



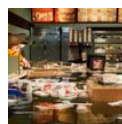
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Saturday Has Been Declared Macaron Day

By Rebecca Marx, Monday, Mar. 15 2010 @ 5:56PM Categories: Featured, Marx

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Macarons in glorious Technicolor.

Here's an easy way to rally people around a cause that isn't really a cause: invent a holiday celebrating a French pastry, and then give said pastry away for free.

That's essentially what will happen this Saturday, when New York will get its first annual Macaron Day NYC. Created by Francois Payard as a counterpart to Paris's Jour du Macaron, it will encourage the consumption of the delicate meringue sandwich cookies, whose consumption has already been encouraged by press extolling

them as the Next Big Thing to hit the American dessert landscape. Twelve bakeries are participating, and can be found on the Macaron Day website. But beware the fine print: there's a limit of one free macaron per customer, and those puppies are small.

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