developed, constituting an original economic model (Jean Renard, *La Vendée, un demi siècle d'observation d'un géographe*, Presses Universitaires de Rennes, 2004). Traditional bakers began producing on an industrial scale so they could supply brioches outside of the Vendée. In April 1949, the *Association des Vendéens de Paris* organised a charity sale in the capital. At that event, the name 'Brioche vendéenne' emerged as a way of distinguishing the product from other brioches (Frédéric Ziegerman, *Le guide des Pays de France*, Editions Fayard, 1999).

Since then, all producers have adopted the traditional recipe for the product which involves an extended double fermentation process, forming and plaiting the dough by hand, baking at medium temperature and bagging the product shortly after removal from the oven. The geographical area, which includes the administrative region of the Vendée and the adjacent areas of the neighbouring departments, was determined based on where know-how can be found, in conjunction with the movement of bakers and apprentices trained in the Vendée.

Specificity of the product

'Brioche vendéenne' is recognisable by its plaited shape, the result of a specific manual shaping process known as 'façon trois brins' (three-stranded plait). It is mostly loaf-shaped but may, on occasions, be made into an elongated or round shape. It has a puffed-up, delicately golden crust. It does not have any inclusions or toppings. It may be marketed whole or sliced. It is placed on food-grade paper and packaged in a sealed transparent bag.

The characteristics of 'Brioche vendéenne' result from a recipe rich in butter, fresh eggs and sugar, supplemented by a flavour of alcohol and sometimes vanilla and orange-blossom aromas. Its specific characteristics also stem from a unique method of production, using double fermentation before baking.

Causal link

The causal link between the product's characteristics and the specific characteristics of the geographical area are based on both the established qualities of the product and its reputation.

Composition linked to the characteristics of the geographical area

There is an identifiable link between the characteristics of the area and the ingredients used to make 'Brioche vendéenne':

— the oceanic climate which the region enjoys is conducive to cattle farming, in particular in the *Bocage vendéen* and marshland areas. For this reason, butter and dairy production thrive;

— due to the temperate climate and farming system with a hedgerow structure, there is considerable poultry production and therefore a plentiful supply of eggs, in particular at Easter;

— cereal production has flourished since the Middle Ages, protected by the abbeys, thanks to the fertile soil in the *Plaine vendéenne* and drained marshland areas;

— Cognac, located south of the geographical area, is close by and explains why traditional eau-de-vie production has developed and why such alcohols are used in pastry-making;

— the area's coastal location, with its large ports, has influenced the use of foreign ingredients such as rum, vanilla and orange-blossom flavourings and cane sugar;

— the Atlantic coast has long been an important area for salt production, in particular around the Guérande, Noirmoutier and Île de Ré basins.

These raw materials, which have long been found in the area, are the basis of the product's specific characteristics.

Specific features derived from local know-how in the geographical area

There is a strong causal link between certain characteristics of the product derived from the original production methods and local know-how found in the geographical area:

— the product's appearance, shape and plaiting are produced by hand;

— the well-risen appearance of 'Brioche vendéenne' results from its double fermentation, with a first rise followed by a final proving stage;

— the golden colour and softness are testament to a expertly understood baking process in a well-suited oven;

— the product's specificity is preserved by quickly bagging it.

These traditional methods date back to the time-honoured tradition of making cakes for Easter or weddings. They have transferred from the home to specialist producers, have in part become industrialised and are kept alive today through the training of apprentices. The geographical area of 'Brioche vendéenne' encompasses all producers who now have expert knowledge of how the product is made.

Reputation associated with the specific characteristics of the geographical area

The product's reputation is based both on the fact that it is strongly rooted in the local area and is widely distributed outside its place of origin. Both are linked to certain characteristics specific to the geographical area.

The attachment of the local people to their culinary heritage is a particular characteristic found in the Vendée and its surrounding areas. The feeling of belonging to a community and a strong regional identity are at the root of a long tradition of Easter baking from which 'Brioche vendéenne' is derived, a tradition which is still observed at celebrations and weddings. Competitions dedicated to this jewel of gastronomy have kept this passion alive.

Owing to its location, the geographical area is open to tourism which has developed considerably over recent decades. The Vendée's attractive coastline provides an incredible sounding board for the reputation of 'Brioche vendéenne'. With audacity and enthusiasm, small-scale and industrial producers have worked hard to promote the product, operating in an economic environment characterised by a high density of dynamic small and medium-sized rural businesses. The product accounts for more than 10 % of the national market for viennoiseries (source: SECODIP panel, 2001). According to a study carried out by OSER, the Junior Enterprise of the Angers Higher School of Agriculture, 45 % of people are spontaneously aware of the product, and 77 % are aware when prompted (95 % in the West region and 50 % in the Parisian region).

In *L'inventaire du patrimoine culinaire de la France* (Editions Albin Michel, 1993), dedicated to the Loire region, 'Brioche vendéenne' is particularly celebrated by the National Council of Culinary Arts: 'It has been very successful for many decades, far beyond the borders of the region'.

Electronic (URL) reference to publication of the product specification

https://info.agriculture.gouv.fr/boagri/document_administratif-dba5d74b-0da8-4d73-af71-8339d898812c