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The birth of Abanico, the new luxury brand

With Christmas fast approaching, we are counting on a new luxury maison du chocolat-Abanico. Created by the chocolate enthusiast, Victoire Finaz de Villaine, Abanico sells its chocolate creations exclusively online with Tasting Workshops opening in January 2010.



Victoire Finaz de Villaine

We often hear about the therapeutic benefits of chocolate: as an endorphin, an anti-depressant and as an energizing pick-me-up... With Abanico, theory and practice more or less come together. This new line of chocolates, sold online is the brainchild of a psychologist! Founder, Victoire indeed wrote her thesis in her final year of studies (2005-2006) on “Expertise in chocolate”, the tasting and sensorial evaluation. Her studies incidentally allowed her to rub shoulders with the most prestigious chocolatiers such as Jean-Paul Hevin, Pierre Herme, Robert Linxe, Jean-Charles Rochoux and even Gerad Mulot. Born into a family of chocolatiers is her success innate or acquired.

This journey combined with a passion for chocolate has created this new and exciting company boasting creative products, online sales and tasting workshops.