

PRESS RELEASE

JUNE 2024

Starting in September 2024, Macaronade de Castel will launch a fourth assortment of macarons in its “Thématiques” range in the bakery and pastry section of large supermarkets.



New in the bakery and pastry section of supermarkets

La Macaronade de Castel is launching an irresistible new assortment of 12 macarons that aims to bring one of the French people's favorite sweet treats into homes: Café Gourmand.

The box contains four flavors carefully selected to pair perfectly with coffee:

- **Chocolate-Orange** with orange and chocolate shells
- **Coffee**, a delicious classic that never gets old
- **Speculoos** with speculoos cookie pieces on the shell for even more indulgence
- **Chocolate**, sweet and comforting

This new assortment features everything that has contributed to the range's success since its launch in 2022: original macarons, some with toppings and two-tone shells, all presented in an elegant box.

Made in France

We have been proudly making our macarons since 2005 in Castelsarrasin (Tarn-et-Garonne). It is a delicate, highly technical pastry that requires constant attention.

In our workshops, we grind the almonds needed to make the shells and prepare the fillings (buttercream and fruit preparations) on site. This allows us to guarantee the optimal organoleptic quality of our macarons.

Ingredient selection and quality

Our macarons are made with carefully selected ingredients (eggs from free-range hens, natural colorings when necessary for the shells).

Coming soon to stores

Available in the bakery and pastry sections of hypermarkets and supermarkets starting in September 2024, it will complement the existing range of assortments: “Chocolate,” “Exotic,” and “Sweet.”



Product information New Café Gourmand

- 12 macarons
- 4 flavors (Chocolate-Orange, Speculoos, Coffee, and Chocolate)
- Weight: 145 g
- PCB: 12
- EAN: 3 700 417 302 823
- Use-by date: 10 days after thawing, at +4°C

About Macaronade de Castel

A French manufacturer specializing in frozen macarons, Macaronade de Castel offers a range of more than 25 macaron flavors, which can be sold in the frozen food section or the bakery section, Viennoiserie, Pâtisserie (BVP / Boulpat) sections of hypermarkets, as well as in the out-of-home catering networks (bakery chains, restaurants, wholesalers, cash & carry, etc.), in France and internationally.

La Macaronade de Castel has over 35 years of pastry expertise, including 20 years of mastery in the art of macarons. The production site has obtained IFS higher level and Ecovadis silver level certifications. La Macaronade de Castel is part of Ajinomoto Foods Europe. Ajinomoto Foods Europe is a subsidiary of the Ajinomoto Group, a leading global player in the food industry.

For more information and to contact La Macaronade de Castel: www.macaronadecastel.fr

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