The History of the House

Debauve & Gallais, the taste for excellence.



It all starts with a story of good taste.

Founded in 1800 by Sulpice Debauve, son of a doctor raised in the philosophy of the Enlightenment and pharmacist to Louis XVI in Versailles, the house combines excellent know-how, innovation and rigorous search for balance between gluttony and health chocolates, the useful and the pleasant, as indicated by the founder's motto, borrowed from Horace: Useful Dulci!

Ordinary pharmacist to the king in 1779, Sulpice Debauve focused his research on cocoa. The scientist knows Marie-Antoinette's craze for chocolate, which reminds the Queen of France of her Viennese childhood. Thus, to fight against the headaches of the sovereign who complains about the bitterness of her "medicines", he mixes the remedy with cocoa, garnishes it with almond milk to soften the taste. The queen, seduced, calls these medallions "pistoles". Until then consumed as a drink, Sulpice Debauve created the invention of chewable chocolate.



In 1800, he opened his first chocolate factory on rue Saint-Dominique before moving, a few years later, in 1819, to rue des Saints-Pиres, into a superb colonnaded store designed by the architects Percier and Fontaine, which had become the historic headquarters of the House.

The elegant hemicycle counter evoking the pharmacy of an apothecary, designed by the two fashionable decorators, as well as the facade, on which Sulpice Debauve's motto "Utile Dulci" appears, are registered in the register of historic monuments.

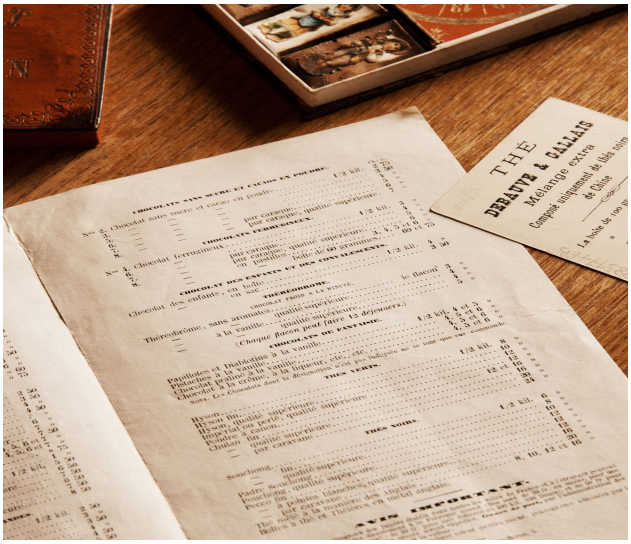
Chocolatier to the First Consul Napoleon Bonaparte, then to the Emperor, Sulpice Debauve created croquamandes in 1807, based on a common idea of the chef Carкme and Napoleon himself. For the first time, dried fruits will be coated in chocolate.

At the same time, the flavor explorer, keen on innovation and chemistry, became interested in tea, a rare and precious product, which spread in Europe at the same time. After immersing cocoa in boiling water, Debauve naturally tries to infuse tea leaves to exude the scents.



The house imports its first vintages of tea from China and Ceylon, by caravan and boat, before storing them in elegant black iron boxes with golden initials. On the leaflets and chromos of the time – these illustrated advertising cards very popular in the 19th century – the list of softening chocolates with almond milk, vanilla or Persian salep now rubs shoulders with that of fine Chulan with jasmine, Padre Souchong with smoky notes and other delicate Peccos with white tips.

English faithful copy from: https://debauve-et-gallais.com/blogs/news/lhistoire-de-la-maison



Joined in 1823 by his nephew Jean-Baptiste Gallais, also a scientist, the house produces and distributes "health teas and chocolates".

In the work The Physiology of Taste, the founding text of gastronomy published in 1826, the gastronomic journalist Brillat Savarin cites the virtues of health chocolates: following the light of a holy doctrine, Sulpice Debauve also sought to offer to its many customers pleasant medicines against some unhealthy tendencies. So to people who are underweight, he offers Salep analeptic chocolate; to those who have delicate nerves, antispasmodic chocolate with orange blossom; with temperaments susceptible to irritation, sweet almond milk chocolate, to which he will undoubtedly add "the chocolate of the afflicted", amber and dosed secundum artem".

In 1820, in order to establish a map of cocoa plantation sites, Jean-Baptiste Gallais traveled across North America from north to south. On his return, he carried out a rigorous classification of enclosures which was published in 1825 under the title "Cocoa Monograph", a reference work.



In 1825, the chocolatiers Debauve & Gallais were awarded the title of supplier to the kings of France, and created a chocolate decorated with a fleur-de-lys for the coronation of Charles X.

Among the house's many innovations was the discovery in 1838 of the first milk dehydration process, lactoline, the basis of modern pastry.

This discovery is attested by a patent which can be seen during private visits to the salon on rue des Saints-Pиres.
The numerous medals obtained by the descendants of the founders during the universal exhibitions (1867, 1878, 1889 and 1900) prove the constant attitude of the house to push the limits of excellence and innovation, without sacrificing the essential gluttony.

The gold medal obtained in 1878 at the Antwerp National Exhibition for "Eclair chocolate", instant chocolate preparation, is the perfect example.

The house went through all crises, resisted all regime changes and remained celebrated by the greatest writers of their time, from Balzac to Proust, including Rimbaud and Baudelaire.

"Everything at Debauve & Gallais is a style, offers character, presents meaning".
This description, borrowed from Anatole France, illuminates and justifies the philosophy of an institution which has embodied France for more than 220 years and which appeals to the most demanding palates.

Like a family secret that is passed down from generation to generation, Debauve & Gallais, more faithful than ever to its motto Utile Dulci, invites gourmands and gourmands to combine business with pleasure.

English faithful copy from: https://debauve-et-gallais.com/blogs/news/lhistoire-de-la-maison