

# Marco Lusso, the Italian Pastry Chef Who Brought Jar Baking to the United States

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HOUSTON, TX, UNITED STATES, May 18, 2026 /EINPresswire.com/ -- Marco Lusso is an Italian pastry chef who has revolutionized contemporary pastry through an innovative and replicable technical approach, especially with his jar baking technique. This method, developed to preserve the freshness, moisture, and flavor of desserts during transport and storage, has become a professional system applicable to various creations—from brownies to baba—enhancing product consistency, shelf life, and production management.

Starting his career in Italy, a country with a rich pastry tradition, Lusso expanded his expertise to the United States, where innovation and large-scale production demand practical solutions for preservation and distribution. His research led to the creation of a clear, adaptable jar-baking protocol, transforming it from a creative trend into a recognized contemporary technical language embraced by businesses and educational institutions alike.

A prime example is the “Tulakaboom,” a single-origin chocolate brownie



baked in a jar designed to remain moist and flavorful, with a delightful aromatic burst upon opening. This product exemplifies Lusso's vision: a dessert with a strong identity, indulgent yet convenient and suitable for modern commercial realities.

Beyond product innovation, Marco Lusso is internationally recognized as an expert judge in competitions focused on naturally leavened and professional pastry, underscoring his technical mastery and industry trust. His profile is further strengthened by numerous awards in natural leavening competitions, validating his skills in highly competitive environments.

Currently, Lusso plays a key role in the United States working with the international group Paris Baguette, particularly in markets like California and Texas. Here, he combines creativity, efficiency, and innovation to help the brand grow while respecting product identity, bringing Italian tradition into a global commercial context.

Marco Lusso's journey shows how research rooted in Italian pastry tradition can become global value by codifying replicable methods and training new generations of pastry chefs and companies, making Italian pastry more recognizable and adaptable to contemporary markets.

His defining trait is consistency: he aims to turn every innovation into practical, lasting tools used in schools, workshops, and companies. This dedication proves that creativity and tradition can coexist to advance an entire industry.

In summary, Marco Lusso represents the excellence of Italian pastry that, through technical innovation and entrepreneurial spirit, significantly contributes to the global evolution of the profession, turning creative ideas into internationally recognized professional solutions.

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