



« Mon Chou » collection press release

Maison Ladurée celebrates love at the start of the new year



Today more than ever, we crave sweet nothings, words as comforting as a delicious pâtisserie. What is your favourite nickname for the one you love? In French, a term of endearment for both men and women is “mon chou” (my little sweetheart cabbage). Mon chou, mon petit chou, mon chou à la crème. . .

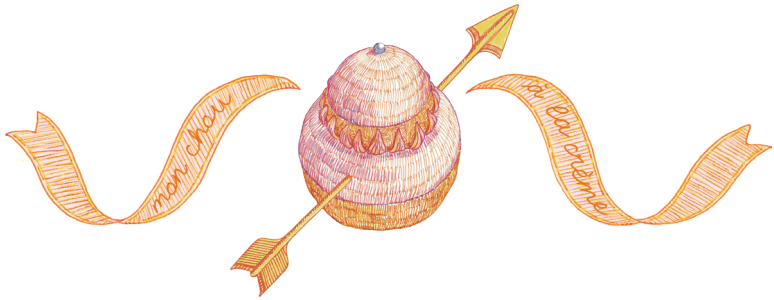
“Chou” is a typically French expression that is obviously perfect for Ladurée, the luxury pâtisserie famous for its macarons of course, but also for its Saint Honoré cakes, choux wedding cakes, religieuses. Offering all kinds of iconic delights made with choux pastry, it is fitting indeed for the Maison to be celebrating the season of love with the launch of a “Mon chou” collection.

Through the collection, Ladurée is making a great declaration of love with a lighthearted vibe that is oh so French and oh so sweet.*

*Yes, this year, love is all “chou”!
#loveisall #chouchoupidou*

"Mon chou" collection





It's so "chou"!

Ladurée's signature green gift box has been completely redecorated by hand: ensuring it makes the ultimate declaration of love. Maison Ladurée's delicate friezes sit either side of a choux bun that has been pierced by a golden arrow, a symbol of love.

For this Valentine's gift box, everything has been created by hand - right down to the logo.

Available with 8 or 12 macarons (for gourmet enthusiasts) for a delicious and sweet moment to share.

Box of 8 macarons: € 27,00

Box of 12 macarons: € 37,00

Available from 20th January to 15th February



Press release

The flavours: a passionfruit and sweet clover macaron



Which flavour for a Valentine's macaron?

Passion fruit, obviously! Chef Julien Alvarez delights our taste buds with a unique recipe: two heart-shaped, iridescent red macaron shells hiding a passion fruit and sweet clover filling.

Available from 11st January to 21st March.

Heart-shaped from 11st to 15th February only.

Passion fruit and sweet clover heart macaron: € 3,00 per piece

Passion fruit and sweet clover macaron: € 2,50 per piece



"Mon chou" collection



Press release



“Mon chou” collection

Personalised macarons

“Je t’aime”



Declare your love in the most delicious way with our iconic vanilla macaron printed with “je t’aime”.

*Available from 11th January to 14th February from Ladurée stores.
Macaron with “je t’aime” €4,50 per piece*



Press release



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Celebrate Love with Ladurée



Celebrate Valentine's Day in Ladurée's tea rooms and restaurants.

On the menu: a recipe devised by Chef Julien Alvarez that is simply irresistible:

Pan-fried brioche French toast topped with a mango compote, vanilla ice cream and Chantilly cream. All sprinkled with pieces of sweet clover macaron shell and passion fruit for extra crunch and deliciousness.

Finally, passion fruit juice is delicately poured when the plate is served for a unique experience.

Available from 6th to 14th February in Ladurée restaurants.

Valentine's French toast: € 15,50€

"Mon chou" collection

