



COMPANY PROFILE

the concept

The story of Choulala starts in France a couple years ago, in the heart of Provence, a land of gastronomy and traditions. Two friends, passionate by pastry, Jeremie Burles and Elisabeth Ardizonni, dreams about challenges and adventures.

Inspired by brilliant family successes, a trip to the USA was the revealing element. They discover the passion from American gourmets for French pastries and the difficulty to satisfy their taste curiosity with fine products.

They finally dream on a refined place where the delicacy, the creativity and the know-how of the best Old World Pastry Chef would be highlighted.

Thanks to a partnership with the best Pastry Chefs from Provence, they promptly develop the first recipes as well as the business and technical model to ensure the continued existence of their project.

The concept had just been born



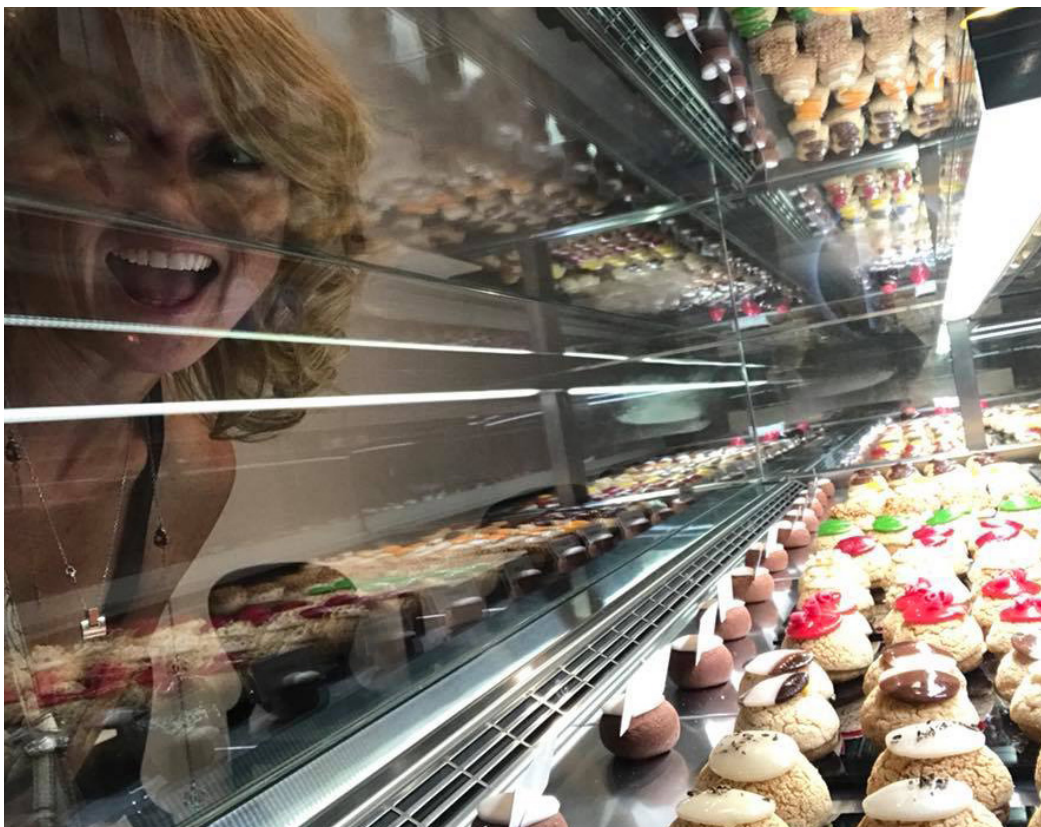
why the chou?



In France, the Chou symbolizes the idea of the High Level Pastry tradition. Since the sixteenth Century, it has been guest of all major events. During these past few years, the Chou made his way in the spotlight and became in just a couple of months the "new" trendy pastry, making tourists run out to taste it. And for Parisians, a hart-warming rediscovery of the ancient tradition.

Crunchy outside, melty inside, the Chou creates an explosion of flavor and texture with the instant need to share with family and friends.

The Chou, with its variety of sweet and salty, never fails to inspire and challenge the best chefs.



history of the chou



1540, a Pastry Chef of the Queen Catherine of Medicis develops a new recipe: the PATE A CHOUX dough. The Chou was born.

The huge success of this dessert quickly made it a classic in France and Italy, and all over Europe. The Chou stays today an essential and symbolic dessert for weddings and special celebrations.

The PATE A CHOUX dough, pronounced "path-ah-shoo" isn't strictly a dough but rather a thick paste made on a stovetop from boiling water with butter, sugar and flour and eggs. This cream puff dough is formed on a baking sheet, usually piped through a pastry tip into different shapes and then baked.

The PATE A CHOUX can be used to create different pastries such as cream puffs, eclairs, profiteroles and not to mention the famous Paris-Brest or the Saint-Honore.

At Choulala, all the creativity and the talent of our pastry Chef can express themselves by the delicate perfumed creams filled at the end of the recipe.

EXEMPLES OF PASTRIES MADE WITH «PÂTE À CHOUX»

*Profiteroles topped
with dark chocolate*



Eclairs filled with vanilla cream



Traditionnal French Paris-Brest

the boutique



The basic groundlines governing the operation of the Choulala shops, such as services, layout, decoration and marketing contribute to the unity and the harmony of this high-end space.

The target of the Choulala shops is to offer to all audiences:

- A chic and elegant space dedicated to the sale of traditional French pastries such as Choux, Eclairs and Entremets...
- A gourmet and warm stop where anyone can buy and taste sandwiches, ice creams and drinks.
- A place of attention where catering can be ordered for family or business celebrations.

The ambition of Choulala is to become the place of reference where everyone can surely buy and taste the finest custom-made pastries in town.



Choulala's boutique in Winter Park

Choulala people

Around the creators of the project, the Choulala Team grows up day after day and contributes to his harmonious and dynamic development. Within stores, employees are carefully selected and trained to feel comfortable in their workplace.

They welcome the customers politely and serve them with courtesy; they perfectly know the products and bring the best advice according to the individual tastes of each.

This rewarding attitude aims to contribute day by day to the fidelity of the customers and the brand enhancement.



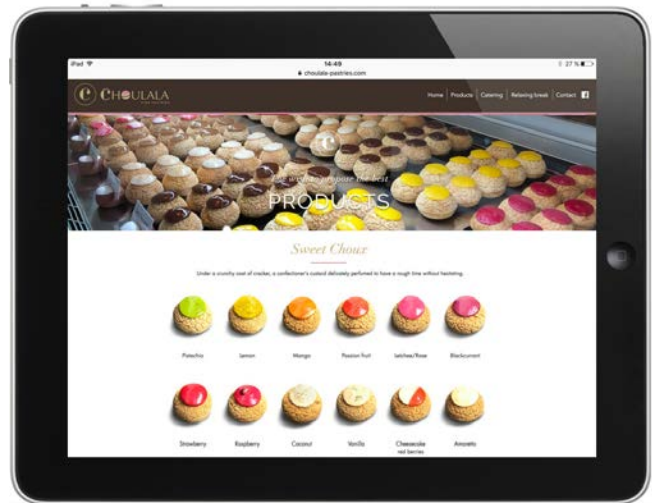
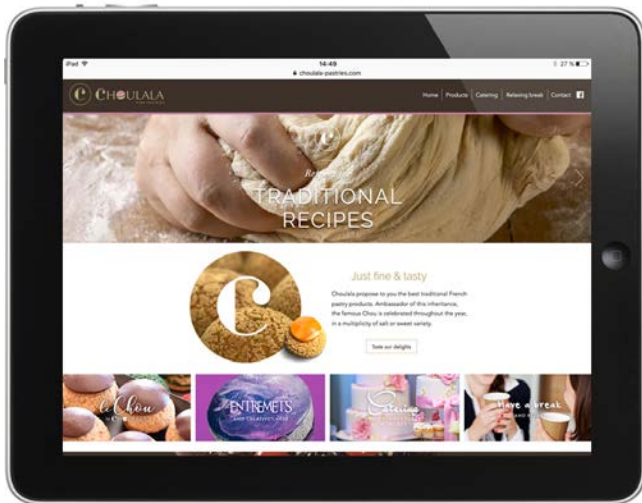
marketing & design

Supported by an experienced marketing team, Choulala brings the utmost care to his communication, to the promotion of his business operations and to the design of his shopping places.

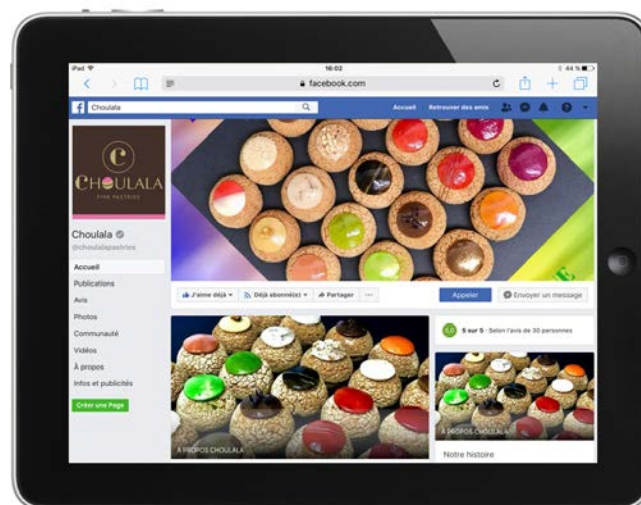


marketing & design

Internet sites, social networks, the Choulala universe is pampered and privileges a very appreciated gourmet refinement.



website www.choulala-pastries.com



facebook page www.facebook.com/choulalapastries/

yum !

SWEET CORNER

The Chou

All our sweet« petits choux » are declined in a large range of flavors.

- Amaretto
- Blackcurrent
- Caramel
- Cheese Cake
- Coconut
- Coffee
- Cookies and cream
- Dark chocolate
- Lemon
- Letchee Rose
- Mango
- Milk chocolate
- Nutella
- Paris Brest
- Passion Fruit
- Peanut Butter
- Pistachio
- Raspberry
- Roasted Almonds
- Strawberry
- Tiramisu
- Vanilla

And the special depending of the season.

Eclairs

- Chocolate
- Vanilla Pecan
- Cheese cake ad red berries

Entremets (Gluten Free)

- Chocolate lovers :
A thin crunchy praline sponge with a dark chocolate mousse and chocolate glaze.
- Exotic :
A thin coconut sponge cake with a coconut mousse and a passion fruit heart.
- Mister Cruchy :
A crunchy praline and caramel sponge with a coffee mousse and a crunchy white and dark chocolate top.
- Miss Coquette :
A thin almond sponge with a red berry jam & cheesecake mousse.

Gelato

All our gelato and sorbets are home made with natural products and fresh fruit purées. No additives and food coloring.

- Chocolate
- Vanilla
- Coffee
- Pistachio
- Praline
- Dulce de leche
- Strawberry (sorbet)
- Mango (sorbet)
- Lemon (sorbet)
- Coconut (sorbet)



just have a break

Croissants and baguettes will be baked on site behind a large window opening on the shop : customer will have the smell of our bakeries.

All our sandwiches will be done with the famous French Crunchy Baguette (classic baguette or baguette with seeds).

BREAKFAST CORNER

Traditional French breakfast

Coffee, hot french baguette with butter and a choice of jams

American

Eggs, toasts and bacon can be added to the hot and cold beverage

Other

Honeyed fruit salad, French toast grilled cheese sandwich, croque madame, chocolate croissants, croissants, almonds croissants...

LUNCH CORNER

- French Sandwiches (classics with baguette, olive oil, goat cheese, tomatos, shredded roasted chicken...)
- Ham and butter
- Ham, butter and swiss cheese
- Salami butter and pickles
- Smoked salmon, salad and butter
- Chicken, tomatoes, salade
- Camembert cheese and salade
- Tuna, boiled eggs, tomatoes and salad

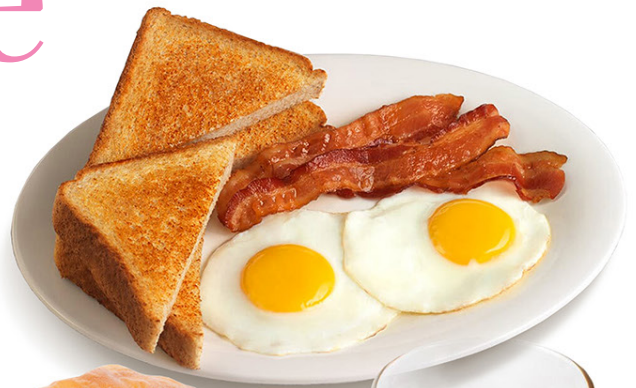
BEVERAGES

Hot

- Regular coffe
- Espresso
- Capuccino
- Macchiato
- Tea
- Chocolate

Cold

- Fruits Juices
- Iced tea
- Water
- Beer
- Wine
- Champagne



welcome to Choulala & enjoy!



keepin
touch!

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