

.....ALAIN DUCASSE PRESENTS .....



## THE FIRST CHOUX KIOSK IN PARIS

*« Saint-honoré, croquembouche or profiteroles seduce me like no other, bring me back to my childhood. As far back as I can remember, I have always loved little choux pastries... It is this delicious, simple desire that I want to share with as many people as possible. And who better than Christophe to accompany me on this quest for the chou of my dreams? »*

ALAIN DUCASSE

*« Pleasure is my leitmotiv! Pleasure of taste, of course, but also that of a job well done. For 13 years, I have appreciated Alain's innovative vision. I share with him the desire to move things, to shake things up. Like him, I love the choux, one of France's most delicate pastries, like my salted butter caramel religieuse, one of my signature creations since 2000. How can anyone resist the challenge to imagine THE choux above them all? »*

CHRISTOPHE MICHALAK

# CHOUX D'ENFER, THE 1<sup>ST</sup> SWEET FOOD KIOSK

**STREET FOOD + FRENCH HAUTE PÂTISSERIE = SWEET FOOD**

Throughout the world, people cook and eat in the street. For an avid traveller such as Alain Ducasse, each journey is an occasion to sample a country's cuisine, street food included! It is the freshness and spontaneity of these street cuisines that so seductively appealed to the Chef's sweet tooth.

In France, we are prone to snack on a pastry or a something sweet. A finding that the Chef noticed while observing people around him, in the streets of Paris... and which gave him the idea of the made-to-order choux.

For a chou to be truly delicious, it must be ultra fresh and filled at the very last minute. For it to remain crisp on the outside and moist in the inside, it needs to be prepared gradually: freshness before anything!

**The Choux Kiosk invents street pastries, Parisian Sweet Food.**

Indeed, the choux finish baking in the kiosk, becoming perfectly golden and crisp, without ever having the time to go stale. They are then garnished with rich cream as the orders come in, and then simply placed into little bags... because they are made to be eaten immediately, with your fingers!

Walking past the kiosk... the light caramel aroma of the dough... indulge in a few mouthfuls of pleasure, a little parenthesis in the frenzied rhythm of a Parisian day...

**THIS IS ALAIN DUCASSE AND CHRISTOPHE MICHALAK'S  
CHOUX KIOSK DELECTABLE DREAM.**

# IRRESISTIBLE CHOUX'ENTER...

Historically a staple of French pastry making, the chou is simultaneously simple in its flavours... and complex to achieve. We too often forget that the chou must be as light as air!

It took Christophe Michalak months of trials and as many tastings with Alain Ducasse to establish together the size, flavours, balance of the sweet choux and their creams, and the savoury choux and chouquettes available at the kiosk.

## ● CRISP ON THE OUTSIDE, MOIST INTERIOR

« A good chou is primarily a perfect balance and combination of textures: crisp outer shell and creamy, fondant inside », explains Christophe Michalak. « For the crisp, there is caster sugar and chopped almonds on practically all our choux, but we also have a chou without caster sugar or almonds garnished with citrus cream. And for the cocoa ones, ground cocoa nibs. This brings more texture to the choux. No fondant, which would soften and would be overly sweet. »

Baking on location allows for the slight caramelisation of the choux, multiplying its flavour. Texture is always optimum, the choux remains perfectly fresh at all hours of the day.

## ● ELABORATE CREAMS

Creamy, fondant, the choux garnish quality rests on the excellence of the raw materials and a recipe Christophe Michalak has perfected over the years. « The creams incorporate corn starch for a silky texture, seasoned with fleur de sel to create a delicious contrast, and with a small amount of sugar as the choux dough is already sweetened. Instead of suggesting a multitude of variations, we decided to concentrate on five, all perfectly balanced and accomplished. »

## ● CHOUX D'ENFER VARIATIONS...

\* **chocolate** : a studied alliance between two chocolate vintages, one of subtle acidity and discreet bitterness, the other more powerful and full-bodied with 80% cocoa. The secret of this particularly intense and lingering chocolate sensation in the mouth? A water based non-dairy cream, and inclusions of cocoa nibs in the choux batter. A must for all chocoholics !

\* **salted butter caramel** : incredibly delicious, the flavour of the signature religieuse created by Christophe Michalak, in a bite-size rendition.

\* **vanilla** : a very present Madagascar vanilla, rounded out with a touch of Tonka bean, endowing it with hints of caramel, seasoned with fleur de sel.

\* **cofee** : for espresso fans, a full-bodied aromatic coffee cream.

\* **citrus** : the sunny scents of orange and lemon, to which pulp and zest add a touch of acidity.

**« The secret of Choux d'Enfer is the balance of flavours and contrast in temperature between the pastry shell and the cream. It's this ephemeral alchemy that gives the "WOW" factor of these two bites of pure joy » smiles Christophe Michalak.**

**« Why make two bites out of it... ?! » smiles Alain Ducasse, mischievously...**

## ● AND THE SAVOURY CHOUX?

**Fans of savoury choux have not been left out in the cold.** Gougères, traditional little cheese choux enjoyed as an aperitif play a part in Alain Ducasse's bistro repertoire. Because Choux d'Enfer appeals to our every gourmet desire, savoury comté cheese choux complete themselves with various spices: black pepper (fresh, wooded and subtle), curry and Espelette pepper (for an Indian hint underlining hazelnut and cheese notes), cumin and Espelette pepper (a warm and slightly aniseed note of cumin which intensifies the cheese flavour): chic and surprising flavours!

Since January 2015 the kiosk also offers sweet cakes and quiches.

# DESIGNER KIOSK FOR CHOUX D'ENFER

PATRICK JOUIN DESIGN

To showcase his choux, Alain Ducasse selected **designer Patrick Jouin**. A long-standing complicity unites them, from Paris to London, through Las Vegas.

Patrick Jouin imagined a gourmet kiosk playing with Parisian urban codes to underline both the originality and contemporary flair of this street-patisserie. The kiosk was developed and built by companions Robert Thebault, Joseph Dalaine and Patrick Le Scourneac from Matinox enterprise, constructor of high-end gastronomic materials.

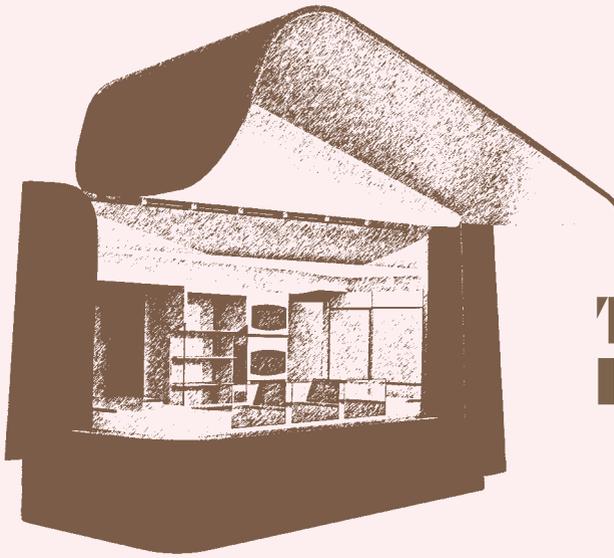
## ● The designer explains

« A new shape was required for a new gustatory offering! However, we could not add an object into public space without knowing a bit about the history of urban furnishings. Two different inspirations nurtured this project. The first was that of the **kiosk**. They have always been dotted throughout Paris: kiosks in parks and gardens, music kiosks, food kiosks, newsstand kiosks... And a shut kiosk always looks sad.

The second is that of the **botanical world**. From Hector Guimard's edifices to Jean-Charles Alphand's benches, Parisian urban design is inspired by plant life, while remaining contemporary.

At the frontier of the botanical world and world of men, urban furnishings must never go out of fashion. I thus imagined a kiosk that would hold the appearance of an enigmatic sculpture when closed... and would then come to life when its **petals** were opened... A supple, generous form, **discreetly spectacular**, revealing a warm yet ultra-professional interior: **the open/closed contrast** will stoke curiosity... and will spread the desire to return!

The supple, free and very natural petal animates the space, while transforming into an awning to shelter the visitor. This game of balance allows us to reconcile **tradition** (embodied by the "plane tree" colour of the exterior, guarantying the kiosk urban sustainability), **gourmet flair** (embodied by the vanilla coloured interior, very bright), and **modernity** (the pink logo, which brings sweetness, pleasure and humour). If the food truck's destiny is to move from location to location, this kiosk is made to settle right into the Parisian landscape... »



## THE KIOSK

### ● SWEET CHOUX ●

6 € the assortment of 3 choux (vanilla, chocolate, caramel)

9 € the assortment of 5 choux (vanilla, chocolate, caramel, coffee, citrus fruit)

17 € the assortment of 10 choux

(2 vanilla, 2 chocolate, 2 caramel, 2 coffee, 2 citrus fruit)

### ● CHOUX(QUETTES) ●

5 € the assortment of 10 chouquettes (5 of each flavour)

Almonds and cocoa

### ● SAVOURY CHOUX ●

7 € the assortment of 9 choux (3 of each flavour)

Black pepper / Curry and Espelette pepper / Cumin seeds and Espelette pepper

### ● SWEET CAKES ●

(GIANDUJA CHOCOLATE, ORANGE OR ALMONDS)

6 € the assortment of 3 sweet cakes

9 € the assortment of 5 sweet cakes

17 € the assortment of 10 sweet cakes

### ● QUICHES ●

(PARISIAN HAM/CHEESE, PESTO/TOMATO/OLIVE OR VEGETARIAN)

6 € the assortment of 3 quiches

9 € the assortment of 6 quiches

17 € the assortment of 10 quiches

# ALAIN DUCASSE



Born and raised in the Landes, Alain Ducasse is one of the most celebrated chefs of his generation. Head chef, restaurant creator, innkeeper and vocational trainer, in twenty-five years Alain Ducasse has developed a unique expertise that is expressed through many activities in the art of contemporary living and eating well. He has driven his career in the spirit of sharing his passion, transmitting his knowledge. His insatiable curiosity has allowed him to immerse himself in the world's diversity and cultural richness.

[www.alain-ducasse.com](http://www.alain-ducasse.com)



# CHRISTOPHE MICHALAK



Head pastry chef at the Plaza Athénée since 2000, Christophe Michalak wins the Pâtisserie World Cup in 2005. Demanding, creative and passionate, he reinvents the codes of traditional pâtisserie and opens his own school, the Michalak MasterClass. He also offers his daily creations at the Michalak Take Away, located at 60 rue du Faubourg Poissonnière, Paris 10<sup>th</sup>.

[www.christophemichalak.com](http://www.christophemichalak.com)

# PATRICK JOUIN



Patrick Jouin is a designer. His creativity is expressed in industrial designs as well as in the luxury repertoire. Linked to the greatest names in exceptional projects, such as Fermob, Cassina, Kartell, Alessi, Puiforcat, Gruppo Industriale Busnelli or Pedrali. Very few evolve with the same ease and strength in the creation of furniture, industrial or set design. Patrick Jouin's career path was consecrated with a monographic exhibit at the Centre Pompidou in 2009 and by the prestigious Compasso d'Oro in 2011. He is at the helm of two agencies: Patrick Jouin iD for industrial design and JouinManku, alongside his associate Sanjit Manku, for interior design and architectural conception.

[www.patrickjouin.com](http://www.patrickjouin.com)



LAUNCH ON JANUARY 27<sup>TH</sup> 2014



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