



## VALUES

### **LAGRANGE, a French company combining tradition & innovation**

Since its founding in Lyon in 1955 by René LAGRANGE, our family business has successfully built on its traditions and know-how, growing to become **the specialist in user-friendly cuisine**. Now led by the founder's son, Philippe LAGRANGE, our company has founded its reputation on a careful blend of reverence for tradition and bold innovation.

From the invention of the first electric waffle maker with interchangeable plates, in 1956, to our current specialization in kitchen appliances that make life easier, we have continually stood out for our sense of innovation and the high quality of our products. **Ease of use, optimal cooking performance and an enjoyable cooking experience** – at LAGRANGE, all of our products serve a single, common purpose: to make your life easier!

### **Design and innovation: keys to the success of LAGRANGE**

At LAGRANGE, our motto is to continuously seek new ways to **simplify users' lives** by putting our innovations to work for them. We make consumers' needs the focus of our development efforts, incorporating countless little extras into the design of every product. These practical enhancements are conceived by the experts in our in-house design department. Keeping our design and R&D departments in-house positions us to offer our customers "different" products that we are pleased to test ourselves.

We are involved in all phases of developing and marketing our products, taking time to attend to every detail to uphold the highest quality standards.

### **Product refinement "à la française"**

From stone grills to waffle makers and fondue sets, the great majority of our user-friendly products are manufactured at our plant in southeastern France's Lyon region. Our expertise has been driving the development of quality products there for more than 60 years. From cast aluminum to stainless steel to wood, all materials we use are carefully selected for their high resistance and authenticity. We ensure on a daily basis that every LAGRANGE product meets our expectations for simplicity, ease of use, clean design and high performance and, above all, its role in bringing people together.

### **Celebrating food culture**

Coming from France's long-established tradition of excellent food and love of fine dining, we have made the communal nature of dining the driving force behind our offerings. Receiving, sharing, discovering, exchanging, spending time together: celebrating good food reflects the key values of our company. This is why we seek to recreate these special moments through our products.

Near the Alps and all its wintry delights, our company has incorporated into its offerings traditional fare from the mountain regions: raclette and fondue. These dishes are very popular in Europe and over time have become symbolic of relaxed and sociable dining.

In France, we have a long tradition of sharing and enjoying food. Meals are generally taken as a family or group and to make the most of this, we develop products designed to be placed in the center of the table so that everyone can take part in preparing the meal in a festive ambiance.

## **CORE BUSINESS**

### **LAGRANGE, master waffle maker**

Our history is closely linked to that of the waffle...

Waffle makers have been part of our offering since the invention of the first waffle maker with interchangeable plates in 1956 by René LAGRANGE. The various models of this appliance have evolved along with the company and our innovations to achieve continuous improvement and ensure customer satisfaction.

Today's product line includes the latest innovations in response to the needs and wishes of users. In our role as a culinary trendsetter, we have striven to perfect our multi-recipe interchangeable plate system in order to make our waffle makers valued daily companions in the kitchen. Yes, they make waffles, but also grilled sandwiches (croque-monsieur), paninis, wafers and more! Besides producing the finest traditional French waffles, our appliances invite users to explore their cooking creativity.

Crisp on the outside and soft and fluffy in the middle, the true Lyon waffle has become an institution. Light and crunchy, it can be served with a variety of toppings or even simply dusted with icing sugar for greatest enjoyment!

## HISTORY

### History of a French company...



1955: René Lagrange opens an aluminum foundry near Lyon in southeastern France. The plant manufactures industrial parts.

1956: Operations are diversified with mass production of the first waffle maker featuring interchangeable plates.

1980/82/83: New products are added: raclette maker, crepe maker, hot dog cooker.

1989: René Lagrange's sons take the reins of the company. LAGRANGE introduces its first major innovation: the world's first electric stone grill, which competitors started to imitate the following year. LAGRANGE products make their debut in mass retail outlets.

1989-2009: Diversification continues with fondue sets, barbecue sets and other appliances.

2006: Foundry operations are discontinued. LAGRANGE sparks a revolution in raclette makers with the launch of the "Cheese Tower".

2007-2011:  
The company continues to diversify and further specialize in convivial cooking and homemade foods, with the notable addition in 2008 of its yogurt maker— a bestseller in France—and glass raclette makers, also a huge success.

2012-2013:  
Patented innovations are launched in France: waffle-maker "Balance" (the world's first gourmet waffle that is flat on one side to spread on toppings), Raclette & grill "Vitro" (the first raclette maker with a glass cooking surface) and Crepes & Brunch Companion (a crepe maker with silicone molds to prevent overflow and make crepes and pancakes of different shapes).

2014: Lagrange positions itself on two major categories in France: Breakfast and Culinary Preparation.

2015-2016:

Lagrange crosses the Atlantic: creation of the American subsidiary "Lagrange USA Inc." and the Canadian subsidiary "Lagrange Canada Inc.", the products are now distributed in the USA and Canada.

## HISTORY OF THE LYON-STYLE WAFFLE

Although Belgium is often credited as the home of the waffle, Lyon also has a solid claim to the waffle with the emergence of its own recipe around 1799.



### **Recipe of the Lyon-style waffle:**

Ingredients: 3 ½ cup all-purpose flour - 1 tbsp baking powder - 1 ½ cup Beer - 1 cup Milk - 1 cup Water - 1 pinch of salt - ½ cup melted butter - 4 tbsp white sugar - 1 tsp vanilla extract - 4 eggs

Melt the butter and let cool.

Pour the flour into a mixing bowl.

Add the salt, sugar and eggs.

Whisk vigorously.

In a small bowl, dissolve the baking powder in the liquid.

Add this liquid to the mixing bowl, along with the melted and cooled butter.

Add the vanilla extract.

Continue whisking until the batter has an even consistency.

Let sit for 30 minutes.