



ERIC KAYSER
ARTISAN BOULANGER
PARIS

PRESS KIT - Maison Kayser



"Good bread doesn't lie: it says everything about the quality of its ingredients and the expertise of the person who creates it. Being a true baker, is to produce a daily miracle transforming simple food, water, yeast, salt and flour in complex and varied flavors. This is my passion and I like to share and pass on to other in France and over the world."

Son grand-son and great grand-son of bakers Eric Kayser is a baker who has decided to reborn the work of sourdough bread, a legacy of French tradition, adapting to contemporary needs.

Open minded, and generous teacher, he exports his expertise and aspires to develop new culinary concepts highlighting the bread he likes to do.

In France and over the world, his bakeries offer a wide variety of breads, pastries and cakes that delight the palate.

Tasty breakfasts, brunch and lunch formulas that meet the expectations of consumers who look for eating quickly, yes, but with pleasure!

Whether for bread, cakes or catering, the motto of the Maison Kayser remains the same:

"We buy with the eyes; we come back for the taste."

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High resolution picture are available upon request.

• Eric Kayser... bread designer



Baker, a profession driven by passion

« When I was 4 years, I knew I wanted to become a baker...and travelling ».

Gourmand, manual and curious, I loved being allowed to touch the dough, tasting the sourdough, seeing this living thing growing erratically at the option of fermentation.

Son, grand-son and great-grand-son of a baker Eric Kayser received the taste of bread heritage. A business that performs this original Alsatian with passion!

His know-how? Making good bread, everywhere, respecting tradition.

Eric Kayser's breads are made with sourdough and selected flours.

In all its bakeries, bread is kneaded and baked on premise in the baking tradition.

His passion? Creating new breads and harmonious combinations of flavors here and elsewhere ... And promoting a universal product which is part of French Legacy.

His mission? Transmitting love for good bread and export its know-how worldwide.

His ambition? Giving to the bread a place of honor on the tables.



A strong experience

While young, he acquires the values of good traditional bread made simply and honestly.

He began his career when he was 19, when he joined the Companions of the Tour de France for a 5 years training. He has been trained by the best. He is attracted to their ideal of brotherhood, discipline and pursuit of excellence.

Then, trainer at his turn for to the National Institute of Boulangerie Patisserie (INBP) during almost 10 years, Eric Kayser has traveled to France and over the world. He transmits the tradition of French know-how.

He attended the opening of many bakeries and decided to "launch" his own in 1996, on Friday the 13th, he opened his first bakery in Paris, rue Monge...The beginning of a beautiful story...

• *Good bread by Eric Kayser*

« Good bread needs 5 ingredients: Flour, Water, Salt, Yeast and... Passion! ».

Eric Kayser has managed to combine the flavor of tradition with the requirements of his customers. He was able to bring up to date the fundamentals of baking, based on compliance with a long fermentation.

"Eric Kayser breads are made with sourdough and selected meals"



Crispy and soft, with subtle aromas and nice crust, according to Eric Kayser bread is the roots of nature, against the current standard products.

The use of liquid natural leaven can fully control the acidity of the bread. This gives rich breads taste, better conservation and better nutritional value.

The sourdough fermentation is noble and traditional method deployed for centuries by the bakers. The Secret of Kayser breads? A long fermentation that preserves the aroma of bread and gives it beautiful alveoli.



« Fermentolevain », when tradition meets innovation.

In 1994, Eric Kayser and Patrick Castagna, two bread lovers, created the Fermentolevain, a smart machine that maintain the leaven at the right temperature to be used at anytime.

This natural leaven develops a lactic fermentation that makes tasty and light breads in a consistent basis all over our bakeries.

Respect for tradition



All bread is prepared, hand kneaded and baked in-house at each and every Kayser company bakery, under the supervision of the head chef. The bread is then placed onto fabric and baked in a furnace like long ago.

Products as natural as possible

For Eric Kayser, quality comes from using the most natural products possible at all stages of manufacture: "Just as the type of vine heavily influences the resulting wine, bread's taste is determined by the type of flour and leaven used".

He uses carefully selected flours and some cereals produced in good integrated farming. Whole-wheat, wheat, German wheat, buckwheat, rye, rough flax ... : each cereal gives Kayser breads their own unique flavour.

• Give to the bread its importance back!

« I consider bread to be a real vector of taste and friendship. The breaking of bread at the table symbolises the beginning of a time of sharing » states Eric Kayser who for many years has fought to give bread its rightful prime position at the table back.

Top quality carefully crafted bread has its place in fine cuisine

Each bread that Eric Kayser creates is rich with flavour: honey, genet, crushed hazelnuts, vanilla, fresh almonds...

In Eric Kayser's bakeries, there is not just one type of bread, but bread for every taste, for all occasions and to accompany all dishes.

The classical « Monge » breads whole-wheat or cereal varieties go with everything, the "tourte de meule" perfectly combines with lamb or foie gras, rye bread is great with honey or jam for afternoon tea, or with fine cheese, or with seafood.

Many wonderful flavour combinations can be made thanks to the specialised breads.

Harmony of bread with the dish

In fine restaurants, the wine waiter recommends wines according to the dishes chosen; why not do the same with bread? Identify the perfect bread to accompany each course.

Actually these breads are already served at some of the most important starred restaurants in Paris.

In cookery, like in baking, the real skill lies in finding the right and beautiful simplicity.

With respect for the seasons, a real virtuoso for the bread and harmony of flavours, Eric Kayser revives recipes from Antan, finds forgotten regional breads and tests new unimaginable combinations.

Each bread is made from a unique recipe intelligently elaborated considering the season.



• *Les Boulangerie Kayser*



Each Eric KAYSER bakery is unique (140 over the world, including 33 in France: Paris, Levallois, St Germain en Laye, Lyon, Menton, Beausoleil, Lille and Avignon). The concept is far from a "global chain", since every single location has its own design, its own atmosphere, in order to reflect the country, the city or the district where it is located.

What links them all is that all bread is made with natural leaven and manufactured in-house. 80% of Kayser's recipes are unique to the brand.

When he opens a new boutique, Eric KAYSER creates new bread which becomes a "signature" for the location. The first one are the Monge Baguette, the Assas bread, the Malesherbes baguette, the "Healthy Odeon" – a soft multigrain bread -, the "Bon Bac" – a big square made with Guerande salt flower, the "Vendôme Square"- rich of

Each bakery writes a chapter of the creative tradition of Maison KAYSER.

And new breads born all along the year, for the pleasure of everyone.



Maison Kayser makes breads...and beyond.

The Maison Kayser's team creates savories and sweets delight for every moment of the day. From sandwiches to petits-fours, from croissants to seasonal fruit tarts.

The baker's tarts are very successful: crispy dough, selected ingredients and a lot of imagination...this is the recipe for all our creations.

Little biscuits: tuiles, cookies, madeleines, financiers...

The breakfast pastries and brioches are made with fresh natural leaven as well.

To all these products we can add a snacking menu for lunch hungry.



Snacks : from the morning to the evening...



Thanks to Eric Kayser and his team affordable and delicious meals and snacks are available throughout the day.

Breakfast and brunch

A large choice of breakfast is proposed in our menu, around fruits, savouries or breakfast pastries.

Breakfast set menu : starting at 8,00 €

Brunch: starting at 25 €.

Lunches: Eat quickly but well...

Eric Kayser and his team have thought up special fast food menus to satisfy the needs of its customers, who wish to eat quickly, but well, healthy and not too expensive.

In the « Bakery cafes » a well balanced and healthy selection of lunch menus are on offer: largely based upon sandwiches, salads, savoury tarts or a hot or cold main course. Generally an especially designated area is available to ensure a real break.



Every month Eric Kayser meets with his head chefs and bakers to discuss new seasonal recipes.

Simplicity, combined with taste, quality and dietetic requirements means that everyone can find the perfect something to suit them and their appetite.

Also different reasonably priced lunch menu options: sandwiches, salads, main courses

Since bread is the signature of a good meal, Eric KAYSER created two bakeries-restaurant:

At « 85, boulevard Malesherbes – Paris 8ème, » the restaurant dining room has a light design. Colors and furnishing are « zen » and reflect the spirit of the district.

This restaurant has 50 seats inside – with 25 additional outside on a terrace. Open for lunch, every day but Sunday, and propose the set menu named “Around the Bread”.

In the heart of « Bercy Village », in the middle of the former wine storehouse of Paris – classified as “historical monument of France” – the “Restaurant du Boulanger” welcomes 100 customers around 220m², thru a bakery/pastry area and a bar/restaurant area, plus a beautiful terrace.



People come in with happy childhood memories, tempted by the wonderful sweet selection, and then give in tasting the brioches, cakes, chocolate & butter on bread Washed down with homemade hot chocolate...

And for dinner ?

Inside the majority of Eric Kayser Bakeries, you will find large quiches and tarts, ready to take away for your simple enjoyment without any effort ...

And also..... A range of gluten-free products at 4 rue de l'Echelle (Paris 1er)

Gluten-free breads, cakes, cookies and financiers are now available in this pilot bakery.

To be able to realise this project, Eric Kayser joined the movement WithLove Allergenfree (created by Nadia Sammut), and is surrounded by a biologist: Frédérick Grasser-Hermé for its great product knowledges and for selecting the best producers.

To guarantee a gluten-free kitchen, a laboratory has been created on the first floor of the shop in order to insure that from the product preparation to the notice of sale health and food safety conditions are met.

Intolerant to gluten can now pick up their fresh bread every day.

To taste with eyes closed:

- *The Paris Torchon Butter*: Organic gluten-free bread, ham and carrot coleslaw
- *The Bombay*: Organic gluten-free bread, tandoori chicken breast, raw beetroot
- *Small in curst paté*: Organic rice flour dough certified gluten-free with veggie, fish, country-style stuffing.



• **Maison Kayser: an international network**



Enterprising, innovative and talented, Eric Kayser is a true craftsman who knew in just a few years how to become a big name in the French baking industry.

Whilst respecting the traditional French craftsman baking methods using natural leaven, he and his team of bakers, enrich his creations over the years: technical innovations, new recipes, concept of innovative shops and always searching for the best possible ingredients.

After his first opening in 1996, this first bakery has been followed by many others over the world (New-York, Hong-Kong, Tokyo...)

Up today, we can find 200 bakeries within about 25 countries, with always the same concept based on fresh leaven breads, kneaded and baked on premise, with craftsmen bakers.



Love for the trade and passion for quality

Eric Kayser built his company brick by brick boldly with talent and daily energy. Not forgetting with his team who produce advice and proudly sell his products every day.

The Kayser Company is bursting with men and women united with the same passion for quality. The love for the trade is shared in a generous and enthusiastic working atmosphere.

« I wish to preserve a human sized structure, flexible and creative, which always strives to protect the craftsman values » states Eric Kayser.

Today, Eric Kayser has a lively team of 2500 behind him, inspired by his passion and operating all over the world in the 120 existing bakeries.

Eric Kayser sees himself as being innovative, a manager, internationally minded but principally a craftsman baker.

Passing on the knowledge

Eric Kayser's passion is to pass on his knowledge and taste for good bread to everyone. Each baker is trained in-house in all aspects of production and sales. A baker requires one year to completely master the production techniques.

Top French bakers continue to pass on the training that they themselves received in Kayser Paris to foreign bakers.

Within the group, great career opportunities exist for those with initiative and talent.

• *Contact*

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Eric Kayser's bakeries in France

A Paris et Ile de France

- Paris 1^{er}** – 33, rue Danielle Casanova : (tea room)
- Paris 1^{er}** – 4, rue de l'Echelle (tea room and restaurant)
- Paris 2^{ème}** – 5, place de la Bourse (tea room and restaurant)
- Paris 2^{ème}** – 16, rue des Petits carreaux
- Paris 5^{ème}** – 8, rue Monge
- Paris 5^{ème}** – 14, rue Monge (organic breads and tea room)
- Paris 6^{ème}** – 87, rue d'Assas
- Paris 6^{ème}** – 10, rue de l'Ancienne Comédie (sandwich shop)
- Paris 6^{ème}** – 1, bd du Montparnasse : (tea room)
- Paris 7^{ème}** – 18, rue du Bac (+ bruschetta bar)
- Paris 8^{ème}** – 85, bd Malesherbes (restaurant and bread bar)
- Paris 8^{ème}** – 29, rue de la Boétie
- Paris 12^{ème}** – 41, Cour St Emilion
- Paris 13^{ème}** – 77/81, Quai Panhard Levassor (bread bar and sandwich shop)
- Paris 14^{ème}** – 27 rue du Départ
- Paris 15^{ème}** – 79, rue du Commerce
- Paris 15^{ème}** – Beaugrenelle Mall
- Paris 16^{ème}** – 79, avenue Mozart
- Paris 17^{ème}** – 19, avenue des Ternes
- Levallois-Perret (92300)**
 - 19, rue Trébois
 - 5, place de la Libération
- St Germain-en-Laye (78000)** – 8, rue de Pologne
- Maison Lafitte (78600)** – 26 avenue Longueil
- Aéroport d'Orly** – Terminal Ouest – Hall 4

Lyon (69000)

- 15, place Louis Pradel
- 27, rue Ney
- 1, Avenue Adolphe-Max

In Avignon (84000)

High-speed train Avignon railway station – Place de l'Europe

In Beausoleil (06240)

2 Rue du Marché, 2 Avenue du Général Charles de Gaulle

In Menton (06500)

- 1 Rue Partouneauxl
- Hameau de Monti, Route de Sospel
- Quai de Mont Léon, Halles Municipales, Cover Garden

In Lille (59000)

Place des Buisses

• A few figures

Number of units in France: 32

Worldwide network: over 140 bakeries

Number of employees: 2.500 over the word, including 500 in France