



Free Macarons on Macaron Day in New York City

by [Carrie Coolidge](#) (RSS feed)
Mar 9th 2011 at 10:31AM



Felipe Coronado

Dubbed the "new cupcake" its time to celebrate macarons during the second annual Macaron Day, which will be held on Sunday, March 20. Many of the finest bakers and chocolatiers, including [François Payard](#) and [La Maison du Chocolat](#), will be celebrating the occasion by giving away free macarons to their customers. In 2010, [François Payard](#) organized the first [Macaron Day](#) in New York City. [Macaron Day](#) coincides annually with Jour du Macaron in Paris.

On Macaron Day, stop by any participating shop to receive free samples of macarons,

the famed French treats. Confirmed participants for thus far include, [François Payard's FC Chocolate Bar](#) at The Plaza Hotel and [François Payard Bakery](#), Almondine Bakery (two locations in Brooklyn), Bisousciao. Macarons, Bouchon Bakery, Butterfield Market, Cannelle Patisserie (Queens), Desserts by Michael Allen (Brooklyn), Dessert Truck Works, Georgia's Café & Bakery, [La Maison du Chocolat](#) (three locations in Manhattan), La Renaissance Pâtisserie Française (Scarsdale, NY), Mad-Mac, and Macaron Café (2 locations in Manhattan). Participating locations will provide one macaron per customer, with quantities limited by location.

Gallery: [Macaron Day NYC](#)



[François Payard's FC Chocolate Bar](#) at The Plaza and the [François Payard Bakery](#) will be dishing out delicious macarons in a variety of flavors including chocolate, cranberry, pistachio and passion fruit. In addition, both FC Chocolate Bar at The Plaza and FPB will be donating 10% of macaron sales from that day to benefit [City Harvest](#).

To receive a free macaron, be sure to tell the [participating shop](#) you are there for Macaron Day NYC. To see [a list of all of the participating shops](#) and their addresses, visit the [Macaron Day NYC 2011](#) website.

Check out the video below from our partners at [Behind the Burner](#) to see how Chef [François Payard](#) makes Chocolate French Toast featured in his cookbook [Chocolate Epiphany](#).