

INTERNATIONAL MACARON DAY COMES TO PITTSBURGH

Local Bakeries Raise Awareness, Funds for Greater Pittsburgh Community Foodbank

PITTSBURGH, PA – March 10, 2017 – It happens every year on March 20th in Paris, New York, Seattle....and now Pittsburgh. The International “Jour du Macaron” or “Day of the Macaron” is coming to Pittsburgh, and everyone who visits a participating bakery on March 20, 2017 will receive a free macaron and a chance to help families facing hunger in our community. Bakeries will be donating 10% of all macaron purchases from the day to Greater Pittsburgh Community Food Bank.

A *macaron*, also known as a French macaron, is a delicately constructed confection comprised of two meringue shells sandwiching a buttercream or ganache filling inside. (They are not to be confused with macaroons, the traditional sticky-sweet coconut mounds sometimes covered in chocolate.) Made properly in the French tradition, they take 3 days to bake, with a complex series of stages that involve drying, baking, filling, and freezing to achieve exactly the sought-after consistency: the shells slightly crisp on the outside, chewy and soft on the inside, melded with the creamy filling and infused with delicate flavor.

Macaron Day started in Paris in 2005, created by French pastry chef Pierre Hermé (voted World’s Best Pastry Chef of 2016). Observed every year on March 20th, it has spread globally and become an international tradition. On this day each year, participating bakeries offer each customer a free macaron, and donate a percentage of all macaron sales to a local charity. Customers may also make direct donation to the charity, which will be collected by the bakeries that day.

The owners of Gaby et Jules Patisseries et Macarons, Fred and Lori Rongier and Chef David Piquard, have observed Macaron Day in Pittsburgh for the last two years, and other bakeries in the area have celebrated the day independently in prior years. 2017 is the first year of a city-wide initiative. “This year, we wanted to join with our fellow macaron bakers to make the event even bigger,” says Co-Owner Lori Rongier. Chef Piquard adds, “I am passionate about what I do, and I am grateful to be able to do it in this community. Our hearts go out to all families who are in need, and Macaron Day is a perfect opportunity to help.”

Full details for the Pittsburgh event may be found at www.macarondayppgh.com.

Oakmont Bakery, voted Pittsburgh’s #1 Bakery, was the first bakery to get on board. “We’re excited to be involved in this great event,” said owner Marc Serrao. Other bakeries are expected to join in future years: La Gourmandine and Jean-Marc Chatellier were both unable to participate this year, however, Jean-Marc Chatellier has already confirmed his participation for 2018. Fred Rongier, co-owner of Gaby et Jules explained, “We are committed to Macaron Day for the long term. Together, we will do something that Pittsburgh has never seen before.”

Greater Pittsburgh Community Food Bank welcomed the opportunity to be the event’s honoree. “We are excited to be partnering with local bakeries for a such a fun day of awareness-building and fund-raising,” says Kate Laubacher, Community Fundraising Coordinator. The Food Bank has been working for more than 30 years to feed people in need and mobilize the community to eliminate hunger. Each box of macarons sold will provide 5 meals for families facing hunger in the region. In addition to macaron purchases and in-store donations on March 20th, supporters may donate directly to the Food Bank at: <https://www.crowdrise.com/macaron-day-pittsburgh>

About Greater Pittsburgh Community Foodbank

Greater Pittsburgh Community Foodbank is a 501(c)(3) nonprofit organization dedicated to eliminating hunger in the Pittsburgh region. Their mission is to feed people in need and mobilize the community to create a hunger-free southwestern Pennsylvania. The Food Bank is a proud member of Feeding America. For more information visit www.PittsburghFoodBank.org.

About Gaby et Jules

Specializing in French macarons and classic French pastries, 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.

About Oakmont Bakery

Since 1988, Oakmont bakery has been serving Pittsburgh with outstanding products, hard work, and dedication. Voted Pittsburgh's favorite bakery, they were also named "Retail Bakery of the Year" in 2010 by Modern Baking magazine - the most prestigious award in the retail bakery industry given to only one bakery in the country each year. The family and staff of Oakmont Bakery share the motto, "We love our customers. We're passionate about baking. We create delicious memories." For more information visit www.oakmontbakery.com.

###

CONTACTS:

Gaby et Jules Patisseries et Macarons

Lori and Fred Rongier

lorifred66@gmail.com

412-303-8139

Oakmont Bakery

Marc Serrao

marc@oakmontbakery.com

412-826-1606 PRESS 3 ask for Marc

Greater Pittsburgh Community Food Bank

Beth Snyder

bsnyder@pittsburghfoodbank.org

412-460-3663 x208