



INTRODUCING

THE CHOCOLATE CRAFTSMAN MATHIEU DAVOINE

A NEW CULINARY COLLABORATION UNDER JAEGER-LECOULTRE'S MADE OF MAKERS PROGRAMME TO CELEBRATE THE ORIGINS OF REVERSO

KEY FACTS:

- **Challenging preconceptions:** by pushing the boundaries of flavour
- **Four chocolate delights :** paired with a specially created beverage
- **Unconventional textures:** daring blends of contrasting flavours and surprising visual presentations

At Watches and Wonders Geneva 2025, Jaeger-LeCoultre unveils the latest collaboration under its Made of Makers programme. An experimental gastronomic journey into the world of chocolate with Chef Chocolatier Mathieu Davoine pays homage to the origins of the iconic Reverso.

PUSHING FURTHER THE BOUNDARIES OF CLASSICAL ARTS

The Made of Makers programme draws a parallel between the worlds of horology and art, fostering collaborations with artists, designers, and craftsmen from disciplines outside watchmaking, who share the Maison's values of creativity, expertise, and precision. The programme challenges the perception of classical arts as static or bound to the past, instead emphasising their continuous reinvention and honouring them as a leading source of creativity today. Just as today's classics were once seen as radical at their inception, the Made of Makers programme explores how traditional forms and techniques can be reinvented through new materials and media, offering a fresh perspective on the dialogue between past and present. Like the watchmakers of La Grande Maison, these artists respect tradition as a foundation for creativity, while pushing boundaries and exploring new horizons, highlighting how both watchmaking and classical art express human creativity, reflect the culture of an era and trigger emotions.

To date, the Made of Makers community has embraced the worlds of contemporary visual art, gastronomy, music and perfumery – with artists including Zimoun (Switzerland), Michael Murphy (USA), Guillaume Marmin (France), lettering artist Alex Trochut (Spain/USA), pastry chef Nina Métayer (France), mixologist Matthias Giroud (France), digital media artist Yiyun Kang (Korea), musician TØKIO M¥ERS (UK), multi-media artist Brendi Wedinger (USA), Chef Himanshu Saini (India), street light-painter Roy Wang (China), perfumer Nicolas Bonneville (France) and designer Khalid Shafar (UAE). This new collaboration with Mathieu Davoine (France/Switzerland) adds the art of *chocolaterie* to the Made of Makers portfolio.



THE CHOCOLATE CRAFTSMAN

This year, Jaeger-LeCoultre invites guests to enjoy a unique gastronomic experience based on chocolate through its collaboration with The Chocolate Craftsman, Mathieu Davoine. The Geneva-based chef chocolatier's experimental approach to chocolate-making combines time-honoured craftsmanship with avant-garde techniques and exceptional creative imagination to explore a new realm of flavour and artistry. A craftsman at heart, he unites artistic talent and bold imagination with great technical skill, combining a fascination with flavour and texture with a sculptor's approach to visual presentation. Taking inspiration from sources as varied as a painting seen in a museum or something observed in the natural world, he spends a great deal of time testing and playing with new ideas in his laboratory.

For Mathieu Davoine, chocolate provides a perfect outlet for his creativity, enabling him to dive deep into the complex process of transforming cacao beans into exquisite creations that capture the magic of chocolate. It allows him to combine gastronomy with artistic imagination and craftsmanship. "For me, discovering chocolate was a revelation," he says. "I cannot think of any other single ingredient that offers so much artistic possibility, thanks to all of the forms it can take – powder, liquid, cream, foam, jelly, crunchy solid and more. And when you are willing to experiment with flavours and go beyond the conventional blends, there's almost no limit to the possibilities."

Encapsulating Mathieu Davoine's signature style, the chocolate delights that he has created exclusively for La Grande Maison challenge preconceptions and push the limits of what chocolate can be.

PRALINE, TRUFFLE, FUDGE: using chocolate in all its forms, he has combined familiar and unconventional textures to add an exciting sensory twist to the tasting experience.

OLIVE, MUSHROOM, POLLEN: with 'impossible' blends of flavours and ingredients, he has challenged the boundaries of chocolate gastronomy to create new and surprising harmonies, with layers of skilfully blended and balanced flavours that evolve in the mouth.

MICRO BALLS, SCULPTURES, TROMPE-L'OEIL: in the visual presentation of the delights, he has employed *trompe-l'oeil* techniques, harnessing unexpected proportions, shapes and surface finishes to create optical illusions that surprise and delight, elevating the experience of biting into the chocolate.

CHALLENGING THE PRECONCEPTIONS OF CHOCOLATE GASTRONOMY

With the four chocolate delights that will be offered to Jaeger-LeCoultre's guests at the 1931 Café, Mathieu Davoine pays homage to the origins of the Reverso by taking visual inspiration from the world of polo, and to the home of Jaeger-LeCoultre by incorporating ingredients from the Vallée de Joux.

"The creative direction that Jaeger-LeCoultre gave me was a very interesting challenge," says Mathieu Davoine. "While the visual richness of polo provided many ideas, I also wanted to express the feeling of polo, so I have combined literal and conceptual references to different aspects of the game. To include ingredients from the Vallée de Joux, I had to think beyond the obvious nuts and berries that are traditionally



associated with chocolate and combine them with other, very unconventional flavours and scents from the valley.”

‘HARMONIE DE CHOCOLAT’ celebrates the multi-faceted character of chocolate, its swirling shape symbolising the energy and movement of players and horses on the polo field. A chocolate *sablé* biscuit is topped with dark chocolate mousse, which conceals the surprise of crisp cacao ‘pearls’, and finished with a milk chocolate ganache sprinkled with hazelnuts.

‘GALOP DES BOIS’ combines the textures of crisp praline, airy mousse and soft sponge cake in the form of a polo ball surrounded by the letters of Jaeger-LeCoultre’s name executed in dark chocolate. Its perfectly balanced flavour profile combines white chocolate and vanilla with Vallée de Joux ingredients: forest fruits, hazelnuts and – unexpectedly – porcini mushrooms.

‘ÉCLAT DE CAVIAR’ unites the flavours of black olives and chocolate, complemented by an infusion made from the delicate young shoots of Vallée de Joux fir trees. Presented in a metal tin evoking the shoe polish for the polo players’ boots, the crisp coating of the shiny chocolate ‘caviar pearls’ delivers a sensory surprise, as they give way to an unctuous chocolate cream, airy olive tapenade and crunchy biscuit.

‘DOUCEUR DU CAVALIER’ elevates the *petit écolier* – a classical chocolate-coated biscuit beloved by every French school child – into a sophisticated chocolate treat for the players returning from the polo field. The crisp *sablé* biscuit is made to a special recipe incorporating Vallée de Joux pollen; it is topped with an unctuous chocolate ganache and meadowsweet jelly, the whole ensemble being coated in milk chocolate.

The tasting experience is amplified by the guest’s participation: in each case, the person can increase the dosage of the respective Vallée de Joux ingredient before tasting the delight. To complement the four delights, Mathieu Davoine has created a special beverage made from the fleshy pulp – also known as *baba* or *mucilage* – that surrounds the beans inside a ripe cacao pod. With a mildly sweet and tangy ‘tropical fruit’ flavour, the pulp is essential to the natural fermentation process that the beans must go through before being dried and eventually roasted. Sipped between each of the bites, it acts as a palate-cleanser and an additional layer of flavour.

“We are delighted to collaborate with Chef Chocolatier Mathieu Davoine,” says Jérôme Lambert, Chief Executive Officer of Jaeger-LeCoultre. “His talent, expertise and originality add an exciting new dimension to our Made of Makers programme, and the values that he shares with our Maison – passion, humility and a dedication to craftsmanship and innovation – make him a natural partner for us. At Jaeger-LeCoultre we strongly believe in the convergence of craftsmanship across many disciplines, and working with a maestro of chocolate like Mathieu Davoine allows us to explore uncharted territories where the worlds of art, gastronomy and watchmaking intersect.”



ABOUT MATHIEU DAVOINE

Based in Geneva, Mathieu Davoine is recognised as a rising star among Chef Chocolatiers. Growing up on his family's farm near Annecy in the French Alps, he always knew that he wanted to work with his hands, and a fascination with craftsmanship deepened his understanding of the transformative potential of raw materials. Beginning his culinary journey in baking before exploring the world of pastry, he quickly discovered his passion for chocolate. For him, chocolate provides the perfect outlet for his creativity, enabling him to dive deep into the complex process of transforming cacao beans into exquisite chocolate creations, introducing unexpected flavours and artfully exploring and shaping the raw material to create an extraordinary array of forms and textures. Mathieu Davoine's international experiences – ranging from Bora Bora in French Polynesia to Kuwait – have fuelled his desire to elevate chocolate craftsmanship to new heights. Alongside his current work as Head Chocolatier at Othmane Khoris in Geneva, Mathieu Davoine was recently selected for the Swiss Culinary National Team and is preparing for the Culinary World Cup in 2026 and the Culinary Olympics in 2028.

ABOUT MADE OF MAKERS

The Made of Makers programme brings together a community of artists, designers and craftsmen from a variety of disciplines outside watchmaking. Expanding the dialogue that exists between horology and art, the programme is founded on the core principles that have always defined La Grande Maison: creativity, expertise and precision. It focuses on world-class creators who share the Maison's values and whose work explores new forms of expression through different and often unexpected materials and media. Each year, new works commissioned through the programme animate the exhibitions that Jaeger-LeCoultre stages around the world, amplifying the chosen theme and creating new opportunities for audiences to engage and to become part of the wider conversation about art, craft and design.

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