



ANN
MA

EASTER COLLECTION

2026



LA MAISON
DU CHOCOLAT

PARIS



ABOUT LA MASON DU CHOCOLAT

In 1977, Robert Linxe opened La Maison du Chocolat in Paris, at 225, rue du Faubourg Saint-Honoré, and established a signature that was as radical as it was elegant: pure, dark chocolate with nothing artificial, in which each ingredient hits the right note.

This exercise in style flirts with haute couture and creates a dialog between worlds, with a box inspired by the finest saddlery, ganaches that whisper opera arias, and craftsmanship that has something of a goldsmith's touch.

At La Maison du Chocolat, innovation doesn't just surprise, it creates an experience. As initiated by Robert Linxe, La Maison's creative process embodies this pursuit of perpetual renewal. It never ceases to transform chocolate into a living material, opening up new avenues and rethinking recipes, even if that means shaking up established convention.

CROCODILE THEME

Nicolas Cloiseau discovered **the fascinating world of animal sculptor Jacques Owczarek** (known as Jacques Ow) on Instagram. The two dream of working together. They share a common approach: the precision of the hand and a love of detail.

Among all of Jacques Ow's animals, **Nicolas unearthed the one capable of "laying" the faceted eggs** that have become the signature of La Maison du Chocolat at Easter.

This crocodile, an archaic creature, both revered and untamable, capable of laying dozens of eggs without ever brooding them, is a fascinating oddity that naturally appealed to La Maison du Chocolat for Easter.

A living work of art, just unruly enough, reminding us that at Easter, indulgence is something to be hunted for, and best enjoyed with a touch of adventure.

Handcrafted from a custom mold taken directly from one of Jacques Ow's bronze sculptures.





Jacques Owczarek

Jacques Owczarek lives and works in Paris, on Rue Jacob in the 6th arrondissement.

A self-taught artist, he discovered sculpture at the age of 30.

Portraitist of the animal kingdom, his ever-growing bronze bestiary continues to expand. He offers his own interpretation of animals, shaped through curves, lines, and cubist edges.

He sculpts clay intuitively, letting the creatures emerge from the forms themselves, without sketches or preconceived ideas. His sculptures invite the viewer to circle endlessly around the piece.



A word that evokes breath, life, that which animates. An energy that flows through each mold, down to the smallest piece of chocolate.

Which associates art of chocolate, where chocolate dialogues with sculpture.

The faceted collection from La Maison du Chocolat. Anima. nm animæ: soul, animal, magic. When art meets chocolate..

EASTER COLLECTION 2026 : ANIMA COLLECTION

MOLDINGS



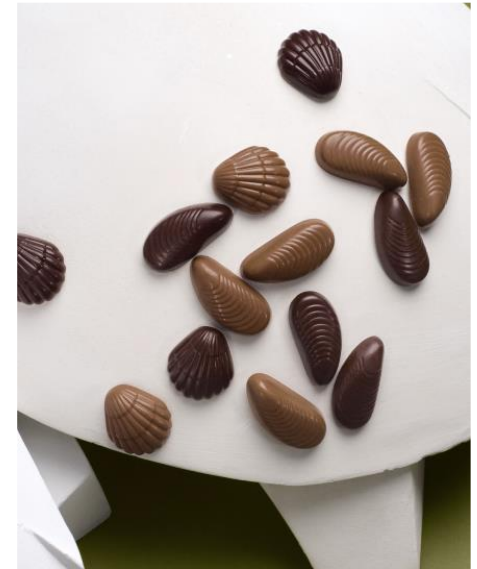
EGGSHELL



GIFT BOXES



TREATS



EASTER COLLECTION 2026 : ANIMA COLLECTION



- The 2026 Easter collection seemed to shape itself
- Signature Maison eggs, Maison crocodile eggs, and Maison rabbit eggs **faceted** like Jacques Ow's sculptural creations
- We can't resist these handcrafted molds, sewn together with precision, **offering every delicious facet of chocolate to be savored**

EASTER COLLECTION 2026 : ANIMA COLLECTION

MOLDINGS



Milk Chocolate Rabbit
110g

Retail Price: **HKD 480**

1 Milk Rabbit Chocolate &
5 Milk Dry Seashells

Dimensions: 85 X 85 X 167 mm



Chocolate Maison Egg (Small)
175g

Retail Price: **HKD 730**

1 Milk or Dark Egg Chocolate &
8 Milk or Dark Dry Seashells

Dimensions: 100 X 100 X 171 mm



Chocolate Crocodile Egg
210g

Retail Price: **HKD 880**

1 Milk or Dark Crocodile Chocolate &
12 Milk or Dark Dry Seashells

Dimensions: 110 X 110 X 186 mm



Chocolate Maison Egg (Big)
300g

Retail Price: **HKD 1,100**

1 Milk or Dark Egg Chocolate &
20 Milk or Dark Dry Seashells

Dimensions: 120 X 120 X 201 mm

Allergens

Milk molding : milk, gluten, tree nuts / Dark molding : milk, tree nuts

EASTER COLLECTION 2026 : ANIMA COLLECTION

GIFT BOXES

A box in which each piece reflects the distinctive patterns and textures of crocodile skin, offering refined detailing and a crafted surface that enhances both the visual and gourmet experience.



Crocodile Skin Bouchée
88g

Retail Price: HKD 260

35% Milk Chocolate Praliné Bouchée
46% Dark Chocolate Praliné Bouchée

Dimensions: 118 X 188 X 23 mm

Allergens
Milk, gluten, tree nuts

EASTER COLLECTION 2026 : ANIMA COLLECTION

EGGSHELL

Like a “soft-boiled egg” waiting to be cracked open, the Egg Shell evokes the simple pleasures of pure indulgence.



Praliné Eggshell, 1 Piece
60g

Retail Price: **HKD 300**

Dimensions: 53 X 53 X 71 mm



Praliné Eggshell, 4 Pieces
240g

Retail Price: **HKD 850**

Dimensions: 103 X 103 X 69 mm



Special Recipe of Eggshell

Praliné made from almonds and hazelnuts roasted for a long time, with well-cooked caramel sprinkled with hazelnut pieces, covered with a thin layer of dark chocolate.

Allergens
Milk, tree nuts

EASTER COLLECTION 2026 : ANIMA COLLECTION

GIFT BOXES



Crocodile Craquant Gift Box (Small)

300g

Retail Price: **HKD 820**

26 Avelinas
28 Dry Seashells
12 Praliné Little Eggs

Dimensions: 120 X 153 X 45 mm



Crocodile Craquant Gift Box (Big)

603g

Retail Price: **HKD 1500**

48 Avelinas
22 Dry Seashells
48 Praliné Little Eggs

Dimensions: 225 X 152 X 45 mm



Special Recipe:

- Praliné little eggs
 - PINK - Gianduja Dark Praliné
 - PURPLE - Gianduja Praliné Milk Biscuit
 - BLUE - Milk Praliné
 - SALMON - Crunchy Dark Praliné
- 35% milk dry Seashells (Equatoriale Lactée - Bitter Lactée)
- 66% dark dry Seashells (Caraïbe)
- Milk and dark avelinas

Allergens

Milk, gluten, tree nuts

EASTER COLLECTION 2026 : ANIMA COLLECTION

TREATS



Praliné Treat Gift Box
200g

Retail Price: **HKD 480**

27 Dark or Milk Praliné Seashells

Dimensions: 73 X 73 X 73 mm



Mix Treat Gift Box
200g

Retail Price: **HKD 430**

20 Milk Dry Seashells &
20 Dark Dry Seashells

Dimensions: 73 X 73 X 73 mm



Small Praliné Egg Case
200g

Retail Price: **HKD 580**

28 Dark or Milk Praliné Little Eggs

Dimensions: 73 X 73 X 73 mm



Small Mixed Praliné Eggs
50g

Retail Price: **HKD 210**

7 Praliné Little Eggs

Dimensions: 25 X 153 X 25 mm

Allergens

Praliné Seashells : Tree nuts, milk, gluten / Dry Seashells : Milk / Praliné Little Eggs: Tree nuts, milk, gluten

PERSONALIZATION SERVICES

Our Corporate Department offers specialized consultations to guide you through your selection.

We help you choose the most suitable gifts for festival, welcoming, parting, thank you, meeting or VIPs among a wide variety of La Maison du Chocolat delicacies.

Dress up your luxury gift box with a ribbon, sleeve, or custom label of your company logo and colours. Offer a refined gourmet gift to indulge your clients.

Price and lead time upon request.



OUR COMMITMENTS

WE SELECT THE WORLD'S FINEST COCOA,
100% TRACEABLE DIRECTLY FROM THE
GROWERS

We champion **chocolate-making expertise** and **traditional French technique**. Our chocolates are **meticulously crafted** by 35 passionate chocolatiers led by **creative director Nicolas Cloiseau, winner of the 'Meilleur Ouvrier de France' top craftsman title**. We ensure that our gift boxes are eco-designed, 100% recyclable and made in France and Belgium. We innovate for the future of chocolate and **work day after day to combat food waste**. We strongly believe in the idea that our chocolate should be a **gift for the tastebuds, heart, and planet**.



SUSTAINABLE SOURCING

We favor suppliers with a positive social and environmental impact on local communities. Our chocolates are certified **free from artificial coloring or flavoring, GMOs or palm oil**.



ECO-FRIENDLY PACKAGING

We only use the essential packaging, cutting excess and plastic to a bare minimum without losing any of what makes our gift boxes treasured, inspiring consumers to give them a second life.

All of our gift boxes are 100% recyclable (except the ribbon). Our iconic gift boxes are 100% made in France and Belgium.



ETHICAL VALUES

We are committed to serving **fresh and delectable products**. We are fighting food waste with **Too Good to Go** as part of our community-minded philosophy, and participate in donation campaigns.



FRENCH CRAFTSMANSHIP

To indulge in one of our chocolates is to **savor and celebrate French savoir-faire and craftsmanship**. Signature taste and quality is assured by a panel of expert taste advisors. For over 45 years, our chocolates have been created, designed and hand-chosen by our chocolatiers.



TERMS & CONDITIONS

- Shelf life of Ganaches: 3-4 weeks. To be stored in cool and dry place (16-18 °C). Shelf life of Pralinés and Rochers: 6-8 weeks. To be stored in cool and dry place (16-18 °C). Shelf life of Macarons: 2-3 days. To be stored in fridge (4-6 °C).
- Stock availability is subject to change.
- Order to be placed at least 2 working days in advance.
- Free delivery for all hatboxes and single order of HKD 1500 or above.
- Delivery service available at HKD 200 per location in Hong Kong Island, Kowloon and New Territories. Outlying islands delivery available upon request. Free pick up from all our boutiques.
- General terms and conditions in our 2025 – 2026 Collection applies.

PROJECT CONTACTS

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THANK YOU

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