

MADE IN FRANCE



Mag'm



Taste of "Authenticity"

## MAG'M, the expert of macarons

We are a family-owned business, specialized in the production of the world famous french macarons, as well as refined mini pastries, sweet or savoury.



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



Plant extension  
(1250 m2)

2014

Commercial launch



2018

Certification



2020

Gluten Free certification



2021

# 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):



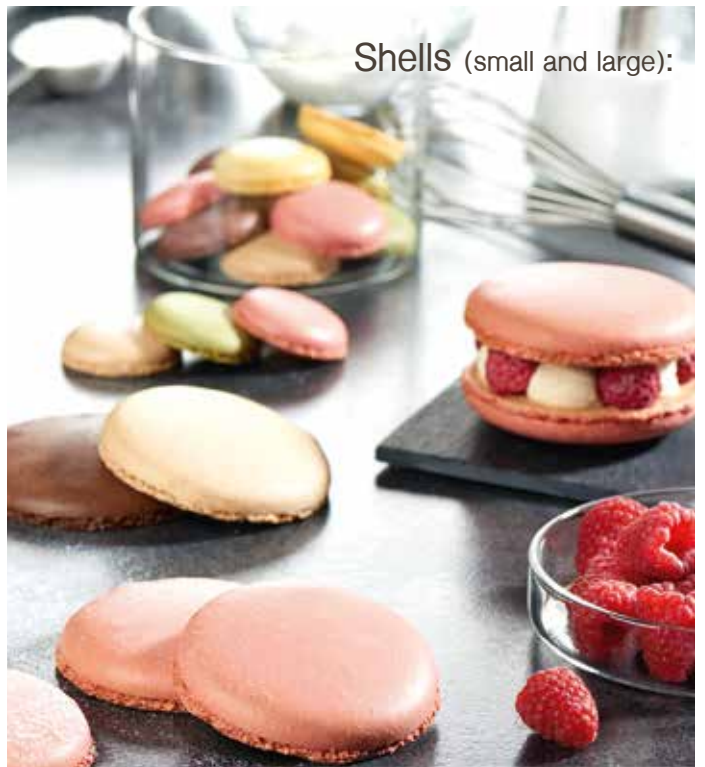
*Just a unique and generous pastry...*

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**



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