

Special Dairy products Award

Jean Jacques Hénaff



French from Brittany. Graduated from Essec, he also studied at Oregon University and then at the School of Conserve. Hénaff Chairman and CEO since 1972.

Founded in 1907 by the great-grandfather of current CEO Jean Hénaff, the company is today the first French marks of pure pork pâtés. **Its activity is anchored in its land of origin: Brittany and more precisely in the Bigouden Country. The only production site of the company is still in Pouldreuzic located between the pointe of Raz and Penmarc'h, in the center of the Audierne Bay.**

To mark the centenary of its founding, anxious to preserve the memory of The company and its social and economic values, Jean-Jacques Hénaff has been carried out in 2007 a very beautiful book documentary. In this 150 pages book, remarkably illustrated, is expressed, in a way, this product Deeply specific of the French food culture: the pâté.

If at the beginning, the company created by a peasant, was aimed at enhancing the Vegetable local productions, from 1915, it started production of the pâté. Ahead of its time, it also seeks to develop export, prospecting from London to Constantinople, from Odessa to New York and from Fez to Stockholm.

In 2006, with a turnover of 45 million euros, 187 people, Hénaff remains a Family SME specialized in pâté and cooked meat having broadened its range to Fresh sausage and sliced fresh pork. Since its inception, the company is attached to the quality of their product, raw materials and finished products, and although usually selling at a higher price than its competitors, it has always been succesful on its market. The plant, certified ISO 9001, meets the most stringent standards in terms of safety.

For these products, now present in 50 countries, Hénaff constitutes an element of the Food identity of brittany. They are, and have been for decades, ambassadors of the food Spirit which is rare For an SME.

For the record, Hénaff, formerly known in the navy as "pâté mataff", has been for decade's part of the meal of the Jeanne d'Arc, navire-école of Navy who has been numerous times around the world.

In addition, the mark Hénaff is present in the literature: Per Jakez Hélias, in the "Cheval d'orgueil", talks about Henaff while presenting the story of the peasantry of brittany and also with Henry Quéfellec, we discover Hénaff in Togo.

Sculptors have revisited "the little blue and yellow box" and Pâté Hénaff, of course, has inspired many recipes. The latest: the sandwich "I just can't get Hénaff " of Cojean, famous coffee shop well-known by artists and the press in Paris.

In June 2007, Hénaff Pouldreuzic opened museum dedicated to the pâté. The pure pork pâté Hénaff is contained in the volume of Brittany of the Inventory of French Heritage Published in 1994 by albin Michel and the conseil National des Arts Culinaires.