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GABY ET JULES OPENS IN MARKET SQUARE

Macarons, Confections, and Canelés to be sold in Market Street Grocery

PITTSBURGH, PA – April 10, 2015 –Not even two years since opening its flagship store in Pittsburgh’s East End, Gaby et Jules Pâtisseries et Macarons is opening a second location in downtown Pittsburgh.

The authentic French pastry shop will be open for business in its newly-leased space in the Market Street Grocery on April 22, 2015, at 435 Market Street in the heart of Market Square. Dubbed the "bakery curators" for the new gourmet grocery, the owners of Gaby et Jules have built a veritable mini-pâtisserie in the front window of the historic Thompson building and will sell their signature authentic French baked goods from breakfast time through after-dinner hours.

Pâtisserie owners Frederic and Lori Rongier and Master Pastry Chef David Piquard partnered with developers Ralph Falbo and Ernie Vallozzi to launch their downtown venture from the Market Street Grocery location. "We love Market Square because of the historic side streets and the bustling open square with tables and chairs. It has a very European feel, which suits us well," said co-owner Lori Rongier. "We've had so much demand to make our beautiful pastries available to a broader regional audience, and downtown is a hub for the whole region. People come from every suburb every day, so it's a great way to reach more people."

Gaby et Jules' fans will recognize the signature red, white, and silver décor patterned after the original location, along with the gleaming crystalline display cases holding the precise rows and stacks of perfect pastel macarons waiting for hungry downtown workers. The new store will carry a full range of macaron flavors, including a variable "flavor of the month" along with a complete line of French confections: caramels, nougatine bon bons, confitures, and chocolates. They will also feature "pret a porter" verrines—creamy, cool desserts with chocolate, fruit, and rotating daily flavored cremes served in to-go cups with accompanying mini spoons, ideal for enjoying on a stroll. Customers hungry for breakfast or midday snacks will find an assortment of croissants, palmiers, and the quintessentially French canelé, a treat so difficult to make that no other pastry chef in Pittsburgh even attempts it. Gaby et Jules' famously precise French Master Pastry Chef David Piquard has perfected its crispy-caramely exterior balanced with a chewy, dense, custardy interior, using French copper baking molds to create a multi-dimensional taste experience graced with notes of vanilla and rum.

“We are the only bakery in Pittsburgh to offer the canelé,” says co-owner Fred Rongier. “Even in New York City, most patisseries do not offer this French specialty. Chef David’s canelés are the best, and Pittsburgh deserves the best. We are so excited to be the ones to bring this delicacy to the city.”

Anticipating demand from downtown offices, Gaby et Jules Market Square will also offer pastry platters accompanied by housemade confitures for breakfast meetings, and macaron towers for lunch or afternoon meetings. Customers may pre-order by calling 412-682-1966 (select Option 5) and requesting Market Square pickup.

The patisserie will continue to produce all its baked goods at the Squirrel Hill location, making daily deliveries to Market Square in its bright red macaron-festooned refrigerated van.

About Gaby et Jules

Specializing in French macarons, classic French pastries, and hard-to-find canelés, Gaby et Jules offers Parisian-quality fine French pastry in Pittsburgh, Pennsylvania. Named for its owners’ grandfathers, the shop is “A Gift of Love” to their families, to the city, and to their customers. The exquisite and delectable creations resulting from the culinary gifts of Master Pastry Chef David Piquard are offered for all to enjoy and share. Gaby et Jules currently sells macarons and pastries from two retail locations—its flagship store in Pittsburgh’s East End and the gourmet Market Street Grocery downtown. Gaby et Jules ships macarons and confections nationwide, along with offering limited catering and gift order fulfillment services. For more information, email info@gabyetjules.com or visit www.gabyetjules.com.

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