

Beat: Lifestyle

MAISON KAYSER BAKERIES CONFIRMS REMAINING IN NEW YORK & HOPE TO REOPEN

BY CHRISTMAS & DENIAL ARTICLE OF AFP

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USPA NEWS - The MAISON KAYSER BAKERIES confirms that it will remain in New York and hopes to reopen, in the complicated context of COVID-19, We publish this right of reply to the French Press Agency, AFP Mondiale, which published an article on September 11, 2020, according to which, MAISON KAYSER BAKERIES, that is to say the sixteen (16) French bakeries, of New York, will not reopen. "Closed since the start of the pandemic, the sixteen MAISON KAYSER bakeries in New York will not reopen: their owner has filed a case with a bankruptcy court and plans to sell its stores to Aurify Brands. The latter already bought the stores in the United States of the Le Pain chain in June. Daily. "AFP posted. Contacted by AFP on Friday, she declined to comment. We publish the full press release of MAISON KAYSER BAKERIES, dated September 12, 2020, entitled: "Denial of information relayed by AFP - Paris on 09/12/2020"

MAISON KAYSER BAKERIES WILL REMAIN IN NEW YORK AND HOPES TO REOPEN BY CHRISTMAS-----

Eric Kayser denies the closure of his stores in New York. If the stores have not reopened, the reason is very simple: Cosmoledo, the company with which he was associated has in fact decided to cease all its Food & Beverage activities. A situation that Eric Kayser obviously deplors, but he has been actively working for several weeks on their takeover with a new partner. Maison Kayser hopes to reopen the doors of its bakeries in New York by Christmas.

MAISON KAYSER BAKERIES : A REAL SUCCESS IN NEW YORK WILL RE OPEN-----

Not a week goes by without Eric Kayser receiving messages from New Yorkers asking him: "when will Maison Kayser bakeries reopen?" ". He has been working in the shadows for weeks, but finding the right partner to take over the operation of the shops alongside him takes time. Eric Kayser is currently in discussions with historical partners of Maison Kayser who have contributed to its success in other countries. The situation in New York to this day remains complicated, due to COVID-19, but all the active forces of Maison Kayser have only one goal to reopen as soon as possible to offer New Yorkers again good fresh French bread and Eric Kayser's pastries that they love so much! "Obviously and above all, I have a moving thought for our great teams, who were put in very complicated personal situations, first of all by the COVID-19 crisis, which forced us, like all businesses, to close. our bakeries for weeks. And now because of this recovery that we are forced to organize urgently, following the disengagement of our historic partner. »Explains Eric Kayser. "Yet, New York is one of my favorite cities and we will keep our bakeries there! I love its people and I think I can say they love my sourdough bread and pastries. I am currently putting all my energy and my determination, so that we can meet again as soon as possible and share new moments together. So this is not the end of our story, far from it, just a page, which is turned with a partner, to open up to even happier and more ambitious news in the United States. A final word for my teams: I sincerely think of you and your families and I can't wait to see you again very soon! », Declared confident Eric Kayser.

THE SUCCESS OF MAISON KAYSER CANNOT BE DENIED AND THE OPENINGS CONTINUE-----

Even in these uncertain times, the success of Maison Kayser is not slowing down! After a bakery opened in Madrid this summer, another in Antibes facing the Mediterranean and one in Honfleur, it was in Tel Aviv that Maison Kayser inaugurated a new bakery last week. A success, given the queues observed to buy bread & cakes. With 300 bakeries around the world to date, the success of Maison Kayser is unabated and several openings are planned for the coming months.

ABOUT KAYSER HOUSE-----

The history of Maison Kayser begins in 1996 in Paris, rue Monge. This is where Eric Kayser opened his first bakery. Son, grandson and great-grandson of a baker, he decided to take up the work of sourdough bread, a heritage of French tradition, adapting it to today's requirements and tastes. The transmission of know-how and the development of knowledge are the values "that drive it. After these last weeks of confinement, where the bakeries have remained open, the Maison Kayser's motto takes on its full meaning: "Making our customers happy on a daily basis, with gourmet and quality products." "

Source: Maison Kayser Bakeries

Article online:

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