

For Immediate Release

Contact: Priscilla Martel
Phone: (800)-825-6663 x16
Email: pmartel@americanalmond.com



Celebrate Spring in New York with a French Macaron

American Almond Products' Macaronathon™ Map Expands in Honor of Macaron Day NYC
2012, March 20, 2012

Brooklyn, NEW YORK March 15, 2012 – In honor of Macaron Day NYC March 20, 2012, American Almond Products Company has updated its Macaronathon™ map of patisseries dedicated to French macarons.

The tradition of celebrating these quintessentially Parisian cookies on the first day of spring was started by Pierre Hermé in Paris seven years ago. In 2009, Pastry Chef François Payard brought the festival to New York. At participating patisseries on March 20, 2012, customers will receive a complimentary macaron and a portion of the proceeds from macaron sales will go to the City Harvest hunger charity.

American Almond Products Company created its New York Macaronathon™ map to celebrate these elegant cookies. (Unlike macaroons, French macarons are 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.) The map now features 41 bakeries and pastry shops, denoting those participating in the festival. The Macaronathon™ map has been visited over 20,000 times since its debut a few months ago, proof of the popularity of this delicate almond cookie.

Visit the UPDATED New York [Macaronathon Google Map](#)

<http://bit.ly/trQhKy>

Learn more about making Parisian almond macarons. [Download our All About Parisian Macaron here.](#)

<http://bit.ly/uMrbWT>

Click here to experience [Macaronathon™](#)

<http://bit.ly/uXyPcn>

Visit [Macaron Day NYC 2012](#)

<http://www.macarondaynyc.com>

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>