

Beat: Lifestyle

## **BAGUETT. By MAISON KAYSER - EXCLUSIVITY At ERNEST-LA SAMARITAINE in PARIS**

### **TO CELEBRATE BAGUETTE AT UNESCO**

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**USPA NEWS** - To celebrate the Entrance of the Baguette to Unesco, Eric Kayser presents the First Concept Store dedicated to the French Signature: Baguett. You thought you knew the Baguette? Sweet or Savory, say "a Baguett please!"...

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At the Beginning the Ambition was: Overturning the Codes of the Emblematic Piece of Bread to offer a Surprising Journey engraved in the Memory of the Taste Buds. More than a Rediscovery, Baguett. invites you to a Unique Experience among the Colors and Tastes of the "Best Bakery in Town".

From the Signature Baguett. with Pink Pralines to Teddy Bread, an Unbridled Imagination is Blowing including Derivative Products: Toast Candles, Baking Papers framed like Works, Linen Baguette Bags, to stay Chic while crunching on a Loaf, Aprons designed for the Home...

This Sparkling and Colorful Concept was born from a Meeting between Éric Kayser, Ambassador of the Art of Baking, and Déboland, Creator of Concepts. This French Woman exiled in Las Vegas for 10 Years dreams of Awakening the Most Beautiful Emblem of French Culture: the Baguette.

Éric Kayser, Defender of Sourdough Bread wants to sing about his Love of the Baguette, this Iconic Bread which has just joined Unesco. This Common Vision causes a Small Big Bang. The baker's Know-How ignites under the Spark of Pop & Frenchy Creativity of the Foodie Globe: Baguett was born!

It is in Homage to Ernest Cognaco, Founder of "La Samaritaine", that Two Friends, Eric Kayser and Olivier Maurey have imagined, at the Heart of this Concept wonderfully rehabilitated, a Place with Variable Geometry. Both a Modern Day-To-Day Bakery and a Contemporary Brasserie "Ernest" celebrates Beauty and Goodness at any time of the day in Interior Architecture by Constance Guisset.

On the Ground Floor, on the Fomil Side, Eric Kayser signs a Collection of Amazing Breads, while Upstairs the Fomeaux are run by Nacelle d'Hainaut, Michelin-Starred Chef and Winner of Top Chef.

On the Bakery Side, Eric Kayser orchestrates with the "Baguette" a Sequence as Melodious as it is Gourmet. From 7:00 am, you will be able to appreciate the Aromas of Bread, well risen and prepared on Site from Organic Flours and Artisanal Sourdoughs, taste Traditional Pastries.

When Lunchtime strikes, the Daily Suggestions for Take-Out Recipes (Salads by Weight, Daily Specials: Small, Large, Let's even XL) will certainly go off like hot Cakes! For Sweet Teeth and other Snack Aficionados, make way for the Pastry Bakers who will offer Snacks throughout the Afternoon.

On the Restaurant Side, Naoëlle d'Hainaut provides a Bistronic Menu from Noon. Instinctive, Tasteful and Seasonal Cuisine, the Chef offers a Varied Menu, combining her Passion for the Classics of French Cuisine revisited in the Naoëlle d'Hainaut Style and her Contemporary Touch with Astonishing Signature Creations. The Dishes, the Space, the Wines, everything has been designed to Surprise, Exalt and Move the Guests.

Source: Ernest - La Samaritaine, 25 Rue De La Monnaie '75001 Paris)

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