

MADE IN FRANCE



Mag'm



Taste of "Authenticity"

MAG'M, the expert of macarons

MAG'M specializes in the production of premium French macarons.



Through our expertise, our know-how and excellent value for money, we are your privileged partner for the development of tailor-made macarons, intended for Food Service and Retail distribution.

Our mission and DNA is to promote and perpetuate the best of French pastry and gastronomy by distributing exquisite, authentic and affordable products.



- Artisanal pastry know-how combined with a flexible and efficient production tool.
- R&D, Quality teams and Pastry Chefs to offer you the best of our creations.
- A local and human organisation open to the world



Creation of **MAG'M**

2005



Construction of the production plant on the current site

2007



First lava macarons

2009



Launch of sweet and savoury cocktail range

2010



2011

Our values



Taste: the exaltation of savours is central to our action, to offer best in class delicacies

100% PLEASURE



Quality: We master perfectly all international quality standards to provide premium and safe products. We are certified IFS, BRC, Organic, Gluten Free.

100% NATURAL INGREDIENTS



Respect: At MAG'M, we are sensitive to the development of our teams. We believe in the potential of each of our employees to deliver the best and guarantee upmost satisfaction.

100% HUMAN



Authenticity: We draw on the expertise of our in-house pastry chefs to make the most traditional and refined recipes.

100% MADE IN FRANCE



Agility: Innovation, co-creation, Private Label projects stimulate our teams. Whatever the demand, we strive to find solutions for our customers.

100% ADAPTATION



Sustainability:

We are sensitive to source local suppliers, select best raw materials, reduce our list of ingredients, and optimize packaging and overwrapping. A good product also good for the planet.

100% CONCERNED



2012



2014

Commercial launch



2018

Certification



2020

Gluten Free certification



2021

MAG'M joins BONCOLAC group



2022

Macarons

« Classic Selection » mix (12g): our best-seller



Chocolate



Vanilla



Pistachio



Salted Caramel



Lemon



Raspberry



The recipe of the traditional macaron is not a secret. Crusty shells and luscious soft fillings make the macaron so unique. But the subtlety of this demanding pastry lies on the mastery of manufacturing. The perfect combination of texture and flavor requires a know-how that pastry chefs acquire after long years of practice. A long way for a few grams of passion.

Our standard offer



Small macaron:
10g
12g

Medium macaron:
15g
18g

Large macaron:
55g
65g
70g
80g

MAG'M is able to propose and develop with you a whole range of tasty recipes adapted to your markets, distribution channels or events:

- Conventional, Organic, Gluten-Free, Kosher ...
- Homemade filling: ganache, fruit jam, butter cream...
- Decor, sprinkling, toppings ...
- 30+ classic or elaborate colors variations and flavours.



Certified cocoa



Cage free eggs



Home made recipes



Premium almond powder



No additives or palm oil



Gluten Free certification on demand

Savoir-faire

Trays of macarons (15g and 18g):



Format adapted to assisted sales...

Double Flavour (18g):



For twice as much pleasure !!

Organic macarons:



So tasty and 100% organic !



Snacking solutions:



Grab & go !

Savoir-faire

Large macaron (55g):



Snack or dessert ?

Large double flavour macaron (65g):



Just a unique and generous pastry...

Lava macaron (70g):



Chic alternative to the chocolate fondant...

Shells (small and large):



For professionals

Packaging solutions

Retail distribution

We have turnkey or tailor-made solutions for you. Our products are available in formats suitable for all Retail retails, whatever the branding : Supermarkets, Freezer Centers, Cash & Carry, Convenience Stores, Organic sales outlets...



M - French Pâtisserie



- Ready to sell retail packs **in frozen**, with our M brand and unmissable mix of 6 flavours
 - 1, 2, 6, 12, 24, 36 pack
- Conventional, Organic and Gluten-free



Our brands in the chilled sector



- Ready to sell window packs specially adapted to chilled self-service
 - 1, 6, 12, 24 pack
- Conventional and Organic



Private Label ?



Food Service distribution

- Different formats: x12, x35, x72...
- Hotels, restaurants, bakeries, coffee shops, catering or even macaron bar... whatever your needs, we may have a solution for you.



NEW



Macarons **Pocket**

THE BEST
OF FRENCH PASTRY
IN A SNACKING FORMAT

- Perfect for a **gourmet break** (2x15g)

- Flavours favoured** by consumers

- 100% natural** ingredients

- Made by our **pastry chefs**

- Also available in **Big size** (55g)



THE TASTE OF AUTHENTICITY