

## PRESS RELEASE

April 2025

# LES MACARONS DUOS TWIST : THE UNIQUE DOUBLE DELICIOUS OFFER !

*Starting in April 2025, Macaronade de Castel will launch a new line of macarons featuring **unique and surprising** recipes in the bakery and pastry section of large supermarkets.*



### New in the bakery and pastry section of supermarkets

La Macaronade de Castel is launching a new assortment of 12 macarons that aims to bring a breath of fresh air to the world of pastries, and macarons in particular.

With their double filling, Duos Twist “Cœur Fruité” macarons are twice as delicious. The fruity and zesty filling hidden inside a creamy filling offers an explosion of flavors, transforming each bite into a unique experience.

The box contains 4 flavor combinations where the intense fruity center blends harmoniously with the creamy filling for incomparable pleasure:

- **Raspberry passion fruit:** **Summer freshness**—raspberry enhanced by the power of passion fruit.
- **Chocolate banana:** **A tropical getaway**—the comfort of chocolate combined with the exoticism of banana.
- **Vanilla blackcurrant:** **The harmony of contrast**—the liveliness of blackcurrant contrasted with the sweetness of vanilla.
- **Lemon with strawberry filling:** **A zesty explosion**—the vibrancy of lemon meets the sweetness of strawberry.



### **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.

### **Selection and quality of ingredients**

Our macarons are made by our pastry chefs according to the traditional recipe, with shells made from 100% California almonds and fillings prepared in our workshop. We carefully select our ingredients (eggs from free-range hens, natural colorings, when necessary for the shells).

### **Coming soon in stores**

Available in the bakery and pastry sections of hypermarkets and supermarkets starting in April 2025.

#### **Product information New DUOS TWIST**

- 12 macarons
- 4 flavors (Passion fruit with raspberry filling, Chocolate with banana filling, Vanilla with blackcurrant filling, Lemon with strawberry filling)
- Weight: 145g
- PCB: 12
- EAN: 3 700 417 302 960
- 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 gold 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](http://www.macaronadecastel.fr)

Press contact: Maïté Laschet, [maite\\_laschet@afe.ajinomoto.com](mailto:maite_laschet@afe.ajinomoto.com), +33 (0)6 40 25 39 19.