

Beat: Lifestyle

## **ALSA OPENS A POP-UP COFFEE SHOP IN THE 8TH ARRONDISSEMENT OF PARIS**

### **DELIGHTS OF THE NEW COFFEE SHOP RANGE**

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**USPA NEWS** - It all began in 1896. Emile Moench, a Young Frenchman, apprenticed to a Baker in Vienna, discovered that his Boss used Baking Powder instead of Baker's Yeast to make his Brioches rise...

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Returning to France, he settled with his Young Wife in a Small Village: Igney- Avricourt and began making this Famous Baking Powder in its Pink Sachet in his Cellar. Marketing is then ensured by the Village Priest!

In 1897, Emile founded the Alsa Company and settled in Nancy. His Wife, Elisabeth, an Energetic and Hard-Working Woman, dreamed one day of an Alsatian Woman wearing a Bonnet alongside a Stork, and from then on the Pink Bags took an Alsatian Woman as their Emblem.

Year after Year, the Alsa Range grew and from 1930 offered Dessert Preparations including the Famous Flan Alsa. Emile and Elisabeth work with their Sons Paul and Christian. Elisabeth supervises Work in the Factory. Paul manages the Business with his Father. Christian is passionate about Aviation, he named his Plane Alsa and made the Brand known throughout the World.

In 1936, Emile Moench launched his Book "280 Alsa Pastry Recipes". He will be the First Publisher of Pre-War Recipe Books. This Book will be distributed until 1958 in Several Million Copies.

In 1948, the Little Pink Sachet invaded France, thus placing Alsa as the Undisputed Leader in the Baking Powder Market. Already recognized as a Brand of Sharing and Tradition, Alsa has won the Support of Consumers who continue to greedily consume its Tasty Recipes.

In 1972, True to its Origins, the Alsa Production Site moved to Brand New Premises in the Center of Nancy in its Nearby Suburbs (Ludres). A Research and Development Center is associated with the Production Site, where Pastry Chefs design the Desserts of Tomorrow. Renowned for its Know-How, the Brand favors Simplicity and a Guarantee of Success: for Certain Products, all you need to do is add Milk or Eggs. For those in a Hurry, Alsa was the First Brand to develop Delicious Ready-To-Bake Cakes.

Since then, Alsa has been Continually Renewed to attract ever more Demanding Gourmets. Alsa draws on its "Home-Made" Expertise and makes Quick and Successful Recipes Previously Reserved for Experts accessible to the Most Novice.

With the First Preparations for "My Homemade Yogurt", Alsa offers Gourmets the Opportunity to make their Own Essential Desserts. The Little Pink Bag continues to be the Brand's Emblem with 3 Bags sold in France Every Second.

For nearly 120 Years, Alsa's Expertise has been Unique and has made it. The Historic Brand for Pastry Aids and Dessert Preparations. Cakes, Tarts, Jams, Jellies but also Breads, Brioches, Flans, Fondants and Pancake Dough: Alsa's Know-How has No Limits! Alsa has always been a Pastry Shop accessible to All.

Examples in the Range: Cake with Chocolate Chips - Cake with Vanilla Flavor - Lemon Cake (Pop-Up Alsa Store) - Mymugcake Brownie-Fondant - Cinnamon Rolls (Pop-Up Alsa Store) - Brownies (Pop-Up Alsa Store) - Muffins Chocolate-Nuts (Pop-Up Alsa Store) - Cheese Cake Vanille Bourbon (Pop-Up Alsa Store) - Mymugcake Cookie Dough Way - Runny Hearts with Chocolate and Salted Butter Caramel - Chocolate Flowing Hearts...

Source: Alsa opening the Doors of its Pop-Up Coffee Shop in the 8th Arrondissement of Paris.

Preview of the Delights of the New Coffee Shop Range  
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Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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