

# SO MOCHI JOINS THE ONORÉ FAMILY

## THE PREMIUM ICE CREAM MOCHI MANUFACTURER SINCE 2017

The Onoré Group (£175 million of turnover) announces the acquisition of the French specialist in artisanal frozen mochi, So Mochi. This move is part of the Group's strategy for international expansion, aiming to enhance its range of premium products. This acquisition is Onoré's fourth in the past two years.

This integration of So Mochi comes after earlier acquisitions in 2023, including Mag'M, specialists in French-style macarons; Proper Cornish, experts in Cornish pasties and savoury pastries, and Cakesmiths, a UK-based artisan cake specialist. Boncolac, leader in frozen pastries and snacks, has been present since the Group was founded.

The Onoré Group is experiencing robust growth, driven by the quality of its culinary specialties, which blend artisanal traditions with innovation (including macarons, lemon meringue pie, Basque cake, carrot cake, Cornish pasties, and mini croque-monsieurs). These products are highly valued by consumers seeking authenticity and expert craftsmanship, appealing to markets in France, the UK, and globally, including notable demand in Japan and the United States.

## SO MOCHI, A EUROPEAN LEADER IN PREMIUM FROZEN MOCHIS

Founded in 2017 in La Ciotat by Julien Biondo and Jonathan Stioui, So Mochi epitomises the elegance and prestige of Japanese cuisine.

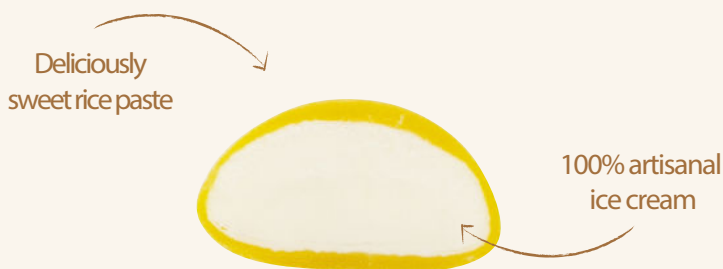
Combining French ice cream craftsmanship with traditional Asian mochi-making techniques, the company has melded its industrial expertise to become one of the top five players in this sector and the premium reference for mochi in France and Europe.



## THE RECIPE FOR SUCCESS

So Mochi taps into the **rapidly growing culinary trend** of international cuisine. This sweet delicacy is suited to both sit-down dining and snacking options.

## MOCHI : THE QUINTESSENTIAL JAPANESE DELIGHT



This indulgent pastry, made from glutinous rice, sugar, and water, has captured the hearts of food enthusiasts worldwide with its unique textures and subtle flavours.

So Mochi meticulously crafts its signature delicacies using specially selected glutinous rice flour, achieving an **exquisite balance** and a **smooth texture**. Each batch of ice cream is produced in the development kitchen to ensure unmatched quality and consistency.

The flavours, free from artificial colourings and gluten, include vegan options. Ingredients are carefully chosen to preserve the intensity of the flavours. Emphasising sustainability, So Mochi sources all dairy products—milk, cream, and butter—locally within France.

# MOCHIRI & LA COMPAGNIE DU MOCHI

So Mochi owns two brands in distinct markets : **Mochiri**, catering to the foodservice sector, and **La Compagnie du Mochi**, targeting supermarkets and grocery retail.



La Compagnie  
du Mochi



Mochiri is renowned for bringing a touch of sophistication to the offerings for culinary professionals and is **one of the leading suppliers** of mochi to the foodservice industry across Europe.

Every mochi is crafted with an unwavering commitment to excellence, designed to delight even the most discerning palates. These delightful treats seamlessly **blend traditional artisanship with modern innovation**, born from successful collaborations with esteemed chefs.

Launched in 2020 in response to high demand from retailers, **La Compagnie du Mochi** has quickly expanded its product range, customer base, and partnerships, securing its place among **the top five brands in the French market**.

Renowned for its **pioneering flavours** and the **high quality of its products**, La Compagnie du Mochi is committed to embodying creativity and boldness.

**So Mochi** is dedicated to making mochi consumption mainstream and establishing itself as **the premier reference for premium mochi across Europe**.

## ONORÉ AND SO MOCHI : A DELIGHTFUL SYNERGY WITH SHARED VALUES



The Onoré Group takes great pride in partnering with companies that share its values and passion for promoting the culinary specialties of our regions. Inspiration and passion drive the brand's creators on a daily basis.

So Mochi is **made up** of a small, dedicated team, where each team member shares a passion and inspiration for crafting premium ice cream mochis every single day.

United by shared values, including a love for good food and **respect for craftsmanship**, we embark on this exciting journey together within the **Onoré Group**!

## A WORD FROM THE FOUNDERS



We chose to partner with Onoré because we share core values : innovation, excellence, and a deep commitment to our clients. Together, we firmly believe that we can deliver high-performance solutions and tackle the challenges in our industry, paving the way for our mutual success.

*Jonathan Stioui and Julien Biondo* »  
**FOUNDERS SO MOCHI**



## A WORD FROM THE CEO OF ONORÉ



The integration of So Mochi marks a new chapter in our growth strategy, as we expand our offering of premium pastries worldwide. Ice cream mochis are a rapidly growing segment, and I am thrilled to welcome this prestigious and innovative frozen treat from Asian culture into our product range. As a leading French manufacturer, So Mochi is an ideal partner that shares the values and passion of our Group !

*Alexandre Vigneron* »  
**CEO OF ONORÉ**

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