

For Immediate Release

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American Almond Products CO. Introduces Macaronathon™, A Guide to French Macarons in New York

An American Almond Products Guide to Bakeries and Pastry Shops in New York that
Specialize in French Macarons
and Tips for Mastering them at Home

Brooklyn, NEW YORK November 28, 2011 - Everyone is being swept up in the macaron craze. French macarons, those delicate almond meringue confections are being hailed as the "new cupcake." To engage consumers in the Parisian macaron cookie experience, American Almond is launching Macaronathon™, tips on finding, eating and making authentic Parisian macarons.

In celebration of its new web site, American Almond has created a Google map of macaron specialty bakeries in New York. Along with the map are tips on what to look for when eating a macaron. And for those who want to try their hand at making these almond confections, the company tapped the talents of Chef Jacquy Pfeiffer, co-founder of the French Pastry School in Chicago, and Ann McBride, coauthor of the new book *Les Petits Macarons*, for tips.

Most Americans know macaroons, those moist and chewy cookies made with coconut. They are delicious but have nothing in common with a Parisian macaron. The French cookie is made from two smooth-topped almond meringues. The small shells are sandwiched with fruit jam, buttercream or chocolate ganache. The dome-shaped cookies, in a rainbow of colors, have a delicate, crunchy surface and a meltingly, tender interior.

For something so simple-looking, macarons come in a range of styles and flavors. That's what makes eating Parisian macarons such a pleasure and hunting for them part of the fun. And with prices starting at about \$2.00 each, these sweets are affordable luxuries, the kind of tiny treat especially welcome.

To visit the New York Macaronathon Google Map, click here:

<http://bit.ly/trQhKy>

Download our All About Parisian Macaron here

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About The Company

Founded in 1924, American Almond Products Company is America's premier producer of almond paste, marzipan and other nut products for the baking and confectionery industries. Relying on small batches to insure consistent quality, American Almond™ is the secret ingredient of bakers and confectioners nationwide.

Website: <http://www.americanalmond.com>