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LA BRIOCHE D EXCEPTION revisited by PHILIPPE URRACA

Meilleur Ouvrier de FRANCE Pastry Chef

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USPA NEWS - To celebrate 40 years of the Brand 'LA BRIOCHE DOREE', was organized a Press Presentation of 'LA LOUSELLE', a French Traditional Pastry revisited by famous Pastry Chef Philippe URRACA, on October 11, 2016. La Louiselle is a twisted tasty bun plain, filled with chocolate, caramel or nougat-framboises

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Brioche Dorée is a French chain of Bakery/Café restaurants founded in 1976 and originally started in Brest. The company was founded by Louis Le Duff, current president of Groupe Le Duff. The chain has worldwide operations and is the second largest Bakery/Café chain in the world. The name means 'Golden Brioche' in French.

Groupe Le Duff is a French restaurant conglomerate, with holdings in Europe and the Americas, consisting of over 1,310 restaurants and bakeries. Current restaurants include La Madeleine, Kamps, Mimi's Cafe, Pizza Del Arte, Timothy's World Coffee, Bruegger's and Brioche Dorée.

Brioche Dorée serves both sweet pastries and savoury sandwiches : 550 Restaurants Worldwide, 7,500 Employees, 50 new openings every year, 300,000 customers served daily, the leading French fast food chain with €350 million in turnover.

Source : La Brioche Dorée on October 11, 2016 with Philippe URRACA

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