

PRESS RELEASE

TUESDAY, MARCH 15, 2022



POP-UP STORE AT CHEVAL BLANC PARIS

LA CHOCOLATERIE – THE CHOCOLATE FACTORY BY MAXIME FRÉDÉRIC

APRIL 1 TO APRIL 30, 2022

Pastry Chef Maxime Frédéric and his teams have come up with a delicious series of chocolate creations to celebrate Easter and its signature flavour. The special chocolates and desserts will be available in an ephemeral pop-up Chocolaterie from April 1 to April 30, 2022.

The Limbar café, on the ground floor of Cheval Blanc Paris, will be transformed into a chocolate lover's dream for the whole month of April, providing an elegant setting for this series of desserts and sweets. With its signature cakes and new creations, the collection is a symphony celebrating the sweet tooth. Whether you sample them on site or take them home (or both), Maxime Frédéric's chocolate eggs and cakes are sublimely seductive.

First of all, there is his emblematic Easter egg: pure chocolate, monumental in scale and recalling a 'Fabergé' egg, it incorporates a merry-go-round animated by an all-chocolate mechanism that sends a white horse into dance. Then, in a tribute to Maxime Frédéric's Norman roots, a series of smaller eggs take the form of the colourful ones from the family farm, laid by its ancient line of chickens with fanciful plumage.

THE CARROUSEL EGG, MAXIME FRÉDÉRIC'S SIGNATURE PIECE

Built with a clever mechanism that sends the horses of the merry-go-round into a motion, this 40 cm tall creation uses details of the iconic Samaritaine building's architecture, with the designs rounded and lengthened to ornament the chocolate shell. A clever blend of three different cocoas, this composition combines Peruvian milk chocolate for biscuity and slightly spicy notes, dark chocolate from Madagascar for acidity, and a touch of white chocolate for the milky side. Playful and flavourful, the Carrousel Egg fascinates with its animated team of horses and the lone Cheval Blanc, or white horse, twirling on a cocoa shell filled with crunchy hazelnuts.

This creation is meant to be seen with the eyes of a child, like those of the young guests of the Carrousel, the kid's club of Cheval Blanc Paris, and it's meant to be savoured with delicate taste buds to detect every musical nuance of the chocolate varieties arranged with dexterity and sophistication by the master pastry chef.

The Carrousel Egg of Cheval Blanc Paris, limited edition, 85€ Available to order and to take away on April 15, 16, and 17 at Limbar



EASTER DELICACIES TO GO CHOCOLATE EGGS THAT RECALL THE FARM

Six eggs in a box: blue, red, brown, white, khaki... all inspired by the natural colours of the eggs laid by hens at the family farm. They come from venerable genetic lines with evocative names such as "Marrans" or "Ayam Cemani", raised on his farm in Normandy. Six eggs filled with six tasty and creamy pralines: pistachio, buckwheat vanilla, coconut, peanut, hazelnut and cocoa. The chocolate shell is structured and reassuring, smooth and soft. Step by step, as the egg is savoured, the creaminess of the vanilla or pistachio is revealed in the heart of the praline. A hint of the finest Guérande sea salt prolongs the sweet flavour, and an unctuous caramel afforded to the praline brings flexibility and a wholeness and finesse to the chocolate.

Joyful and tempting, this must-have collection will bring a touch of poetic magic to every egg hunt this year.

Chocolate eggs from the farm, 36€

SWEET GOÛTER FOR REFINED PALATES

During this month of chocolate at Limbar, Maxime Frédéric creates all his desserts with that flavour in mind. The bases are the iconic cakes of Limbar, but they come perfumed with the essences of cocoa pods from far-flung locales like Madagascar or Peru. *La Flâneuse*, among other desserts, evokes the childhood cakes of Maxime Frédéric's team of Pastry Chefs. Like Proust's madeleines, each of these treats evokes the treasures of their regions with a cocoa twist: all-chocolate flan, marble cake, sugar-and-chocolate tarte, a tarte of milk chocolate and fresh fromage blanc, chocolaty Annécien.... This *goûter* is being offered at Limbar with a lightness that accommodates a subtle harmony between the chocolate and other ingredients, and it is on offer through the month of April.

Served in three stages, this ritual tasting starts with small savoury or sweet pieces – always chocolate – served at the table on a tiered cake stand, ready to be picked up with the fingertips.

Finally, dessert arrives, adorned with cocoa notes to crown this sweet interlude; like the pear douillon, a bakery specialty that echoes the Chef's first loves, composed of a roasted pear in a flaky crust covered with chocolate.

La Chocolaterie comes to life at Limbar for a gourmet journey.

Le Petit Goûter, in two services, 65€ Le Grand Goûter, in three services, 75€ Le Goûter Pétillant, in four services, 95€

LA CHOCOLATERIE BY MAXIME FRÉDÉRIC FROM APRIL 1 TO 30, 2022 FROM 9 AM TO 6 PM LIMBAR – CHEVAL BLANC PARIS 01 79 35 50 44



CHEVAL BLANC PARIS

In 2021, the Cheval Blanc collection unveils its City House in the heart of Paris, in the historic Samaritaine building The 72 keys, divided into 26 rooms and 46 suites, as well as the living, dining and wellness areas, have been designed by architects Edouard François and Peter Marino and are dedicated to the French art of living, with a bold, contemporary spirit Chef Arnaud Donckele orchestrates the gourmet restaurant Plénitude, while pastry chef Maxime Frédéric creates a pastry shop in Limbar On the 7th floor, Le Tout Paris, a contemporary Parisian brasserie, and Langosteria, an Italian restaurant, complete the culinary offer and open onto a generous tree lined terrace with the most beautiful views of Paris A swimming pool with mosaic waves and the Dior Spa Cheval Blanc invite guests for a sensory experience in the universe of the House of Dior Designed by sailor Maud Fontenoy Le Carrousel children's club exalts the family spirit. Cheval Blanc Paris is more than a new address, it is a destination.

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