

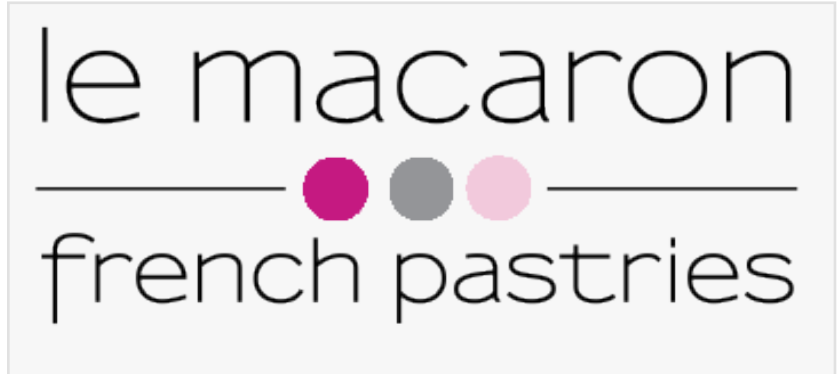


Le Macaron French Pastries Goes Coast to Coast with New Franchise Locations

Elegant French pastry shop concept grabs a taste of Sunny California, adds a little more sweetness to Florida with new locations

SARASOTA, FLORIDA, USA, July 6, 2016 /EINPresswire.com/ -- California and Florida are getting a whole lot sweeter as Le Macaron French Pastries continues its franchise expansion efforts across the United States. Locals and

tourists alike can now experience a kaleidoscope of colors and flavors as they enjoy the treat deemed "America's Newest Dessert Darling" by the Specialty Food Association.



Le Macaron French Pastries is announcing the opening of five new franchise locations in major markets in California (San Francisco and Santa Barbara) and Florida (Jacksonville, Tampa and Miami). Additional locations are set to open later this summer in Laguna Beach, Santa Monica, St. Augustine and Estero. With more than 40 locations, the brand is on track for continued growth.

"We are thrilled that our brand continues to expand across America," said Rosalie Guillem, Le Macaron French Pastries CEO and President. "Florida is where we have made a name for ourselves, and it is wonderful to continue to bring Le Macaron French Pastries to other parts of the Sunshine State. We are also excited to expand in California and to add to our growing presence on the West Coast."

Le Macaron French Pastries opened its first store in September 2009 and began franchising in late 2012. Today, most locations are franchisee owned and operated. The European-inspired pâtisserie concept is the creation of mother-daughter duo Rosalie Guillem and Audrey Guillem-Saba, who founded the business shortly after coming to the U.S. from France. Featuring the popular French macaron, Le Macaron French Pastries offers customers 20 different flavors of the dessert, which are constantly changing as ingredients from across the globe become highlighted. From vanilla imported from Madagascar to Belgian chocolate, guests are able to enjoy the finest of macaron flavors, along with an assortment of gourmet chocolates, imported French-style gelato, espresso, and other classic French pastries in a cafe surrounded by luxury.

"When I first stepped into Le Macaron French Pastries, I knew the brand was different from any other," said Benjamin Brizard, owner of the Le Macaron French Pastries franchise opening in San Francisco. "As I met more of the franchisees and talked with Rosalie, I witnessed the passion and love that went into this concept and I wanted to be a part of it. The choice to become a member of the Le Macaron family was an easy one to make."

Recently listed in the bakery category of Entrepreneur StartUps' "Top 10 Hottest Franchise Categories" for 2016, Le Macaron French Pastries is expanding nationwide. For more information

about the franchise opportunity, visit lemacaron-us.com.

ABOUT LE MACARON FRENCH PASTRIES

Launched in 2009, Sarasota, Florida-based Le Macaron French Pastries (<http://www.lemacaron-us.com>) is a franchised pastry shop business creating an elegant cafe ambiance with all the charms of a traditional pâtisserie. Customers enjoy a sophisticated product selection, featuring handcrafted French macarons made from the finest ingredients. Franchise owners convert 800 to 1,000 square feet of commercial space into modern, attractive boutiques with the help of a streamlined business model and guidance from an experienced franchise support team.

Named one of Entrepreneur's 2016 Top New Franchises, Le Macaron French Pastries has grown to more than 40 locations. The franchise brand continues to seek interested owner-operators as it prepares to expand throughout the United States.

For more information on the Le Macaron French Pastries franchise opportunity, visit <http://lemacaron-us.com> or e-mail lemacaronfranchise@gmail.com.

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