



Meet Chef Alex

Owner and entrepreneur Chef Alexandre Trouan presents L'Artisan Gourmet Parisian Macarons. Chef Alex, brings with him a rich culinary tradition that began in the South of France.

At age fifteen Chef Alex began his apprenticeship at Master Chef Michel Belin's Pastry Shop in Albi, France. By the time he was eighteen years old, he earned his Certification of professional Proficiency by the French Ministry years of National Education Academy in Toulouse, France, where he graduated with honors. This is a long sentence to say he has a first class education in the art of all things sweet and graduated top of his class.

Chef Alex's professional training continued in Paris, France under Chef Pierre Hermé, Here he studied the art of pâtisserie. From St Tropez, to Paris to Avignon, France, Chef Alexandre worked with the worlds top pâtissier's in his quest for the most exquisite pastries.

Chef Trouan's experience has encompassed every facet of the production of individual pastries, cakes, ice creams and chocolates. Later, as a pastry chef Alex traveled to Istanbul, Turkey where he was responsible for the entire confection operation for the, Five Star Hyatt Regency Hotel.

In 1993, Chef Alex came to United States beginning his next culinary chapter in Pittsburgh, PA. His travels brought him to the beautiful state of California Chef Alex Had a vision about four years ago that the Macarons will become the America's treat.

We are proud to say that L'Artisan use only the best products available on the market. We are doing everything from scratch, juice and zest from lemons and oranges included fruit puree using ripped fruits, roast pistachio and paste. We are making as well the food color from different spices herbs and vegetable. We are proud to say that we are the only Macaron company who do all products naturally. Which means, no preservative or chemicals color allowed.



Here at L'Artisan, We have but one focus and that is a Natural petite culinary wonder, a masterpiece, hand-crafted one by one by a true French craftsman here in San Francisco, California. The French Macaron, to some their life s work is an attempt to do many things well.

Chef Alexandre Trouan, a force of nature himself, has assembled a small talented team who believes mastering one thing to perfection is untouchable and unparalleled.

We are proud to say that L'Artisan uses only the best products available on the market. We make everything from scratch: juice and zest from lemons, oranges and fruit puree using local ripped fruits, roasted pistachio in the quest of making our Macarons all natural. We also make our own food coloring from different spices, herbs and vegetables.



Heaven in every bite:

If you love sweets, look for the round , two-layered,colored pastries found in shops on your next trip to San Francisco or Paris.They appear almost artificial next to the luscious fruits tarts and multi layered cream and chocolate confections in the shop window.

The uninitiated might even think that they were created specifically for children, so fanciful are their pink,green and yellow hues.

These pastries are called Macarons and despite their appearance,they are heavenly in both flavor and texture France is indebted to Italy for its introduction to this delicate pastry.It is widely believed that the Venetians discovered the Macarons during their seafaring voyages of the Renaissance era and that the chefs of Catherine de Medici brought the recipe to France at the time of Catherine' s mariage to Henri II .The term "Macaron" has the same origins that of the word of "macaroni"- both mean " fine dough".

The first macarons were simple cookies, made from almond powder, sugar and egg white. Many towns throughout France have their own prized tale surrounding this dessert. In Nancy, the granddaughter of Catherine de Medici was supposedly saved from starvation by eating them In Saint-Jean-de-Luz the Macarons of chef Adam regaled Louis XIV and Marie-Theresa their wedding celebration in 1660. It was only at the beginning of the 20th century when the Macaron became a "double-Decker" affair. Pierre Desfontaines, owner of the famous Laduree patisserie in Paris, got the idea of placing a layer of cream between two single Macarons while on a trip to Switzerland.

Macarons in the form of a cream-filled cookie are now commonly found in patisseries throughout Paris, in flavors as standard as vanilla, chocolate and coffee to those as exotic as rose and tea. But purists can still find the original, almond-flavored pastries in food shops around town.

GALLERY



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