

*Ritz*  
PARIS  
LE COMPTOIR

THE GOURMET  
BOUTIQUE  
BY  
FRANÇOIS  
PERRET



The quintessence of French excellence, the Ritz Paris on June 7, 2021, inaugurates a new chapter in its history with the opening of the Ritz Paris Le Comptoir, the gourmet boutique by François Perret. A new destination that's open to all, this Ritzy urban annex is distinctive for its ambiance of conviviality, sharing and *gourmandise*. Ritz Paris Le Comptoir is decisively modern, a way of sharing the magic of an iconic hotel and the immense talent of Head Pastry Chef François Perret with all of Paris... before spreading our savoir-faire to new horizons.



The Ritz Paris has welcomed the world's most illustrious guests and, more than a century after it first opened, its status as an icon of gracious living remains intact. The hotel is the eternal symbol of glamour, the avant-garde, and Paris as a literary capital. True to this DNA, the Ritz Paris today wishes to share with Parisians (and would-be Parisians) part of what makes it so marvelous. A veritable destination with a separate entrance at 38 Rue Cambon, Ritz Paris Le Comptoir fits seamlessly into the neighborhood and into everyday life for gourmets of every stripe.

“With the Netflix series ‘The Chef in a Truck’, I realized that excellence and simplicity could go hand-in-hand. The opening of this gourmet boutique offers Parisians the chance to take away pastries and enjoy a taste of the Ritz Paris legend at home. I love the spontaneity and sharing of takeaway — it fits perfectly with a spur-of-the-moment desire to indulge or to treat those you love,” says Chef Perret.



Chef Perret represents a first in the hotel's history by embodying, on his own, part of the prestige of the Ritz Paris. As an ambassador of savor-faire, he will make it possible for the Ritz Paris to “travel” around the world and shine in a new, more accessible way.

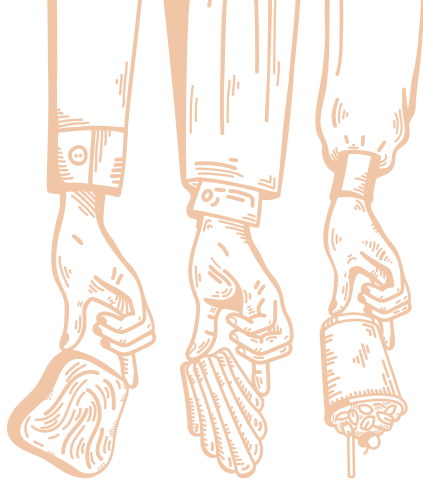
“It seemed to us self-evident to highlight the talents at the Ritz Paris, a House that counts goodwill among its founding values. The hotel has always cultivated the spirit of a family home and our loyal clientele is very attached to that sincere welcome. Placing people at the center of everything we do is essential to us, with François Perret as with all those who, like César Ritz and Auguste Escoffier, have marked the history of the hotel,” comments Natalie Bader Messian, a member of the Ritz Paris Executive Board who is also behind this initiative.

Ritz Paris Le Comptoir is not just about democratizing a taste for the exceptional through pastries; it also speaks to the notion of transmission that the prestigious House on the Place Vendôme has cherished from the outset. And what more beautiful image could there be than a gourmet treat for savoring among generations?



## A CONTEMPORARY AND ELEGANT LIFESTYLE SPACE

From morning to night, Ritz Paris Le Comptoir serves as a destination for neighborhood residents — professional and otherwise — to drop by for a delicate offering from an exceptional House. Available by click-and-collect, a concentration of François Perret's best pastries will delight gastronomes from all over. Clients may savor these sweet indulgences right at the counter, or pick them up before strolling through the city or attending a dinner — it's also possible to find a perfect dessert with a wine or champagne pairing.



# A COMPLETE OFFER

From Monday to Saturday, from 8am to 7pm  
Ritz Paris Le Comptoir keeps time  
with the Parisian lifestyle.

First, with a short menu of breakfast pastries, revisited so that they may be enjoyed on the run, at the office, or in meetings... François Perret's puff pastry remains crisp as ever, but now croissants, pains au chocolat and pastries of the day are elongated to blend pleasure with ease.



The lunchtime sandwich is available in three elongated variations: the César – inspired by the salad, Perret-style; the Salmon, in a more traditional version with fluffy sliced bread, and the Vegan, a focaccia sandwich with character.

There follow François Perret's iconic treats: madeleines in multiple variations with fruit confit (raspberries, passion fruit, etc...) to take away or offer in pretty boxes illustrated with the likeness of César Ritz and Auguste Escoffier; marble cake, tartlets, the Ritz au lait, the chocolate bar...

In a first, pâtisserie beverages take pride of place, with a haute cookies-in-milk consistency and a light-as-air touch. Delicate mousses and creams with gastronomic toppings may be sipped through a straw, and vary according to the Head Pastry Chef's inspirations.

For true fans, all the classics are here at Ritz Paris Le Comptoir, available on a rotating basis and according to the day: éclairs, babas au rhum, millefeuilles, cheesecakes, Mont-Blancs and seasonal tarts for sharing. Set to the rhythm of daily life, the Ritz Paris Le Comptoir places an accent on individual portions for one — or two — to enjoy.

Along with the essentials and little tasting rituals, a selection of refined offerings make ideal gifts. Candles with pastry scents keep company with sets inspired by the Ecole Ritz Escoffier (apron and spatula), and champagne and dessert wines carefully selected by our cellar masters, placing the prestige of an iconic House within reach at any time.



César Ritz



## A RITZY URBAN ANNEX

Conceived as a welcoming, lively place that's rooted in everyday Parisian life, Ritz Paris Le Comptoir is nonetheless refined and true to the chic style of the hotel. At once functional and elegant, this showcase brims with noble materials, made-to-measure details, and plays on texture that echo its refined pastries and create a fresh sense of conviviality.



China cabinets, Art Deco dessert trolleys, and pastry counters recall the pedestal tables of yesteryear while, behind a window, one spies the bustling ambiance of a “pastry lab.”

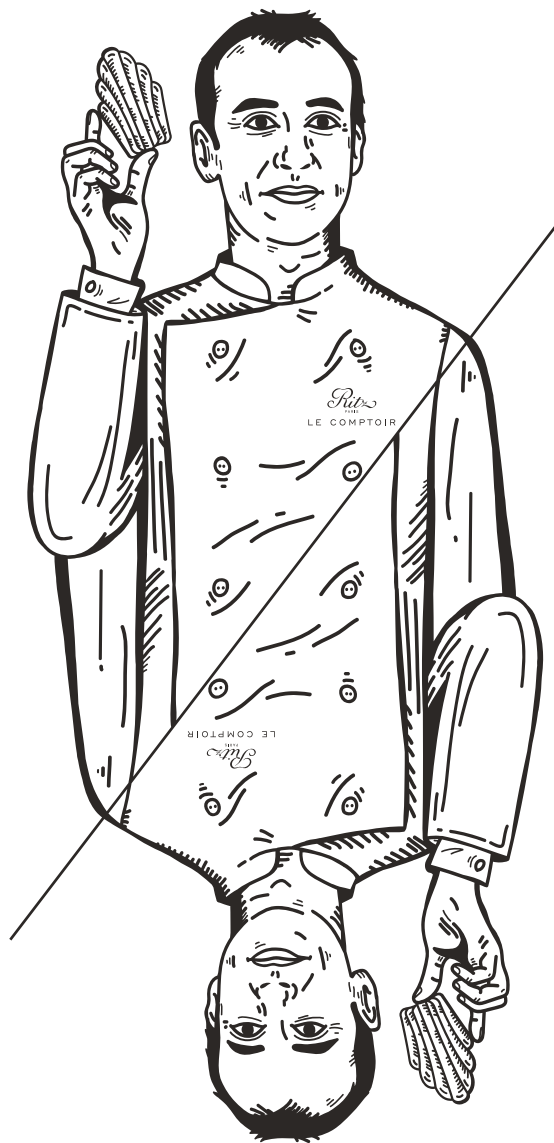
Subtle lighting from a spectacular chandelier recalls the generous curves of a madeleine, while sinuous alcoves are clad in gold, and a display has been hewn from a single block.

There are naïve, almost childlike, illustrations and a large, gracious portrait of François Perret. For those wishing to sit down, an enveloping couch awaits, with the added comfort of being tucked behind beautifully worked screens, out of sight of onlookers in the street.

“The opening of the Ritz Paris Le Comptoir is the first step in a dynamic new phase for the Cambon wing of the hotel. It’s also a more spontaneous, accessible alternative designed with Parisians in mind.”

Marc Raffray,  
General Manager of the Ritz Paris.





## ABOUT

François  
Perret

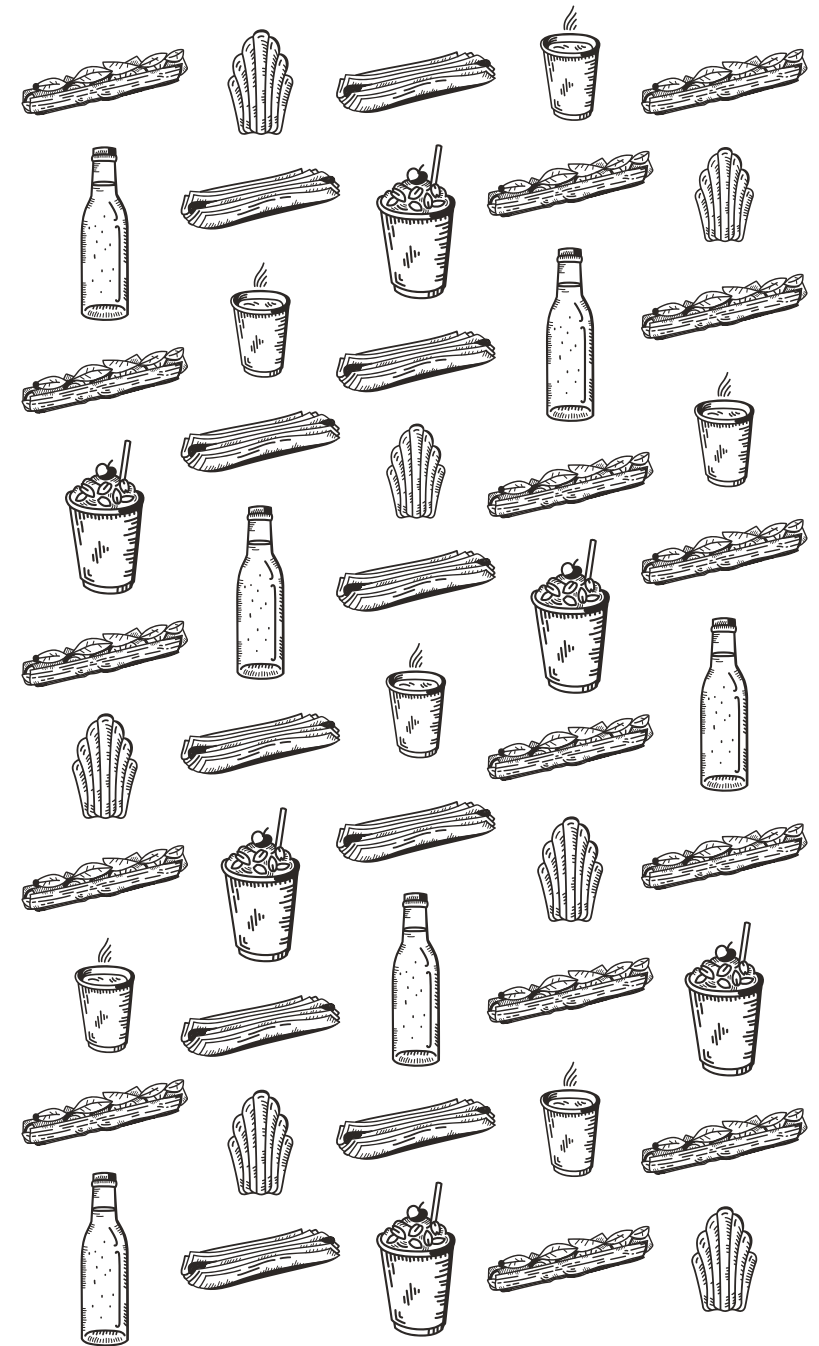
### HEAD PASTRY CHEF AT THE RITZ PARIS

**F**rançois Perret was named the World's Best Restaurant Pastry Chef in 2019, the same year his book "French Pastry at the Ritz Paris" was published by La Martinière, and with the success of the first season of "The Chef in a Truck" series on Netflix, his audience keeps growing daily. An abundance of recognition for the Chef, a native of Bourg-en-Bresse, who still vividly recalls the epiphany of his father's crème anglaise.

Having worked in some of the best kitchen brigades in Paris — at the Lancaster, Le Meurice, the Four Seasons George V and the Shangri-La Hotel, Paris, François Perret was granted carte blanche at the Ritz Paris to create



the House's new pastry identity when it reopened in 2016. Since then, his sense of measure – “just the right amount of sugar, just the right amount of salt” — and his quest for the perfect balance between acid, tart and the flavor of the finished product embody the expertise of one of the great pastry chefs of his generation. As he says with a smile, “isn't the art of balancing flavors what invites you to dip your spoon in once again with a smile on your lips, and without having to ask for a glass of water when you're done?” Add to that audacity, generosity and a flair for finding inspiration everywhere... and results that match his ambition: “A dessert should astonish and create desire. Its gourmandise should make you want to come back,” observes the Chef, a sincere and perfectionistic gourmand through and through.





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## RITZ PARIS LE COMPTOIR

38 Rue Cambon 75001 Paris

Open from Monday to Saturday from 8am to 7pm

Opening on June 7<sup>th</sup>, 2021

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